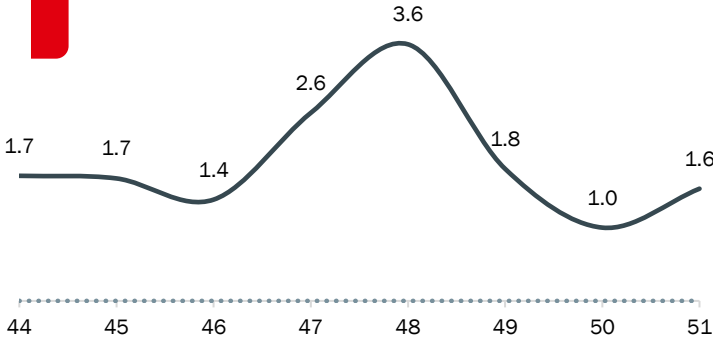
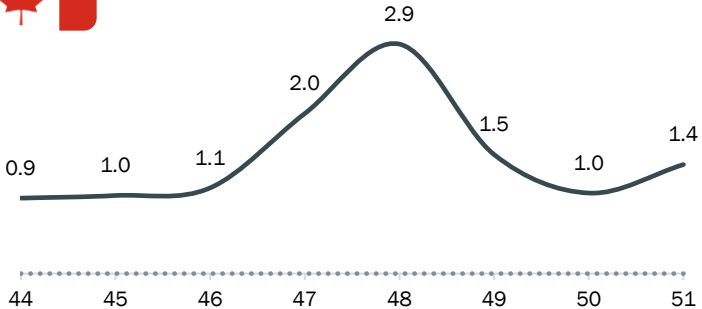
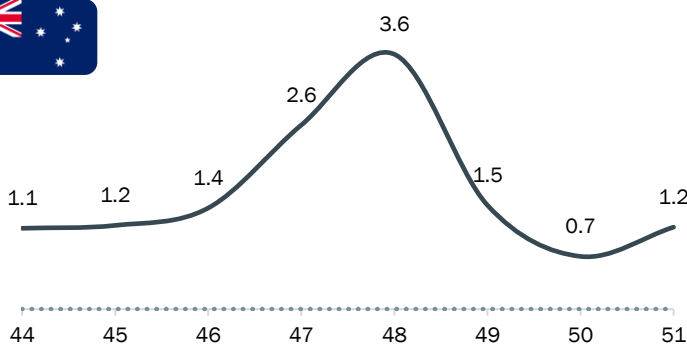
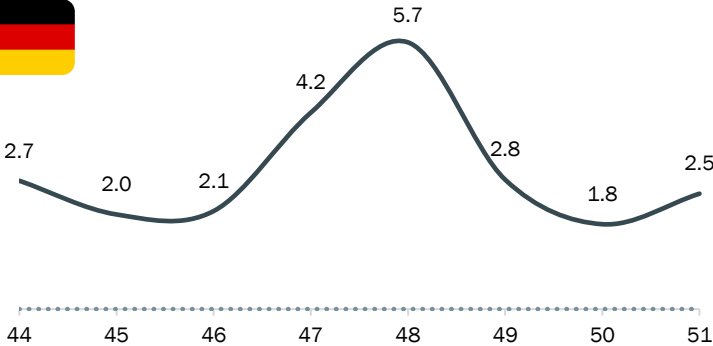
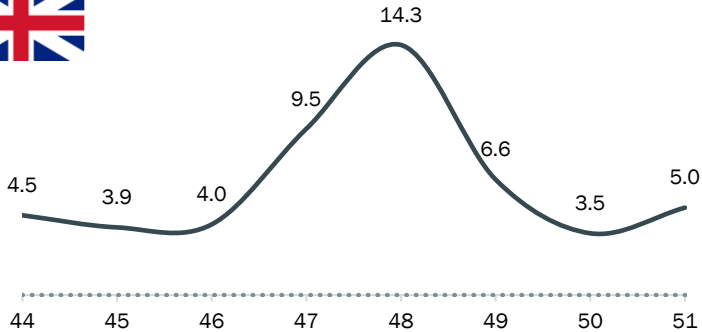
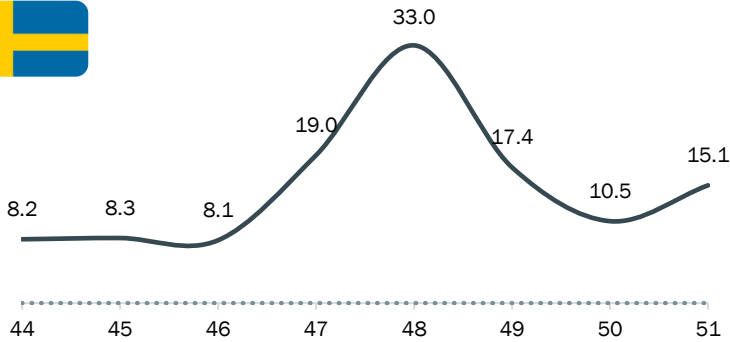
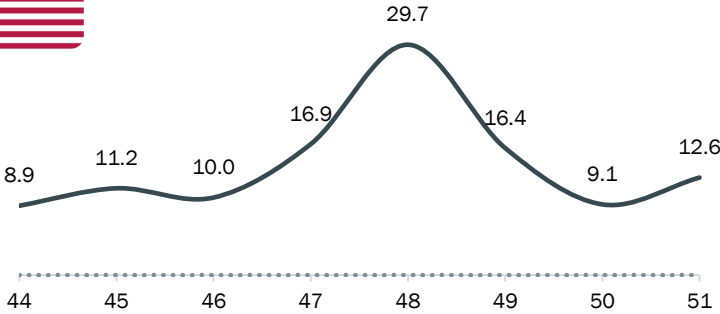
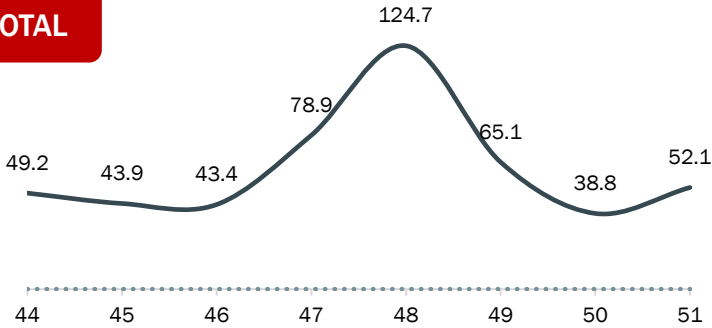


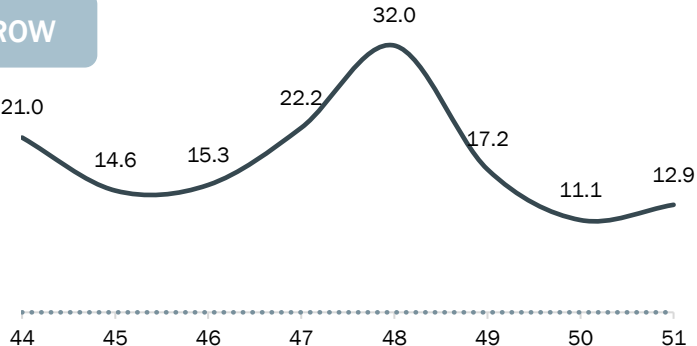
# WEEKLY REPORT

Week 51, December 16th – December 22nd

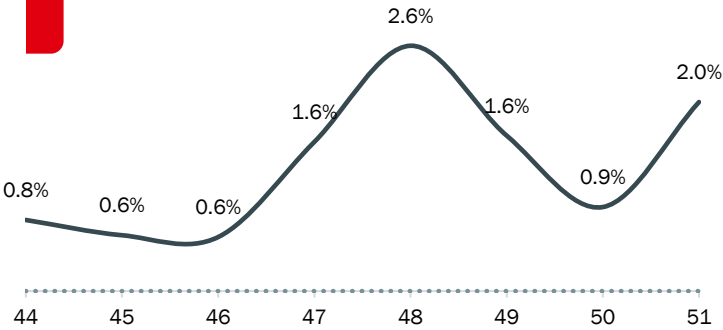
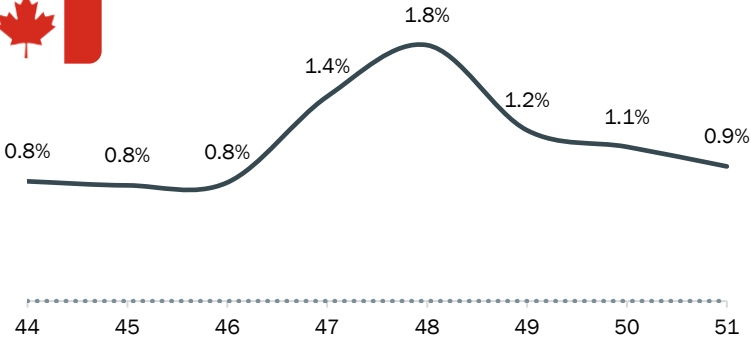
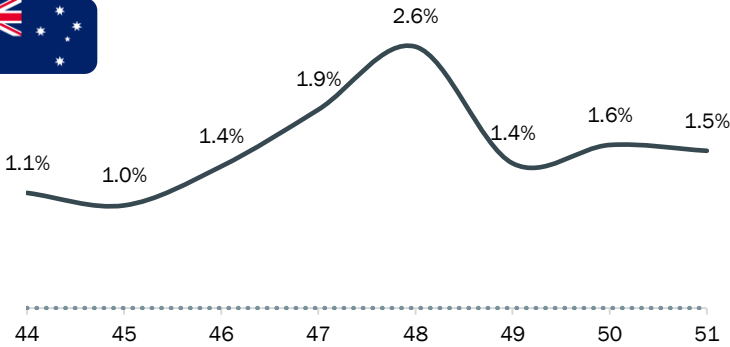
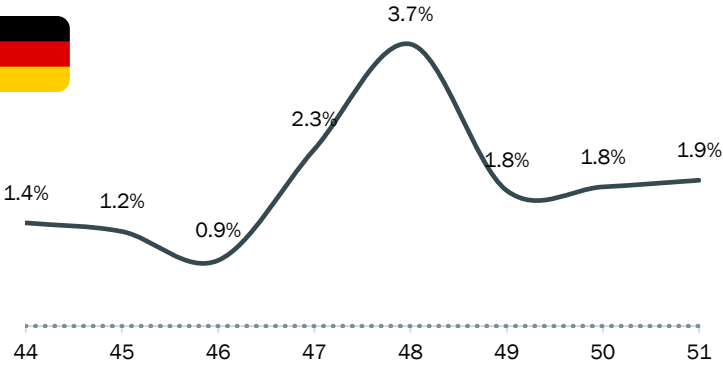
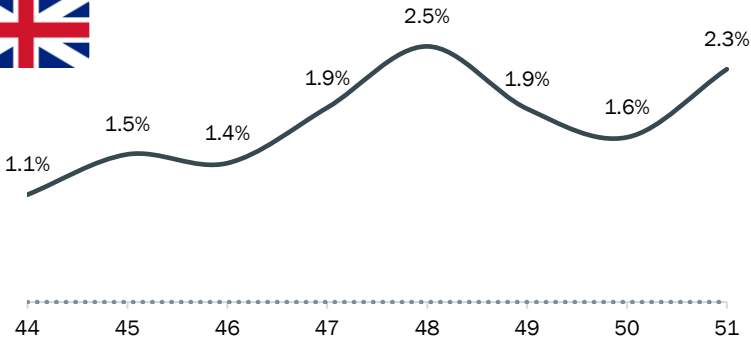
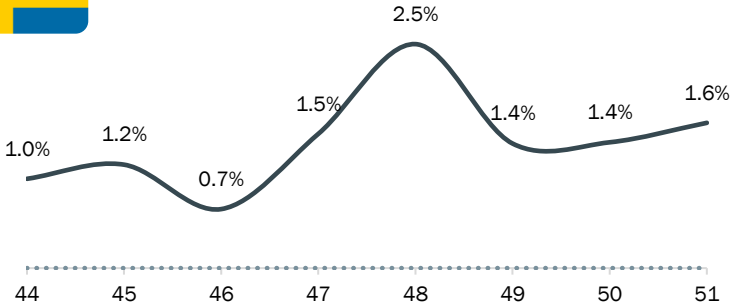
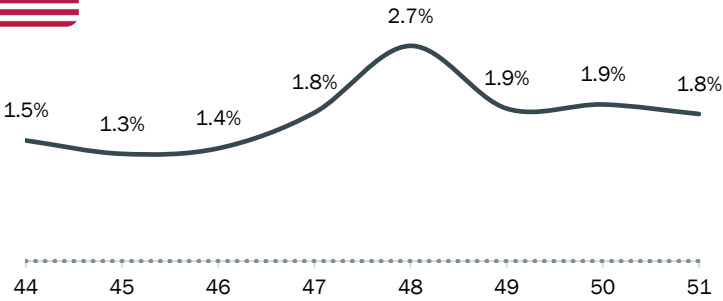
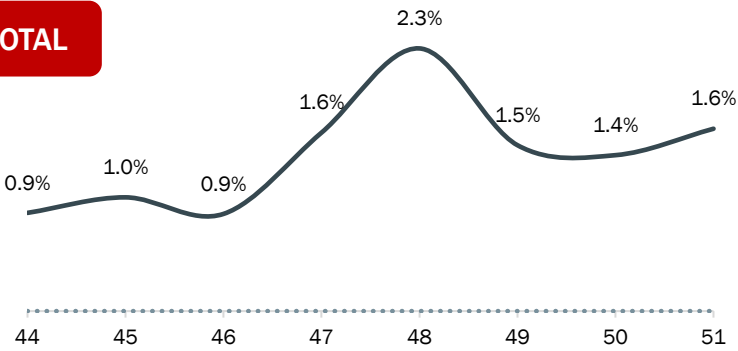
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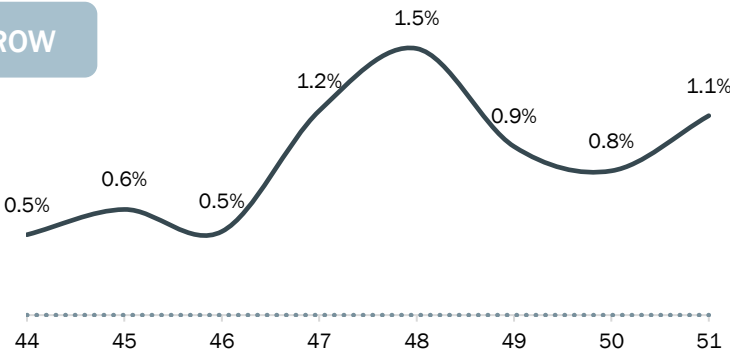
ROW



TOTAL

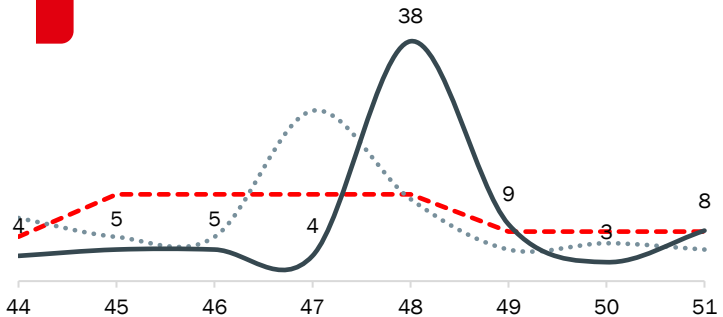
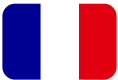
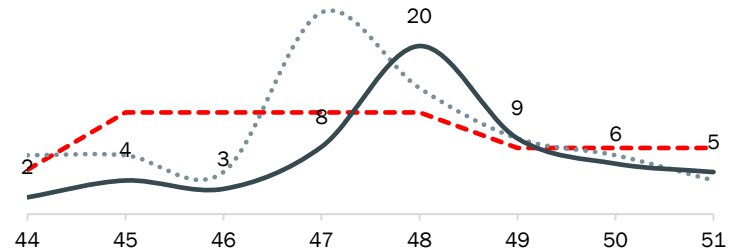
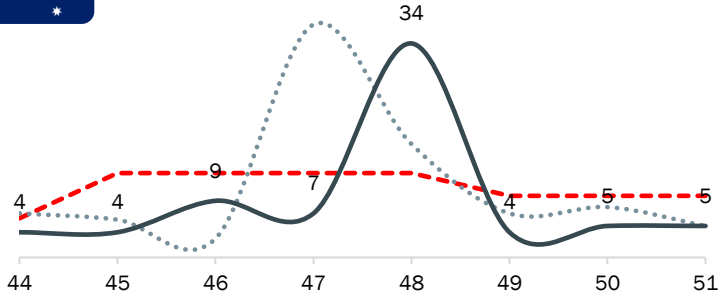
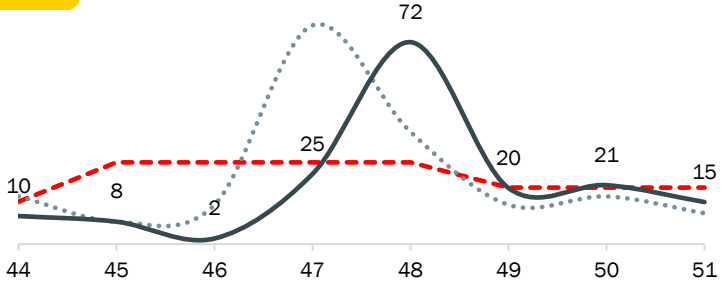
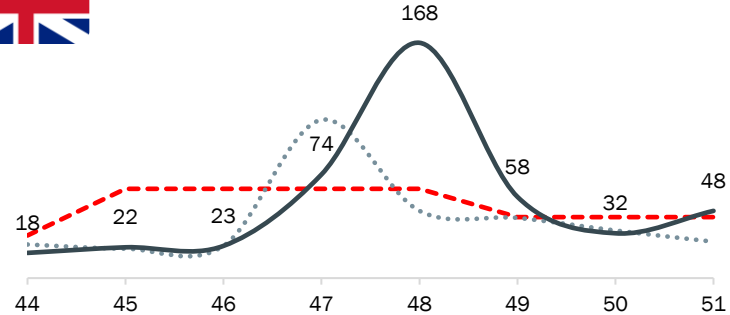
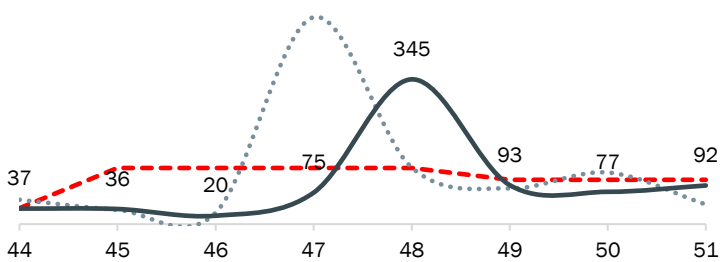
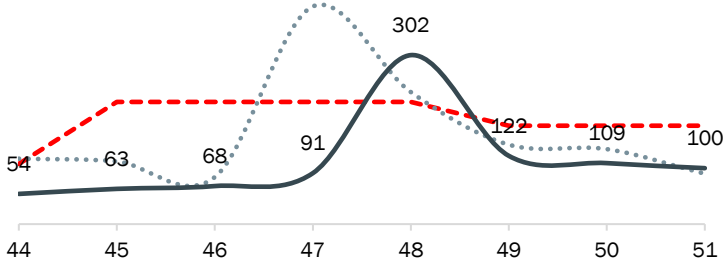
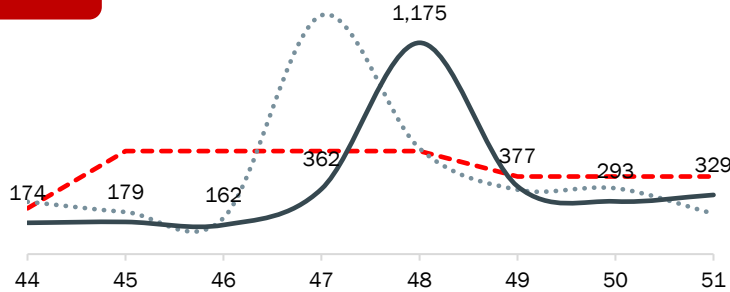


ROW

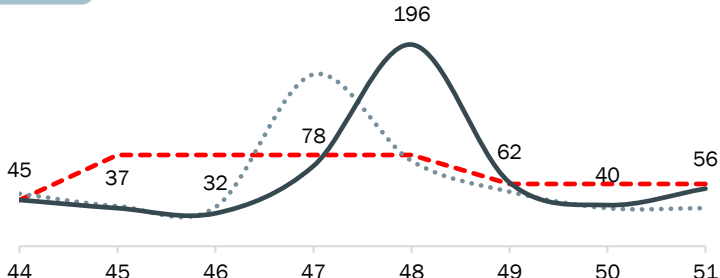


# New Customers

TOTAL



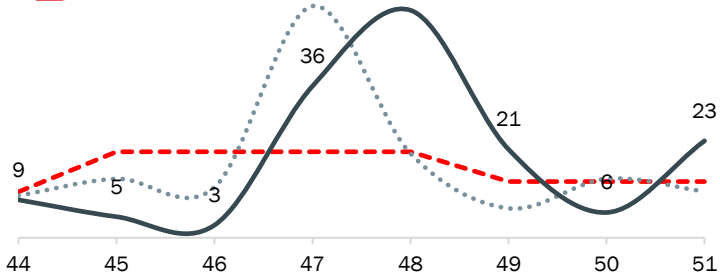
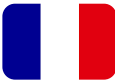
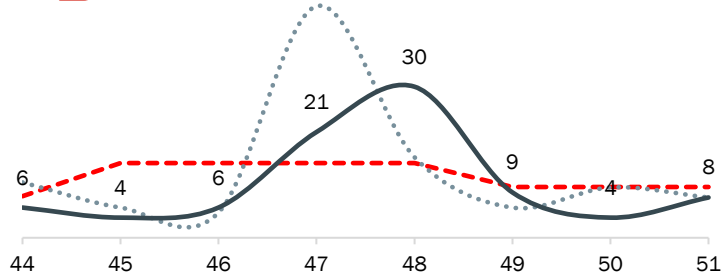
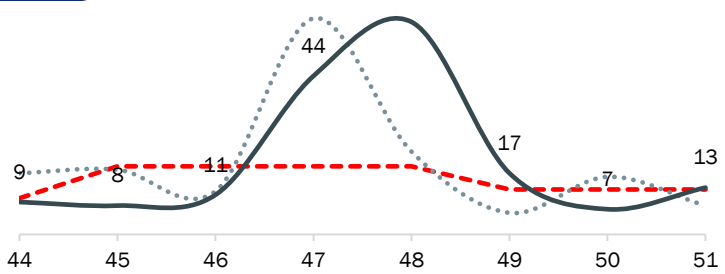
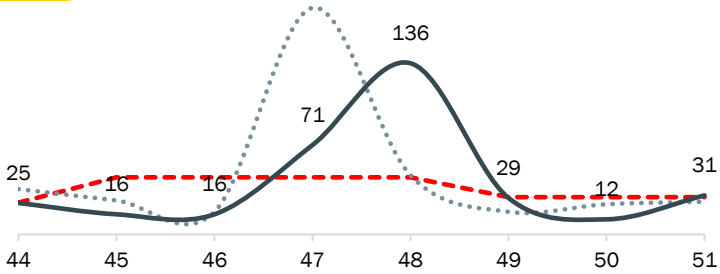
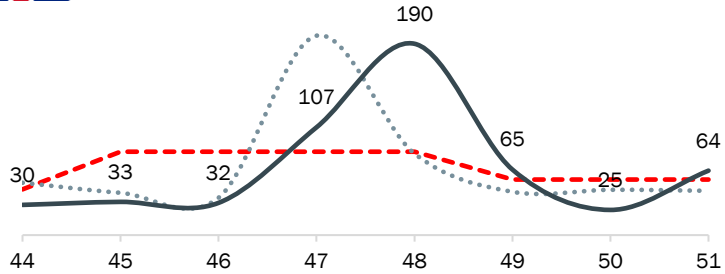
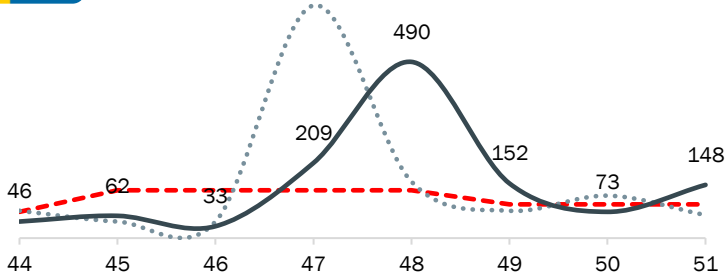
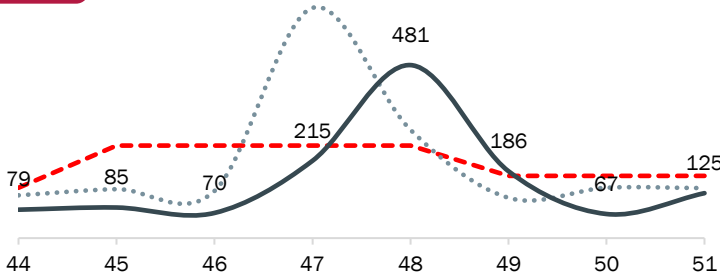
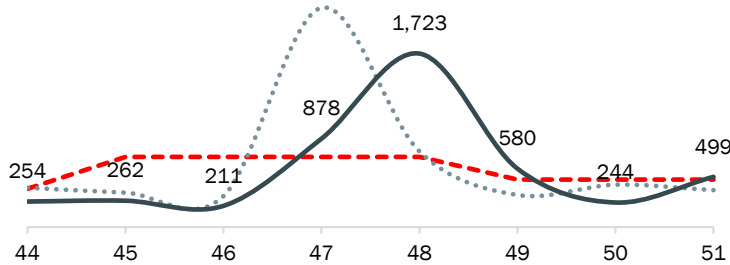
ROW



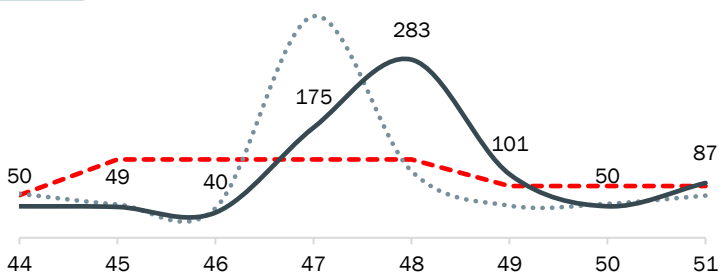
— Current Year - - - Budget ..... Last Year

# Returning Customers

TOTAL



ROW

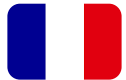
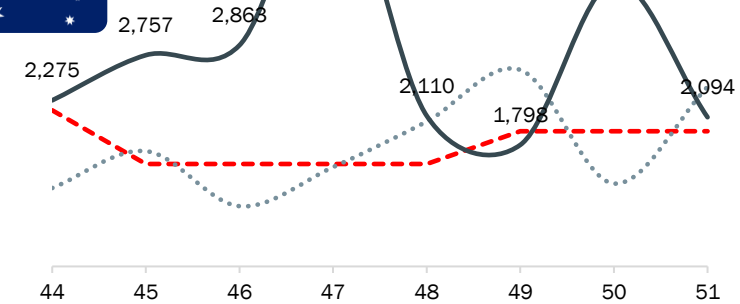
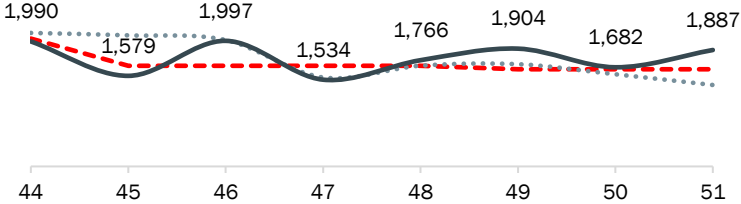
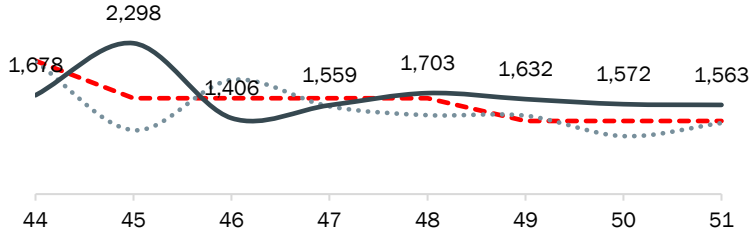
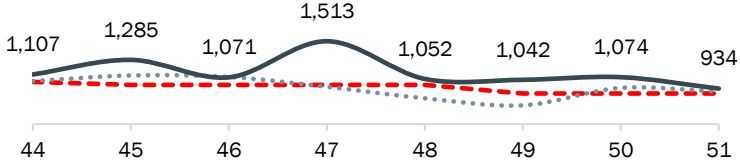
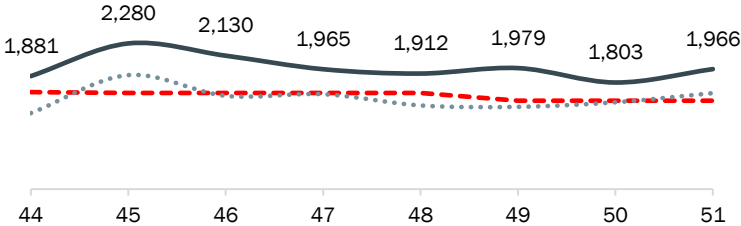
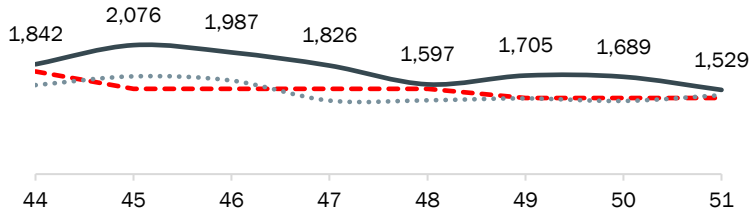


— Current Year - - - Budget ..... Last Year

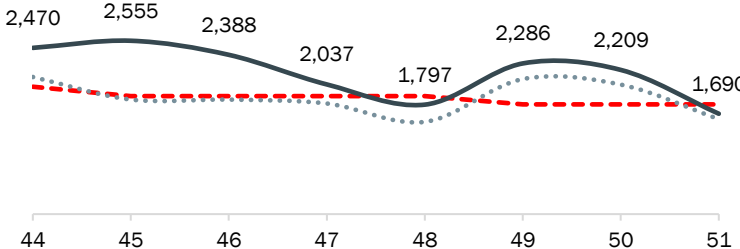
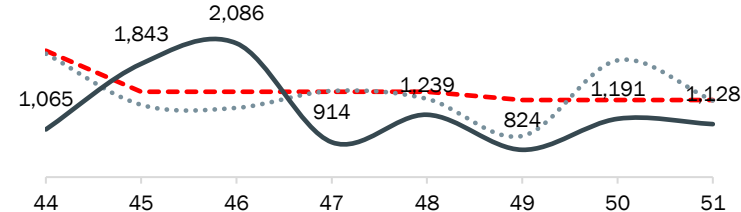
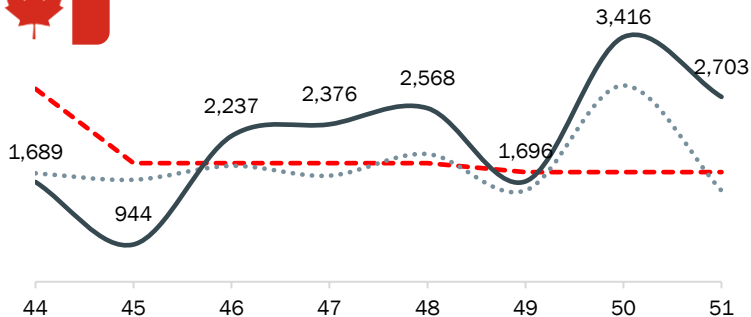
# AOV – New Customers

(SEK)

TOTAL



ROW

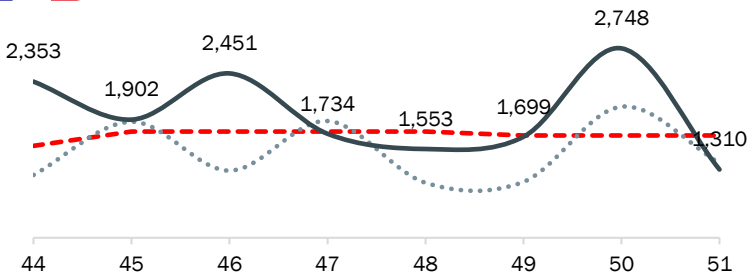
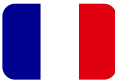
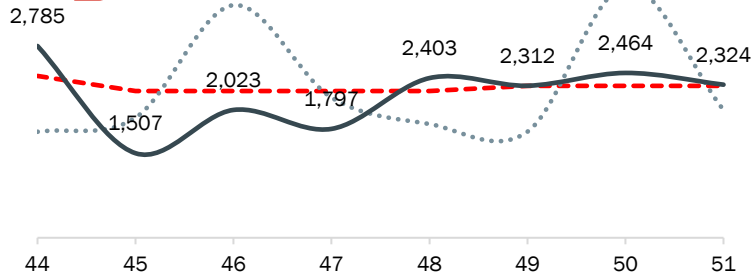
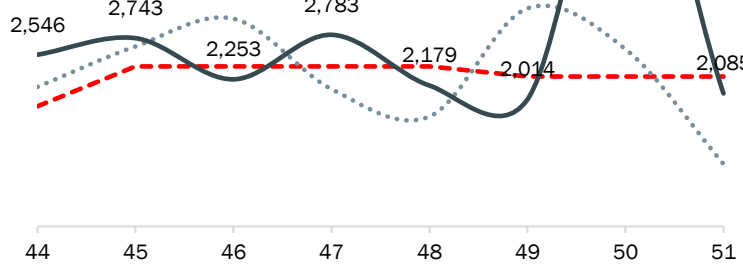
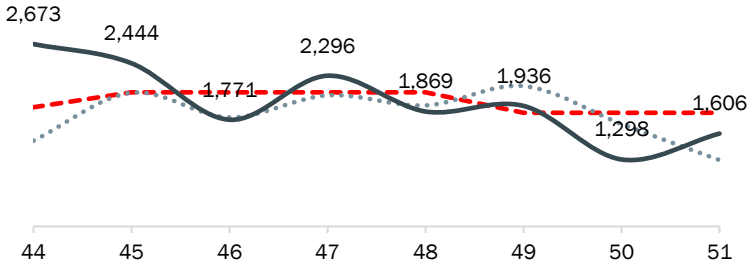
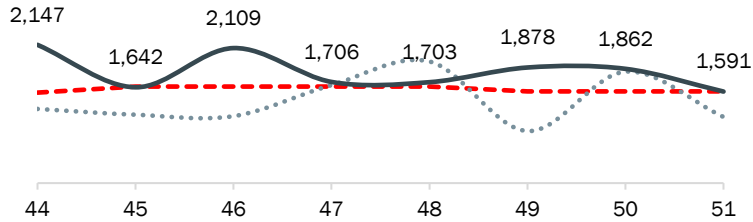
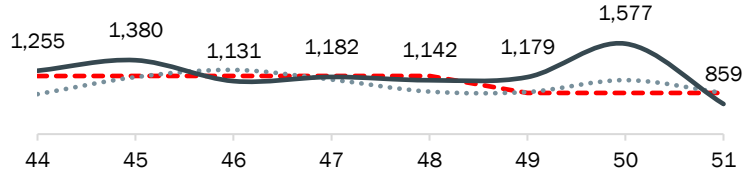
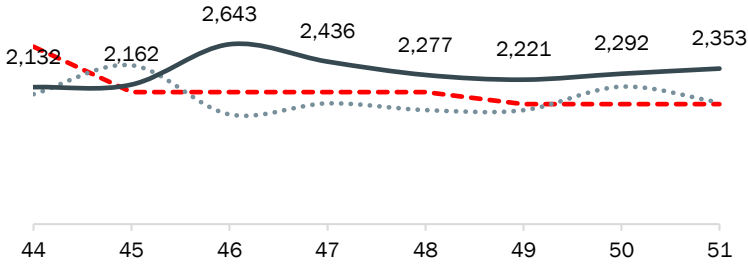
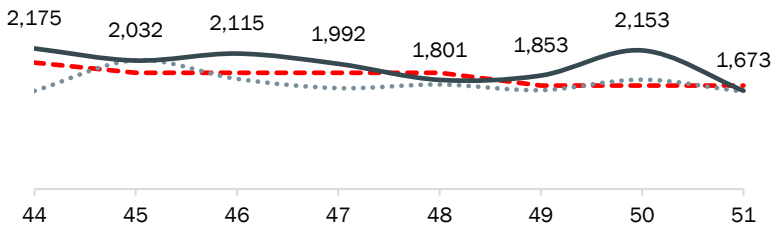


— Current Year - - - Budget ..... Last Year

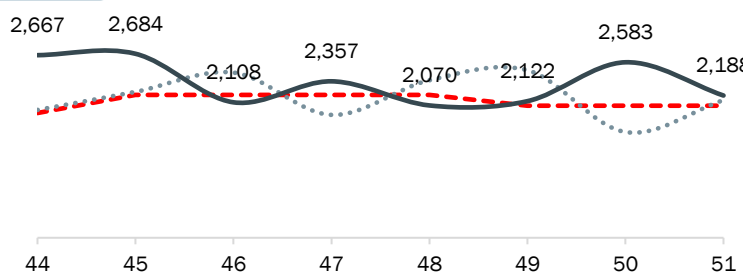
# AOV – Returning Customers

(SEK)

TOTAL



ROW

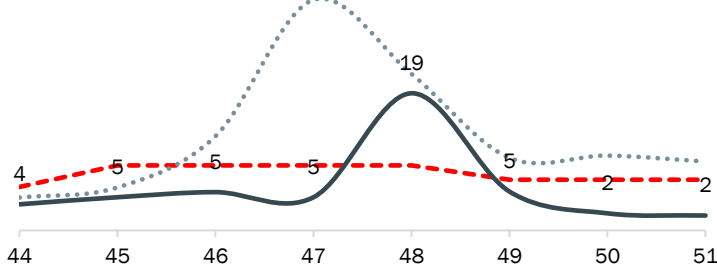
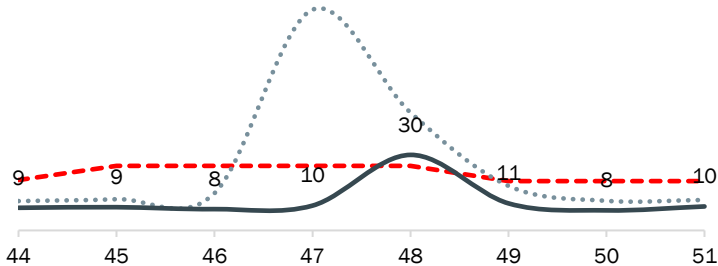
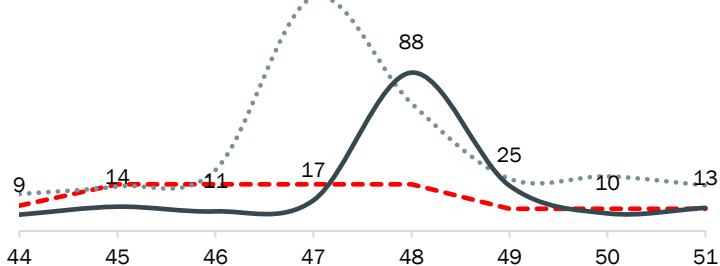
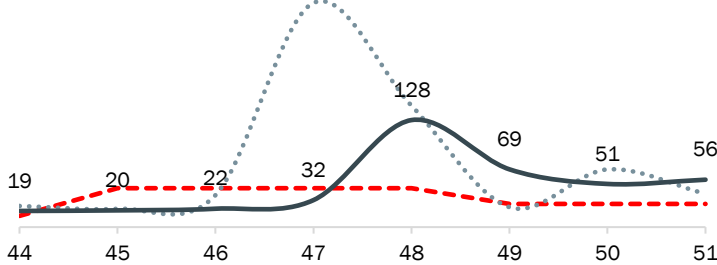
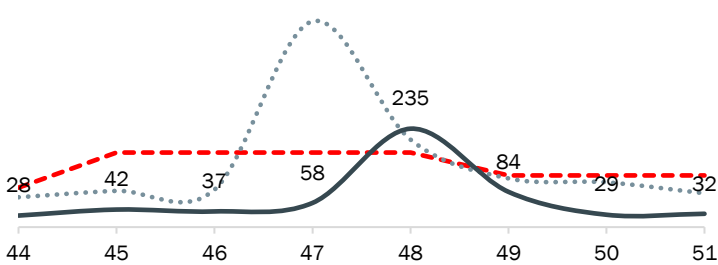
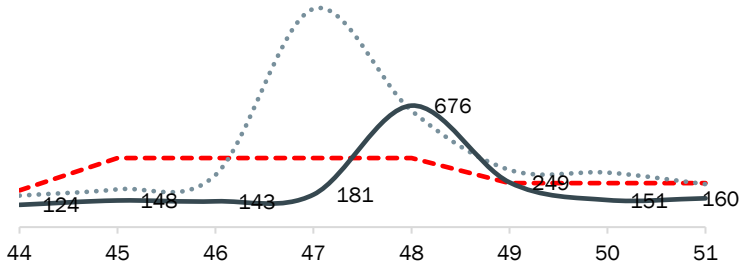


— Current Year - - - Budget ..... Last Year

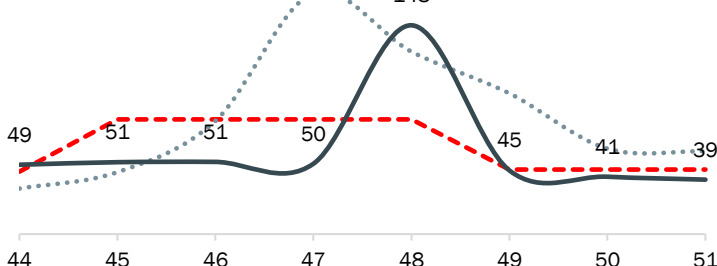
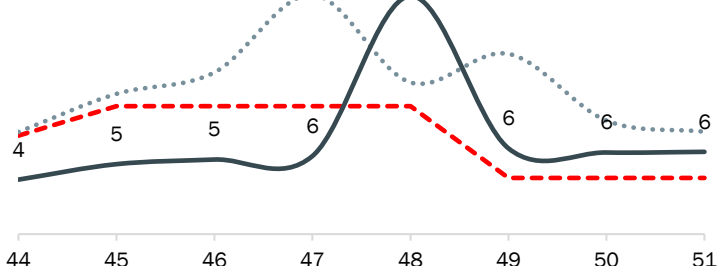
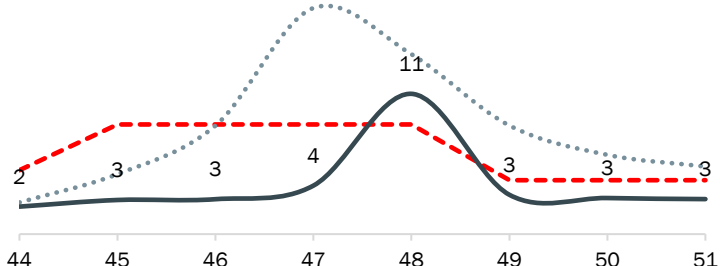
# Online Media Spend

(SEK '000)

TOTAL



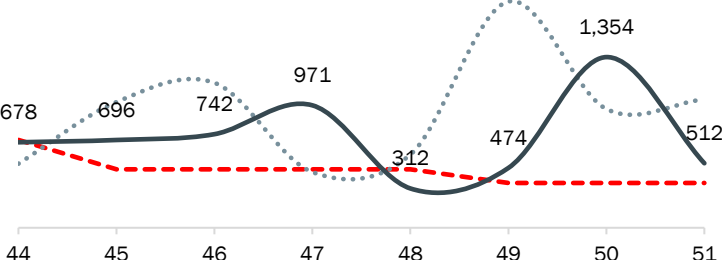
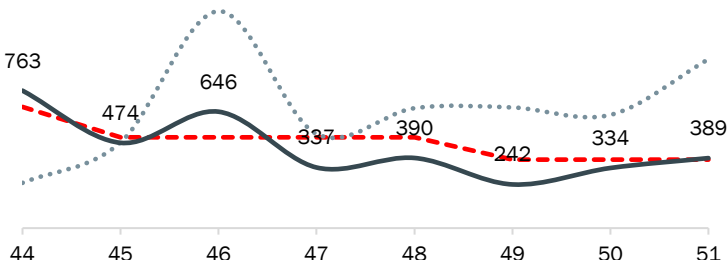
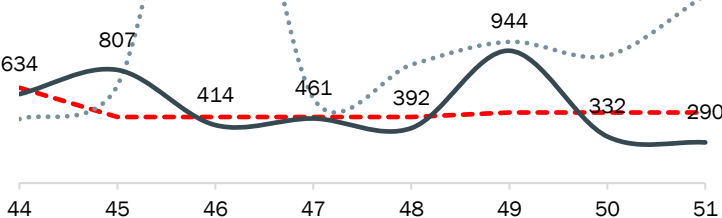
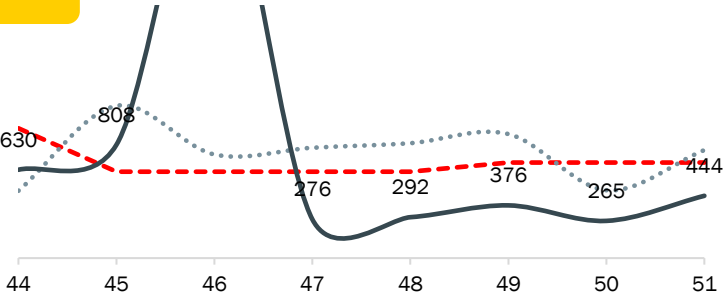
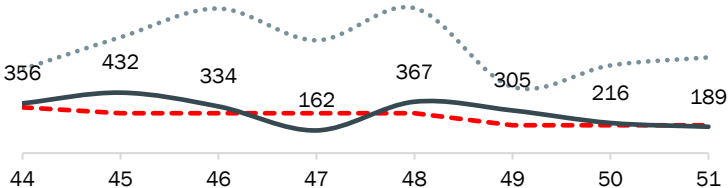
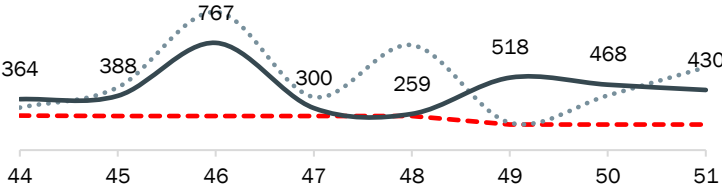
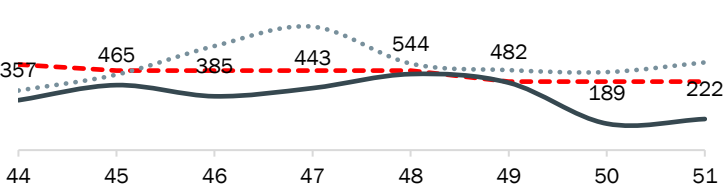
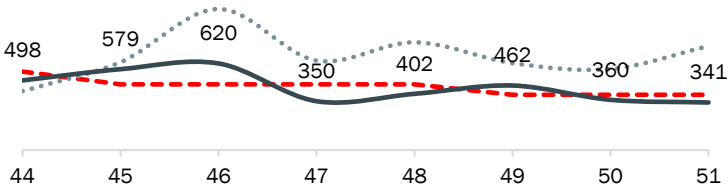
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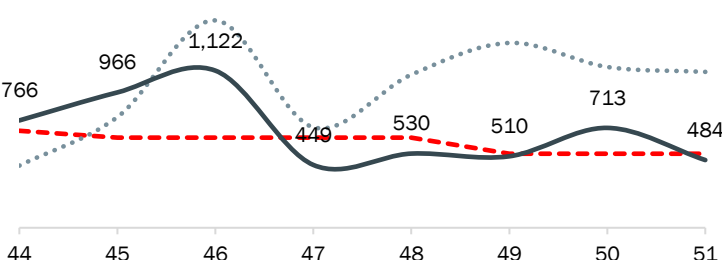
— Current Year - - - Budget ..... Last Year



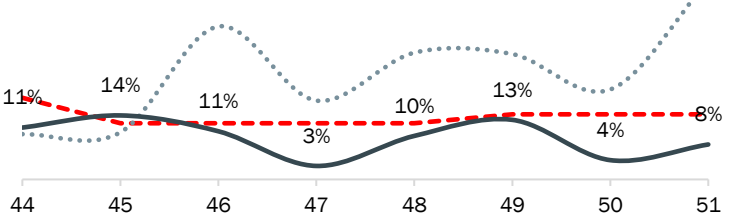
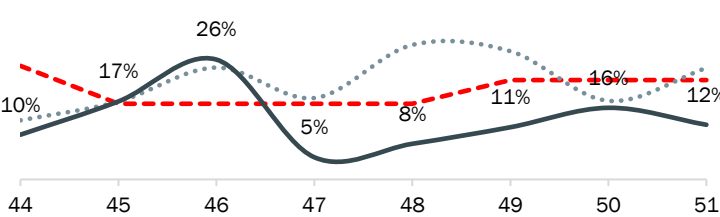
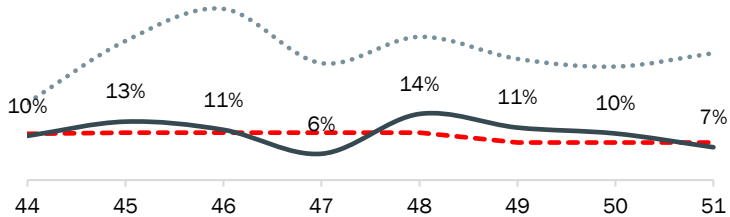
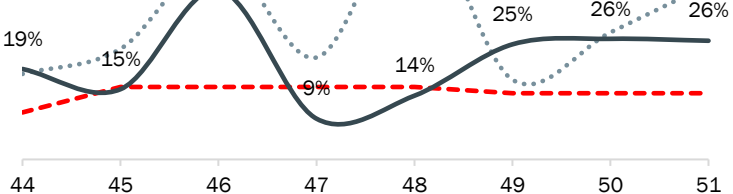
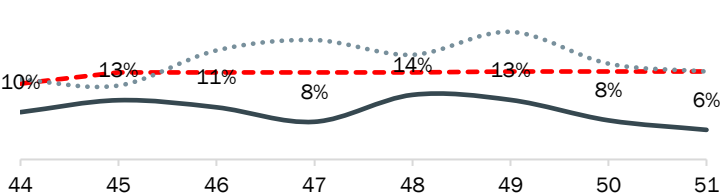
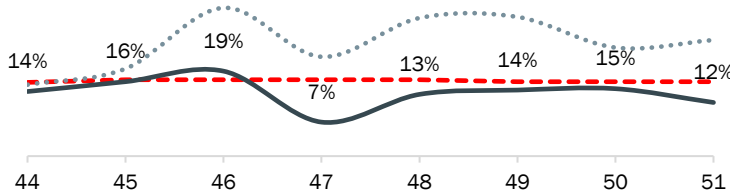
TOTAL



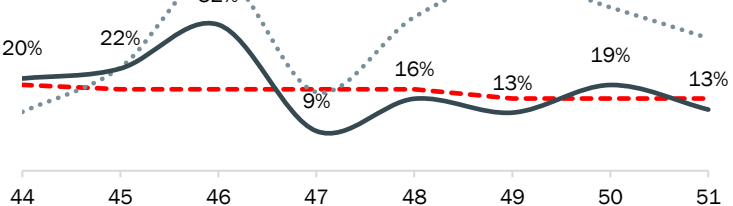
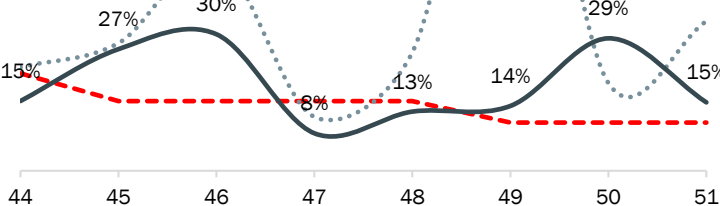
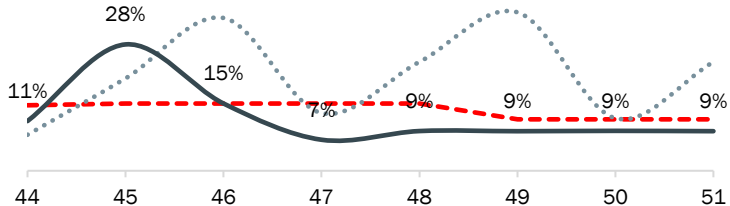
ROW



TOTAL



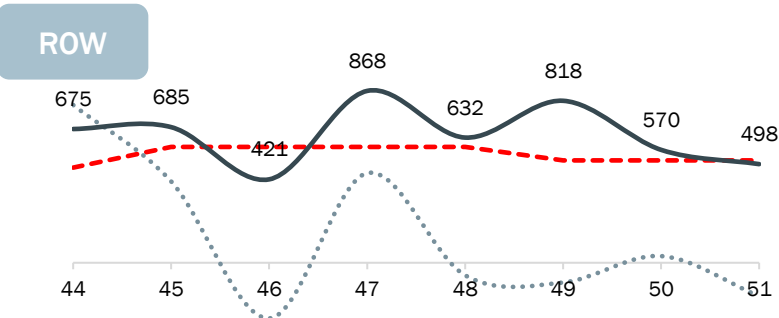
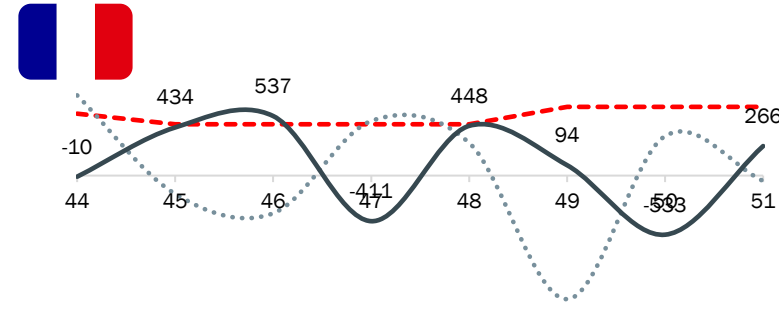
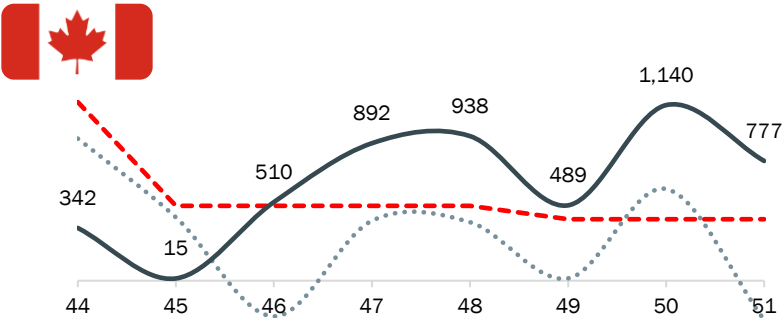
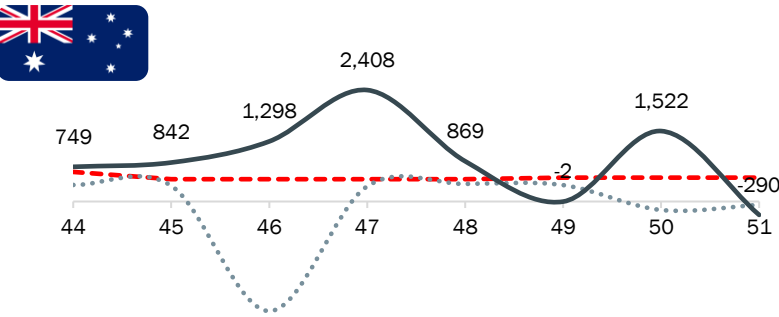
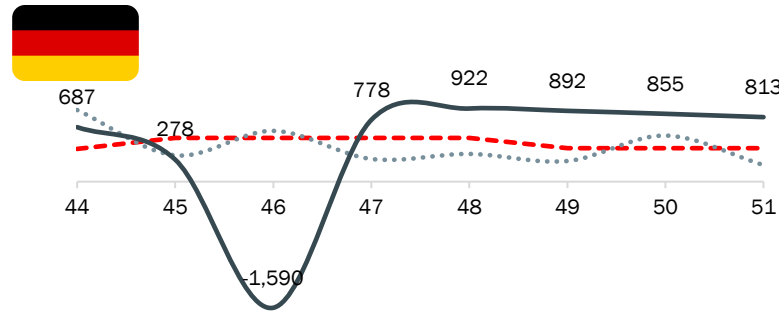
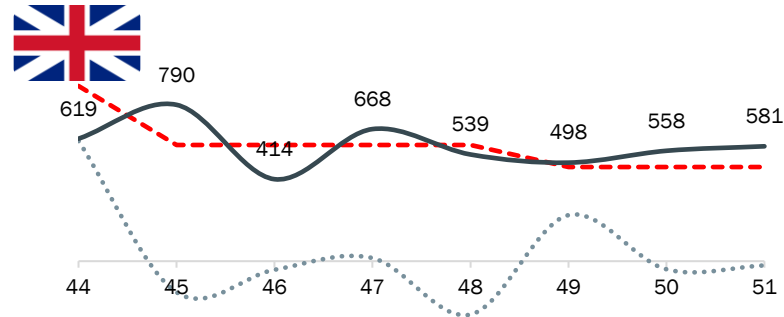
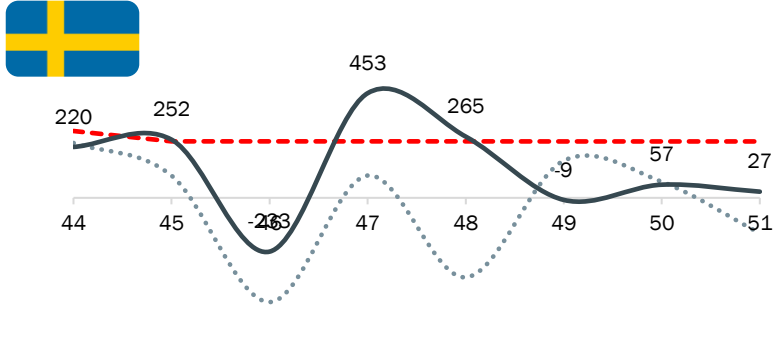
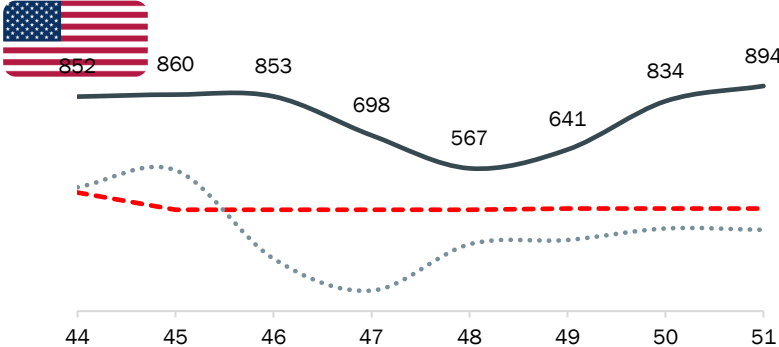
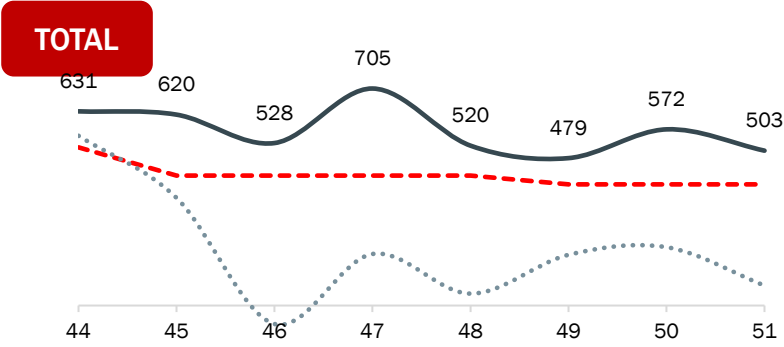
ROW



— Current Year - - - Budget ..... Last Year

# Estimated Contribution per New Customer

(SEK)

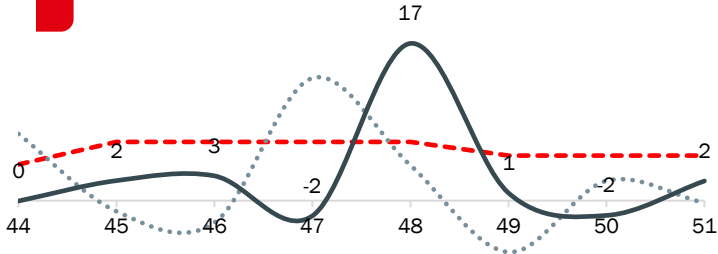
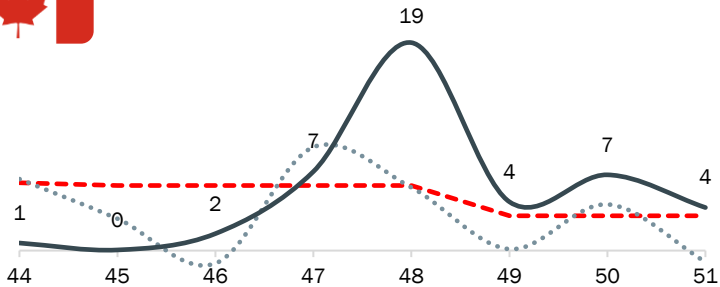
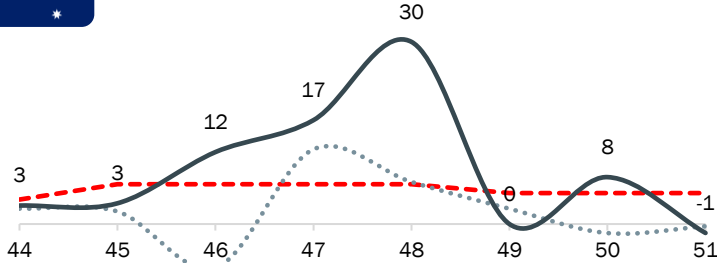
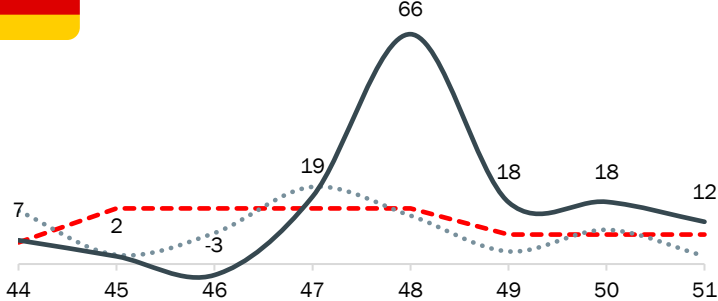
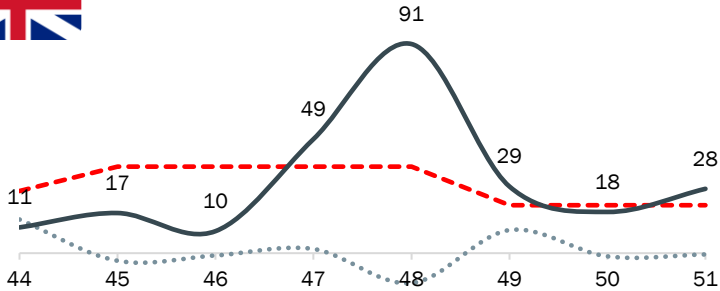
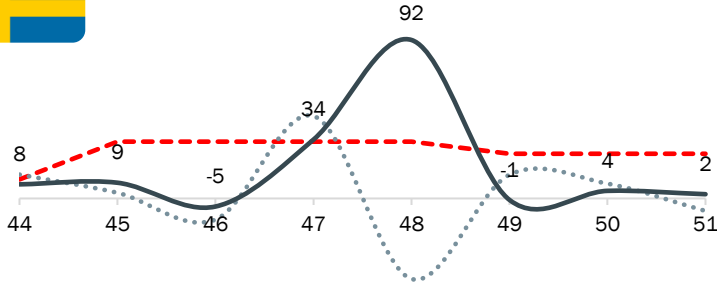
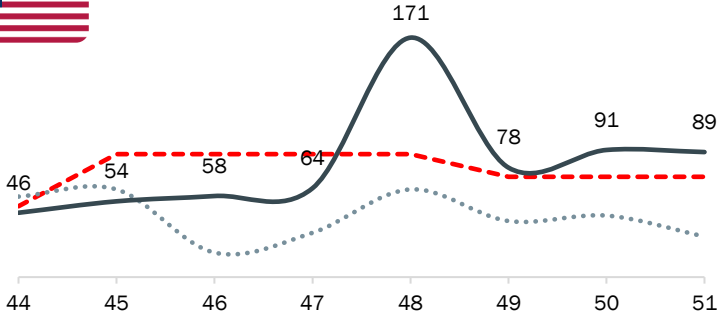
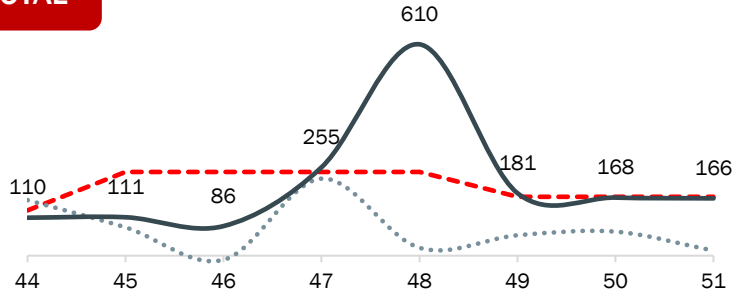


— Current Year - - - Budget ..... Last Year

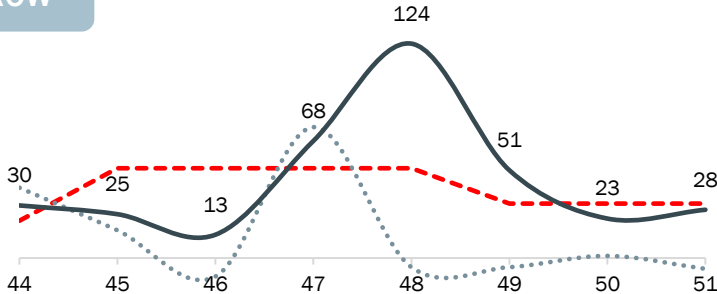
# Estimated Total New Contribution

(SEK '000)

TOTAL



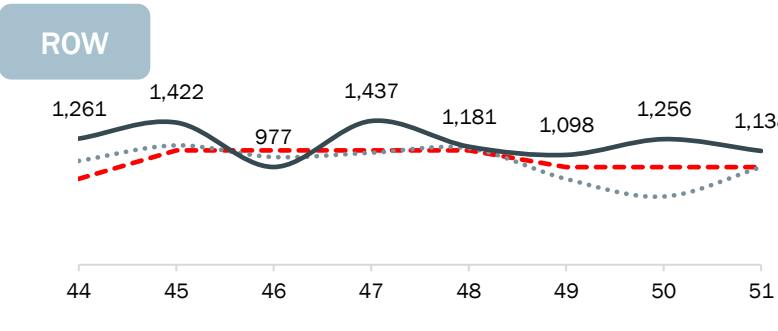
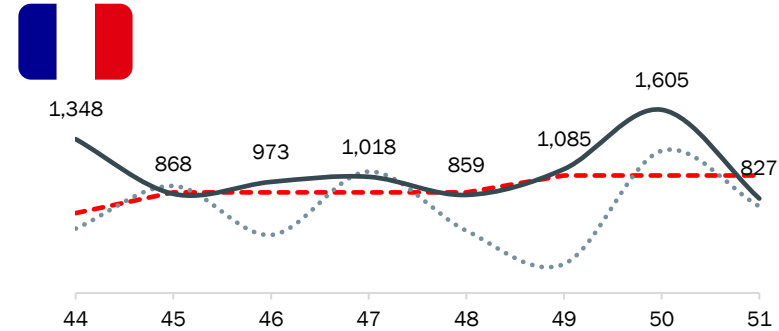
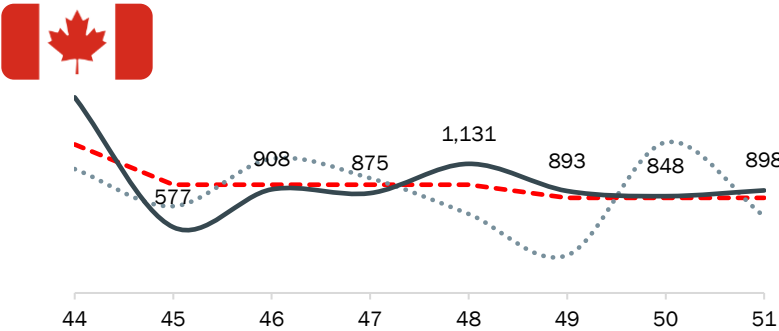
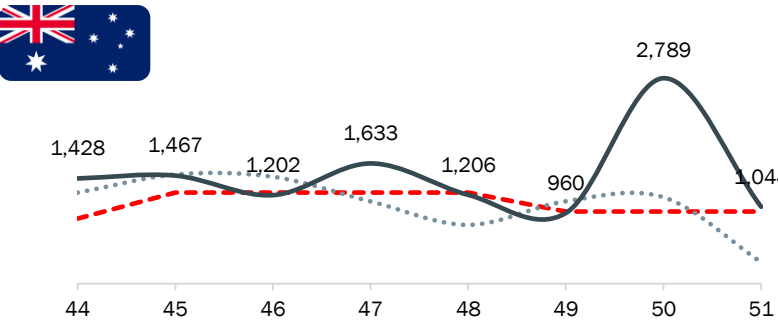
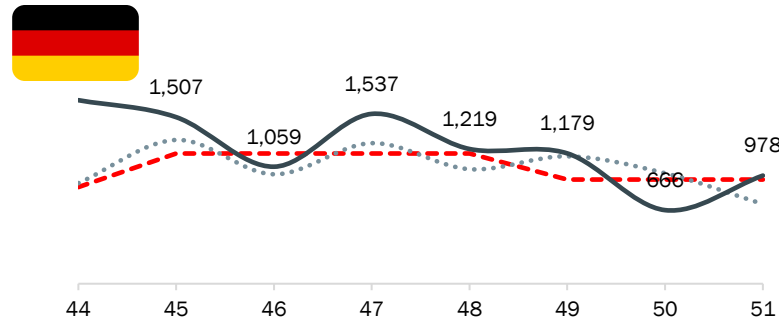
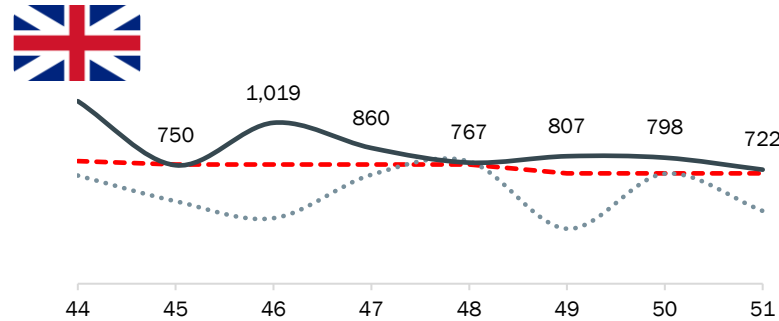
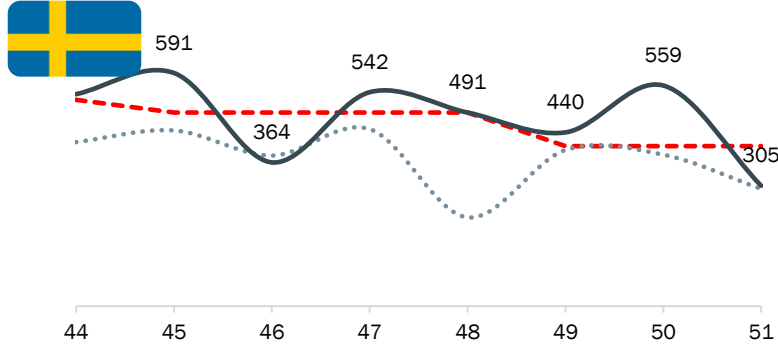
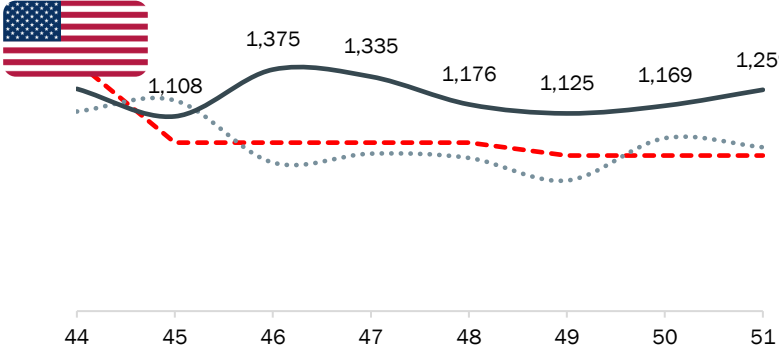
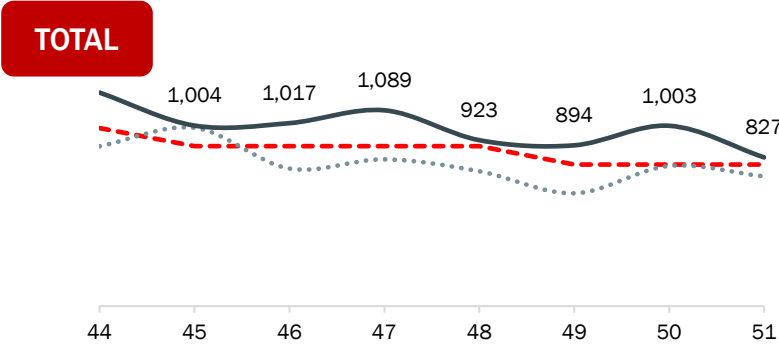
ROW



— Current Year - - - Budget ..... Last Year

# Estimated Contribution per Returning Customer

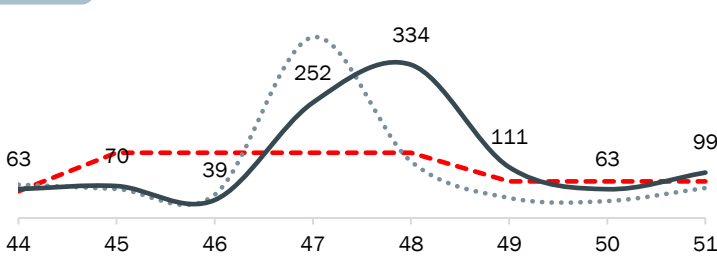
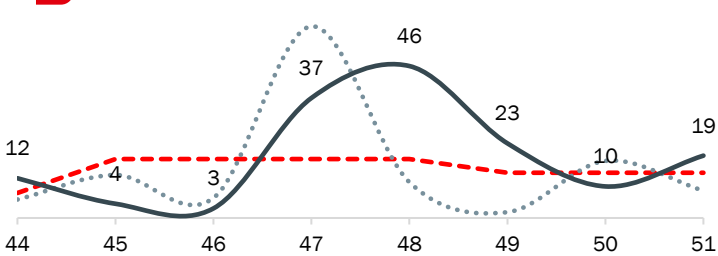
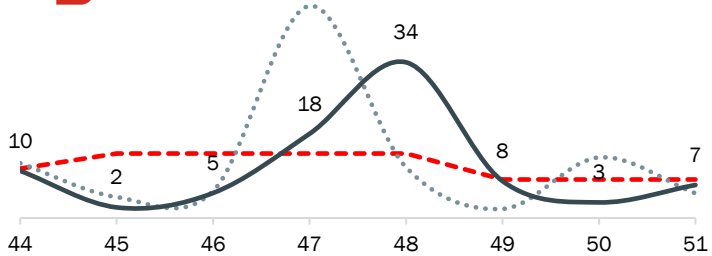
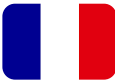
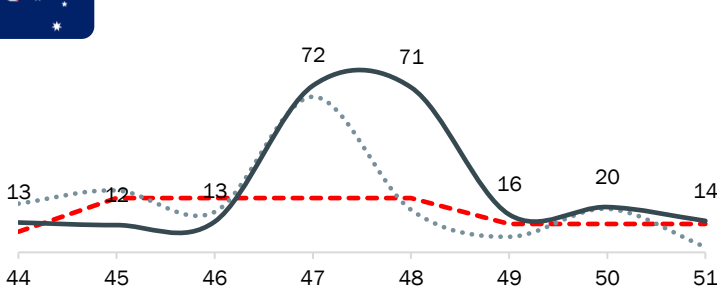
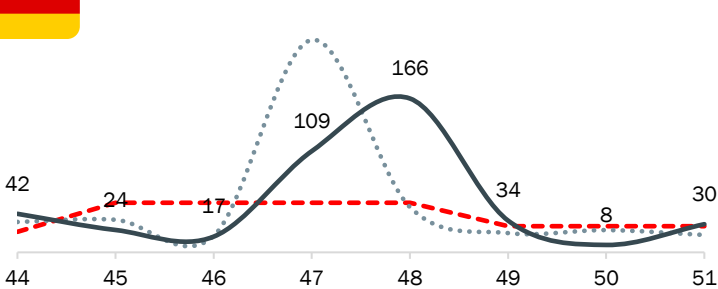
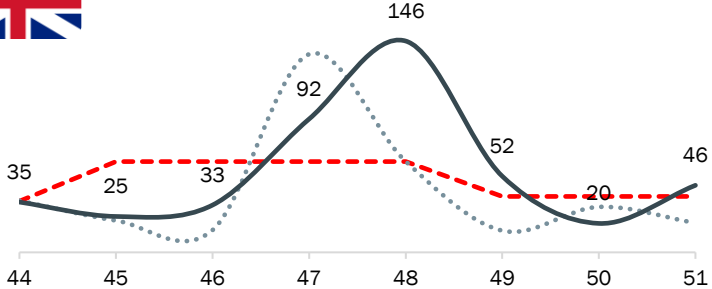
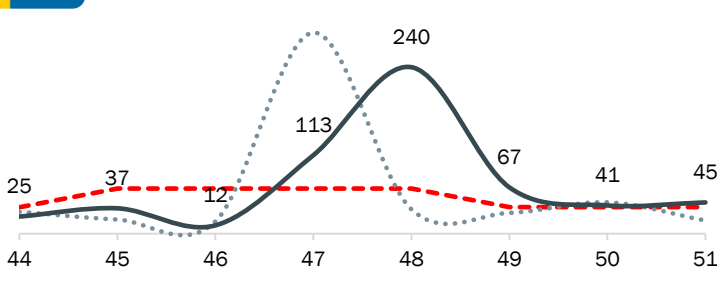
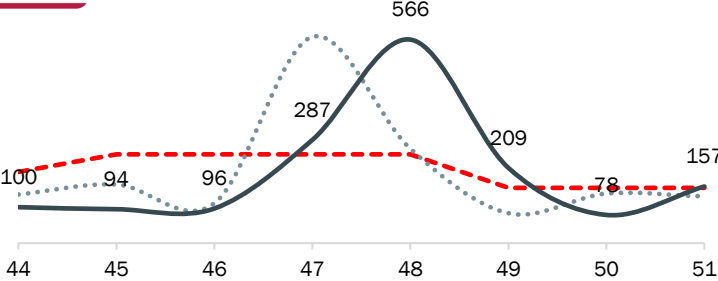
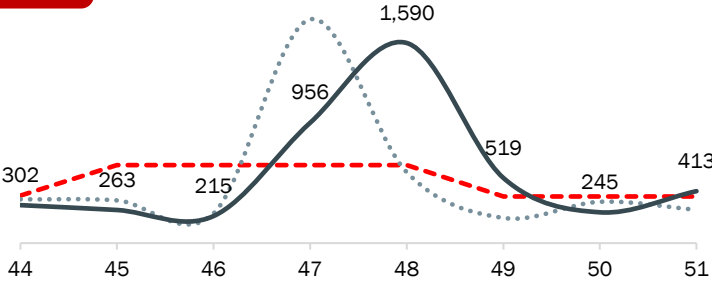
(SEK)



# Estimated Total Returning Contribution

(SEK '000)

TOTAL

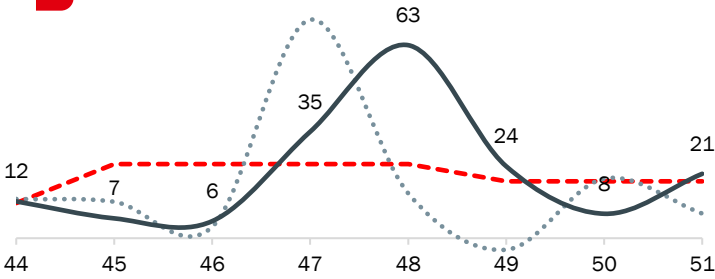
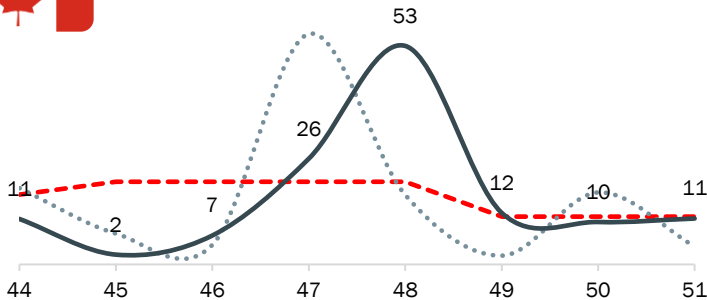
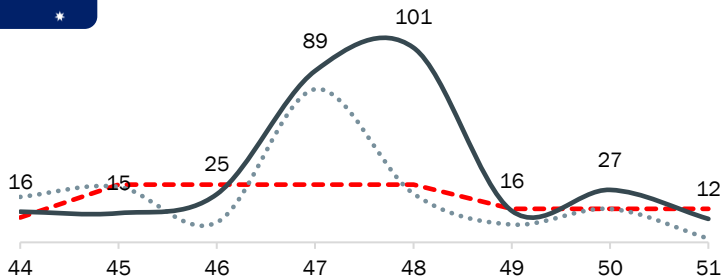
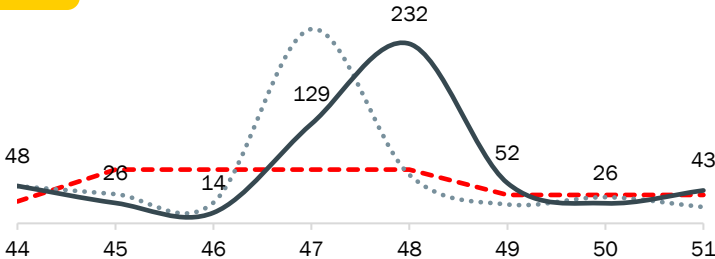
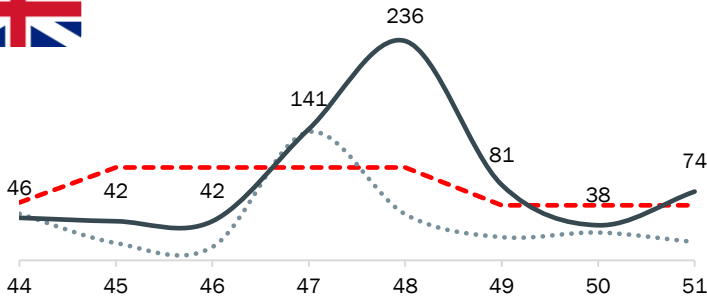
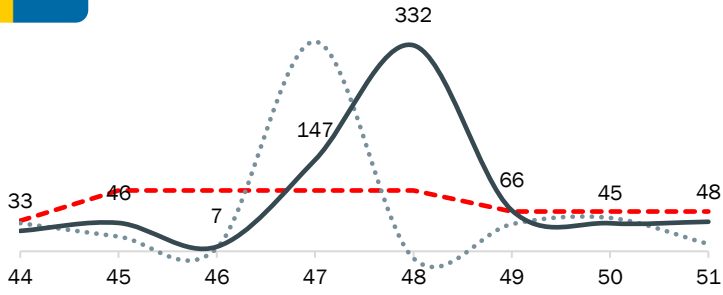
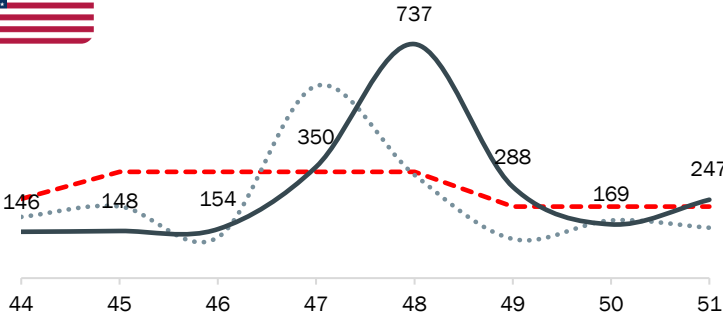
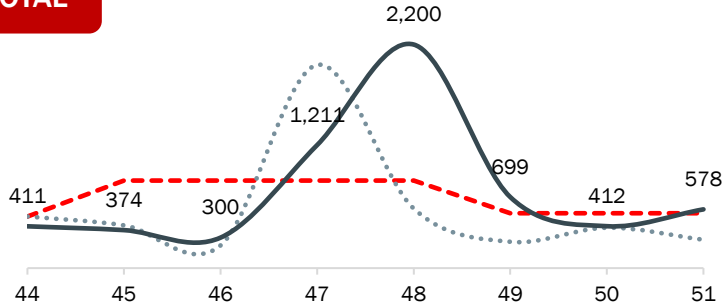


— Current Year - - - Budget ..... Last Year

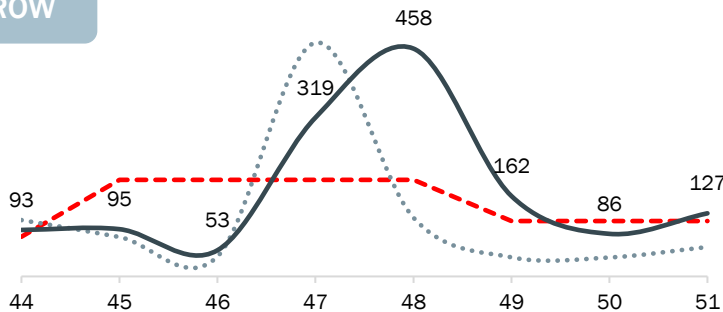
# Estimated Total Contribution

(SEK '000)

TOTAL



ROW



— Current Year - - - Budget ..... Last Year