New Nordic Healthbrands AB (publ)
Nine Months Report Q3 2015 January-September

	NINE MONTHS 2015	NINE MONTHS 2014	Q3 2015	Q3 2014
Net sales, kSEK	223 302	201 256	73 869	65 249
Gross profit, kSEK	147 180	128 800	47 635	40 911
Gross margin	65.9%	64.0%	64.5%	62.7%
EBITDA, kSEK	14 377	14 185	5 488	5 768
EBITDA margin	6.4%	7.0%	7.4%	8.8%
Operating profit, kSEK	12 436	12 192	4 868	5 131
Operating margin	5.6%	6.1%	6.6%	7.9%
Net profit for the period, kSEK	9 017	9 221	3 710	4 259
Earnings per share*, SEK	1.46	1.49	0.60	0.69
EBITDA per share, SEK	2.32	2.29	0.89	0.93

**There are no dilutive effects*

Comments by CEO

Sales increased with 11 percent to 223 million SEK. In local currencies sales increased nearly four percent.

The company is in a fine growth momentum and taking market share in nearly all markets. Sales increased in the Nordic area, the rest of Europe and in North America. During the year we experienced challenges in sales and profit from particular brands in our weight loss segment in the Nordic area. We saw it coming and prepared to compensate for it by accelerating new product introductions in more stable segments as well as we moved forward the introduction of new generation weight loss formulations. Such operations has meant extraordinary investments in marketing launch costs. Our skilled staff maneuvered the adjustment swiftly, and our adjustment is laying the ground work for the successes of tomorrow. The growth of sales is satisfactory in light of this.

Our costs are under control. The gross margin increased to nearly 66 percent. The EBITDA has been just increased a little compared to last year. The EBITDA margin was below our long term ambition. However, it is momentarily influenced by the extraordinary costs of adjusting the assortment as well as our continued marketing investments in order to take market share and establish ourself stronger in selected markets. During the coming quarter we expect to improve the effectiveness of our marketing investments.

We had a fine quarter in terms of celebrations and retailer events. In August we celebrated our 25 years anniversary in our typical friendly and entrepreneurial New Nordic spirit which we have preserved under all years. The fact that New Nordic has become what it is today by our own organic growth is thanks to the excellent qualities of our international team and our focus on continued innovation. This is something that is also recognized outside the company. I am pleased to announce that our Norwegian team was elected best supplier to Life in Norway 2015 and that our Danish team won the best product of the year title with their launch of Coffee Diet™.

Looking back on the development over the last 25 years and the expertise we have build in the herbal area, I can reaffirm my confidence in the future. With our herbal know-how we have build a cutting-edge resource for our product development team preparing the products of tomorrow.

I am very enthusiastic about New Nordc's opportunities for further growth and development.

Karl Kristian Bergman Jensen

Sales

Sales for the first nine months was 223.3 million (201.3), an increase of 11 percent. In local currencies, the increase was 3.9 percent.

Results for the nine months

Gross profit for the first nine months amounted to SEK 147.2 million (128.8). This corresponds to a gross margin of 65.9 percent (64.0). EBITDA amounted to SEK 14.4 million (14.2). This corresponds to an EBITDA margin of 6.4 percent (7.0).
Operating income amounted to SEK 12.4 M (12.2). This corresponds to an operating margin of 5.6 percent (6.1).
Profit after financial items amounted to SEK 11.4 million (12.1).
Profit after tax for the nine months amounted to 9.0 million (9.2).

Comments to the third quarter

Sales in local currencies increased by 6.0 percent. Converted into SEK, sales increased by 13 percent. EBITDA decreased by 0.3 million and net profit after tax decreased by 0.5 million.
Gross margin increased to 64.5 percent (62.7). Personel, sales and administration expenses amounted to SEK 42.1 million (35.1), an increase of 20 percent. The number of employees at end of period was 43 (37). The largest increase in expenses was related to increased marketing costs. However, there were also an increased expense of nearly SEK 1.2 million due to changes in exchange rates compared to same quarter last year.
EBITDA decreased by 0.3 million and net profit after tax with SEK 0.5 million. A result of an increase in costs which exceeded the increase in sales translated into SEK.
Depreciation was almost status quo and amounted to SEK 0.6 million (0.6). Interest and other financial items rose to SEK -0.2 million (0.0).
Profit after financial items was reduced by 9 percent amounted to SEK 4.7 million (5.2).
Net profit decreased 13 percent and amounted to SEK 3.7 million (4.3).
Inventories increased by 2 percent compared to the same period last year and amounted to SEK 31.9 M (31.2). The balance increased with 21 percent compared with the same period last year and amounted to SEK 117.2 M (96.9).

Financial position and cash flow

Total assets as at 30 September 2015 amounted to SEK 117.2 million (96.9), an increase of 21 percent compared to the same time last year. The increase is primarily related to the fact that the Company has restructured the financing from facturing to an overdraft facility with Danske Bank A/S.
Inventories amounted to SEK 31.9 million (31.2). The size of the inventory is satisfactory to the Company activity and service rate.
Operating activities generated a negative cash flow of SEK -4.2 million (4.8) during the first nine months.
Cash and cash equivalents amounted to SEK 5.1 million (5.4).
The Group's equity ratio was 28.4 percent (22.9).
Equity apportioned on the outstanding 6,195,200 (6,195,200) shares at 30 September 2015 amounted to 5.37 SEK (3.59).

Expansion

In 2015 the company will continue to focus on building a leading brand in a number of specific market segments. Profitable products will be launched in markets where New Nordic is active and efforts will be made to broaden the geographic distribution through reputable national distributors who can market New Nordic brands for their own account and risk in their country. In the US, the company will only focus on a few brands of Pharmacy distribution. At the same time New Nordic will focus to build the business in the US health food stores. New Nordic expects to increase sales and earnings in all markets where it operates.

Parent company

The parent company had in operation the first nine months of 2015 a turnover of SEK 83.0 million (81.6).

Comment to this quarter

No particular comments regarding the current quarter.

Transactions with related parties

There have been no material related party transactions during the period.

Accounting principles

This report has been prepared in accordance with the Annual Accounts Act and the Financial Accounting Standards Council's recommendations.

Certified advicer

New Nordic Health Brands AB's Certified Adviser, Mangold Fondkommission AB.
Phone: +46 8-503 01 550

Upcoming reports

Year-end report 2015	7 March 2016
Annual report 2015	7 April 2016
Three-month report 2016	28 April 2016
Six-month report 2016	29 July 2016
Nine-month report 2016	31 October 2016

For further information contact: Karl Kristian Bergman Jensen, CEO, kk@newnordic.com
This report has not been audited.

Malmö October 30, 2015
New Nordic Health Brands AB (publ)

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Income Statement

(kSEK)	NINE MONTHS 2015	NINE MONTHS 2014	Q3 2015	Q3 2014
Sales	223 302	201 256	73 869	65 249
Cost of goods sold	-76 122	-72 456	-26 234	-24 338
Gross profit	**147 180**	**128 800**	**47 635**	**40 911**
Personnel expenses	-23 741	-19 820	-8 073	-6 191
Other external expenses	-109 062	-94 795	-34 074	-28 952
EBITDA	**14 377**	**14 185**	**5 488**	**5 768**
Depreciations	-1 941	-1 993	-620	-637
Operating profit (EBIT)	**12 436**	**12 192**	**4 868**	**5 131**
Interest and other financial items	-1 013	-77	-161	32
Profit after financial items	**11 423**	**12 115**	**4 707**	**5 163**
Tax	-2 406	-2 894	-997	-904
Net profit for the period	**9 017**	**9 221**	**3 710**	**4 259**
Average number of shares	6 195 200	6 195 200	6 195 200	6 195 200
Number of shares by the end of the period*	6 195 200	6 195 200	6 195 200	6 195 200
Earnings per share, SEK	1.46	1.49	0.60	0.69
EBITDA per share, SEK	2.32	2.29	0.89	0.93

**There are no dilutive effects*

Balance Sheet

(kSEK)	Q3 2015	Q3 2014	Full year 2014
Assets			
FIXED ASSETS			
Intangible fixed assets	1 482	3 682	2 977
Tangible fixed assets	1 734	1 938	1 834
Financial assets	5 615	10 314	9 014
Total fixed assets	**8 831**	**15 934**	**13 825**
CURRENT ASSETS			
Inventories	31 908	31 195	34 995
Current receivables	71 396	44 419	45 847
Liquid funds	5 051	5 357	5 995
Total current assets	**108 355**	**80 971**	**86 837**
Total assets	**117 186**	**96 905**	**100 662**
Equity and liabilites			
EQUITY	33 260	22 210	25 059
Deffered tax	**1 513**	**3 104**	**1 618**
Long-term debt	**1 401**	**1 181**	**1 198**
Short term liabilities – interest bearing	19 931	6 477	9 439
Short term liabilities – non interest bearing	61 081	63 933	63 348
Current liabilities	**81 012**	**70 410**	**72 787**
TOTAL LIABILITIES AND EQUITY	**117 186**	**96 905**	**100 662**

Change in Equity

Q3 2015

(kSEK)	Share capital	Restricted reserves	Free equity	Total equity
Balance	**6 195**	**5 248**	**13 616**	**25 059**
Exchange rate differences	0	0	-816	-816
Profit for the period	0	0	9 017	9 017
Balance	**6 195**	**5 248**	**21 817**	**33 260**

Q3 2014

(kSEK)	Share capital	Restricted reserves	Free equity	Total equity
Balance	**6 195**	**3 935**	**3 419**	**13 549**
Exchange rate differences	0	0	-560	-560
Profit for the period	0	0	9 221	9 221
Balance	**6 195**	**3 935**	**12 080**	**22 210**

Full year 2014

(kSEK)	Share capital	Restricted reserves	Free equity	Total equity
Balance	**6 195**	**3 935**	**3 419**	**13 549**
Transfer between restricted and unrestricted reserves	0	1 313	-1 313	0
Exchange rate differences	0	0	-865	-865
Profit for the period	0	0	12 375	12 375
Balance	**6 195**	**5 248**	**13 616**	**25 059**

Cash Flow Statements

(kSEK)	NINE MONTHS 2015	NINE MONTHS 2014	Q3 2015	Q3 2014
CURRENT OPERATIONS				
Profit after financial items	12 436	12 192	4 868	5 131
Adjustments for				
Depreciations	1 941	1 993	620	637
Other provisions	5	3 370	0	1 576
	14 382	**17 555**	**5 488**	**7 344**
Interest recieved	158	189	0	69
Interest expense	-1 038	-1 315	-191	-430
Taxation paid	-1 801	-3 266	-554	-495
Cash flow from current operations before changes in working capital	**11 701**	**13 163**	**4 743**	**6 488**
Cash flow from changes in working capital				
Inventories	2 033	-2 081	1 476	-252
Current receivables	-26 059	-279	-5 015	7 666
Current liabilities	8 125	-5 969	-244	-12 164
Cash flow from current operations	**-4 200**	**4 834**	**960**	**1 738**
INVESTMENT ACTIVITIES				
Investments in tangible fixed assets	-714	-814	-184	-12
Divestment of intangible and tangible fixed assets	65	0	0	0
Long term receivables	2 683	-3 993	-495	-1 293
Cash flow from investment activities	**2 034**	**-4 807**	**-679**	**-1 305**
FINANCING ACTIVITIES				
Changes in long term debt	1 356	-938	754	-244
Cash flow from financing activities	**1 356**	**-938**	**754**	**-244**
Changes in liquid funds	**-810**	**-911**	**1 035**	**189**
Liquid funds at the beginning of the period	**5 995**	**6 072**	**4 087**	**5 084**
Exchange rate effect	**-134**	**196**	**-71**	**84**
Liquid funds at the end of the period	**5 051**	**5 357**	**5 051**	**5 357**

Key Figures

(kSEK)	NINE MONTHS 2015	NINE MONTHS 2014	Q3 2015	Q3 2014
Sales	223 302	201 256	73 869	65 249
Gross profit	147 180	128 800	47 635	40 911
EBITDA	14 377	14 185	5 488	5 768
Operating profit	12 436	12 192	4 868	5 131
Profit after financial items	11 423	12 115	4 707	5 163
Total assets	117 186	96 905	117 186	96 905
Return on capital employed, %	23,1	41.5	9.2	17.9
Return on shareholders equity, %	27.1	41.5	11.2	19.2
Equity	33 260	22 210	33 260	22 210
Equity ratio, %	28.4	22.9	28.4	22.9
Dept ratio	2.52	3.36	2.52	3.36
Interest coverage ratio	12.1	46.5	25.49	140.54
Investments	714	814	184	12
Cash flow from current operations	-4200	4 834	960	1 738
Gross margin, %	65.9	64.0	64.5	62.7
EBITDA margin, %	6.4	7.0	7.4	8.8
Operation margin, %	5.6	6.1	6.6	7.9
Profit margin, %	5.1	6.0	6.4	7.9
Number of employees, average	41	37	43	37
Number of shares by the end of the period	43	37	43	37
Sales per employee	5 514	5 439	1 718	1 763
Gross margin per emplyee	3 634	3 481	1 108	1 106
Profit per employee	282	327	109	140
Average number of shares in the period	6 195 200	6 195 200	6 195 200	6 195 200
Number of shares by the end of the period*	6 195 200	6 195 200	6 195 200	6 195 200
Own shares by the end of the period	0	0	0	0
EBITDA per share, SEK	2.32	2.29	0.89	0.93
Earnings per share*, SEK	1.46	1.49	0.60	0.69
Equity per share, SEK	5.37	3.59	5.37	3.59

**There are no dilutive effects*

New Nordic Geographic Segments

Sales divided by gergraphic, SEK	Q3 2015		Q3 2014		Full year 2014	
	MSEK	PROCENT	MSEK	PROCENT	MSEK	PROCENT
Nordic	33	44%	29	44%	115	42%
Rest of Europe	24	33%	20	31%	92	34%
North America	16	22%	14	22%	59	22%
Rest of the World	1	1%	2	3%	6	2%

Quarterly Overview

	2015			2014				2013				2012			
	Q 1	Q 2	Q 3	Q1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4
Turnover excl. VAT MSEK	72.9	76.5	73.9	61.1	74.9	65.2	70.7	51.0	58.9	58.3	59.7	52.2	55.5	49.4	46.7
Change from last year, %	19.4	2.1	13.2	19.7	27.2	11.8	18.4	-2.2	6.1	18.0	28.0	10.2	6.1	-4.3	-3.2
EBITDA, MSEK	4.7	4.2	5.5	3.8	4.7	5.8	4.9	3.5	3.6	3.9	1.1	3.3	2.0	2.9	-2.7
EBITDA-margin, %	6.5	5.4	7.4	6.1	6.2	8.8	7.0	6.8	6.1	6.8	1.9	6.4	3.5	5.8	-5.7
Operating result, MSEK	4.1	3.5	4.9	3.1	4.0	5.1	4.0	2.7	2.9	3.2	0.4	1.4	0.0	1.0	-3.4
Operating margin, %	5.6	4.6	6.6	5.1	5.3	7.9	5.7	5.3	4.9	5.5	0.6	2.7	0.1	1.9	-7.4
Result before tax, MSEK	3.9	2.8	4.7	2.7	4.2	5.2	4.4	1.9	2.9	2.5	0.6	0.7	-1.0	-0.3	-4.1
Result after tax, MSEK	3.1	2.2	3.7	2.1	2.9	4.3	3.2	1.3	2.2	1.1	1.2	0.5	-0.8	-0.8	-3.0
Cash, MSEK	5.6	4.1	5.1	4.9	5.1	5.4	6.0	3.9	3.3	7.6	6.1	2.0	2.2	4.5	5.2
Inventory, MSEK	38.7	34.2	31.9	30.4	32.2	31.2	35.0	29.9	30.1	29.4	30.6	27.8	30.7	28.8	31.1
Equity, MSEK	27.7	30.1	33.3	15.7	18.2	22.2	25.1	9.7	11.8	12.7	13.5	12.2	11.3	11.4	8.5
Result per share, SEK	0.50	0.36	0.60	0.33	0.47	0.69	0.51	0.20	0.36	0.18	0.19	0.08	-0.12	-0.14	-0.49
Equity per share, SEK	4.47	4.86	5.37	2.54	2.95	3.59	4.04	1.57	1.90	2.06	2.19	1.96	1.82	1.85	1.37
Cash flow per share, SEK	-0.57	-0.29	0.15	0.34	0.16	0.28	-0.03	-0.24	-0.13	0.53	-0.09	0.29	0.01	0.39	-0.10
Solidity, %	25.6	26.2	28.4	16.8	17.6	22.9	24.9	11.1	12.7	13.7	15.0	12.6	11.5	12.7	9.2

Gross profit: New Nordic's gross profit is the company's net sales less costs to New Nordic suppliers.

Equity: Equity as a percentage of total assets.

Leverage ratio: The ratio of total liabilities and equity.

Profit margin: Profit after financial items plus financial expenses divided by financial expenses.

Return on equity: Net income as a percentage of shareholders' equity at period end.

Capital employed: Total assets less non-interest-bearing provisions and liabilities.

Return on capital employed: Profit after financial items
plus financial expenses divided by capital employed.

Investments: Investments in tangible and intangible assets.

Gross margin: Gross profit as a percentage of net sales.

EBITDA margin: Operating income before depreciation and amortization as a percentage of net sales.

Operating margin: Operating profit after depreciation and amortization as a percentage of net sales.

Profit margin: Profit after financial items as a percentage of net sales.

Revenue per employee: Net sales divided by the average number of employees.

Gross profit per employee: Gross profit divided by the average number of employees.

Profit per employee: Profit after financial items divided by the average number of employees.

Earnings per share: Profit after tax divided by the average number of shares.

Equity per share: Shareholders' equity divided by shares outstanding at period end.