WEEKLY REPORT

April 28th – May 4th

Monday Morning Meeting

				Apr	28th - May	4th				Year-to-date							
							Growtl	h vs.					Growth vs.			Budget	
(SEK '000)	Actual	Last Week	LY	2023	Budget(1)	Last Week	LY	2023	Budget(1)	April	LY	2023	Budget(1)	LY	2023	Budget(1)	vs. LY
Online Gross Revenue	1,370	1,259	1,565	1,646		8.8%	(12.4%)	(16.7%)	n/m	5,629	6,364	7,749	-	(11.5%)	(27.4%)	-	-
Returns	46	18	70	117		150.1%	(34.2%)	(60.7%)	n/m	183	492	614	-	(62.8%)	(70.1%)	-	-
Return Rate %	3.4 %	1.5 %	4.5 %	7.1 %		126.7%	(24.4%)	(52.1%)	n/m	3.3%	7.7%	7.9%	-	(57.1%)	(58.2%)	-	-
Online Net Revenue	1,324	1,241	1,495	1,529		6.7%	(11.4%)	(13.4%)	n/m	5,446	5,872	7,136	-	(7.2%)	(23.7%)	-	
Retail Concept Store	73	76	89	84		(2.9%)	(17.3%)	(13.3%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	1		0.0%	0.0%	(100.0%)	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	73	76	89	85		(2.9%)	(17.3%)	(14.0%)	n/m	308	319	814	-	(3.5%)	(62.2%)	-	-
Wholesale Net Revenue	76	444	214	450		(83.0%)	(64.6%)	(83.2%)	n/m	1,109	1,123	757	-	(1.3%)	46.6%	-	-
Total Net Revenue	1,473	1,761	1,797	2,064		(16.3%)	(18.0%)	(28.6%)	n/m	-	-	-	-	-	-	-	<u> </u>
Returning Customers	393	339	453	390		15.9%	(13.2%)	0.8%	n/m	1476	1839	1778	-	(19.7%)	(17.0%)	-	-
New customers	260	260	447	466		0.0%	(41.8%)	(44.2%)	n/m	1110	1404	1836	-	(20.9%)	(39.5%)	-	-
Marketing Spend	134	141	274	592		(5.1%)	(51.2%)	(77.4%)	n/m	542	1,058	1,726	-	(48.8%)	(68.6%)	-	-
Online Cost of Sale(3)	9.7 %	11.2 %	17.5 %	35.9 %		(12.8%)	(44.2%)	(72.9%)	n/m	9.6%	16.6%	22.3%	-	(42.1%)	(56.8%)	-	-

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

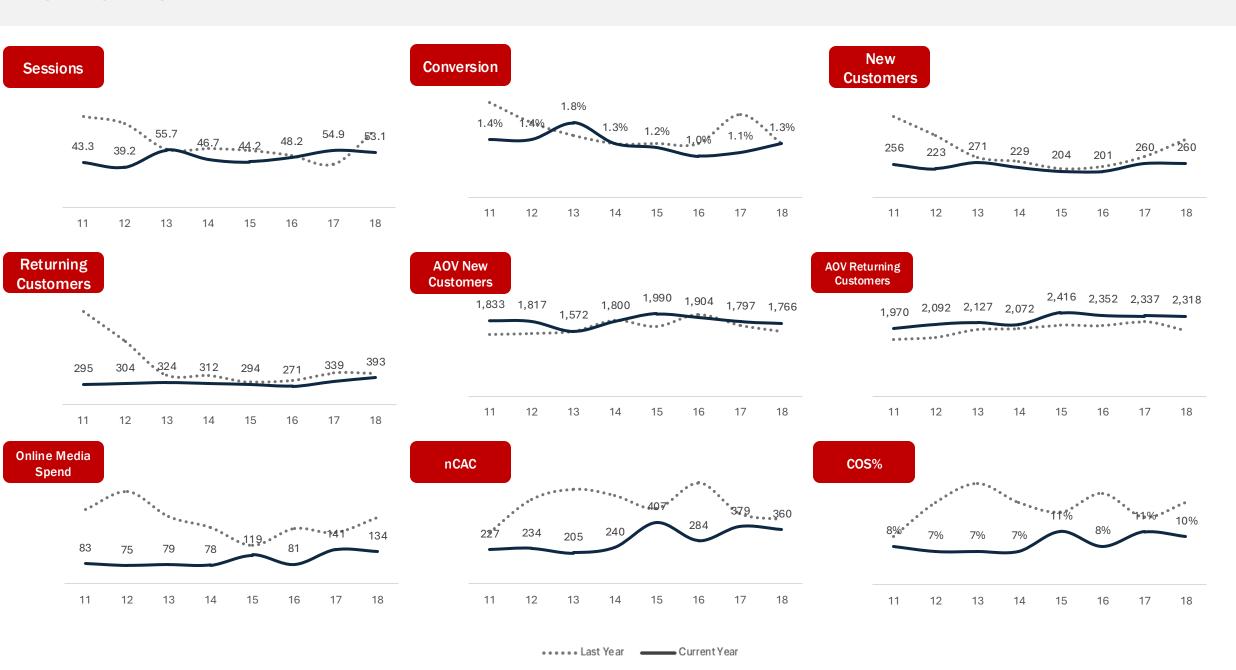
⁽²⁾ Not meaningful as we do not budget WHS weekly.

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

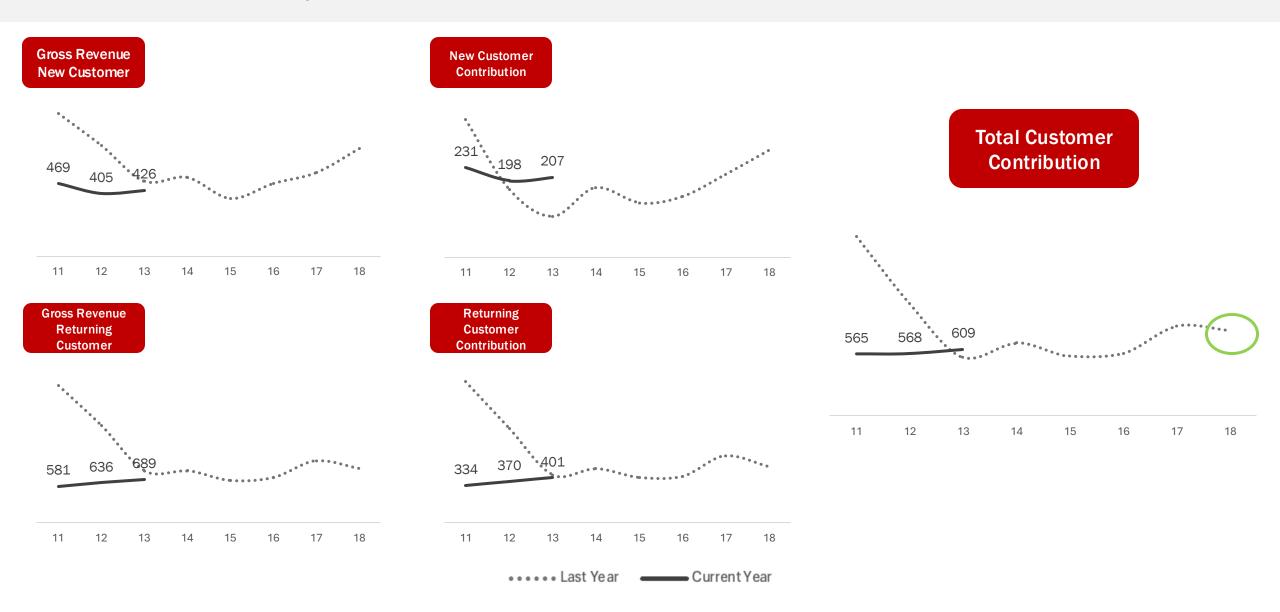
Top Markets

(SEK '000)				Feb 3	3rd - Feb 9t) th				Y/Y GROWTH %										SOB%							
Markets	11	12	13	14	15	16	17	18	8-week avg.	11	12	13	14	15	16	17	18	8-week avg.	11	12	13	14	15	16	17	18	8-week avg.
US	403	367	424	460	419	460	434	434	425	(60)	(52)	(11)	(21)	5	1	(37)	(6)	(30)	38	35	38	43	38	45	34	32	38
GB	178	209	130	156	144	115	158	201	161	(58)	(28)	(31)	3	8	(30)	(11)	27	(23)	17	20	12	15	13	11	12	15	14
SE	113	127	127	114	116	72	155	175	125	(75)	(52)	(2)	(21)	11	(34)	(5)	(49)	(41)	11	12	11	11	10	7	12	13	11
DE	78	75	90	85	81	58	83	122	84	(71)	(55)	37	3	(3)	(31)	(26)	(45)	(38)	7	7	8	8	7	6	7	9	7
FR	26	22	21	19	40	62	43	44	35	(77)	(58)	(54)	(48)	54	83	47	6	(26)	2	2	2	2	4	6	3	3	3
СН	18	16	54	19	20	15	21	40	25	(84)	(68)	69	(47)	4	(49)	(61)	10	(45)	2	2	5	2	2	1	2	3	2
AT	14	19	36	9	29	11	19	40	22	(69)	(32)	106	(58)	124	383	(33)	13	(7)	1	2	3	1	3	1	1	3	2
AU	20	21	44	33	34	26	54	29	32	(83)	(78)	(30)	(27)	(31)	(49)	20	(21)	(48)	2	2	4	3	3	2	4	2	3
AE	29	23	12	8	36	20	29	28	23	5	(57)	(60)	(56)	81	151	48	(7)	(10)	3	2	1	1	3	2	2	2	2
NL	24	41	17	14	24	26	27	27	25	(69)	(22)	(62)	(53)	(39)	48	6	19	(35)	2	4	1	1	2	3	2	2	2
ES	8	9	16	10	16	9	13	19	13	(65)	(73)	(39)	(42)	76	(50)	19	158	(31)	1	1	1	1	1	1	1	1	1
CA	29	10	21	9	13	33	14	19	19	(61)	(87)	(40)	(80)	(59)	(60)	(65)	6	(63)	3	1	2	1	1	3	1	1	2
DK	10	9	11	0	7	21	6	16	10	(70)	(65)	(54)	(100)	(71)	(40)	(47)	(3)	(57)	1	1	1	0	1	2	0	1	1
ROW	103	100	111	118	135	98	203	154	128	(74)	(69)	(23)	1	29	0	78	27	(28)	10	10	10	11	12	10	16	11	11
Total	1051	1042	1116	1059	1117	1021	1260	1371	. 1129	(67)	(54)	(15)	(21)	6	(15)	(18)	(12)	(33)	100	100	100	100	100	100	100	100	100

Online KPIs

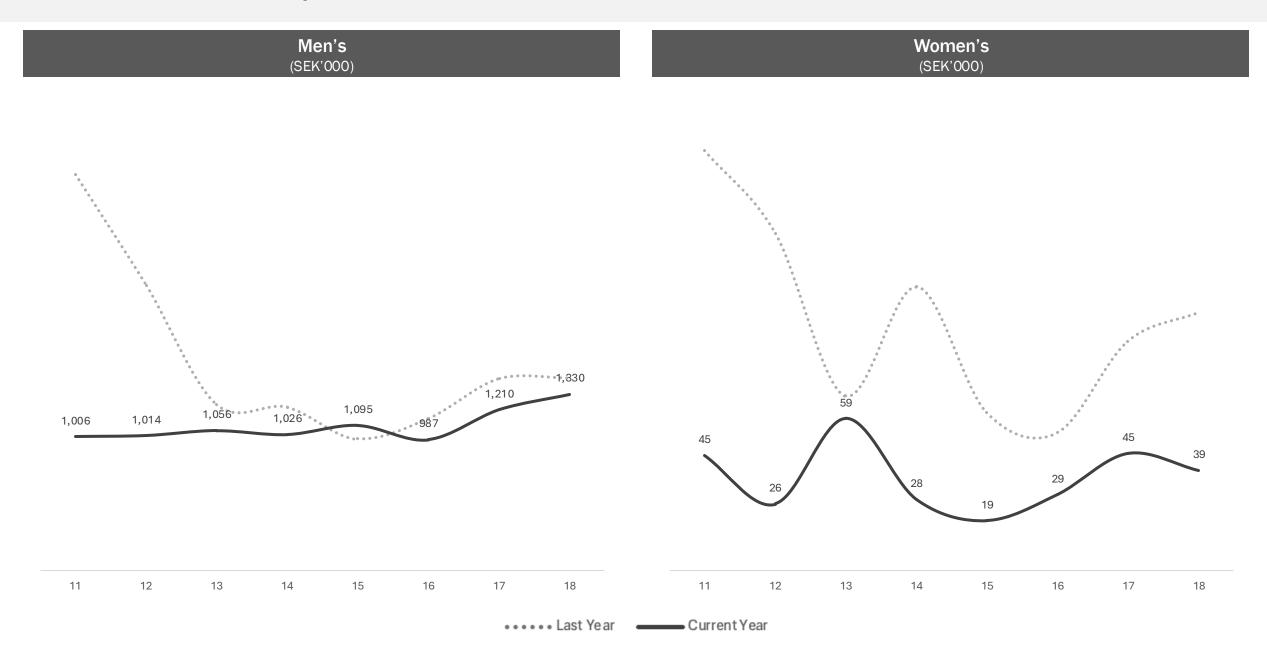


Estimated Contribution per Customer Cohort

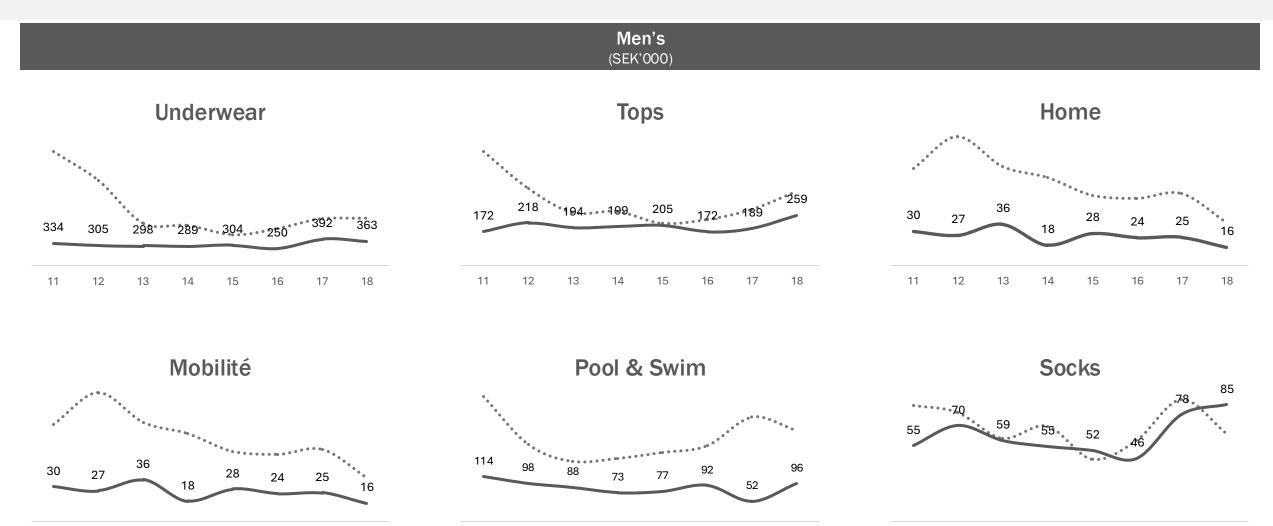


^{*}Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

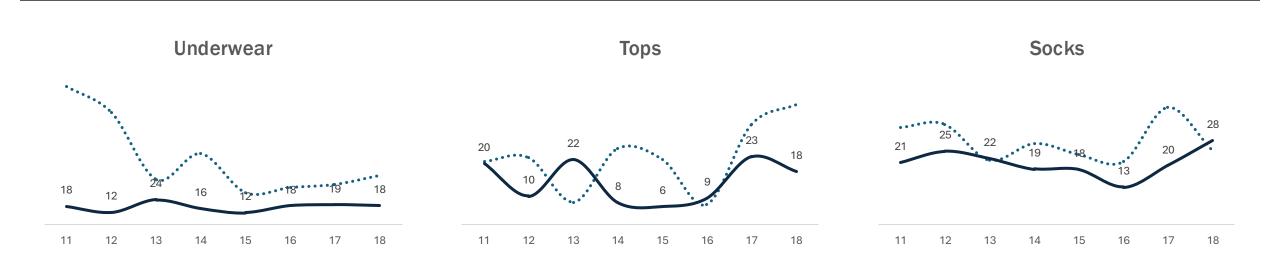
Online Gross Revenue by Gender



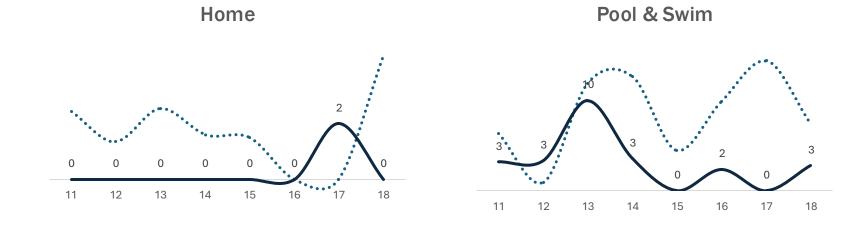
Online Gross Revenue by Gender



Online Gross Revenue by Gender



Women's (SEK'000)



Online Gross Revenue by Category

(SEK'000)	Y/Y GROWTH %										Y/Y GROWTH %										SOB %							
Gender	Category	11	12	13	14	15	16	17	18	8-week avg	11	12	13	14	15	16	17	18	8-week avg	11	12	13	14	15	16	17	18	8-week avg
Men	Underwear	334	305	298	289	304	250	392	363	317	(80%)	(76%)	(53%)	(52%)	(33%)	(54%)	(43%)	(48%)	(61%)	44%	41%	40%	42%	43%	40%	49%	42%	43%
Men	Tops	172	218	194	199	205	172	189	259	201	(71%)	(45%)	(29%)	(28%)	(5%)	(27%)	(34%)	(31%)	(39%)	23%	29%	26%	29%	29%	27%	24%	30%	27%
Men	Swimwear	105	94	70	57	65	63	43	85	73	(65%)	(51%)	(52%)	(59%)	(59%)	(63%)	(82%)	(54%)	(62%)	14%	13%	9%	8%	9%	10%	5%	10%	10%
Men	Socks	55	70	59	55	52	46	78	85	63	(35%)	(12%)	(3%)	(21%)	14%	(23%)	(13%)	33%	(10%)	7%	9%	8%	8%	7%	7%	10%	10%	8%
Men	Home	30	27	36	18	28	24	25	16	26	(65%)	(76%)	(58%)	(77%)	(54%)	(58%)	(60%)	(58%)	(65%)	4%	4%	5%	3%	4%	4%	3%	2%	3%
Men	Mobilité	12	2	11	21	13	13	13	14	13	(95%)	(98%)	(76%)	(55%)	(58%)	(73%)	(71%)	(64%)	(83%)	2%	-	1%	3%	2%	2%	2%	2%	2%
Men	Poolwear	10	4	18	16	12	29	9	11	13	(59%)	(40%)	131%	(34%)	(39%)	18%	(63%)	(77%)	(39%)	1%	1%	2%	2%	2%	5%	1%	1%	2%
Men	Total	718	720	687	655	680	597	749	833	705	(76%)	(66%)	(45%)	(47%)	(31%)	(48%)	(48%)	(43%)	(55%)	94%	97%	92%	96%	97%	95%	94%	96%	95%
Women	Underwear	18	12	24	16	12	18	19	18	17	(86%)	(89%)	(45%)	(77%)	(61%)	(49%)	(50%)	(61%)	(73%)	2%	2%	3%	2%	2%	3%	2%	2%	2%
Women	Tops	20	10	22	8	6	9	23	18	14	(4%)	(57%)	190%	(70%)	(72%)	31%	(32%)	(56%)	(36%)	3%	1%	3%	1%	1%	1%	3%	2%	2%
Women	Swimwear	3	3	10	3	0	2	0	3	3	(50%)	266%	(16%)	(72%)	(100%)	(76%)	(100%)	(63%)	(63%)	-	-	1%	-	-%	-	-%	-	-
Women	Home	0	0	0	0	0	0	2	0	0	(100%)	(100%)	(100%)	(100%)	(100%)	-	-	(100%)	(86%)	-%	-%	-%	-%	-%	-%	-	-%	-
Women	Socks	3	1	4	1	1	0	2	0	2	2%	(28%)	9%	(71%)	(63%)	(91%)	(52%)	(100%)	(46%)	-	-	-	-	-	-	-	-%	_
Women	Total	45	26	59	28	19	29	45	39	36	(73%)	(80%)	(13%)	(75%)	(69%)	(45%)	(49%)	(61%)	(63%)	6%	3%	8%	4%	3%	5%	6%	4%	5%
Grand To	tal	763	746	746	682	699	626	794	872	741	(76%)	(67%)	(43%)	(49%)	(33%)	(48%)	(48%)	(44%)	(56%)	100%	100%	100%	100%	100%	100%	100%	100%	100%

Top Online Products by New and Returning Customer

New Customers

(SEK '000

Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue Sales	Qty S	60B%	Rank	Gender	Category	Product	Color	Gross Revenue Sale	s Qty	50B%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	19.4	21	6.4%	1	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	22.7	36	4.0%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	18.7	11	6.2%	2	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	22.6	13	4.0%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	12.9	4	4.3%	3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	21.0	7	3.7%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	12.3	16	4.1%	4	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	19.4	9	3.4%
5	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	9.7	6	3.2%	5	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	19.2	22	3.4%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	7.9	9	2.6%	6	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	18.9	25	3.3%
7	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK+STEEL BLUE+WHITE	7.6	9	2.5%	7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	16.3	22	2.8%
8	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	7.5	9	2.5%	8	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	15.7	20	2.8%
9	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	7.2	13	2.4%	9	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	15.4	11	2.7%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	6.7	10	2.2%	10	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	13.8	6	2.4%
11	MEN	TOPS	T-SHIRT HEAVYWEIGHT	BLACK	6.3	8	2.1%	11	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	11.4	5	2.0%
12	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	5.4	6	1.8%	12	MEN	MOBILITÉ	3 X PERFORMANCE BOXER BRIEFS	BLACK	10.8	11	1.9%
13	MEN	TOPS	2 X RIB TANK TOP	WHITE	5.1	3	1.7%	13	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	10.7	12	1.9%
14	MEN	TOPS	RIB TANK TOP	OFF BLACK	5.1	5	1.7%	14	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	10.4	6	1.8%
15	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON I	F WHITE	5.1	3	1.7%	15	MEN	UNDERWEAR	3 X BOXER SHORTS	WHITE	10.0	12	1.7%
16	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	5.0	5	1.7%	16	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	9.5	11	1.7%
17	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	5.0	3	1.6%	17	MEN	TOPS	MIDWEIGHT T-SHIRT LONG SLEEVE	WHITE	9.3	10	1.6%
18	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	4.7	11	1.5%	18	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	8.8	11	1.5%
19	MEN	SWIMWEAR	SWIM BRIEFS	BLACK	4.6	4	1.5%	19	MEN	TOPS	2 X RIB TANK TOP	WHITE	8.7	5	1.5%
20	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	4.5	4	1.5%	20	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	8.3	12	1.4%
Top 20 Total					160.5	160	53.2%	Top 20 Total					283.0	266	49.5%
Grand Total					301.8	335	100.0%	Grand Total					571.4	640	100.0%

Top Online Products by New and Returning Customer

Men

(SEK '000)

Women

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Otv	SOB%	Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	0 ,	3 X BOXER BRIEFS	BLACK	38.3			1	WOMEN		2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	4.2	3	10.9%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	34.1	. 22	4.2%	2	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	4.0	5	10.4%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	33.9	11	4.2%	3	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	WHITE	3.2	2	8.2%
4	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	25.7	15	3.2%	4	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	3.0	3	7.7%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	25.1	. 39	3.1%	5	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	WHITE	2.1	2	5.4%
6	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	23.2	29	2.9%	6	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	BLACK	2.0	2	5.2%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	22.9	32	2.9%	7	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	WHITE	2.0	2	5.1%
8	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	22.3	26	2.8%	8	WOMEN	TOPS	WOMEN'S RIB TANK TOP	WHITE	1.8	2	4.6%
9	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	21.5	10	2.7%	9	WOMEN	UNDERWEAR	3 X THONG	BLACK	1.8	2	4.5%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	21.1	. 27	2.6%	10	WOMEN	SWIMWEAR	BIKINI BRIEFS	BLACK	1.6	2	4.2%
11	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	17.0	11	2.1%	11	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	1.5	2	3.8%
12	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	16.8	7	2.1%	12	WOMEN	TOPS	LIGHTWEIGHT SHORT SLEEVE DRE	S BLACK	1.5	2	3.7%
13	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	14.9	17	1.9%	13	WOMEN	TOPS	W-LW T-SHIRT	BLACK	1.4	2	3.7%
14	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	14.5	16	1.8%	14	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	OFF BLACK	1.2	1	3.1%
15	MEN	TOPS	2 X RIB TANK TOP	WHITE	13.7	8	1.7%	15	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	BLACK	1.0	1	2.7%
16	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	13.4	. 6	1.7%	16	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	1.0	1	2.6%
17	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK+STEEL BLUE+WHITE	12.8	15	1.6%	17	WOMEN	UNDERWEAR	3 X STRING THONG	WHITE	1.0	1	2.5%
18	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON	F WHITE	12.8	7	1.6%	18	WOMEN	UNDERWEAR	Y-BRIEFS	BLACK	0.9	2	2.4%
19	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	12.3	7	1.5%	19	WOMEN	TOPS	W-RIB T-SHIRT	WHITE	0.8	1	2.1%
20	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	11.5	16	1.4%	20	WOMEN	TOPS	W-RIB T-SHIRT	OFF BLACK	0.8	1	2.1%
Top 20 Tota	<u> </u>				408.0	367	50.7%	Top 20 Total					36.8	39	94.9%
Grand Total					804.7	879	100.0%	Grand Total					38.8	45	100.0%