

New Wave Group to strengthen the group management team

Mr. Rolf Karp has been appointed as Chief Administrative Officer (CAO) and deputy CEO of New Wave Group with effect from 2 May 2011.

Rolf Karp currently works as a retail analyst at E. Öhman J:or Fondkommission AB. In 2008, Rolf was awarded best stock picker in Europe within the non-food retail sector, by Starmine/Thomson Reuters. In 2005 Rolf was awarded best analyst in Sweden, all categories. Between 1987-1999 Rolf worked as a researcher at the Swedish Research Institute of Trade, the last few years heading the research department.

Rolf will be responsible for New Wave Group's administration, but also actively participate in the development of the company in order to meet up to financial targets.

"We are pleased with the recruitment of Rolf, who with his experience and expertise will bring to New Wave Group valuable knowledge in many areas. We believe that Rolf has the right qualifications and deep knowledge about the retail sector, domestic as well as international, in combination with extensive knowledge about the stock markets, and therefore will add new experience to New Wave group", says Torsten Jansson, President and CEO of New Wave Group. "In addition, Rolf's background as a former Army officer strengthens New Wave group's leadership further."

"I'm really looking forward to the challenge of participating in taking New Wave Group to the next level. I believe my experience within the retail segment as well as knowledge about the stock markets will benefit to the group in several areas." says Rolf Karp. "I also look forward to coordinating New Wave Group's head office".

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New Wave Group AB (publ)

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