

WEEKLY REPORT

Feb 24th – Mars 2nd

Monday Morning Meeting

	Feb 24th - Mar 2nd									Year-to-date							
(SEK '000)	Growth vs.									Growth vs.							Budget
	Actual	Last Week	LY	2023	Budget(1)	Last Week	LY	2023	Budget(1)	February	LY	2023	Budget(1)	LY	2023	Budget(1)	vs. LY
Online Gross Revenue	1,011	972	924	1,372		4.0%	9.4%	(26.3%)	n/m	64,099	72,935	58,248	-	(12.1%)	10.0%	-	-
Returns	62	92	53	51		(32.1%)	18.3%	23.1%	n/m	4,032	6,396	4,108	-	(37.0%)	(1.9%)	-	-
Return Rate %	6.2 %	9.4 %	5.7 %	3.7 %		(34.0%)	8.8%	67.6%	n/m	6.3%	8.8%	7.1%	-	(28.4%)	(11.3%)	-	-
Online Net Revenue	949	881	872	1,321		7.8%	8.9%	(28.2%)	n/m	60,068	66,539	54,140	-	(9.7%)	10.9%	-	-
Retail Concept Store	50	51	43	59		(3.1%)	14.0%	(16.1%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	50	51	43	59		(3.1%)	14.0%	(16.1%)	n/m	4,600	5,182	5,689	-	(11.2%)	(19.1%)	-	-
Wholesale Net Revenue	n/m	n/m	n/m	n/m		n/m	n/m	n/m	n/m	-	-	-	-	-	-	-	-
Total Net Revenue	999	932	915	1,380		7.2%	9.1%	(27.6%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	330	344	293	372		(4.1%)	12.6%	(11.3%)	n/m	14626	15391	12949	-	(5.0%)	13.0%	-	-
New customers	248	197	175	364		25.9%	41.7%	(31.9%)	n/m	14299	17574	17407	-	(18.6%)	(17.9%)	-	-
Marketing Spend	87	63	181	292		38.1%	(67.6%)	(79.8%)	n/m	10,681	15,938	11,938	-	(33.0%)	(10.5%)	-	-
Online Cost of Sale(3)	8.6%	6.5 %	19.6 %	21.3 %		32.3%	(70.4%)	(72.7%)	n/m	16.7%	21.9%	20.5%	-	(23.7%)	(18.7%)	-	-

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

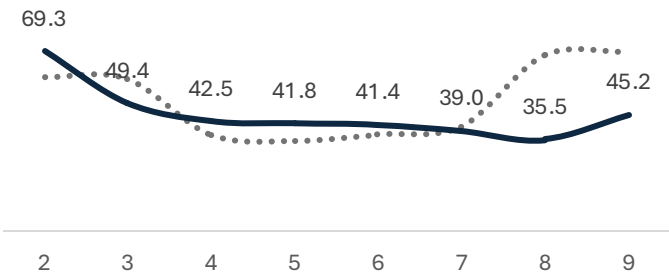
(2) Not meaningful as we do not budget WHS weekly.

(3) Not meaningful due to change in sales seasons.

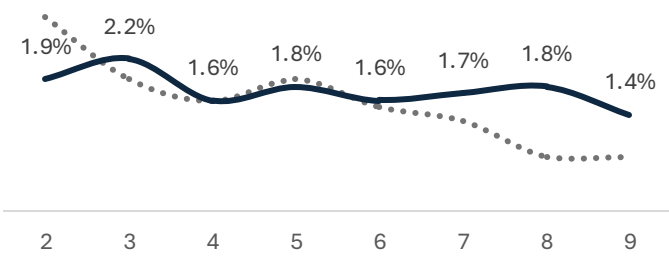
[illegible]

Online KPIs

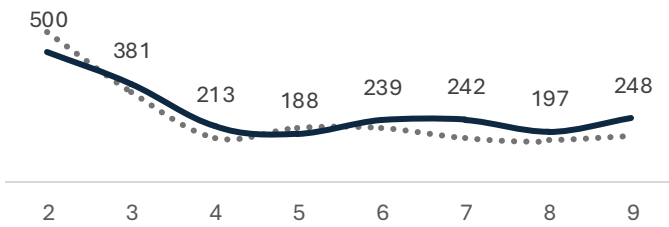
Sessions



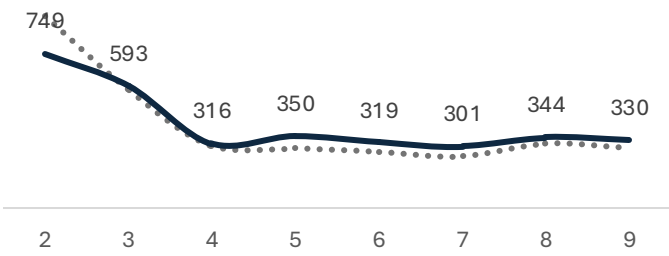
Conversion



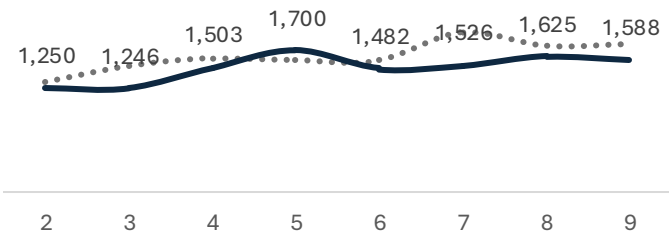
New Customers



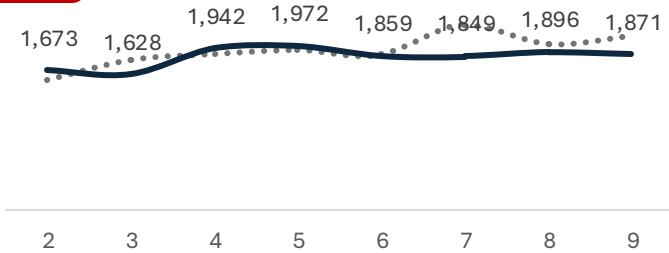
Returning Customers



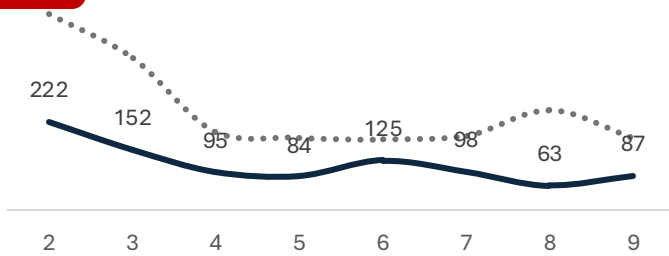
AOV New Customers



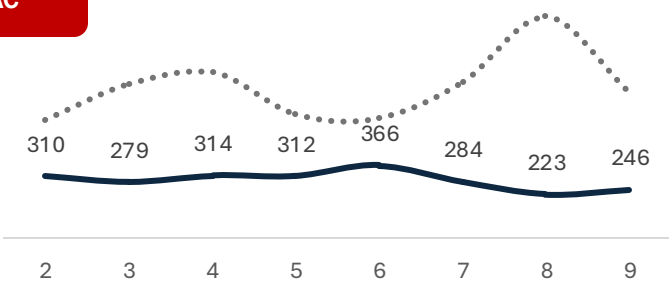
AOV Returning Customers



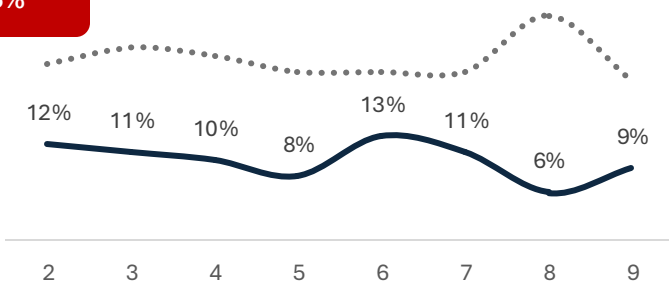
Online Media Spend



nCAC



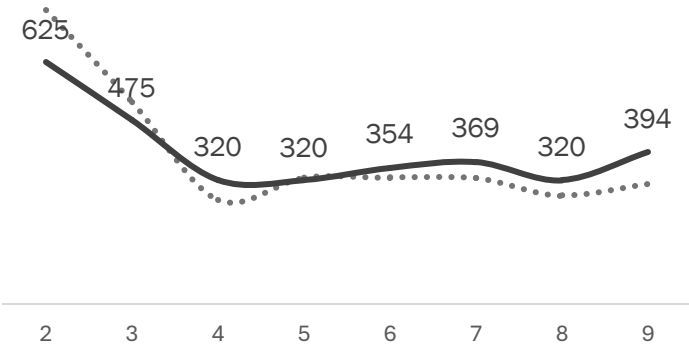
COS%



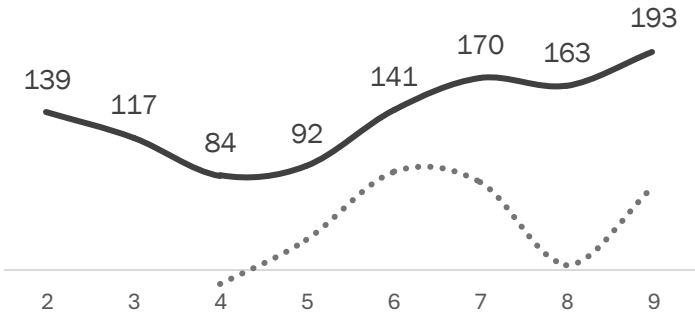
..... Last Year — Current Year

Estimated Contribution per Customer Cohort

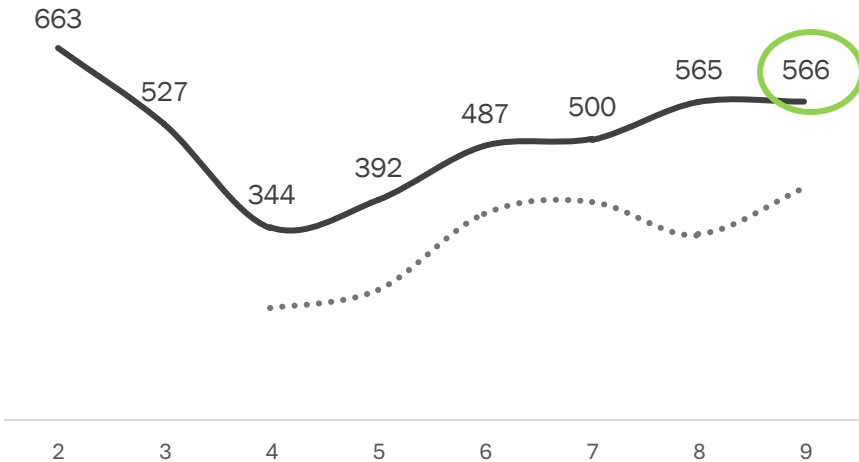
Gross Revenue
New Customer



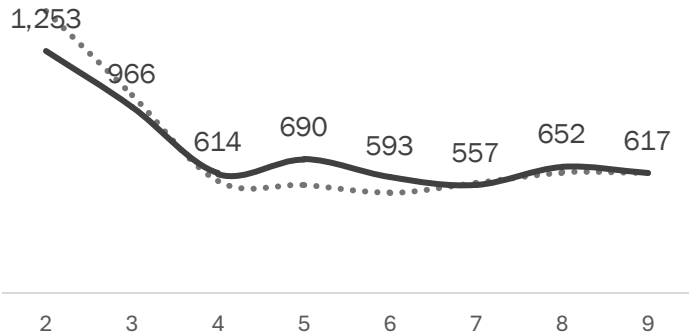
New Customer
Contribution



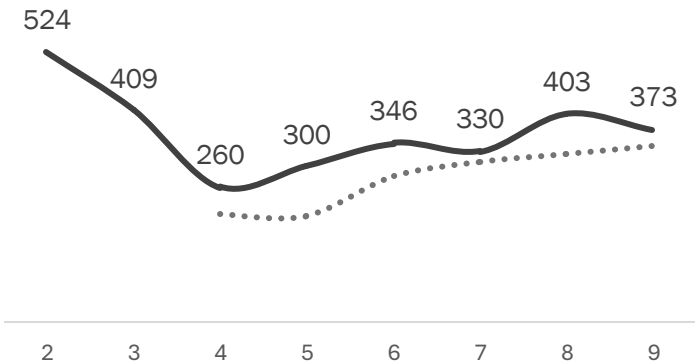
Total Customer
Contribution



Gross Revenue
Returning Customer



Returning Customer
Contribution

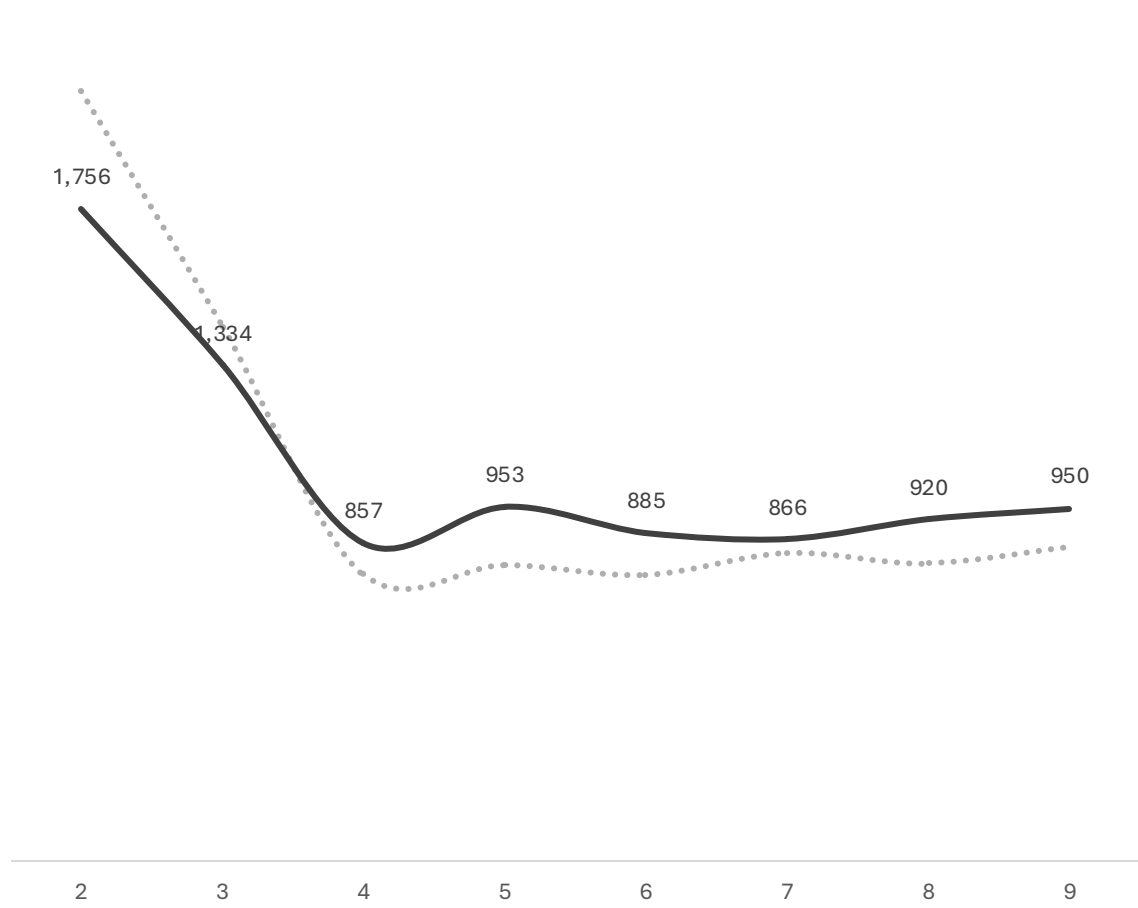


..... Last Year — Current Year

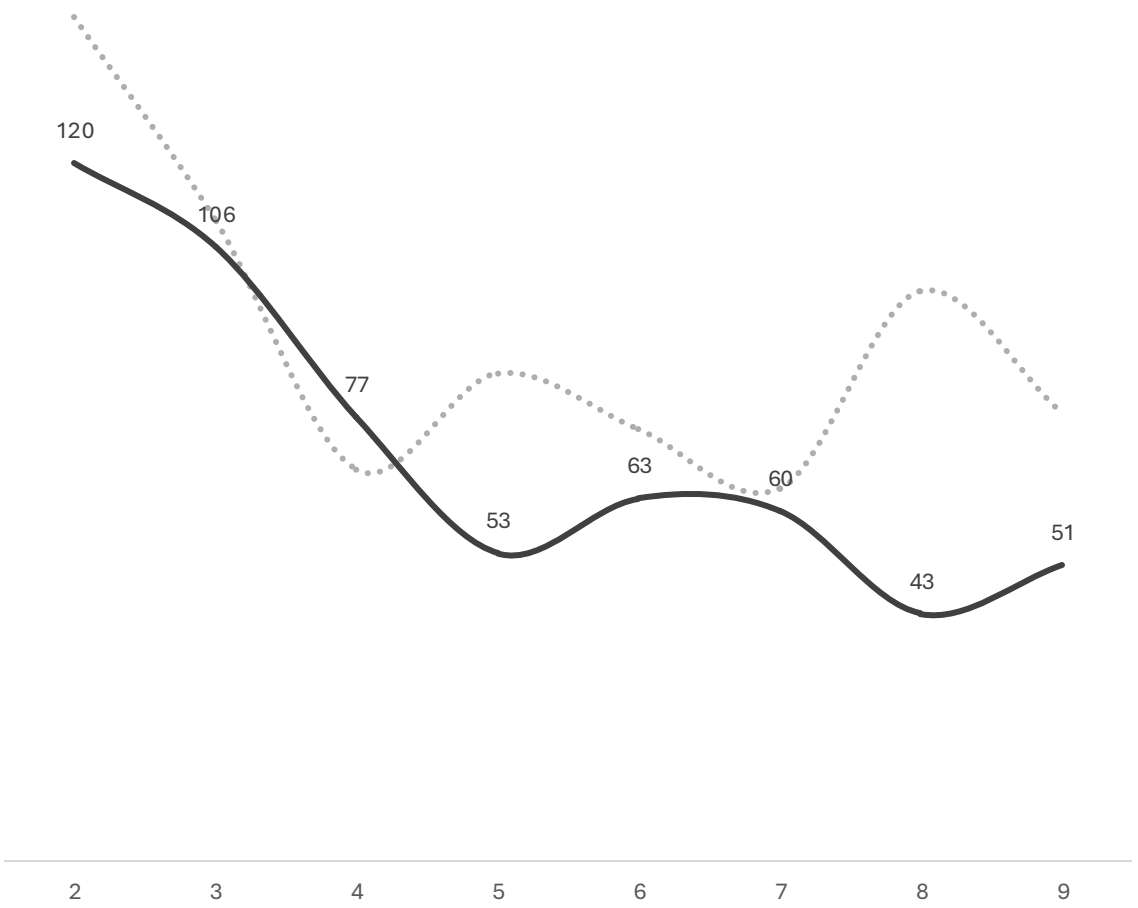
*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

Online Gross Revenue by Gender

Men's
(SEK'000)



Women's
(SEK'000)

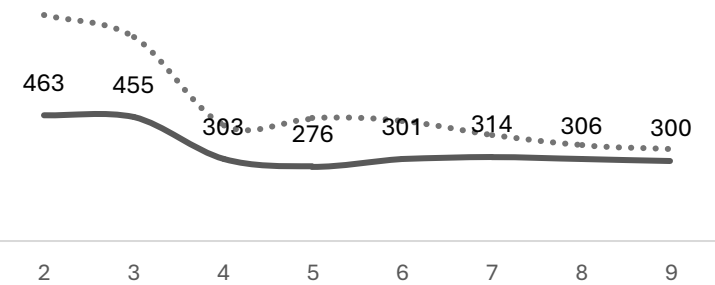


..... Last Year — Current Year

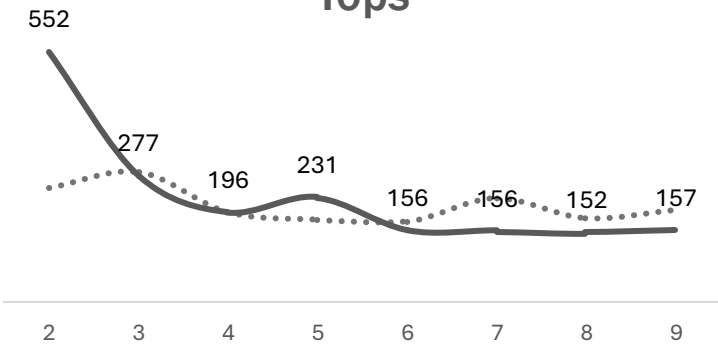
Online Gross Revenue by Gender

Men's
(SEK'000)

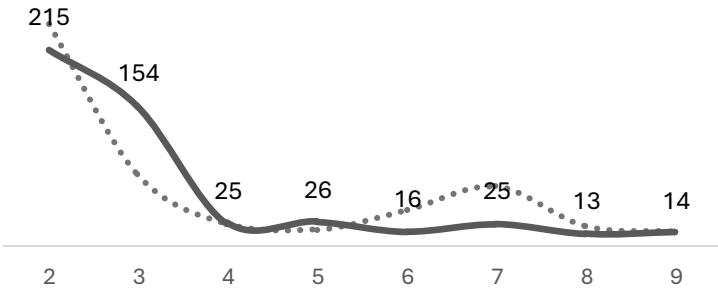
Underwear



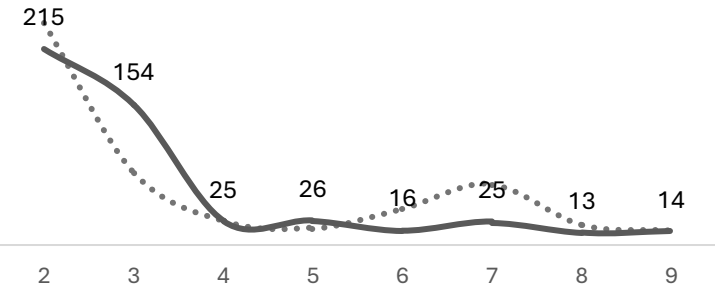
Tops



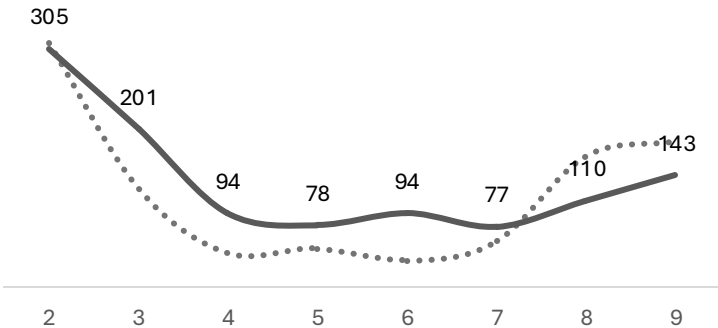
Home



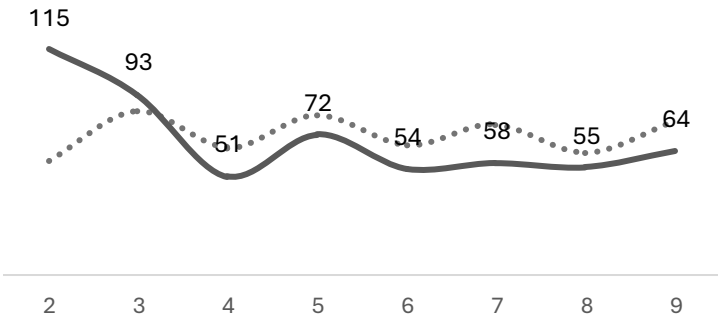
Mobilitéé



Pool & Swim



Socks

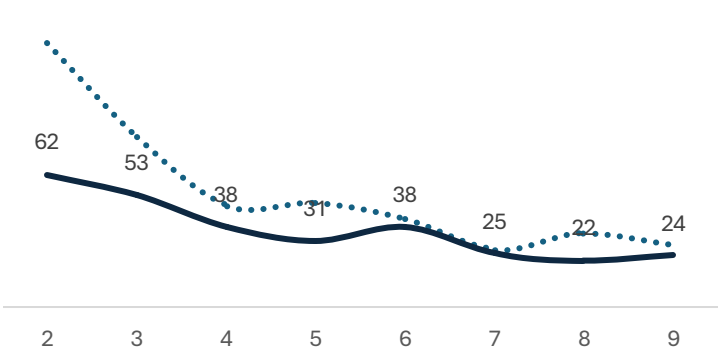


..... Last Year — Current Year

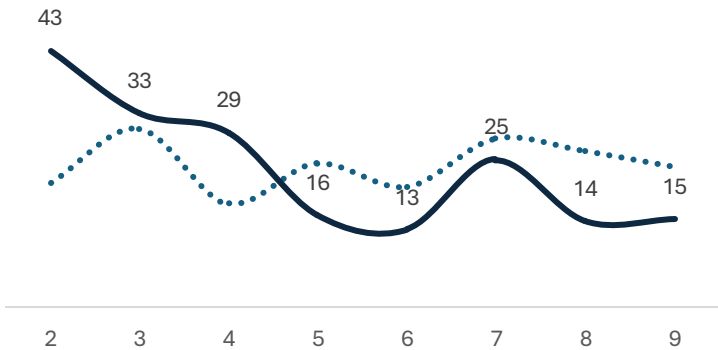
Online Gross Revenue by Gender

Women's
(SEK'000)

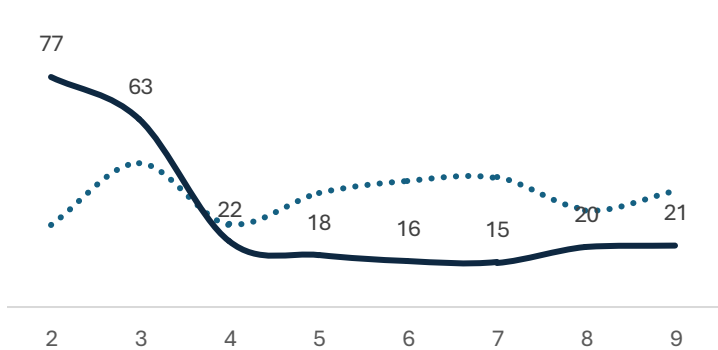
Underwear



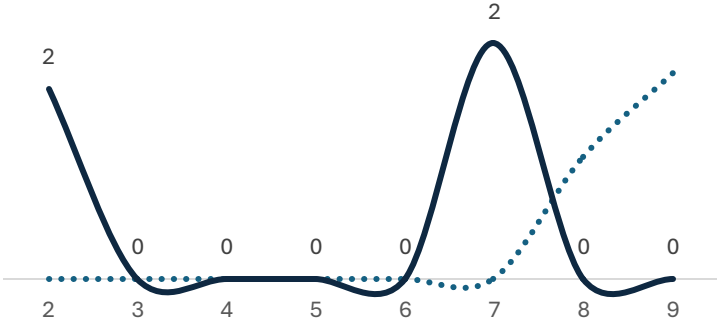
Tops



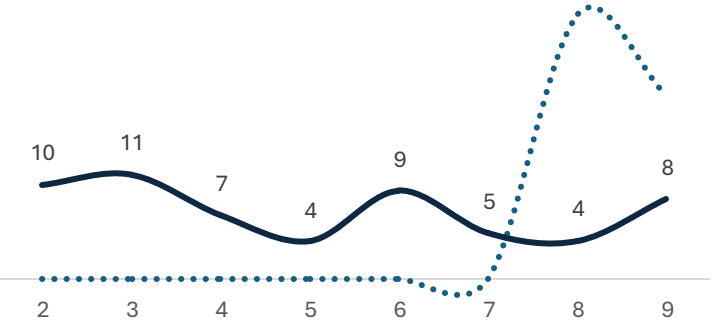
Socks



Home



Pool & Swim



..... Last Year — Current Year

Top Online Products by New and Returning Customer

New Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	24.5	25	8.4%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	14.9	27	5.1%
3	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	11.5	10	3.9%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	11.1	13	3.8%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	8.6	10	3.0%
6	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	7.8	5	2.7%
7	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	6.5	7	2.2%
8	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	5.3	2	1.8%
9	MEN	SWIMWEAR	SWIM BRIEFS	BLACK	5.3	4	1.8%
10	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	4.8	5	1.6%
11	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	CINNAMON	4.5	7	1.5%
12	MEN	SWIMWEAR	SWIM BRIEFS BOX-CUT SWIM SHORTS PARACHUTE NYLON	BLACK	4.5	3	1.5%
13	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	GREY MARBLE	4.4	7	1.5%
14	MEN	SWIMWEAR	SWIM BRIEFS	JUNIPER	4.4	7	1.5%
15	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	4.3	5	1.5%
16	MEN	UNDERWEAR	12 X BOXER SHORTS	BLACK	4.3	1	1.5%
17	MEN	SWIMWEAR	SWIM TRUNKS	BLACK	4.2	2	1.4%
18	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	4.1	2	1.4%
19	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	4.1	4	1.4%
20	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	4.0	10	1.4%
Top 20 Total					143.1	156	49.1%
Grand Total					291.8	377	100.0%

Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	23.5	29	5.2%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	15.1	26	3.3%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	12.9	4	2.8%
4	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	12.8	24	2.8%
5	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	12.2	14	2.7%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	11.9	15	2.6%
7	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	11.5	7	2.5%
8	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	10.2	4	2.2%
9	ACCESSORIES	SWIMWEAR	BEACH TOWEL	NAVY/BLEU MIST	9.8	7	2.2%
10	MEN	TOPS	MIDWEIGHT T-SHIRT LONG SLEEVE	BLACK	9.3	9	2.0%
11	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	8.6	9	1.9%
12	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	8.0	8	1.7%
13	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	7.9	8	1.7%
14	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	7.5	8	1.7%
15	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	CINNAMON	7.1	11	1.6%
16	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	6.8	8	1.5%
17	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLON POPLIN	DARK OLIVE	6.6	5	1.4%
18	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	DARK OLIVE	6.4	3	1.4%
19	MEN	SOCKS	5 X BAMBOO SOCKS	BLACK	5.9	5	1.3%
20	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	5.6	7	1.2%
Top 20 Total					199.5	211	43.9%
Grand Total					454.9	577	100.0%

Top Online Products by New and Returning Customer

Men

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	47.9	54	7.2%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	30.1	53	4.5%
3	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL JUNIPER		20.0	19	3.0%
4	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	19.2	12	2.9%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	18.4	22	2.8%
6	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	18.2	6	2.7%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	17.9	21	2.7%
8	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	16.6	19	2.5%
9	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	16.1	18	2.4%
10	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	15.8	30	2.4%
11	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	12.1	12	1.8%
12	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	CINNAMON	11.6	18	1.7%
13	MEN	TOPS	MIDWEIGHT T-SHIRT LONG SLEEVE	BLACK	11.2	11	1.7%
14	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	10.2	4	1.5%
15	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	9.4	10	1.4%
16	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	DARK OLIVE	8.6	4	1.3%
17	MEN	SOCKS	6 X COTTON RIB SOCKS	BLACK	8.4	8	1.3%
18	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	7.8	9	1.2%
19	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	GREY MARBLE	7.7	12	1.1%
20	MEN	SWIMWEAR	SWIM BRIEFS	BLACK	7.6	6	1.1%
Top 20 Total					314.9	348	47.1%
Grand Total					667.9	821	100.0%

Women

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	7.7	6	15.0%
2	WOMEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	2.3	2	4.5%
3	WOMEN	TOPS	W-LW LS T-SHIRT	PANNA COTTA	2.2	7	4.3%
4	WOMEN	SWIMWEAR	RACER SWIMSUIT	POPPY RED	2.0	4	3.9%
5	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	1.8	2	3.5%
6	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	1.7	2	3.4%
7	WOMEN	TOPS	W-LW T-SHIRT	PANNA COTTA	1.7	6	3.3%
8	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	BLACK	1.7	2	3.3%
9	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	1.5	1	3.0%
10	WOMEN	TOPS	W-LW T-SHIRT	BLACK	1.5	2	3.0%
11	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	PANNA COTTA	1.3	4	2.6%
12	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	1.3	3	2.6%
13	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	BLACK	1.3	1	2.5%
14	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	WHITE	1.3	1	2.5%
15	WOMEN	SWIMWEAR	TANGA BIKINI BRIEFS	BLACK	1.3	3	2.5%
16	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	1.3	1	2.5%
17	WOMEN	UNDERWEAR	Y-BRIEFS	OLIVE GREEN	1.2	3	2.4%
18	WOMEN	TOPS	LIGHTWEIGHT TUBE DRESS	BLACK	1.2	2	2.4%
19	WOMEN	SWIMWEAR	BIKINI BRIEFS	BLACK	1.2	1	2.3%
20	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	PANNA COTTA	1.1	3	2.2%
Top 20 Total					36.6	56	71.6%
Grand Total					51.1	84	100.0%