



PRESS RELEASE

Malmö March 28, 2018

New Nordic Healthbrands AB (publ) Annual report 2017



New Nordic Healthbrands AB's Annual Report for 2017 is available as of today on the company's website www.newnordic.se and enclosed in Swedish and English versions. The printed version will be sent by post to shareholders who have requested it. It will also be available at the Company's offices.



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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. and made public pursuant to the EU Market Abuse Regulation and the Securities Markets Act. The information was submitted for publication, through the agency of the contact person set out above, at 9.00 (CET) on March 28th 2018.

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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 34 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 2017, sales were 345 MSEK. The majority of New Nordic products sold worldwide are manufactured in Scandinavia. For further information, visit www.newnordic.com.