



PRESS RELEASE

Malmö 7th March, 2014

New Nordic Healthbrands AB Full Year Report 2013

FULL YEAR 2013

- Net sales amounted to MSEK 228,0 (203,8), an increase of 12 percent. In local currencies, the increase was 14 percent.
- Gross margin improved to 65,3 percent (62,1).
- EBITDA increased to MSEK 12,2 (5,5).
- Operating profit improved to MSEK 9,2 (-1,0).
- Profit for the period improved to MSEK 5,8 (-4,1).
- Earnings per share increased to SEK 0.93 (-0.66).

FOURTH QUARTER 2013

- Net sales amounted to MSEK 59,7 (46,6), an increase of 28 percent. In local currencies, the increase was 29 percent.
- Gross margin improved to 62,1 percent (60,7).
- EBITDA improved to MSEK 1,1 (-2,7).
- Operating profit improved to MSEK 0,4 (-3,4).
- Profit for the period improved to MSEK 1,2 (-3,0).
- Earnings per share increased to SEK 0.19 (-0.49).

COMMENTS BY KARL KRISTIAN BERGMAN JENSEN, CEO

Earnings per share rose to 0,93 SEK for the year 2013.

We have focused on execution of our strategy and we have increased marketing spendings during the year to further build our international brand value. As a result sales revenue for the year increased with 12 per cent to a record 228 MSEK.

We have increased sales of New Nordic products in virtually all of the 29 markets where our products are now sold. However, we had a drop in sales of our omega products in Sweden and Norway. This is mainly due to a decrease in the huge omega 3 market. We are convinced that we managed to keep our market share in this category.

We also managed to turn around US and we came out of the year in USA with increase in sales and a profit.

Profit after tax increased to 5,8 MSEK for the year. The result is fine compared to previous years, however, its our ambition to achieve significantly higher profit and demonstrate consistent earning power in the years to come.

The balance was further trimmed and the earnings on equity was high with 42,7 percent while at the same time we are employing little debt.

New Nordic employees are determined to grow both sales and profit. We will continue to execute our strategy. I see many opportunities for the company, and I am very optimistic that these initiatives can offer better products to more customers and that it will increase our revenue and earnings for the company.

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 7th March, 2014.

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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 28 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 2013, sales were 228 MSEK. All New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.