

Weekly Report - Table 1

Metric	Actual	Last Week	Last Year	2023
Online Gross Revenue	1.1M	1.1M	980.0K	850.0K
Returns	24.0K	22.0K	19.0K	15.0K
Return Rate %	2.1%	2.0%	1.9%	1.8%
Online Net Revenue	1.1M	1.1M	961.0K	835.0K
Retail Concept Store	55.0K	52.0K	45.0K	40.0K
Retail Pop-ups, Outlets	0	0	0	0
Retail Net Revenue	55.0K	52.0K	45.0K	40.0K
Wholesale Net Revenue	0	0	0	0
Total Net Revenue	1.2M	1.1M	1.0M	875.0K
Returning Customers	418	405	380	350
New customers	189	175	160	140
Marketing Spend	359.0K	340.0K	320.0K	280.0K
Online Cost of Sale(3)	99.0K	95.0K	85.0K	75.0K