



Press release

Nomination Committee's Proposals to the Annual General Meeting 2009

The Nomination Committee of New Wave Group, consisting of Arne Lööw, Chairman (and representing Fjärde AP-fonden), Anders Algotsson (representing AFA Försäkringar) and Torsten Jansson (representing Torsten Jansson Förvaltning AB) has decided to submit the following proposals to the company's Annual General Meeting, which takes place on May 19, 2009 in Gothenburg:

Election of Chairman and other members to the Board of Directors

The Nomination Committee proposes re-election of Torsten Jansson and Mats Årjes as members and election of Jan Lidén, Göran Härstedt, Kinna Bellander and Helle Kruse Nielsen as new members of the board. No deputy board members are suggested. Hans Johansson, Maria Andark and Peter Nilsson have declined re-election.

Jan Lidén is proposed as chairman of the board.

Information on proposed board members:

Jan Lidén:

- Age: Born 1949
- Primary education: Pol.mag. economics
- Work experience: President and CEO of Swedbank AB (publ) (up to and including February 28, 2009) and earlier solid experience from the pharmaceutical sector and retail (perishables)
- Assignments in the company: -
- Other major assignments: Chairman of Visa Europe Ltd
- Own or related natural or legal person holding shares and other financial instruments in the company: -
- Independent in relation to the company and its management and major shareholders in the company: Yes

Göran Härstedt:

- Age: Born 1965
- Primary education: Master of Laws (LL.M)
- Work experience: President and CEO of New Wave Group AB (until the Annual General Meeting May 19, 2009) since 2007, former Vice President and Deputy CEO in New Wave Group AB for the period 2001 - 2007, lawyer and partner at the law firm Wistrand until 2001
- Assignments in the company: Resigning President and CEO of New Wave Group AB and board member of all subsidiaries and associated companies in New Wave Group (and chairman in a majority of them)
- Other major assignments: Board member of Forcera AB
- Own or related natural or legal person holding shares and other financial instruments in the company: 155,000 B-shares and 100,000 warrants with a maturity June 30, 2010, and 55,000 warrants with a maturity June 30, 2011, in New Wave Group

- Independent in relation to the company and its management and major shareholders in the company: No

Kinna Belander:

- Age: Born 1955
- Primary education: Journalism
- Work experience: Responsible for analysis, strategy and development at TV4 and earlier News Head TV4 and then a number of senior positions within MTG and Kinnevik
- Assignments in the company: -
- Other major assignments: Chairman of Fabaris AB and board member of School of Education and Communication in Jönköping
- Own or related natural or legal person holding shares and other financial instruments in the company: -
- Independent in relation to the company and its management and major shareholders in the company: Yes

Helle Kruse Nielsen:

- Age: Born 1953
- Primary education: MBA
- Work experience: Long experience within the consumer and retail area with previous senior positions at Mars, Inc. until 2002 and then membership of a number of boards
- Assignments in the company: -
- Other major assignments: Board Member of Swedbank AB, Oriflame Cosmetics SA, Gumlink A/S and AkerBioMarine ASA. Has previously been a board member of V & S Vin & Sprit AB, BestyrelsesGruppen and Dansk Droge A/S
- Own or related natural or legal person holding shares and other financial instruments in the company: -
- Independent in relation to the company and its management and major shareholders in the company: Yes

Torsten Jansson:

- Age: Born 1962
- Primary education: Secondary education
- Work experience: Has founded the company and been active in profile and retail throughout his adult life
- Assignments in the company: Working Chairman of New Wave Group AB and pro tem. CEO of the subsidiary Orrefors Kosta Boda AB and board member of all subsidiaries and associated companies in New Wave Group
- Other major assignments: Board member of RNB Retail and Brands AB and Forcera AB
- Own or related natural or legal person holding shares and other financial instruments in the company: 20,707,680 A-shares, 757,725 B-shares, 125,000 warrants with a maturity June 30, 2010, 55,000 warrants with a maturity June 30, 2011, and drawn call options regarding totally 239,000 B-shares with different due dates in New Wave Group
- Independent in relation to the company and its management and major shareholders in the company: No
- Elected: 1991

Mats Årjes:

- Age: Born 1967
- Primary education: MBA
- Work experience: President and CEO of SkiStar AB since 2002 and earlier Federal Director of the Swedish Skiing Federation
- Assignments in the company: Board member of New Wave Group AB
- Other major assignments: Board member of SkiStar AB and related companies and chairman of the Swedish Skiing Federation
- Own or related natural or legal person holding shares and other financial instruments in the company: 10,000 B-shares and 50,000 warrants with a maturity June 30, 2011, in New Wave Group
- Independent in relation to the company and its management and major shareholders in the company: Yes
- Elected: 2007

The proposed board means, with respect to the company's operations, development stage, and conditions in general, an appropriate composition of members with high skills in law and international business transactions, international distribution, banking and financing issues, tourism and sports, and the retail and profile markets.

The proposal of electing the resigning CEO Göran Härstedt is motivated by his long and extensive experience within New Wave Group and its business units as well as his knowledge and experience in law, international business practices and business transactions. Furthermore, the current main shareholder and the board have full confidence in him, and his own decision to resign is based upon family reasons, which means that he needs more flexibility.

Proposed fees to the board members

The fees to the board members are proposed to be unchanged, meaning 270,000 SEK to the chairman and 135,000 SEK to each of the other board members which are not employees of the company.

Chairman at the Annual General Meeting

The Nomination Committee proposes that Torsten Jansson is elected chairman at the Annual General Meeting.

Gothenburg 20 February 2009

New Wave Group AB (publ)

The Nomination Committee

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