



Press release

Annual general meeting in New Wave Group AB (publ)

At the annual general meeting in New Wave Group AB today, the following was decided, among other things:

- Dividend to the shareholders of SEK 2:50 per share with 21 May 2004 as record date
- Re-election of Håkan Thylén, Torsten Jansson, Lennart Bohlin and Hans Johansson as board members
- Increase of the company's share capital through a bonus issue resulting in an increase of the share par (nominal) value from SEK 0.50 to SEK 12.00 by transfer from the share premium fund with 30 July 2004 as record date
- Reduction of the shares par value from SEK 12 to SEK 6 (Split 2:1) with 30 July 2004 as record date, meaning that 28 July 2004 will be the first trading day applying the new par value
- Authorization of the board to make a new issue of up to 3,000,000 shares of class B in the company with a par nominal value of SEK 6, with or without shareholders subscription privilege and with or without stipulation of capital contributed in kind, setoff or other stipulation as mentioned in Chapter 4 § 6, first paragraph, in the Companies Act

Complete documentation regarding the issues mentioned above is available at the company.

In a speech, the CEO, Torsten Jansson, accounted for the future and the goals of New Wave Group, which are as follows;

- To become the largest and best company in Europe with regard to promotional business,
- To reach a significant market-position within promotional gifts and work wear, whereas New Wave Group within the next 6 – 12 months will launch Jobman in several countries outside Sweden and also continue the strong venture on ProJob, which will be launched in August 2004, and
- To continue build Craft, Umbro and Seger to big actors in sportswear in Sweden and other countries.

The CEO held the opinion that New Wave Group has a strong position and a bright future, but that the forecast that the group's result 2004 will be improved compared with the result 2003 remains.

Borås on 17 May 2004

New Wave Group AB (publ)

The board

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New Wave Group in brief

New Wave is a promotional and retailing company that concentrates on establishing, acquiring and developing trademarks, mainly within the promo wear, work wear, leisurewear and gift sector. New Wave operates within two business areas, in the Corporate Promotional area through sales to independent promotion companies, as well as in the Retailing business area via retailers mainly within sportswear and shoes. By operating within both areas, the Group's risk spreading and the coordination advantages increase.

The Group's most well-known trademarks are Clique, Craft, Seger, Grizzly, James Harvest Sportswear, New Wave, Pax, Sagaform, Jobman, ProJob, Dressmart, DAD Sportswear, Umbro (license), Nordica (license), Rollerblade (license) and Printer Active Wear.