

# WEEKLY REPORT

Mar 3<sup>rd</sup> – Mars 9<sup>nd</sup>

# Monday Morning Meeting

	Mar 3rd - Mar 9th									Year-to-date							
(SEK '000)	Growth vs.									Growth vs.							Budget
	Actual	Last Week	LY	2023	Budget(1)	Last Week	LY	2023	Budget(1)	March	LY	2023	Budget(1)	LY	2023	Budget(1)	vs. LY
Online Gross Revenue	1,018	1,011	999	1,240		0.7%	2.0%	(17.9%)	n/m	65,118	73,905	59,562	-	(11.9%)	9.3%	-	-
Returns	18	63	66	44		(72.0%)	(73.1%)	(59.7%)	n/m	4,050	6,478	4,167	-	(37.5%)	(2.8%)	-	-
Return Rate %	1.7 %	6.3 %	6.6 %	3.5 %		(73.0%)	(74.2%)	(51.4%)	n/m	6.2%	8.8%	7.0%	-	(29.5%)	(11.4%)	-	-
Online Net Revenue	1,001	948	933	1,196		5.6%	7.3%	(16.3%)	n/m	61,067	67,427	55,395	-	(9.4%)	10.2%	-	-
Retail Concept Store	56	50	65	52		13.9%	(12.6%)	8.6%	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	56	50	65	52		13.9%	(12.6%)	8.6%	n/m	4,656	5,251	5,738	-	(11.3%)	(18.8%)	-	-
Wholesale Net Revenue	n/m	n/m	n/m	n/m		n/m	n/m	n/m	n/m	-	-	-	-	-	-	-	-
Total Net Revenue	1,057	997	997	1,248		6.0%	6.0%	(15.3%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	332	331	349	358		0.3%	(4.9%)	(7.3%)	n/m	14805	15550	13131	-	(4.8%)	12.7%	-	-
New customers	263	247	169	312		6.5%	55.6%	(15.7%)	n/m	14560	17744	17754	-	(17.9%)	(18.0%)	-	-
Marketing Spend	90	87	226	285		3.2%	(60.2%)	(68.3%)	n/m	10,496	16,175	12,212	-	(35.1%)	(14.0%)	-	-
Online Cost of Sale(3)	8.8 %	8.6 %	22.7 %	23.0 %		2.5%	(61.0%)	(61.5%)	n/m	16.1%	21.9%	20.5%	-	(26.4%)	(21.4%)	-	-

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

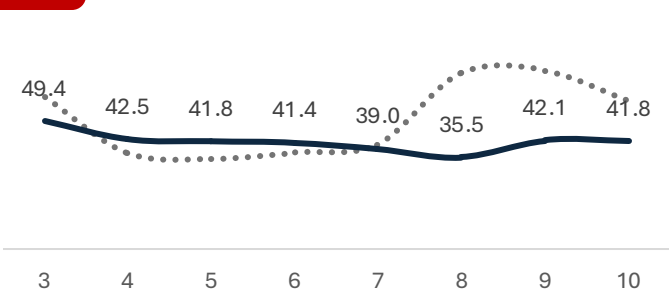
(2) Not meaningful as we do not budget WHS weekly.

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

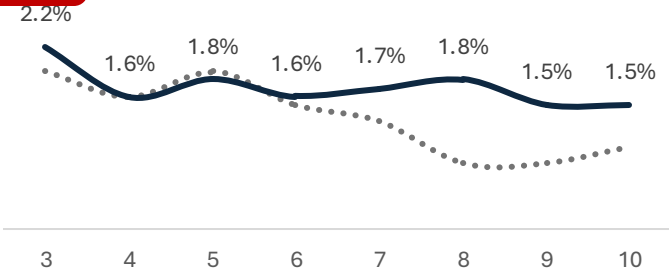
[illegible]

# Online KPIs

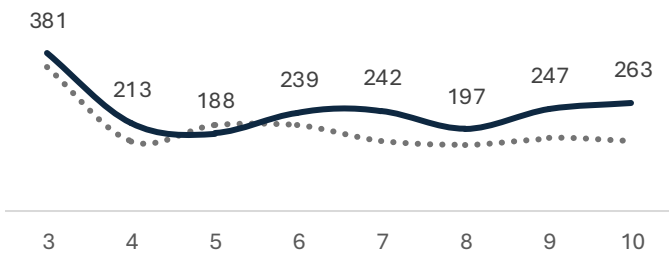
Sessions



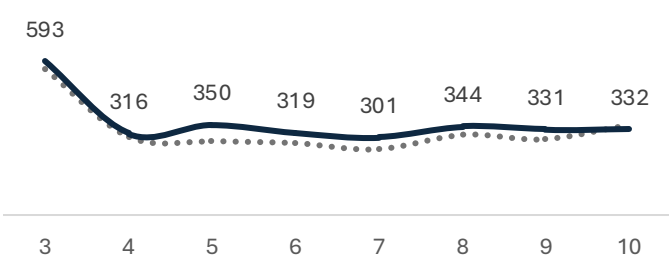
Conversion



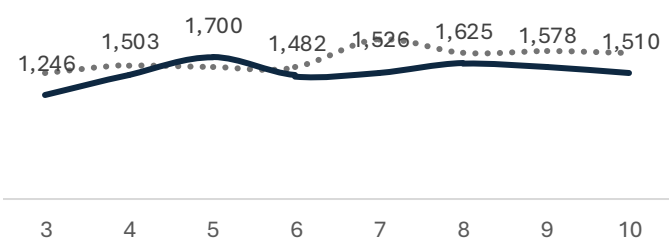
New Customers



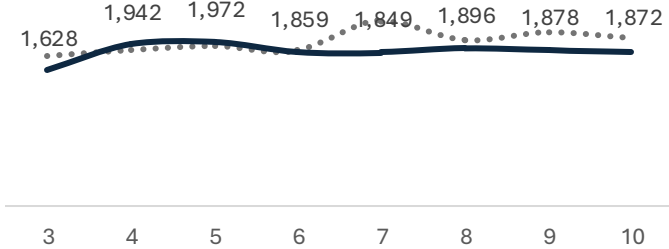
Returning Customers



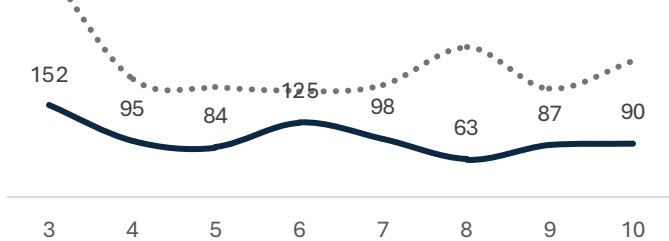
AOV New Customers



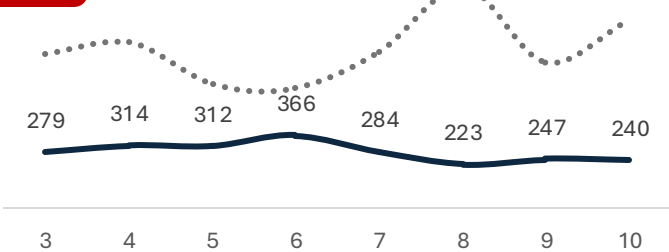
AOV Returning Customers



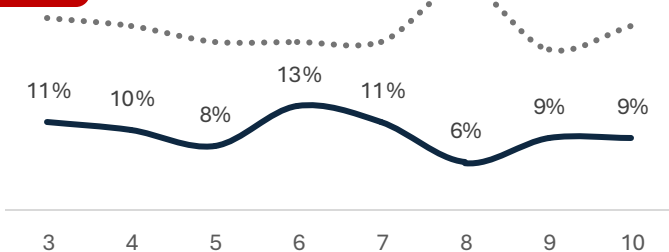
Online Media Spend



nCAC



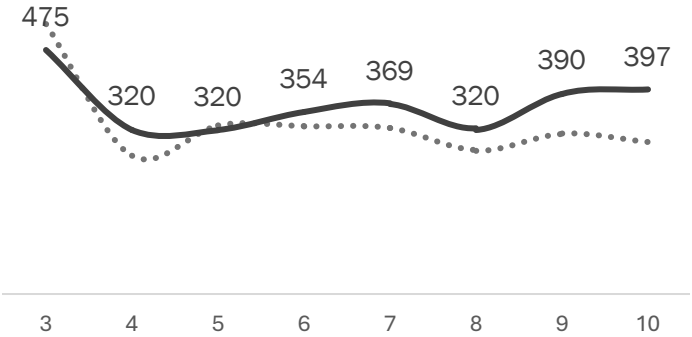
COS%



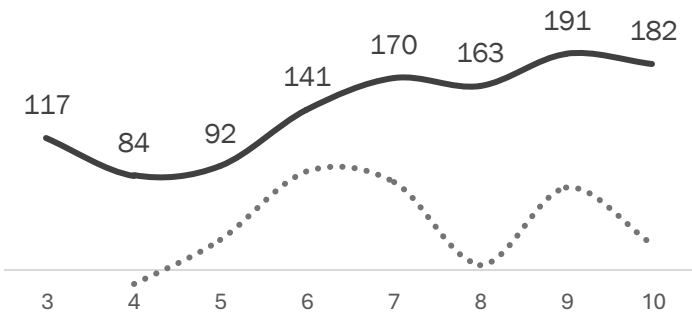
..... Last Year — Current Year

# Estimated Contribution per Customer Cohort

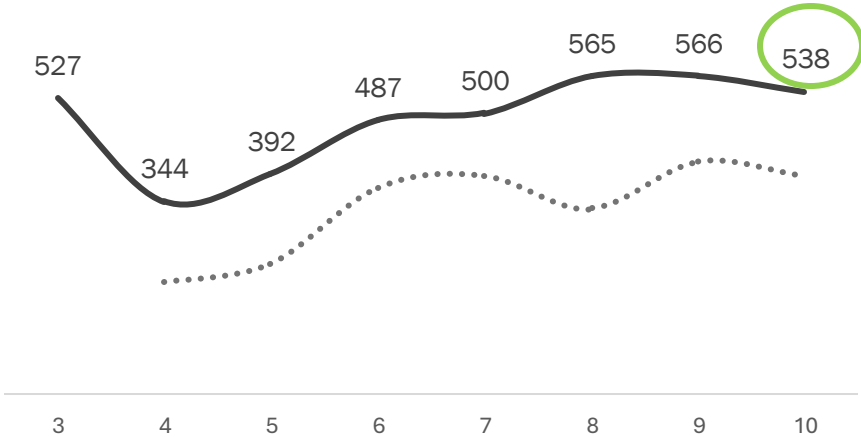
Gross Revenue  
New Customer



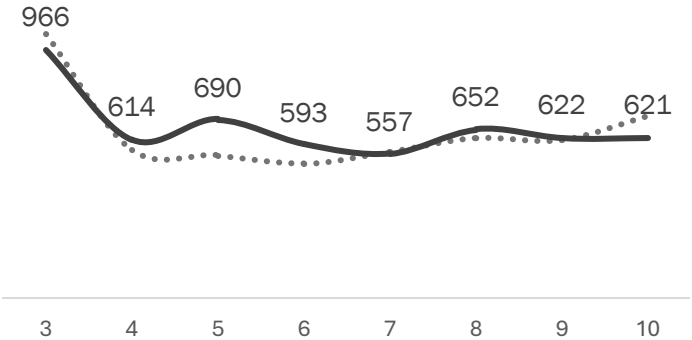
New Customer  
Contribution



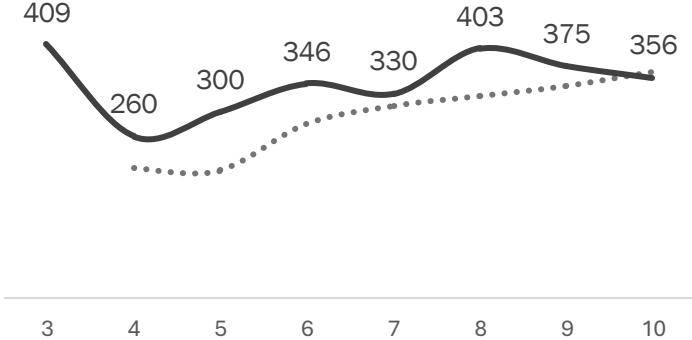
Total Customer  
Contribution



Gross Revenue  
Returning Customer



Returning Customer  
Contribution

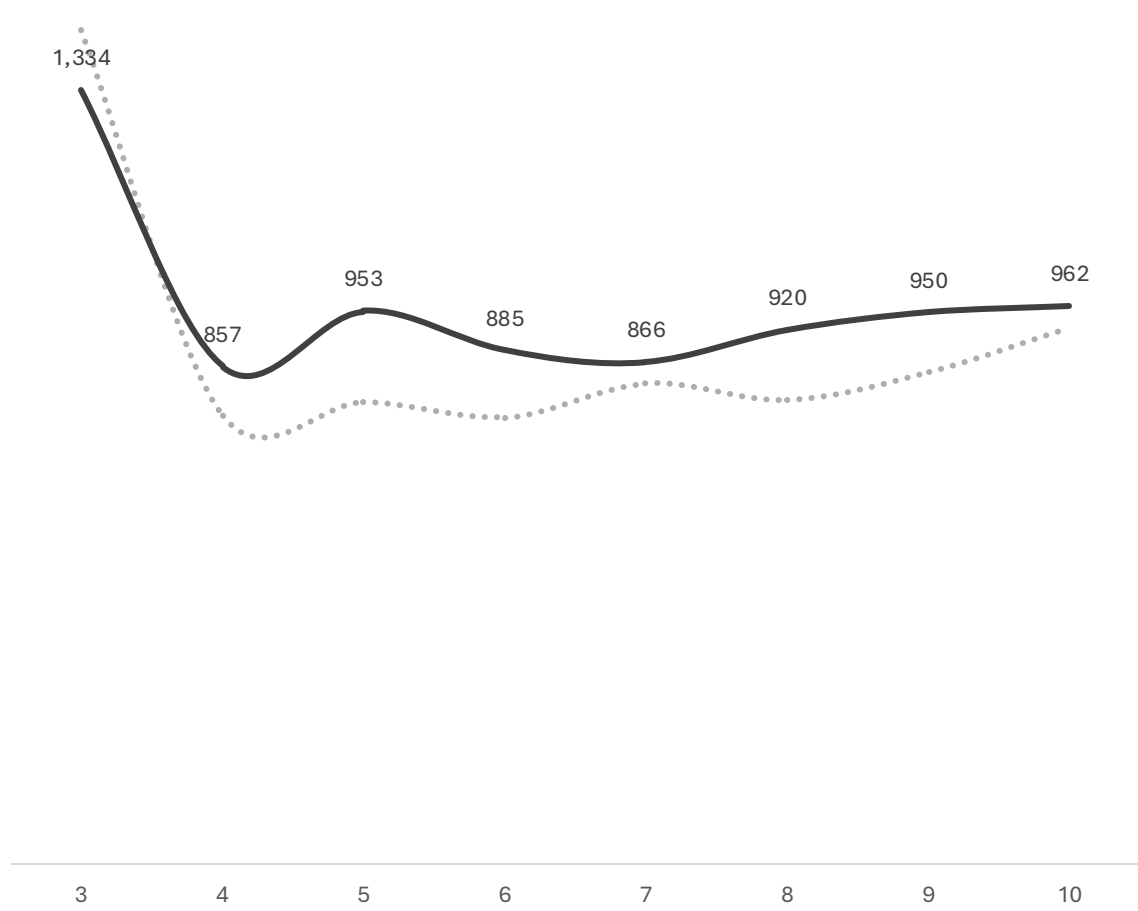


..... Last Year    — Current Year

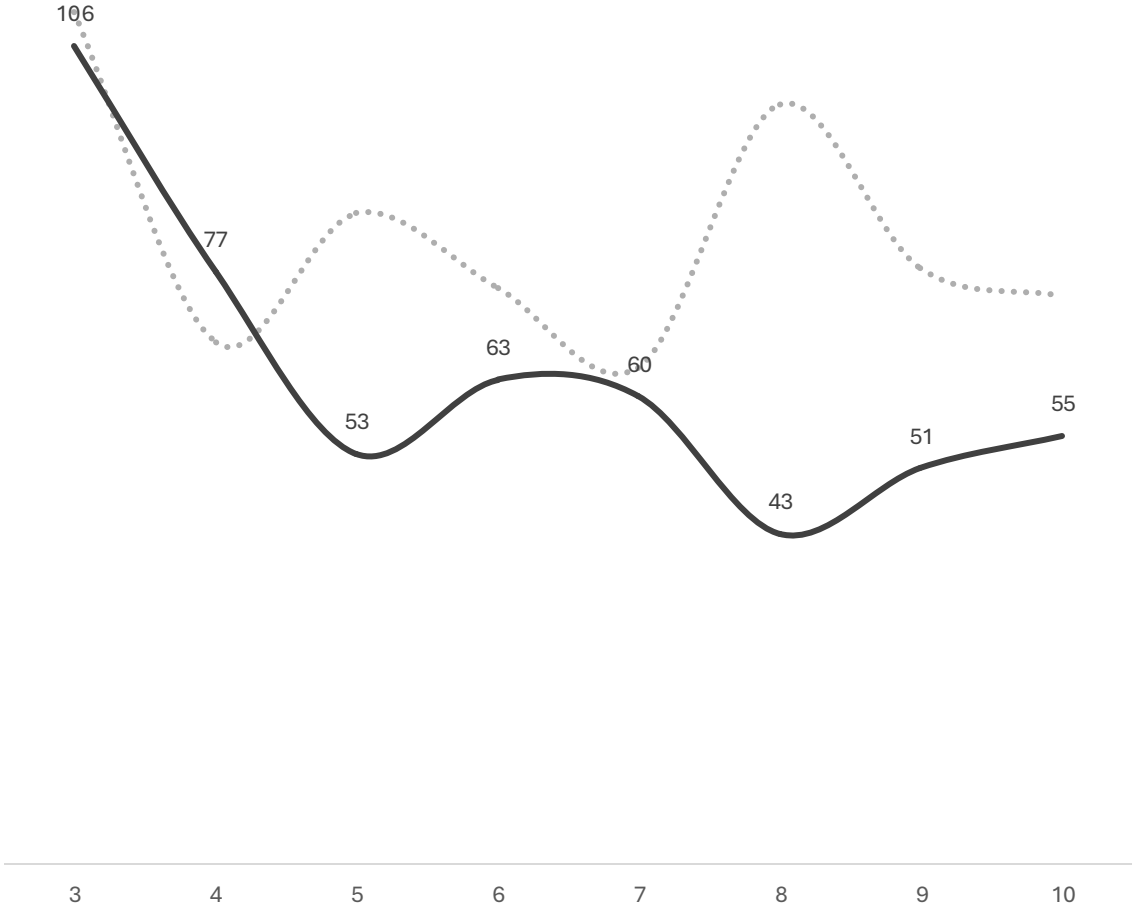
\*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

# Online Gross Revenue by Gender

Men's  
(SEK'000)



Women's  
(SEK'000)

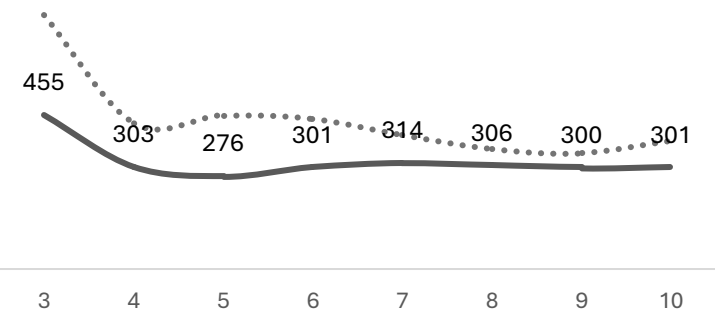


..... Last Year      — Current Year

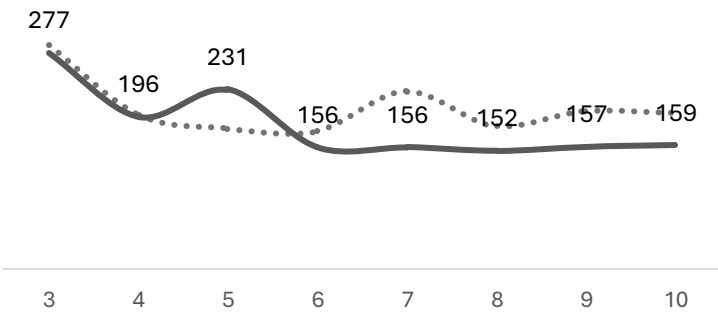
# Online Gross Revenue by Gender

Men's  
(SEK'000)

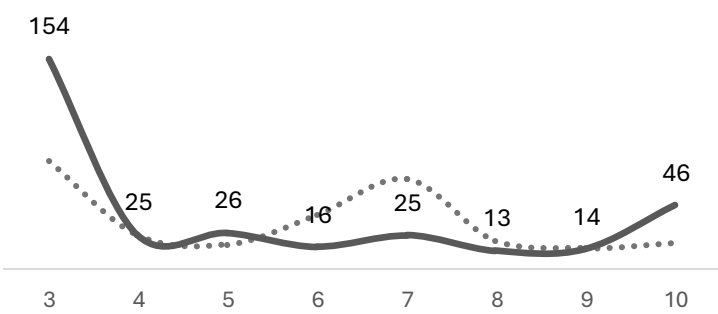
Underwear



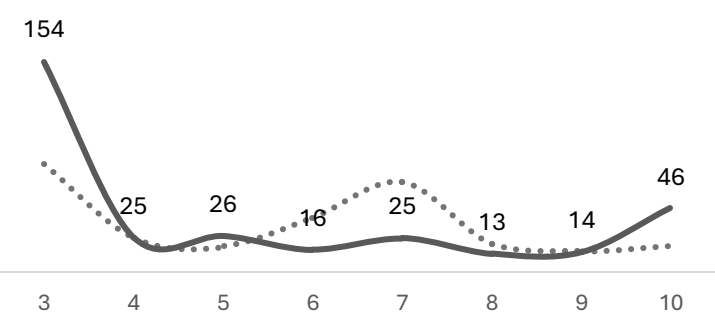
Tops



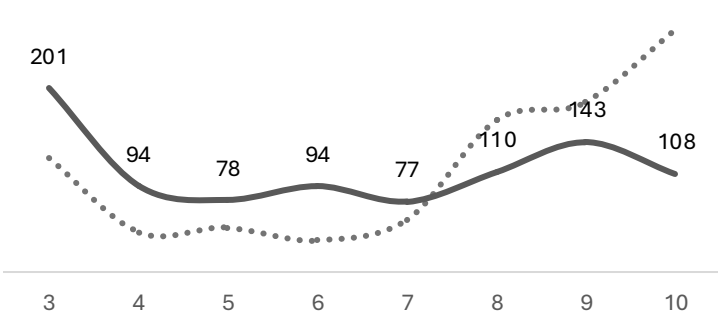
Home



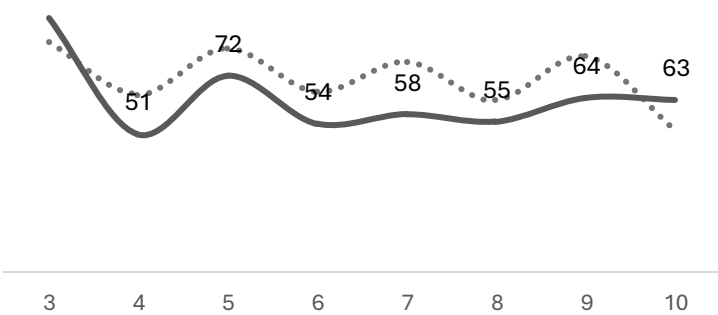
Mobilité



Pool & Swim



Socks

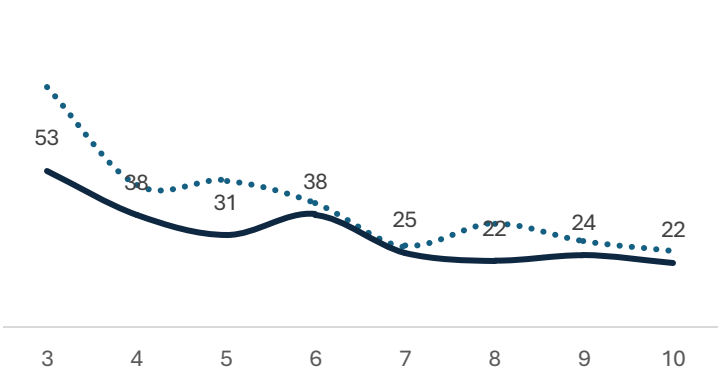


..... Last Year    — Current Year

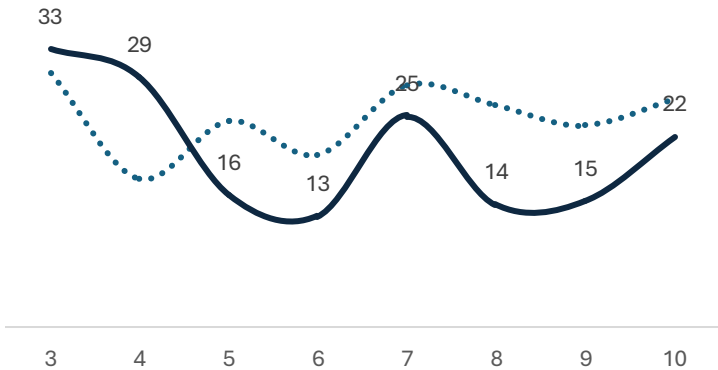
# Online Gross Revenue by Gender

Women's  
(SEK'000)

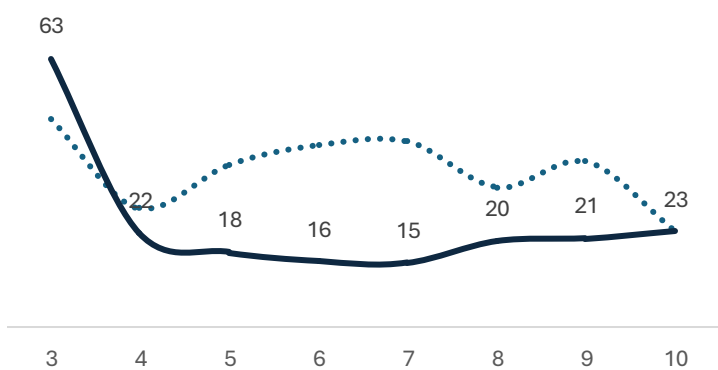
Underwear



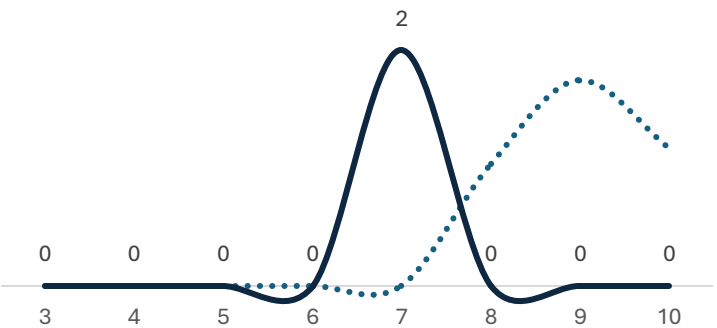
Tops



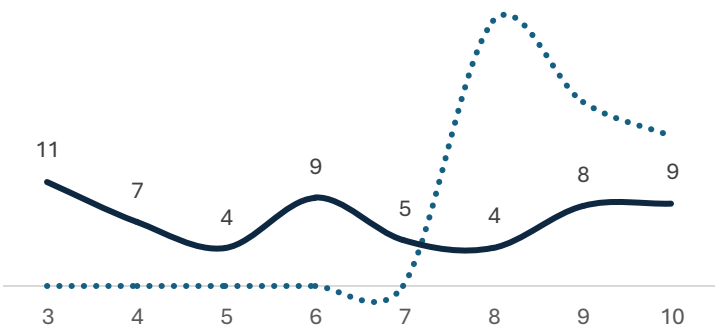
Socks



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	21.9	24	7.3%
2	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	14.1	13	4.7%
3	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	11.4	5	3.8%
4	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	11.3	6	3.7%
5	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	11.2	20	3.7%
6	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	10.5	6	3.5%
7	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	9.1	19	3.0%
8	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	7.6	8	2.5%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	7.1	9	2.4%
10	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	6.5	2	2.2%
11	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	6.4	8	2.1%
12	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	6.3	8	2.1%
13	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	5.0	10	1.7%
14	MEN	HOME	PYJAMA TROUSERS	BLACK	4.3	3	1.4%
15	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	4.2	4	1.4%
16	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	4.1	2	1.4%
17	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK+STEEL BLUE+WHITE	3.9	5	1.3%
18	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	3.9	5	1.3%
19	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE N	GREY MARBLE	3.7	6	1.2%
20	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	3.5	4	1.2%
Top 20 Total					156.0	167	51.8%
Grand Total					301.4	393	100.0%

## Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	20.4	12	4.6%
2	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	18.3	26	4.1%
3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	11.1	21	2.5%
4	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	10.7	12	2.4%
5	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	8.9	11	2.0%
6	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	8.8	8	2.0%
7	MEN	MOBILITÉ	3 X PERFORMANCE BOXER BRIEFS	BLACK	8.5	7	1.9%
8	MEN	TOPS	WOOL T-SHIRT	BLACK	7.8	5	1.8%
9	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	7.6	9	1.7%
10	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	7.5	9	1.7%
11	MEN	UNDERWEAR	WOVEN BOXER SHORTS CLASSIC	WHITE	7.3	10	1.7%
12	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	GREY MARBLE	7.1	12	1.6%
13	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	7.0	3	1.6%
14	MEN	TOPS	RIB TANK TOP	OFF BLACK	6.7	7	1.5%
15	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	6.6	4	1.5%
16	MEN	SOCKS	3 X WOOL RIB SOCKS	BLACK	6.4	10	1.5%
17	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	6.2	2	1.4%
18	MEN	HOME	PYJAMA SHIRT	BLACK	6.1	3	1.4%
19	MEN	HOME	HOME SHORTS	BLACK	6.0	7	1.4%
20	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	5.9	6	1.3%
Top 20 Total					175.0	184	39.6%
Grand Total					442.4	549	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	40.2	50	6.0%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	30.8	18	4.6%
3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	22.3	41	3.3%
4	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	19.7	18	2.9%
5	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	18.4	8	2.8%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	18.3	20	2.7%
7	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	17.9	10	2.7%
8	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	13.5	29	2.0%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	13.0	15	1.9%
10	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	12.7	4	1.9%
11	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	11.9	15	1.8%
12	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	11.9	14	1.8%
13	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	11.1	10	1.7%
14	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	10.9	13	1.6%
15	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE	NAVY GREY MARBLE	10.9	18	1.6%
16	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	10.8	14	1.6%
17	MEN	MOBILITÉ	3 X PERFORMANCE BOXER	BLACK	9.8	8	1.5%
18	MEN	TOPS	RIB TANK TOP	OFF BLACK	8.6	9	1.3%
19	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	8.5	10	1.3%
20	MEN	UNDERWEAR	WOVEN BOXER SHORTS CLASSIC	WHITE	8.2	11	1.2%
Top 20 Total					309.4	335	46.4%
Grand Total					667.2	787	100.0%

## Women

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	3.4	2	6.1%
2	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	3.1	6	5.6%
3	WOMEN	TOPS	W-LW T-SHIRT	PANNA COTTA	2.6	10	4.7%
4	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	PANNA COTTA	2.5	9	4.5%
5	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	2.1	4	3.8%
6	WOMEN	TOPS	W-RIB T-SHIRT	WHITE	2.0	2	3.7%
7	WOMEN	UNDERWEAR	SCOOP BRALETTE	OLIVE GREEN	1.9	2	3.4%
8	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	1.8	2	3.3%
9	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	1.8	2	3.3%
10	WOMEN	UNDERWEAR	STRING THONG	BLACK	1.8	5	3.2%
11	WOMEN	SWIMWEAR	RACER SWIMSUIT	POPPY RED	1.8	4	3.2%
12	WOMEN	TOPS	W-LW LS T-SHIRT	PANNA COTTA	1.7	6	3.1%
13	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	PANNA COTTA	1.7	6	3.0%
14	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	OFF BLACK	1.5	1	2.8%
15	WOMEN	SWIMWEAR	RACER SWIMSUIT	BLACK	1.5	1	2.8%
16	WOMEN	UNDERWEAR	SCOOP BRALETTE	WHITE	1.5	3	2.8%
17	WOMEN	SWIMWEAR	BIKINI BRIEFS	PANNA COTTA	1.3	5	2.4%
18	WOMEN	TOPS	LIGHTWEIGHT TUBE DRESS	BLACK	1.3	2	2.4%
19	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	WHITE+OFF BLACK	1.3	1	2.4%
20	WOMEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	1.3	1	2.3%
Top 20 Total					38.1	74	68.7%
Grand Total					55.4	114	100.0%