

WEEKLY REPORT

Mar 17th – Mars 23rd

Monday Morning Meeting

	Mar 17th - Mar 23rd									Year-to-date							
	Growth vs.									Growth vs. Budget							
(SEK '000)	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	1,041	1,050	2,277	1,716		(0.9%)	(54.3%)	(39.3%)	n/m	67,324	79,268	62,482	-	(15.1%)	7.7%	-	-
Returns	26	46	89	149		(42.5%)	(70.5%)	(82.4%)	n/m	4,122	6,630	4,421	-	(37.8%)	(6.7%)	-	-
Return Rate %	2.5 %	4.3 %	3.9 %	8.7 %		(41.9%)	(35.9%)	(71.3%)	n/m	6.1%	8.4%	7.1%	-	(27.4%)	(14.1%)	-	-
Online Net Revenue	1,015	1,005	2,188	1,567		1.0%	(53.6%)	(35.2%)	n/m	63,202	72,638	58,061	-	(13.0%)	8.9%	-	-
Retail Concept Store	70	56	67	48		25.3%	5.3%	46.1%	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	70	56	67	48		25.3%	5.3%	46.1%	n/m	4,784	6,830	5,855	-	(30.0%)	(18.3%)	-	-
Wholesale Net Revenue	615	935	238	1,008		(34.2%)	158.8%	(39.0%)	n/m	16,494	19,191	23,196	-	(14.1%)	(28.9%)	-	-
Total Net Revenue	1,700	1,996	2,492	2,623		(14.8%)	(31.8%)	(35.2%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	303	295	909	544		2.7%	(66.7%)	(44.3%)	n/m	15168	16614	13530	-	(8.7%)	12.1%	-	-
New customers	224	256	476	367		(12.5%)	(52.9%)	(39.0%)	n/m	15075	18817	18448	-	(19.9%)	(18.3%)	-	-
Marketing Spend	75	83	381	310		(10.1%)	(80.4%)	(75.9%)	n/m	10,654	16,839	12,804	-	(36.7%)	(16.8%)	-	-
Online Cost of Sale(3)	7.2 %	7.9 %	16.7 %	18.1 %		(9.3%)	(57.1%)	(60.4%)	n/m	15.8%	21.2%	20.5%	-	(25.5%)	(22.8%)	-	-

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

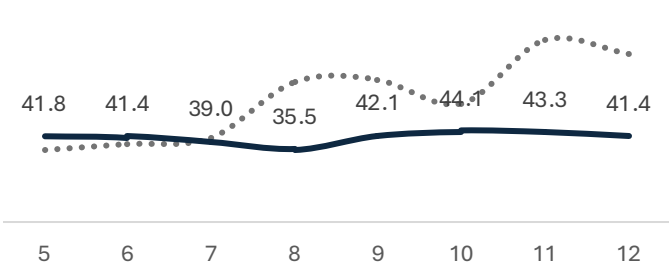
(2) Not meaningful as we do not budget WHS weekly.

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

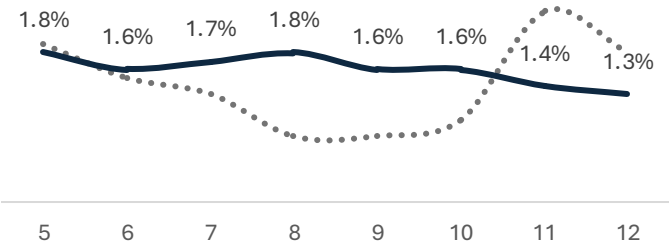
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Online KPIs

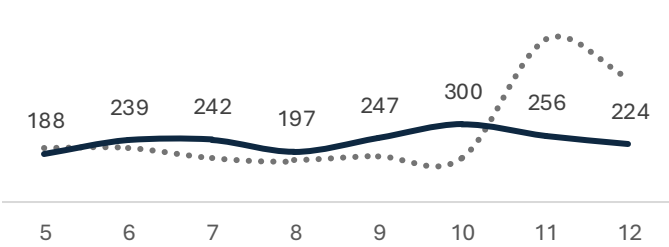
Sessions



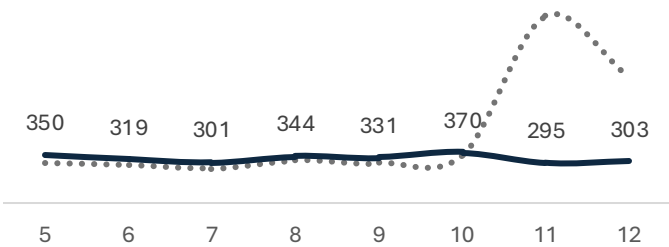
Conversion



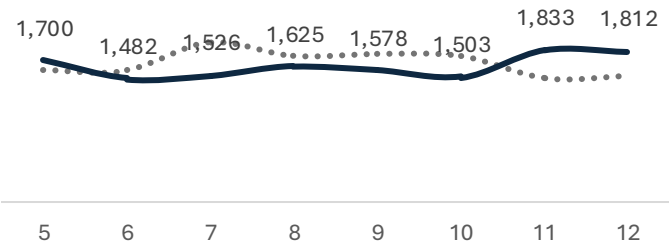
New Customers



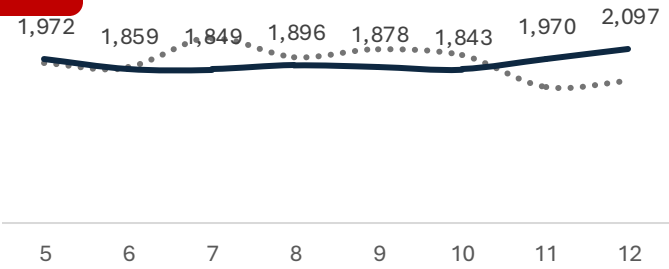
Returning Customers



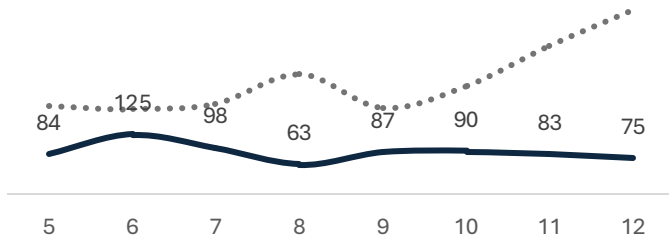
AOV New Customers



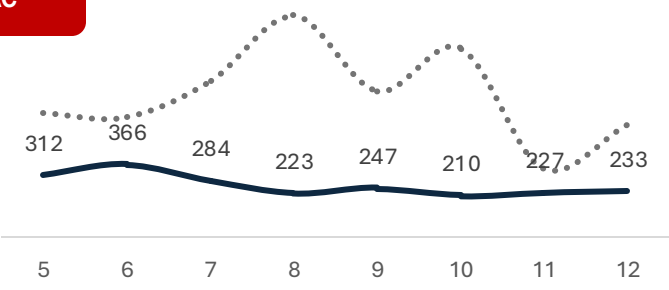
AOV Returning Customers



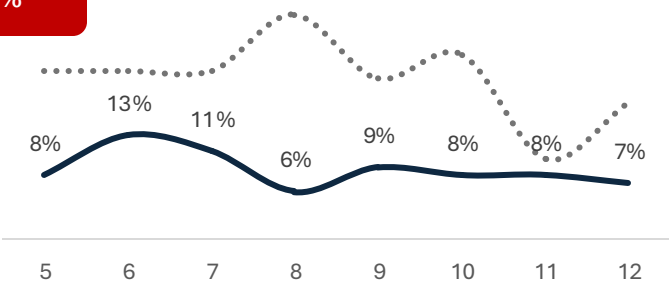
Online Media Spend



nCAC



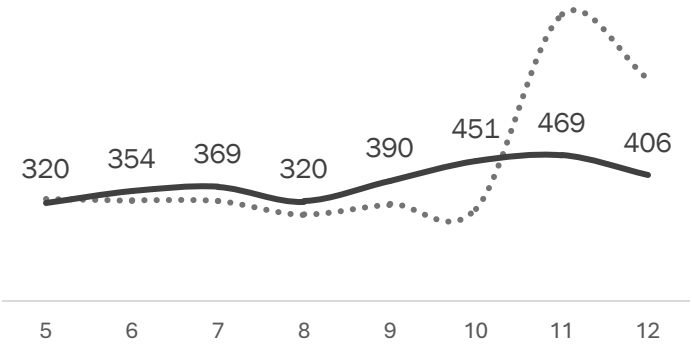
COS%



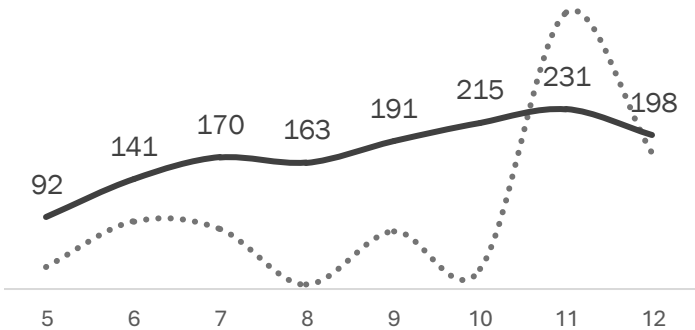
..... Last Year — Current Year

Estimated Contribution per Customer Cohort

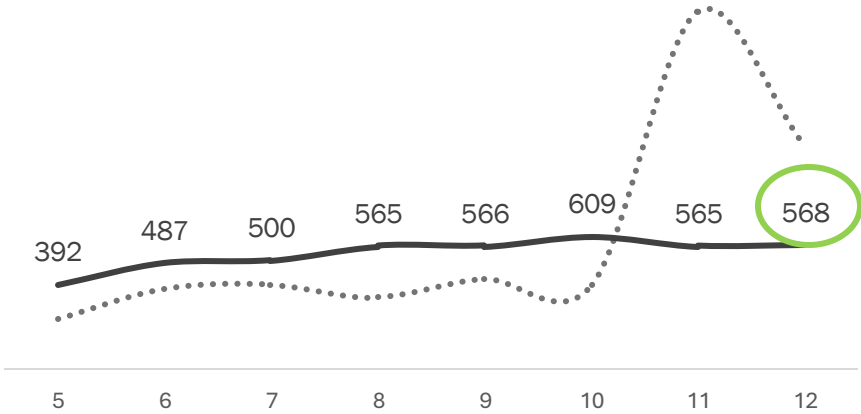
Gross Revenue
New Customer



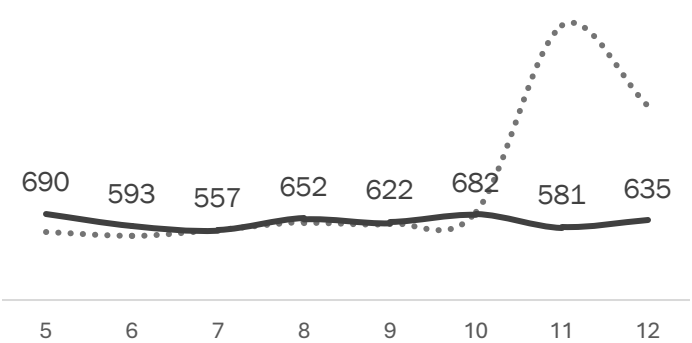
New Customer
Contribution



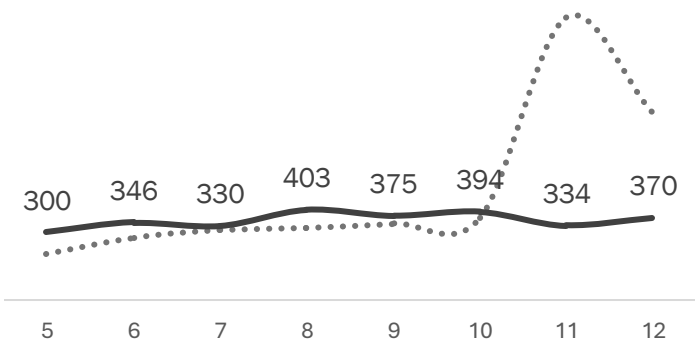
Total Customer
Contribution



Gross Revenue
Returning Customer



Returning Customer
Contribution

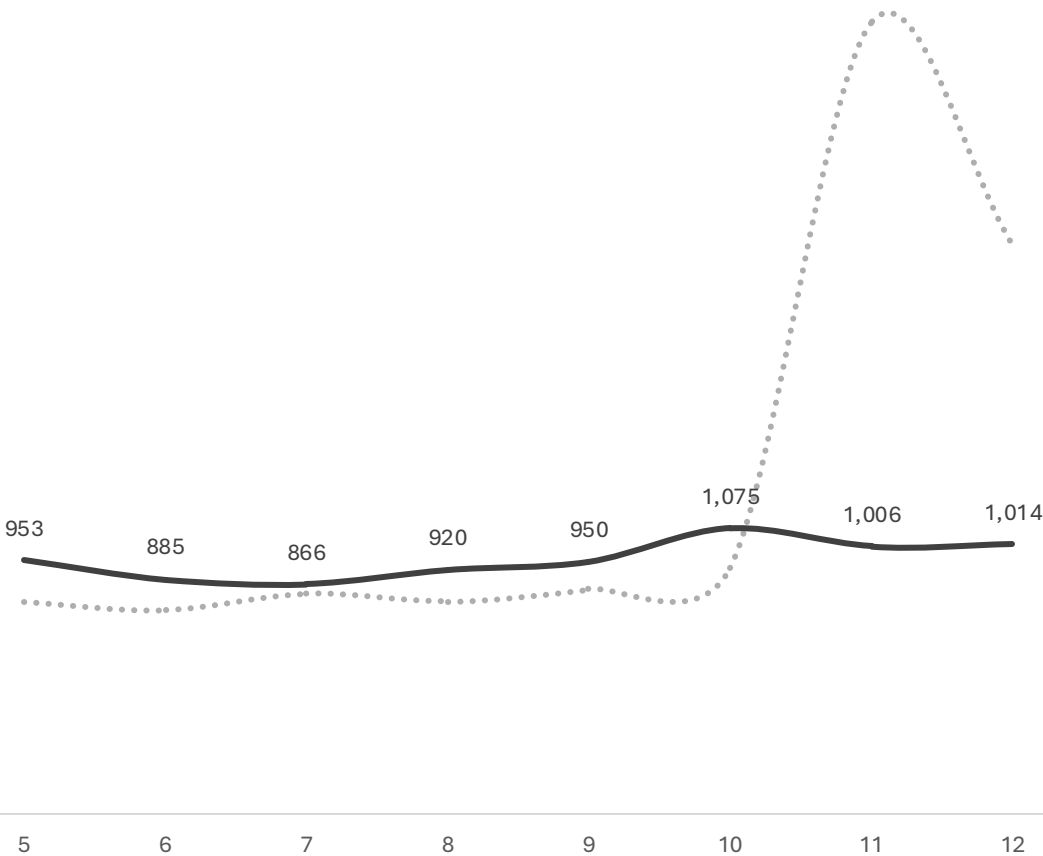


..... Last Year — Current Year

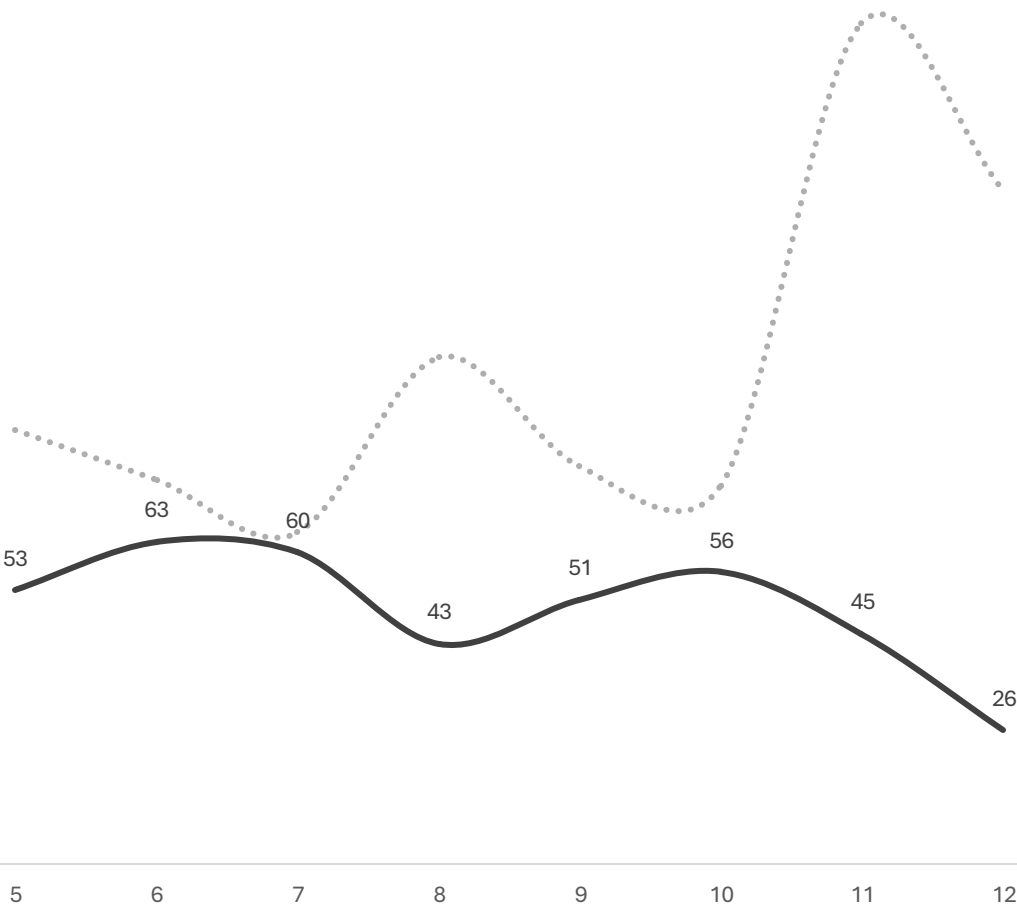
*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

Online Gross Revenue by Gender

Men's
(SEK'000)



Women's
(SEK'000)

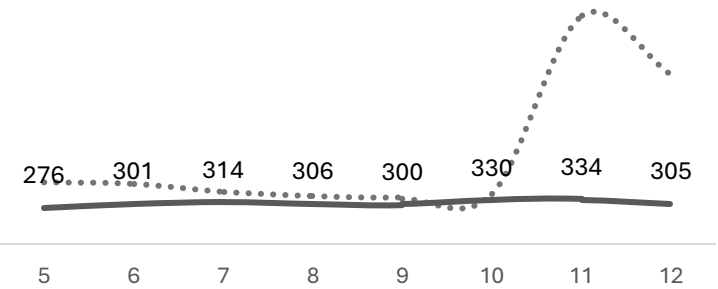


..... Last Year — Current Year

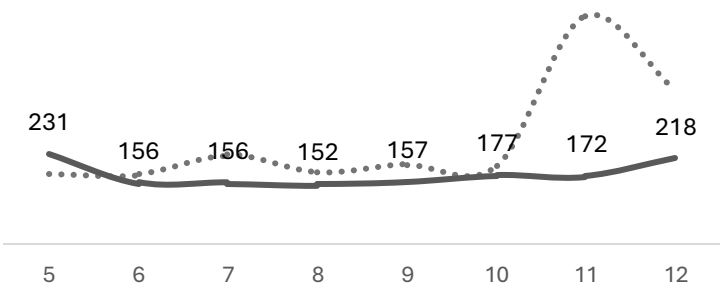
Online Gross Revenue by Gender

Men's (SEK'000)

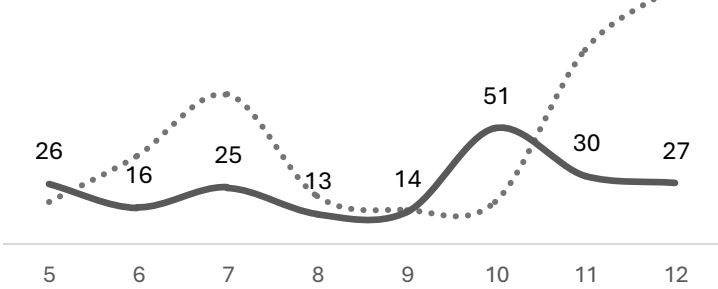
Underwear



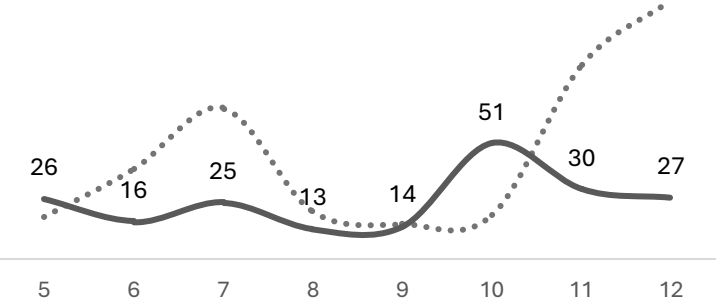
Tops



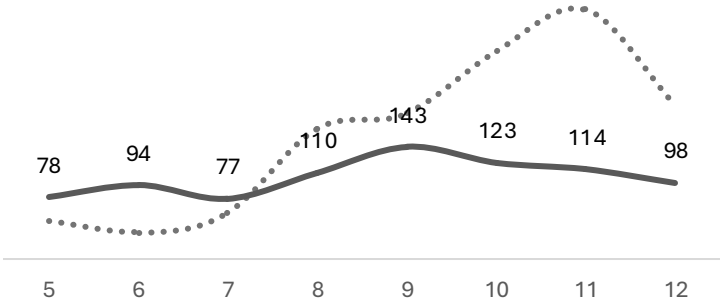
Home



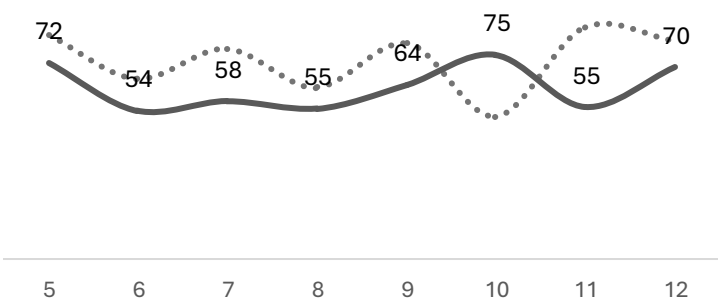
Mobilité



Pool & Swim



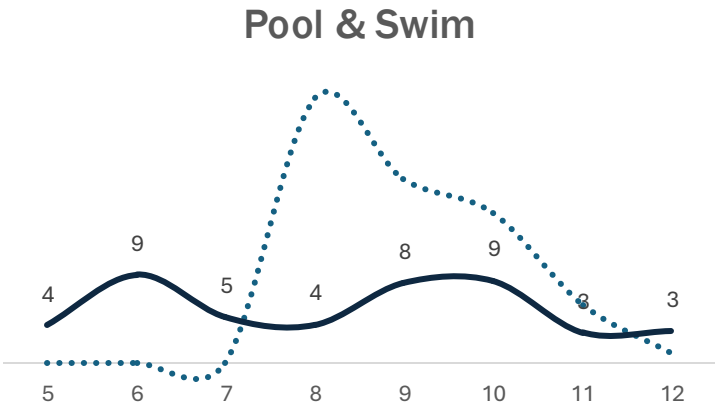
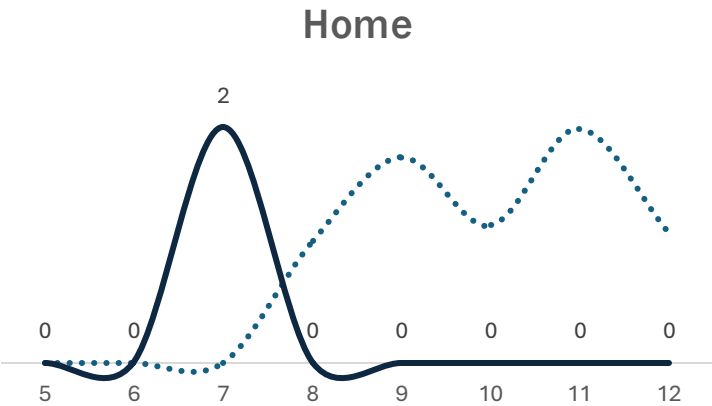
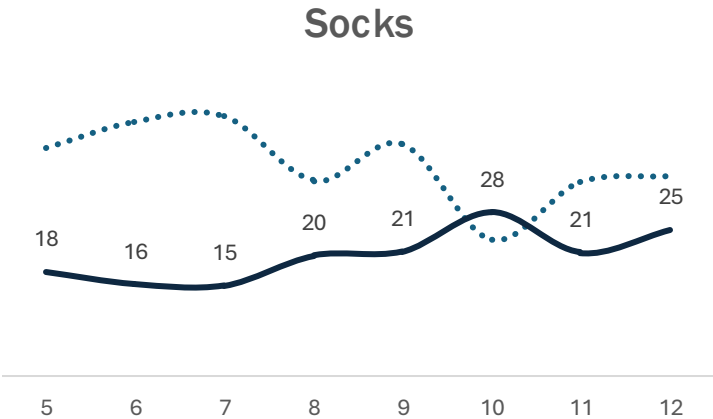
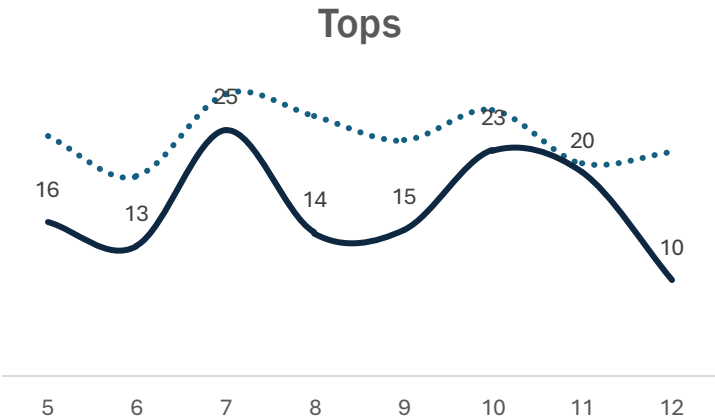
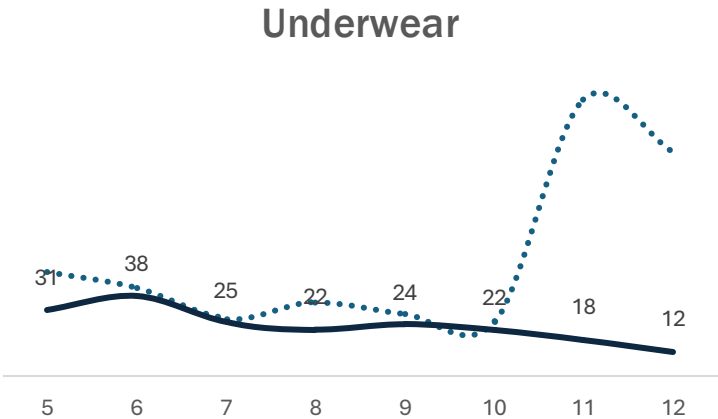
Socks



..... Last Year — Current Year

Online Gross Revenue by Gender

Women's (SEK'000)



..... Last Year — Current Year

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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	16.1	19	5.2%
2	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	13.1	16	4.2%
3	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	12.9	16	4.1%
4	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	12.2	22	3.9%
5	MEN	TOPS	WOOL T-SHIRT	BLACK	8.2	6	2.6%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	7.1	8	2.3%
7	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	7.0	3	2.2%
8	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	6.9	9	2.2%
9	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	6.5	7	2.1%
10	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	5.9	2	1.9%
11	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	5.6	6	1.8%
12	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	5.5	3	1.8%
13	MEN	UNDERWEAR	3 X BOXER SHORTS	OLIVE GREEN	5.5	5	1.8%
14	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	5.5	3	1.8%
15	MEN	UNDERWEAR	WOVEN BOXER SHORTS CL	BLACK	5.5	8	1.8%
16	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	5.3	11	1.7%
17	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	5.2	5	1.7%
18	MEN	SWIMWEAR	SWIM TRUNKS PANAMA WEA	MIDNIGHT BLUE	4.7	5	1.5%
19	MEN	TOPS	WOOL T-SHIRT LONG SLEEVE	BLACK	4.7	3	1.5%
20	MEN	UNDERWEAR	WOVEN BOXER SHORTS SLIM	SKY BLUE	4.7	6	1.5%
Top 20 Total					148.3	163	47.5%
Grand Total					311.9	390	100.0%

Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	17.6	21	4.0%
2	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	15.6	6	3.6%
3	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	13.3	16	3.1%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	10.6	16	2.4%
5	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	10.0	20	2.3%
6	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	9.8	4	2.3%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	9.4	13	2.2%
8	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	9.1	17	2.1%
9	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	9.1	9	2.1%
10	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	8.9	12	2.0%
11	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLON POPLIN	DARK OLIVE	8.7	4	2.0%
12	MEN	UNDERWEAR	BOXER BRIEFS	WHITE	8.6	25	2.0%
13	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	8.4	5	1.9%
14	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	8.3	10	1.9%
15	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	7.8	10	1.8%
16	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	WHITE	7.6	4	1.8%
17	MEN	SOCKS	10 X BAMBOO SOCKS	BLACK	6.9	4	1.6%
18	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	6.4	9	1.5%
19	MEN	UNDERWEAR	3 X BOXER TRUNKS	OLIVE GREEN	6.4	7	1.5%
20	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	6.4	7	1.5%
Top 20 Total					188.8	219	43.4%
Grand Total					435.2	523	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	33.6	40	4.8%
2	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	23.5	32	3.4%
3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	22.2	42	3.2%
4	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	21.6	8	3.1%
5	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	19.6	25	2.8%
6	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	17.8	21	2.6%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	16.3	22	2.3%
8	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	16.0	20	2.3%
9	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	14.8	17	2.1%
10	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	14.4	6	2.1%
11	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	14.4	28	2.1%
12	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	13.9	8	2.0%
13	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	13.5	13	1.9%
14	MEN	TOPS	WOOL T-SHIRT	BLACK	12.5	9	1.8%
15	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	12.4	6	1.8%
16	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	12.1	15	1.7%
17	MEN	UNDERWEAR	WOVEN BOXER SHORTS CL	BLACK	11.2	16	1.6%
18	MEN	UNDERWEAR	BOXER BRIEFS	WHITE	9.3	27	1.3%
19	MEN	SOCKS	10 X BAMBOO SOCKS	BLACK	9.2	5	1.3%
20	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	8.8	11	1.3%
Top 20 Total					316.9	371	45.5%
Grand Total					696.3	818	100.0%

Women
(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	3.1	3	12.1%
2	WOMEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	2.1	2	8.3%
3	WOMEN	TOPS	W-RIB T-SHIRT	OFF BLACK	1.6	2	6.2%
4	WOMEN	UNDERWEAR	Y-BRIEFS	OLIVE GREEN	1.4	3	5.4%
5	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	BLACK	1.4	1	5.3%
6	WOMEN	TOPS	W-LW T-SHIRT	PANNA COTTA	1.2	5	4.7%
7	WOMEN	UNDERWEAR	STRING THONG	WHITE	1.1	3	4.4%
8	WOMEN	TOPS	W-LW LS T-SHIRT	PANNA COTTA	1.1	4	4.2%
9	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	1.0	1	3.9%
10	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	1.0	1	3.8%
11	WOMEN	SWIMWEAR	RACER SWIMSUIT	POPPY RED	0.9	2	3.3%
12	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	WHITE	0.8	1	3.2%
13	WOMEN	UNDERWEAR	SCOOP BRALETTE	WHITE	0.8	1	3.2%
14	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	BLACK	0.8	1	3.2%
15	WOMEN	TOPS	W-RIB T-SHIRT	WHITE	0.8	1	3.1%
16	WOMEN	UNDERWEAR	3 X THONG	BLACK	0.8	1	3.1%
17	WOMEN	UNDERWEAR	3 X THONG	WHITE	0.8	1	3.1%
18	WOMEN	UNDERWEAR	STRING THONG	BLACK	0.7	2	2.9%
19	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OLIVE GREEN	0.7	1	2.8%
20	WOMEN	SOCKS	W-COTTON RIB SOCKS	BLACK	0.5	2	2.0%
Top 20 Total					22.7	38	88.2%
Grand Total					25.7	47	100.0%