



## Press release

### **New Wave Group AB forms a new subsidiary, Make Your Own Design AB, for special design & Trading.**

New Wave Group AB will launch a new subsidiary in the first quarter of 2001. The company, Make Your Own Design AB, will operate in two business areas:

#### Corporate clothing

Specially designed collections of the New Wave Group are in increasing demand from companies, via their retailers. These are collections that are specially designed for a customer, or that have their own colours, etc, specific to a customer. The company will actively cultivate this market, first in Sweden, and then through New Wave's subsidiaries/distributors in other countries, on all markets where the corporate clothing business area is represented. Make Your Own Design will also be launched as a separate unit within Cyberwave, Yourlogo.com, offering a service in which customers themselves can design or colour/develop their own collections, within certain frameworks. Delivery, etc, will be made through New Wave's normal retail outlets.

#### Trading

In addition, the New Wave Group AB is experiencing increasing demand in the product areas where New Wave is renowned, such as T-shirts, Piqué tops, caps, shirts, etc. The production is partly for other trademarks, and partly in the form of private labels for chainstores, etc. Make Your Own Design AB will also handle these types of sales on Trading.

In the next few years, the New Wave Group AB will be able to greatly increase sales in these product areas. The formation of the new subsidiary will also mean a more complete range within the business area of corporate clothing, thereby further strengthening this concept.

The New Wave Group AB estimates that Make Your Own Design will make a profit in the first year of operations. Sales in the first year are estimated to SEK 20-40 million, of which SEK10-30 million will be growth.

#### **New Wave Group i korthet**

*New Wave är ett klädföretag inriktat på att etablera, förvärva och utveckla varumärken främst inom fritidssektorn. New Wave är verksamt inom två affärsområden, dels på marknaden för profilkläder genom försäljning till oberoende profilföretag, dels på detaljhandelsmarknaden via återförsäljare i främst sport- och skofackhandeln. Genom att verka inom båda dessa marknadssegment, får koncernen en bättre riskspridning och uppnår samordningsfördelar.*

*Koncernens mest kända varumärken är Clique, Craft, Grizzly, James Harvest Sportswear, New Wave, Pax, Printer och Skechers.*

Borås 19 December 2000

**New Wave Group AB** (publ)

Torsten Jansson  
Managing Director

For further information, contact:

Torsten Jansson                      Managing Director  
Tel: +46 (0)708-99 80 50, + 46 (0)33-22 58 55

Jörgen Bender                      Financial Manager  
Tele: + 46 (0)708-998055, + 46 (0)33-225854