



PRESS RELEASE

Malmö 6th March, 2015

## New Nordic Healthbrands AB

### Full Year Report 2014

#### FULL YEAR 2014

- Net sales amounted to MSEK 271.9 (228.0), an increase of 19 percent. In local currencies, the increase was 12 percent.
- Gross margin decreased to 63.9 percent (65.3).
- EBITDA increased to MSEK 19.1 (12.2).
- Operating profit improved to MSEK 16.2 (9.2).
- Profit after tax for the period improved to MSEK 12.4 (5.8).
- Earnings per share increased to SEK 2.00 (0.93).

#### FOURTH QUARTER 2014

- Net sales amounted to MSEK 70.7 (59.7), an increase of 18 percent. In local currencies, the increase was 9 percent.
- Gross margin increased to 63.6 percent (62.1).
- EBITDA increased to MSEK 4.9 (1.1).
- Operating profit improved to MSEK 4.0 (0.4).
- Profit after tax for the period improved to MSEK 3.2 (1.2).
- Earnings per share increased to SEK 0.51 (0.19).

#### BRIEF COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

2014 has been a very good year for New Nordic. We increased our sales by 12 percent in local currencies and by 19 percent in Swedish kronor, to SEK 271.9 million. EBITDA grew by 57 percent to SEK 19.1 million and earnings per share by 115 percent to 2.00 SEK per share.

The increase in sales and profit is a result of an effective execution of our strategy. A fine balance of a high product innovation, increase in marketing plus increased distribution and in-store presence in pharmacies and health stores.

The gross margin decreased from 65,3 percent to 63,9 percent. Cost of administration has been kept well under control resulting in an EBITDA margin of 7 percent up from 5,3 percent.

The fluctuations in exchange rates has been to our benefit in 2014, where we have had extraordinary positive exchange rate incomes of close to 2 million SEK. Our result after tax increased to SEK 12.4 million which equals 4.6 percent of sales.

We increased the inventory of raw materials and finished goods with 14 percent to 35 million SEK in 2014 in order to maintain a high level of order-fulfillment with growing sales. Our balance is well trimmed amounting to 101 million SEK by the end of the year. Shareholders equity grew to a solidity of nearly 25 percent. Our financial situation is fine.

We will continue to execute our strategy and we plan for further growth. We have a fine pipeline of product innovations, there is much room for growth in existing markets with existing products, and there are many new markets to enter together with good distributors. We will focus our efforts to create growth in both sales and profit.

New Nordic employees has done a fine job in 2014 and everybody is passionate about our business and international expansion. We have another exciting year ahead of us and I am very confident that New Nordic has the right strategy and that there is lots of opportunities for us to grow.

Karl Kristian Bergman Jensen, CEO

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*The information in this press release is that which New Nordic Healthbrands AB (publ) is required to disclose under Sweden's Securities Market Act. It will be released for publication at 9.00 (CET) on the 6th March, 2015.*

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New Nordic Healthbrands AB (publ) was founded in 1990 and is quoted on NASDAQ OMX Stockholm since 2007. The company's business concept is to offer the most effective and safe food supplements and natural medicines for specific health conditions. New Nordic's branded products are now available in 32 countries in pharmacies and health stores. The New Nordic Group has its own small sales and marketing companies in most European Countries, Canada and the US, to organize local marketing campaigns, serve the pharmacy and health retailers and serve the end consumers. In 2014, sales were 272 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia.

For further information, visit [www.newnordic.com](http://www.newnordic.com).