

WEEKLY REPORT

Week 50, December 9th – December 15th

	Dec 9th - Dec 15th									Year-to-date							
	Growth vs.									Growth vs.							Budget
(SEK '000)	Actual	Last Week	Budget ⁽¹⁾	LY	2022	Last Week	LY	Budget ⁽¹⁾	2022	November	Budget(1)	LY	2022	Budget(1)	LY	2022	vs. LY
Online Gross Revenue	1,022	1,723	1,500	1,279	1,506	(40.7%)	(20.1%)	(31.8%)	(32.1%)	46,865	55,651	56,138	40,947	(15.8%)	(16.5%)	14.5%	(0.9%)
Returns	(23)	(26)	(135)	(101)	(58)	(14.0%)	(77.6%)	(83.3%)	(61.1%)	(2,996)	(5,009)	(5,035)	(2,745)	(40.2%)	(40.5%)	9.2%	(0.5%)
Return rate %	2.2%	1.5%	9.0%	7.9%	3.9%	45.0%	(71.9%)	(75.4%)	(42.7%)	6.4%	9.0%	9.0%	6.7%	(29.0%)	(28.7%)	(4.6%)	0.3%
Online Net Revenue	1,000	1,697	1,365	1,178	1,448	(41.1%)	(15.2%)	(26.7%)	(30.9%)	43,870	50,642	51,103	38,202	(13.4%)	(14.2%)	14.8%	(0.9%)
Retail Concept Store	128	63	91	143	124	103.9%	(10.2%)	41.0%	3.4%	3,187	2,863	3,683	3,997	11.3%	(13.5%)	(20.3%)	(22.3%)
Retail Pop-ups, Outlets	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Retail Net Revenue	128	63	91	143	124	103.9%	(10.2%)	41.0%	3.4%	3,187	2,863	3,734	3,997	11.3%	(14.7%)	(20.3%)	(23.3%)
Wholesale Net Revenue	-	-	112	465	30	n/m	n/m ⁽²⁾	n/m ⁽²⁾	n/m ⁽²⁾	8,013	7,938	9,785	13,953	0.9%	(18.1%)	(42.6%)	(18.9%)
Total Net Revenue	1,128	1,760	1,568	1,786	1,602	n/m	n/m	n/m	n/m	55,070	61,443	64,623	56,152	(10.4%)	(14.8%)	(1.9%)	(4.9%)
Returning Customers	244	319	471	421		(23.5%)	(42.0%)	(48.1%)									
New Customers	293	377	432	366		(22.3%)	(19.9%)	(32.1%)									
Marketing Spend	151	249	244	303		(39.5%)	(50.3%)	(38.3%)									
Online Cost of Sale(3)	14.7%	14.4%	16.3%	23.7%		2.0%	(37.9%)	(9.4%)									

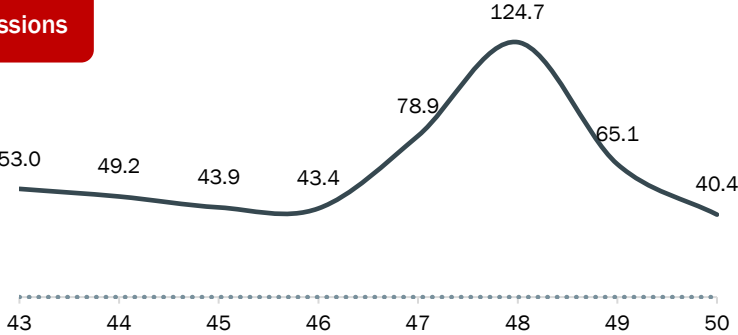
(1) April onwards reflects Budget (constructed in Mar-23). Earlier months reflect New Case (constructed in Aug-22).

(2) Not meaningful as we do not budget WHS weekly.

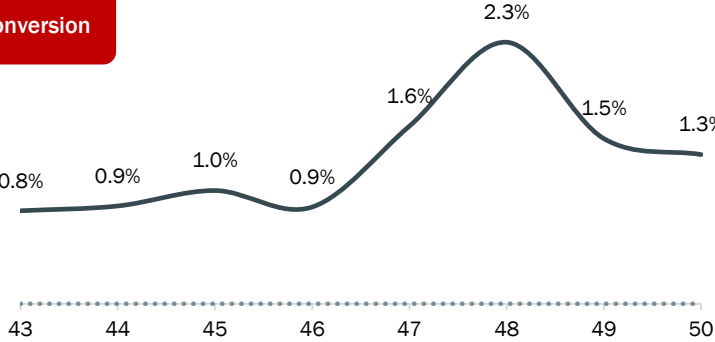
(3) Defined as online media distribution cost / online gross revenue

(SEK '000)	GROSS REVENUE										Y/Y GROWTH %								SOB%										Y/Y GROWTH TREND
Market	43	44	45	46	47	48	49	50	8-	43	44	45	46	47	48	49	50	8-	43	44	45	46	47	48	49	50	8-		
US	319	270	327	332	710	1,684	655	350	581	(52%)	(35%)	(40%)	(12%)	(63%)	82%	55%	(32%)	(19%)	33%	31%	36%	43%	29%	34%	38%	34%	34%		
SE	125	99	132	60	366	928	277	198	273	(57%)	(28%)	44%	(31%)	(70%)	244%	101%	(21%)	(12%)	13%	11%	14%	8%	15%	19%	16%	19%	16%		
GB	79	95	106	100	298	610	220	97	201	(64%)	(22%)	30%	10%	(42%)	169%	101%	(21%)	8%	8%	11%	12%	13%	12%	12%	13%	9%	12%		
AU	51	32	33	51	156	200	41	56	78	(21%)	(31%)	(43%)	29%	(16%)	155%	13%	7%	10%	5%	4%	4%	7%	6%	4%	2%	6%	5%		
DE	73	92	54	32	204	385	94	51	123	(35%)	2%	(26%)	(47%)	(59%)	142%	49%	(26%)	(12%)	8%	10%	6%	4%	8%	8%	5%	5%	7%		
CA	19	20	10	19	57	128	36	33	40	(64%)	(37%)	(58%)	(27%)	(60%)	114%	45%	(40%)	(23%)	2%	2%	1%	2%	2%	3%	2%	3%	2%		
CH	21	14	46	12	71	121	55	32	47	(19%)	(57%)	225%	(59%)	(36%)	196%	135%	23%	22%	2%	2%	5%	2%	3%	2%	3%	3%	3%		
FR	22	25	19	18	68	131	43	20	43	(53%)	(21%)	(48%)	(28%)	(53%)	215%	229%	(52%)	(9%)	2%	3%	2%	2%	3%	3%	3%	2%	3%		
AT	4	21	10	8	30	52	29	17	21	(85%)	132%	(36%)	(23%)	(67%)	280%	140%	125%	(9%)	0%	2%	1%	1%	1%	1%	2%	2%	1%		
NL	12	26	12	1	36	83	20	16	26	(73%)	(17%)	(24%)	(89%)	(69%)	147%	69%	(48%)	(31%)	1%	3%	1%	0%	1%	2%	1%	2%	2%		
FI	2	1	2	1	25	33	10	15	11	(86%)	(33%)	(67%)	(90%)	(28%)	279%	326%	275%	9%	0%	0%	0%	0%	1%	1%	1%	1%	1%		
IN	-	-	6	-	3	-	-	13	3	#####	-	-	-	119%	-	-	-	643%	-	-	1%	-	0%	-	-	1%	0%		
AE	20	25	20	6	52	27	26	13	23	54%	(1%)	337%	(68%)	(8%)	49%	(40%)	(4%)	(2%)	2%	3%	2%	1%	2%	1%	2%	1%	1%		
DK	10	7	8	9	30	62	16	11	19	(54%)	(30%)	(34%)	12%	(47%)	441%	2%	(4%)	4%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
ES	13	10	1	8	25	58	10	9	17	(22%)	(41%)	(90%)	91%	(54%)	404%	(10%)	-	8%	1%	1%	0%	1%	1%	1%	1%	1%	1%		
ROW	184	139	123	115	304	507	188	92	206	34%	13%	6%	22%	(36%)	104%	61%	19%	19%	19%	16%	14%	15%	12%	10%	11%	9%	12%		
Total	953	877	910	772	2,434	5,009	1,723	1,022	1,713	(46%)	(22%)	(17%)	(14%)	(56%)	133%	65%	(20%)	(8%)	100%	100%	100%	100%	100%	100%	100%	100%	100%		

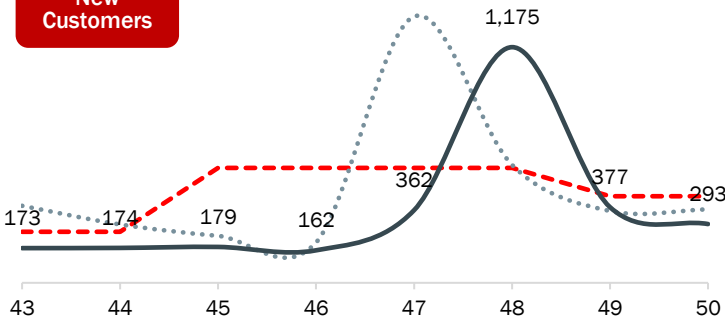
Sessions



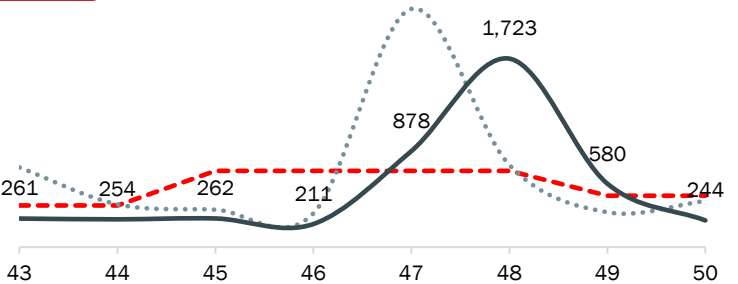
Conversion



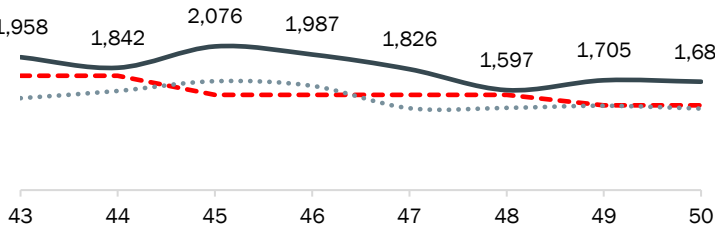
New Customers



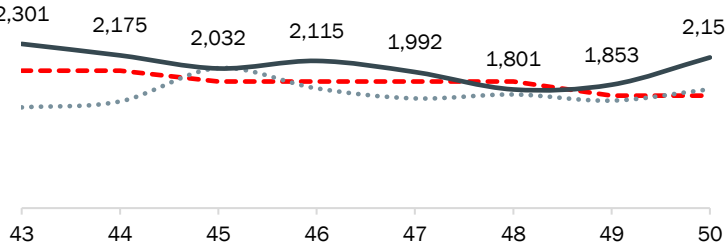
Returning Customers



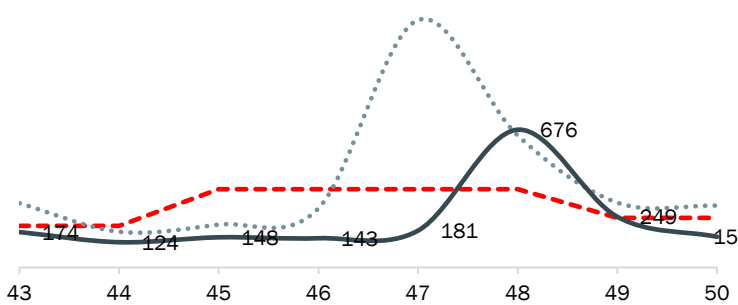
AOV New Customers



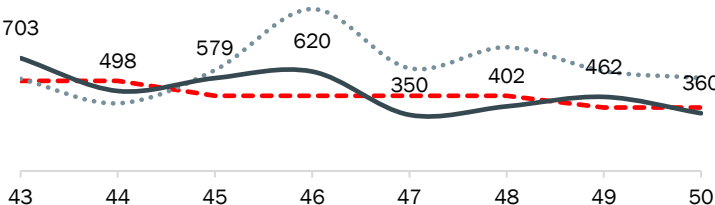
AOV Returning Customers



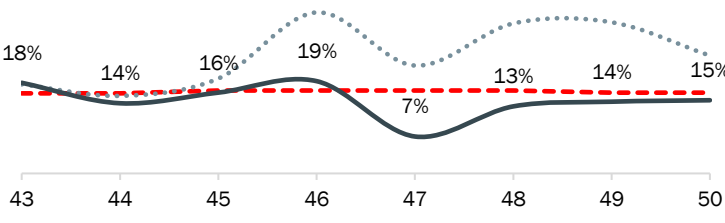
Online media spend



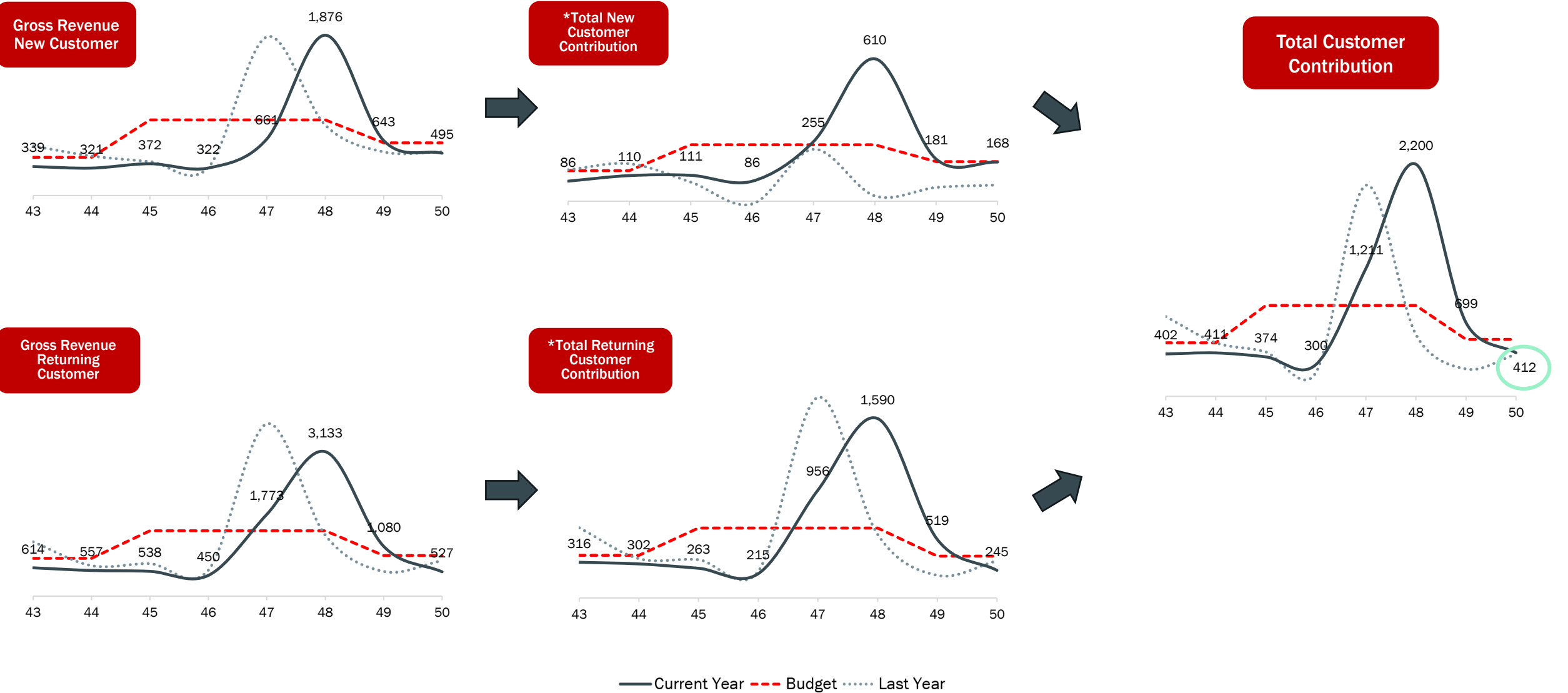
nCAC



COS%



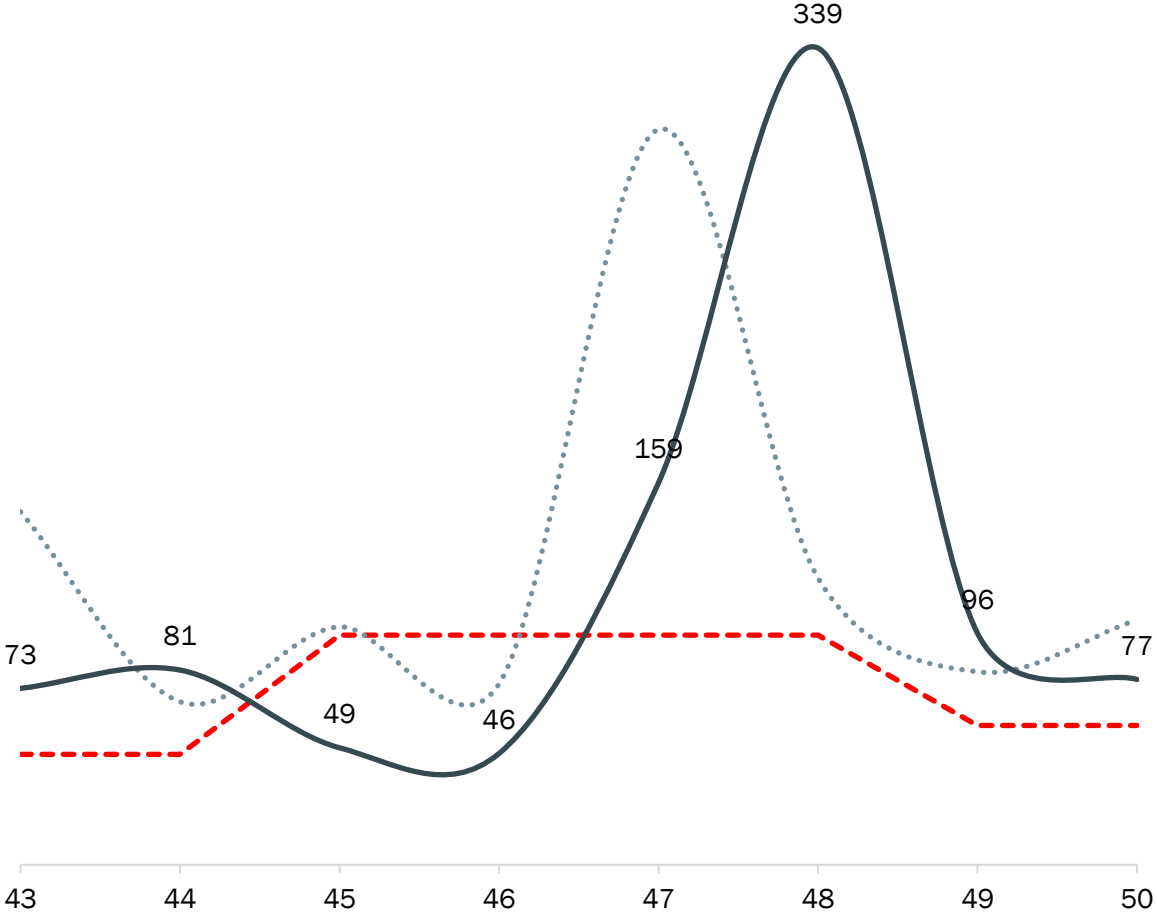
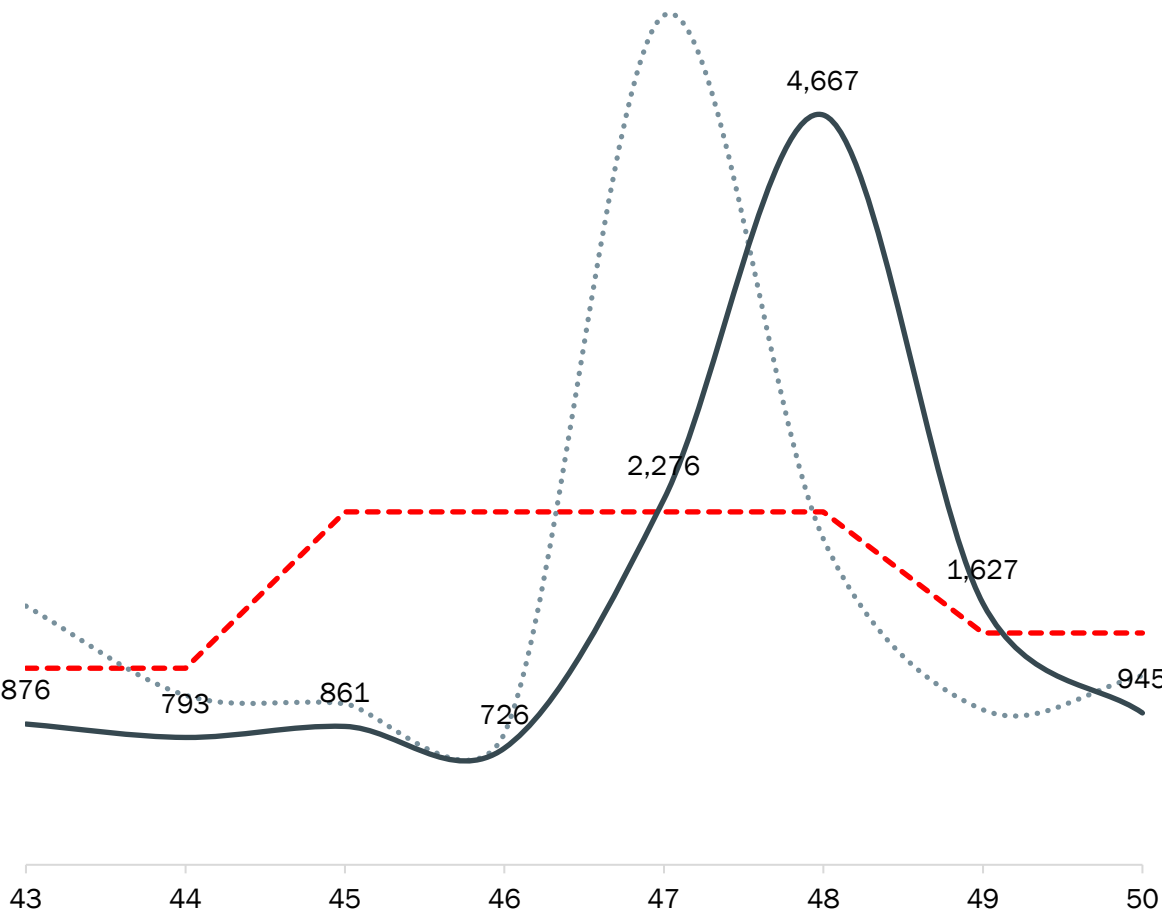
Estimated Contribution per Customer Cohort



Note:
*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

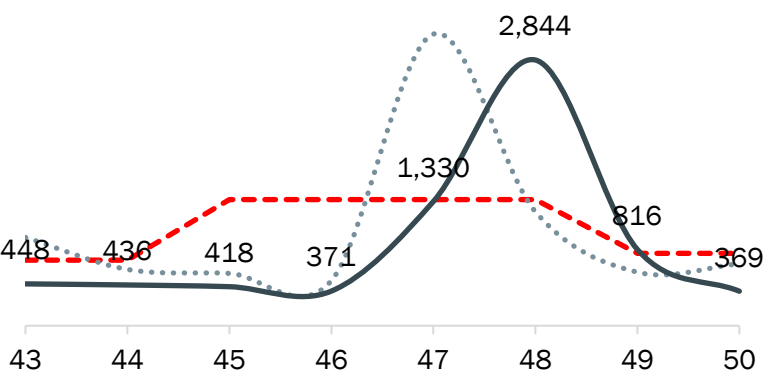
Men's
(SEK '000)

Women's
(SEK '000)

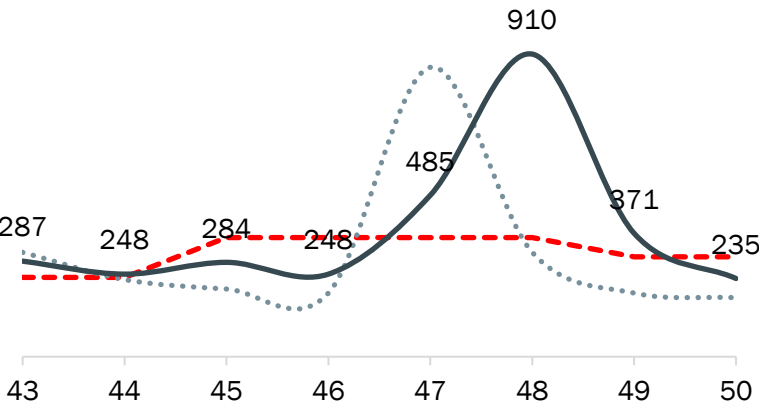


Men's
(SEK '000)

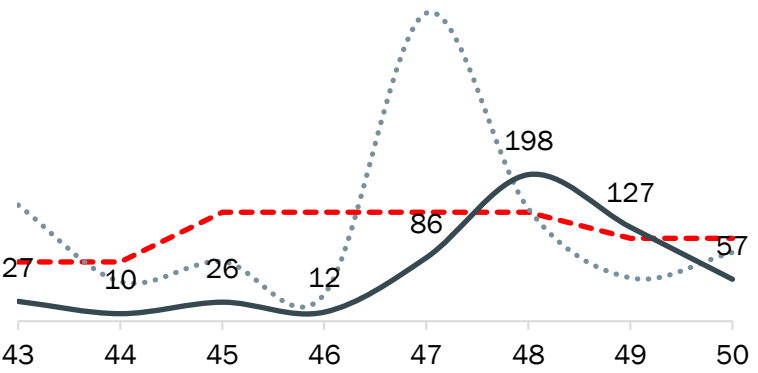
Underwear



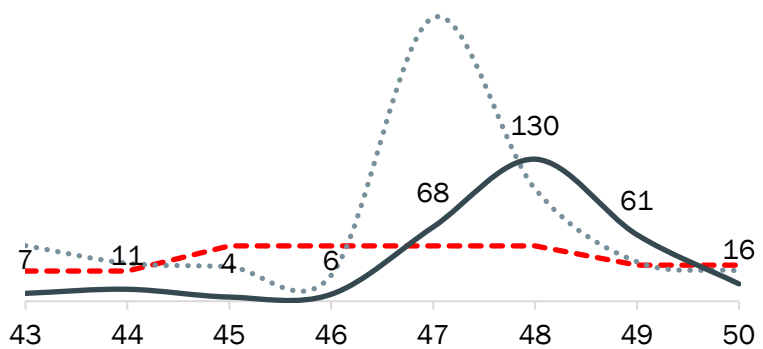
Tops



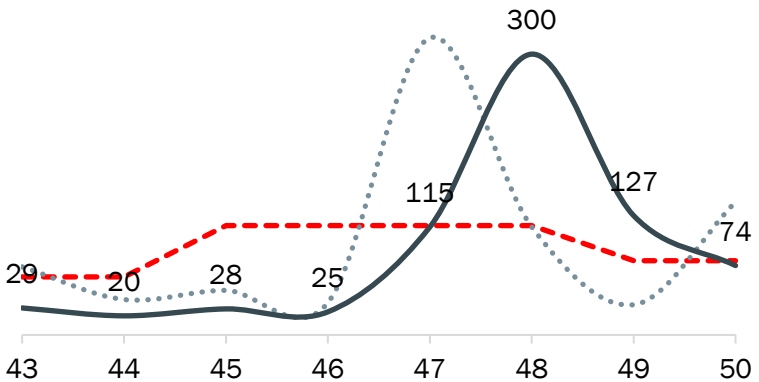
Home



Mobilitéé

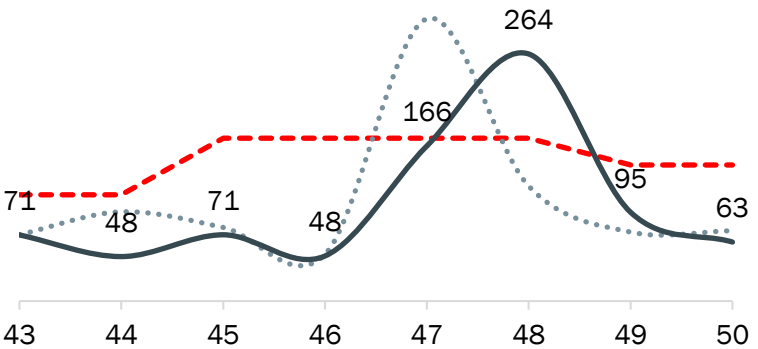


Swim & Pool



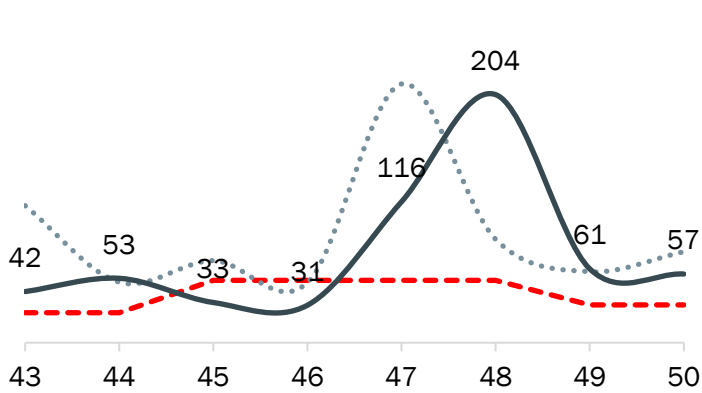
Socks

(Men's + Unisex Socks)

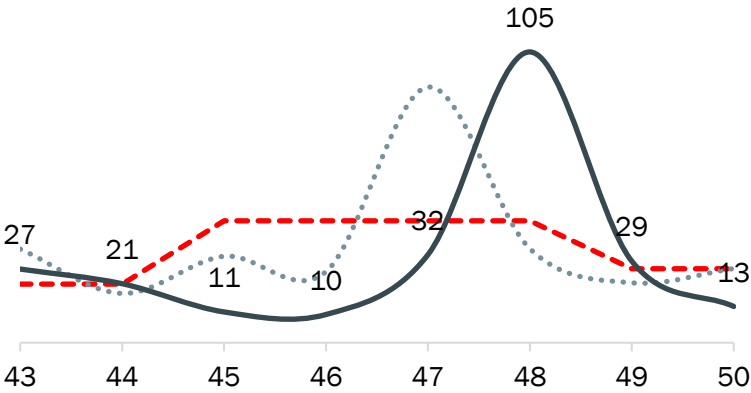


Women's
(SEK '000)

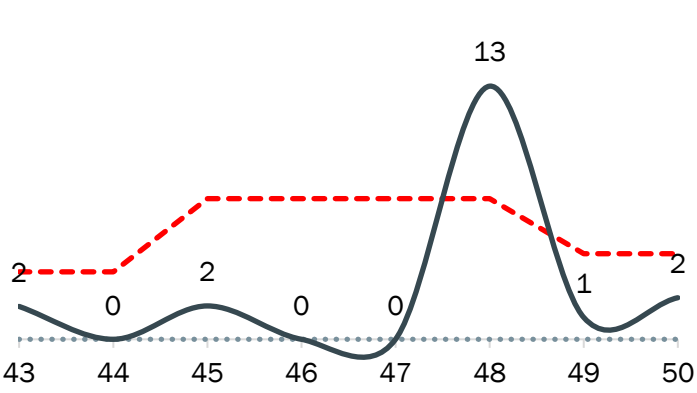
Underwear



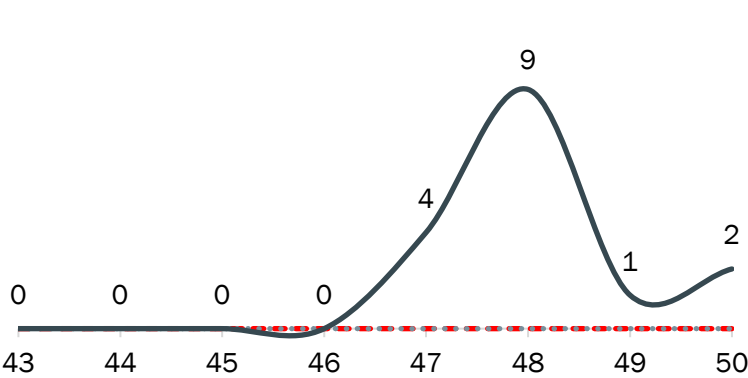
Tops



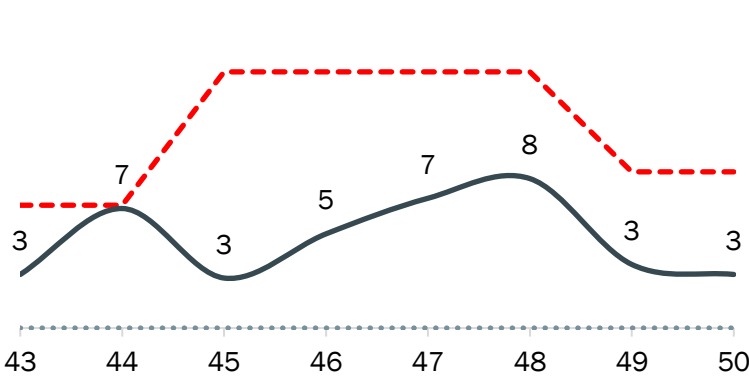
Home



Swim & Pool



Socks



Online Gross Revenue by Category

(SEK '000)		GROSS REVENUE										Y/Y GROWTH %										SOB%										Y/Y GROWTH TREND
Gender	Category	43	44	45	46	47	48	49	50	8-week avg.	43	44	45	46	47	48	49	50	8-week avg.	43	44	45	46	47	48	49	50	8-week avg.				
Men	Underwear	448	436	418	371	1,330	2,844	816	369	879	(53%)	(28%)	(25%)	(23%)	(57%)	133%	42%	(44%)	(14%)	48%	51%	48%	49%	55%	57%	48%	42%	53%	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><di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New Customers
(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	18.5	20	4.3%
2	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	14.5	17	3.4%
3	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	12.7	15	3.0%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	12.4	14	2.9%
5	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	10.8	10	2.5%
6	MEN	SWIMWEAR	SWIM SHORTS	BLACK	8.7	4	2.0%
7	MEN	SWIMWEAR	SWIM TRUNKS	BLACK	7.7	3	1.8%
8	MEN	UNDERWEAR	BOXER BRIEFS	OLIVE GREEN	7.4	17	1.7%
9	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	7.2	11	1.7%
10	MEN	UNDERWEAR	3 X BOXER BRIEFS	NAVY BLUE	6.9	8	1.6%
11	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK+STEEL BLUE+WHIT	6.8	7	1.6%
12	MEN	UNDERWEAR	3 X BOXER TRUNKS	WHITE	6.6	8	1.5%
13	MEN	TOPS	2 X RIB TANK TOP	OFF BLACK+WHITE	5.7	3	1.3%
14	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	5.6	6	1.3%
15	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLO	DARK OLIVE	5.5	3	1.3%
16	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	5.3	5	1.2%
17	MEN	UNDERWEAR	BOXER BRIEFS	NAVY BLUE	5.3	13	1.2%
18	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLO	WHITE	5.3	2	1.2%
19	MEN	HOME	HOME ROBE	BLACK	5.2	1	1.2%
20	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	5.2	3	1.2%
Top 20					163.4	170	38.0%
Total					430.1	484	100.0%

Returning Customers
(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	19.6	8	4.5%
2	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	15.3	18	3.6%
3	MEN	UNDERWEAR	3 X BOXER BRIEFS	NAVY BLUE	14.3	18	3.3%
4	MEN	UNDERWEAR	3 X BOXER SHORTS	NAVY BLUE	12.8	12	3.0%
5	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	11.8	10	2.7%
6	MEN	TOPS	2 X HEAVY WEIGHT T-SHIF	WHITE	11.6	7	2.7%
7	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	10.6	12	2.5%
8	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	10.3	5	2.4%
9	MEN	UNDERWEAR	WOOL LONG JOHNS	BLACK	9.9	12	2.3%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	9.9	12	2.3%
11	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	8.8	9	2.0%
12	MEN	HOME	HOME TROUSERS	BLACK	8.3	5	1.9%
13	MEN	TOPS	HEAVY WEIGHT T-SHIRT C	ESPRESSO BROWN	7.4	6	1.7%
14	MEN	TOPS	HEAVY WEIGHT T-SHIRT C	NAVY	7.4	6	1.7%
15	MEN	TOPS	WOOL T-SHIRT	BLACK	7.1	5	1.6%
16	MEN	TOPS	2 X LIGHT WEIGHT T-SHIR	WHITE	6.7	4	1.6%
17	MEN	UNDERWEAR	6 X BOXER BRIEFS	NAVY BLUE	6.4	4	1.5%
18	MEN	MOBILITÉ	3 X PERFORMANCE BOXE	BLACK	6.2	4	1.5%
19	MEN	UNDERWEAR	3 X BOXER SHORTS CLAS	BLACK+WHITE+SKY BLUE	6.2	3	1.4%
20	MEN	UNDERWEAR	3 X BOXER TRUNKS	STEEL BLUE	5.9	6	1.4%
Top 20					196.4	166	42.6%
Total					461.2	482	100.0%

Men (SEK '000)							
Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	29.8	35	3.8%
2	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	29.0	32	3.7%
3	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	22.6	20	2.9%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	22.3	26	2.8%
5	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	21.5	24	2.7%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	NAVY BLUE	21.2	26	2.7%
7	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	19.6	8	2.5%
8	MEN	UNDERWEAR	3 X BOXER SHORTS	NAVY BLUE	15.9	14	2.0%
9	MEN	UNDERWEAR	WOOL LONG JOHNS	BLACK	15.0	18	1.9%
10	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	13.5	8	1.7%
11	MEN	SWIMWEAR	SWIM SHORTS	BLACK	12.4	6	1.6%
12	MEN	HOME	HOME TROUSERS	BLACK	12.1	7	1.5%
13	MEN	TOPS	2 X LIGHT WEIGHT T-SHIRT	WHITE	11.4	7	1.4%
14	MEN	SWIMWEAR	SWIM TRUNKS	BLACK	11.2	5	1.4%
15	MEN	UNDERWEAR	3 X BOXER TRUNKS	WHITE	10.8	13	1.4%
16	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	10.7	18	1.4%
17	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	10.3	5	1.3%
18	MEN	MOBILITÉ	3 X PERFORMANCE BOXER BRIEFS	BLACK	9.7	7	1.2%
19	MEN	UNDERWEAR	BOXER BRIEFS	OLIVE GREEN	8.9	21	1.1%
20	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK+STEEL BLUE+WHIT	8.7	9	1.1%
Top 20					316.7	309	40.1%
Total					788.7	804	100.0%

Women (SEK '000)							
Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	BLACK	6.4	7	8.4%
2	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	WHITE	6.0	7	7.8%
3	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	6.0	11	7.8%
4	WOMEN	UNDERWEAR	3 X THONG	BLACK	5.2	6	6.7%
5	WOMEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	4.8	5	6.2%
6	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	3.6	4	4.7%
7	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	3.4	3	4.4%
8	WOMEN	UNDERWEAR	SCOOP BRALETTE	OLIVE GREEN	3.3	4	4.3%
9	WOMEN	UNDERWEAR	W-BOXER BRIEF	WHITE	2.8	7	3.7%
10	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	2.3	2	3.0%
11	WOMEN	SWIMWEAR	RACER SWIMSUIT	BLACK	2.3	1	3.0%
12	WOMEN	UNDERWEAR	3 X THONG	WHITE	2.2	2	2.8%
13	WOMEN	TOPS	W-LW LS T-SHIRT	BLACK	2.2	3	2.8%
14	WOMEN	UNDERWEAR	Y-BRIEFS	OLIVE GREEN	2.1	5	2.7%
15	WOMEN	HOME	W-PYJAMA SHIRT SHORT SLEEVE	BLACK	2.1	1	2.7%
16	WOMEN	UNDERWEAR	THONG	BLACK	2.0	6	2.6%
17	WOMEN	UNDERWEAR	W-BOXER BRIEF	BLACK	1.9	6	2.5%
18	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OLIVE GREEN	1.9	2	2.4%
19	WOMEN	UNDERWEAR	Y-BRIEFS	BLACK	1.8	4	2.3%
20	WOMEN	SOCKS	OVER-KNEE WOOL RIB SOCKS	BLACK	1.6	5	2.0%
Top 20					63.7	91	82.9%
Total					76.9	111	100.0%