

WEEKLY REPORT

Mars 31st – April 6th

Monday Morning Meeting

	Mar 31st - Apr 6th									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	1,027	1,115	1,341	1,434		(7.9%)	(23.4%)	(28.4%)	n/m	832	1,121	1,217	-	(25.8%)	(31.7%)	-	-
Returns	37	26	64	116		44.4%	(42.5%)	(68.2%)	n/m	36	64	110	-	(43.9%)	(67.4%)	-	-
Return Rate %	3.6 %	2.3 %	4.8 %	8.1 %		56.5%	(25.0%)	(55.6%)	n/m	4.3%	5.7%	9.1%	-	(24.6%)	(52.7%)	-	-
Online Net Revenue	990	1,090	1,277	1,318		(9.1%)	(22.4%)	(24.9%)	n/m	796	1,057	1,107	-	(24.7%)	(28.1%)	-	-
Retail Concept Store	66	1,166	41	75		(94.4%)	62.1%	(12.1%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	66	1,166	41	75		(94.4%)	62.1%	(12.1%)	n/m	47	30	427	-	56.7%	(88.9%)	-	-
Wholesale Net Revenue	6	566	49	1		(98.8%)	(86.7%)	717.1%	n/m	6	49	1	-	(86.7%)	717.1%	-	-
Total Net Revenue	1,063	2,822	1,366	1,394		(62.3%)	(22.2%)	(23.8%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	305	324	423	407		(5.9%)	(27.9%)	(25.1%)	n/m	262	359	372	-	(27.0%)	(29.6%)	-	-
New customers	228	271	279	344		(15.9%)	(18.3%)	(33.7%)	n/m	188	238	283	-	(21.0%)	(33.6%)	-	-
Marketing Spend	78	79	234	346		(1.2%)	(66.4%)	(77.3%)	n/m	67	202	243	-	(66.9%)	(72.4%)	-	-
Online Cost of Sale(3)	7.6 %	7.1 %	17.4 %	24.1 %		7.3%	(56.1%)	(68.3%)	n/m	8.0%	18.0%	19.9%	-	(55.3%)	(59.6%)	-	-

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

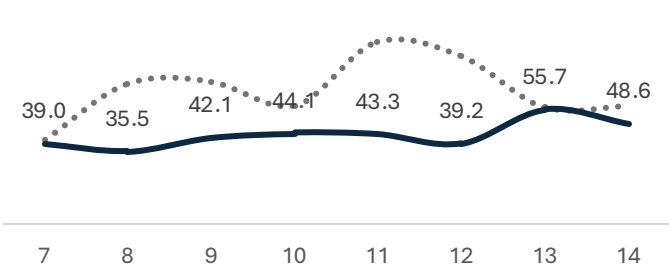
(2) Not meaningful as we do not budget WHS weekly.

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

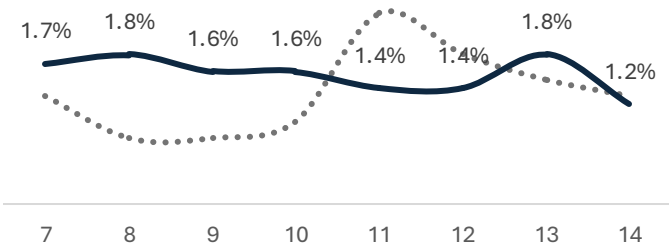
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Online KPIs

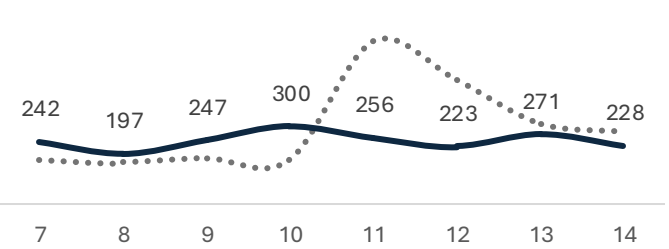
Sessions



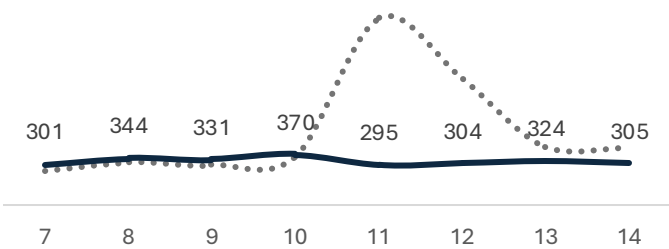
Conversion



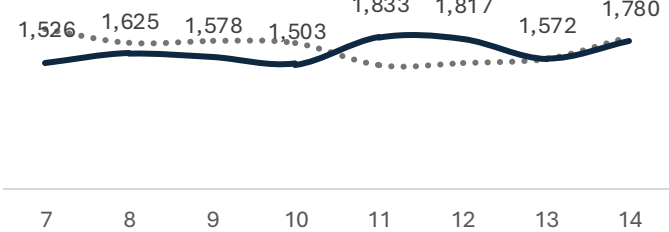
New Customers



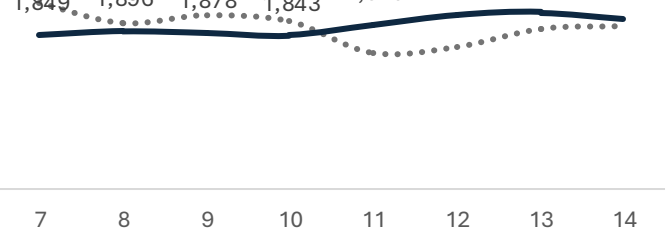
Returning Customers



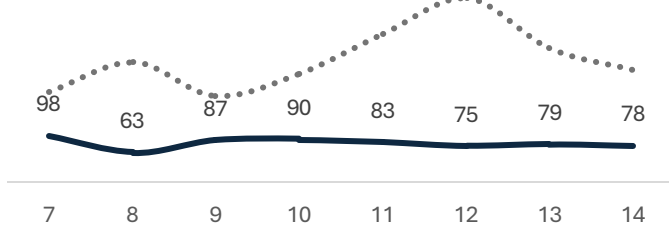
AOV New Customers



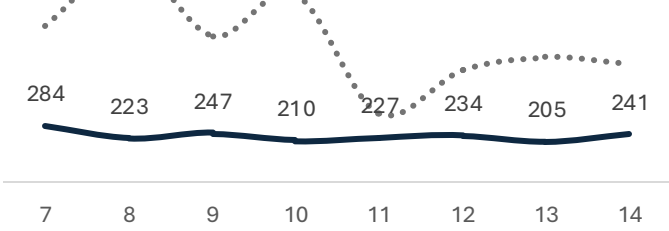
AOV Returning Customers



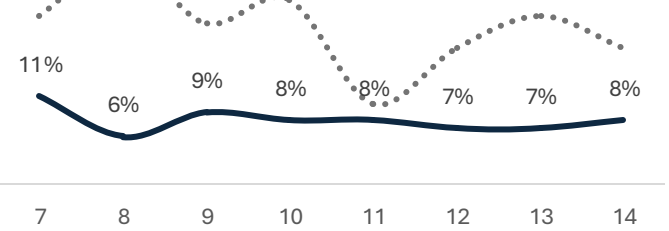
Online Media Spend



nCAC

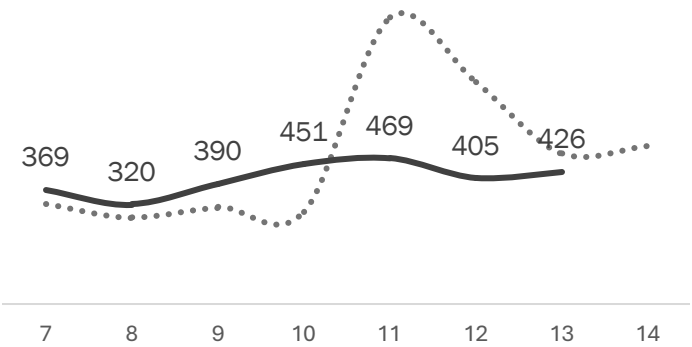


COS%

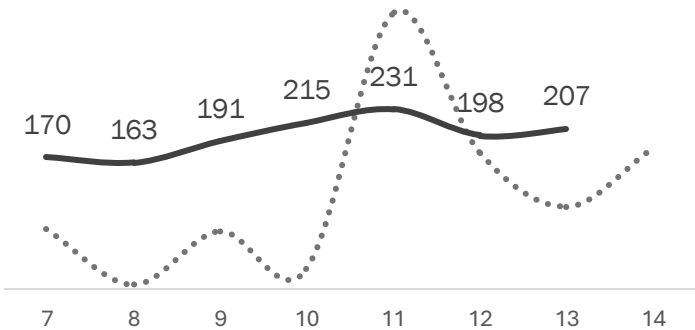


Estimated Contribution per Customer Cohort

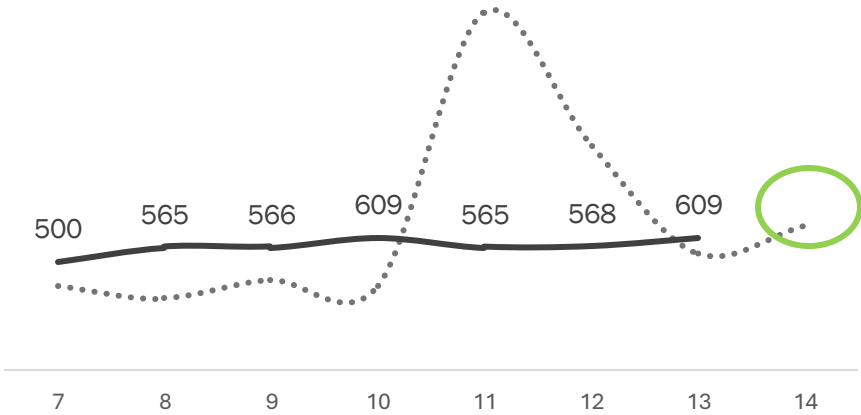
Gross Revenue
New Customer



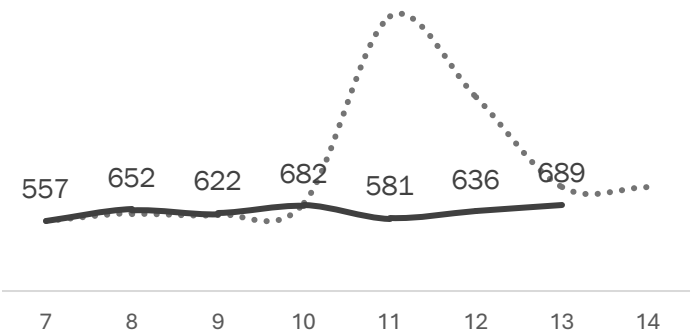
New Customer
Contribution



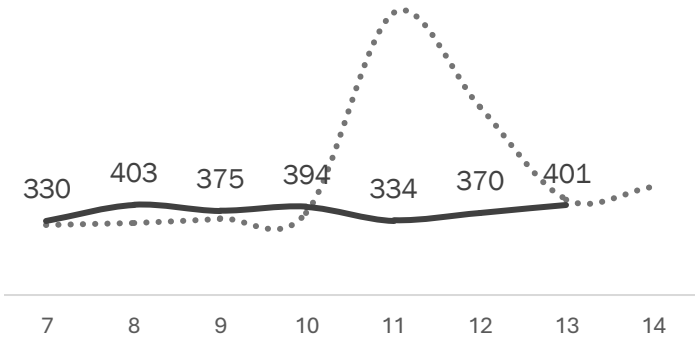
Total Customer
Contribution



Gross Revenue
Returning Customer



Returning Customer
Contribution

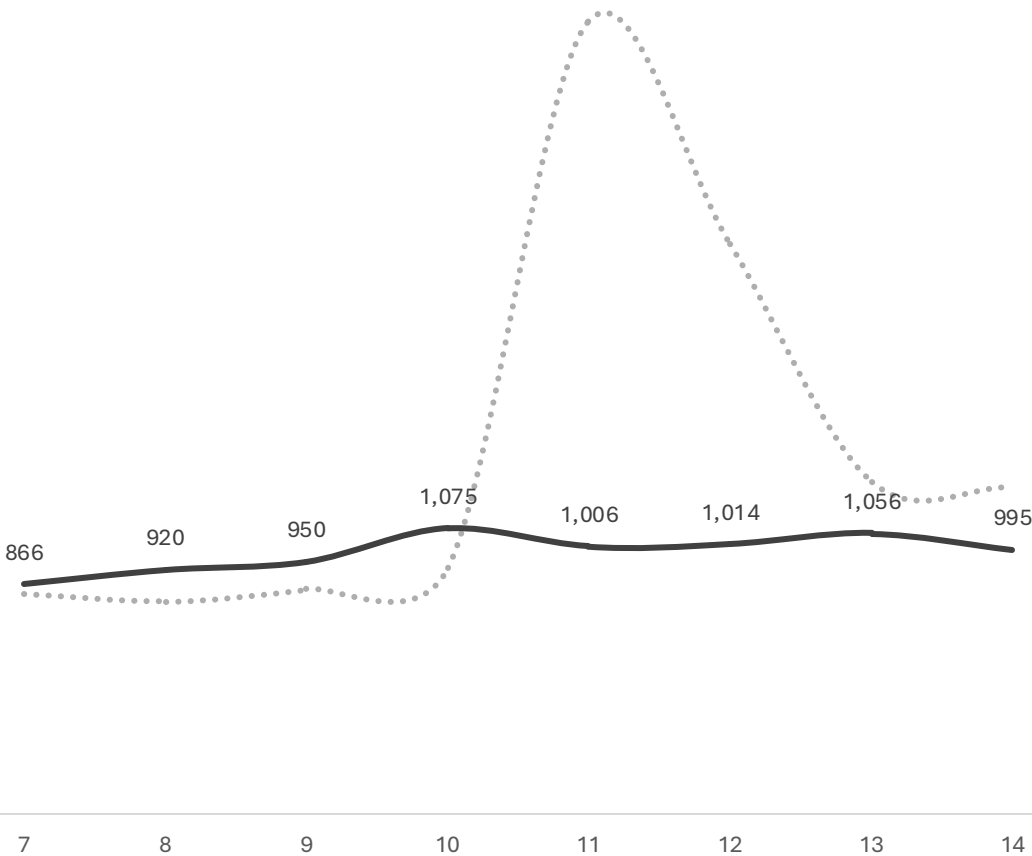


..... Last Year — Current Year

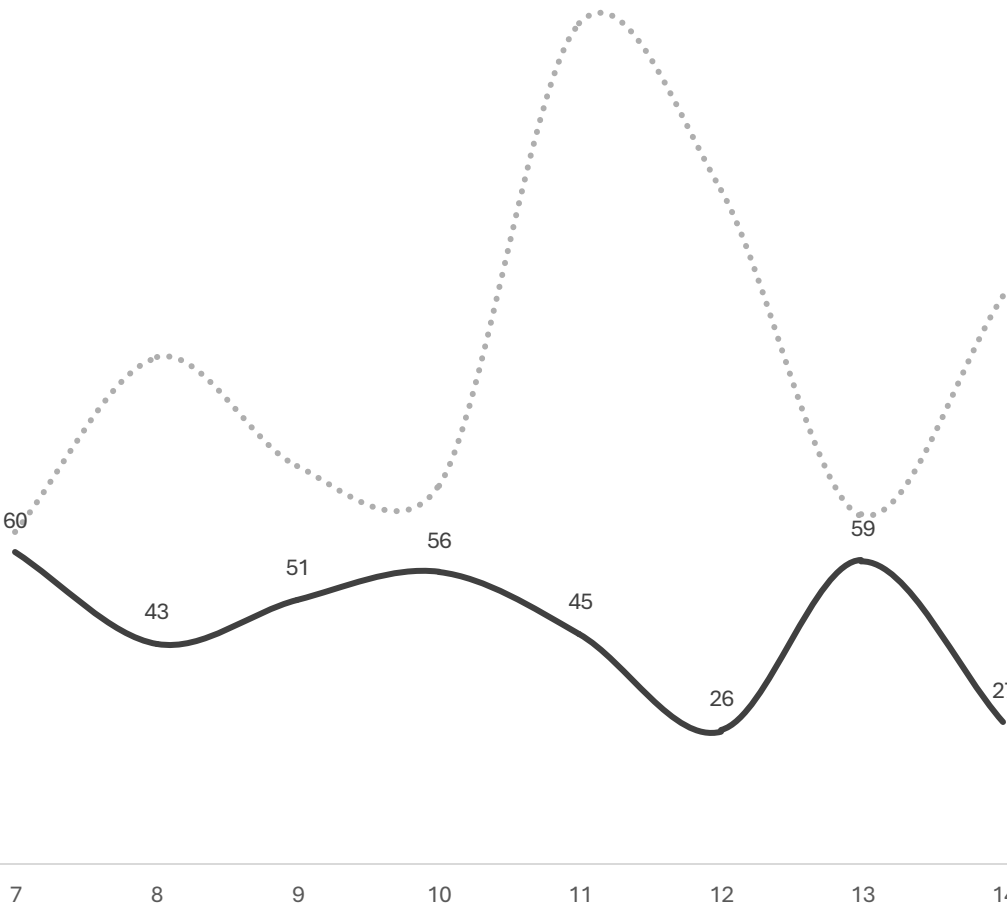
*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

Online Gross Revenue by Gender

Men's
(SEK'000)



Women's
(SEK'000)

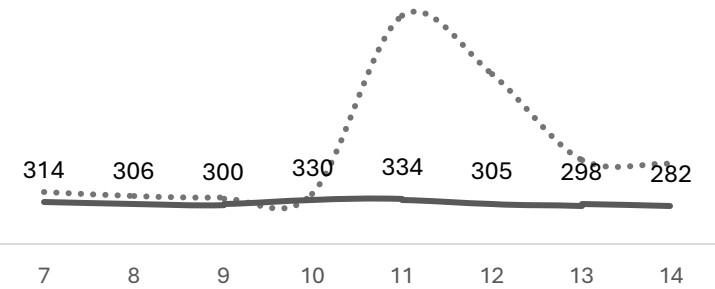


..... Last Year — Current Year

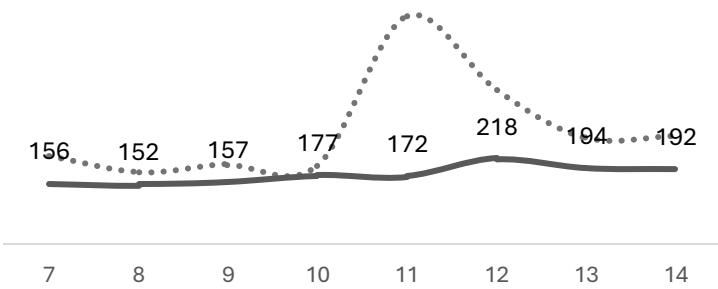
Online Gross Revenue by Gender

Men's (SEK'000)

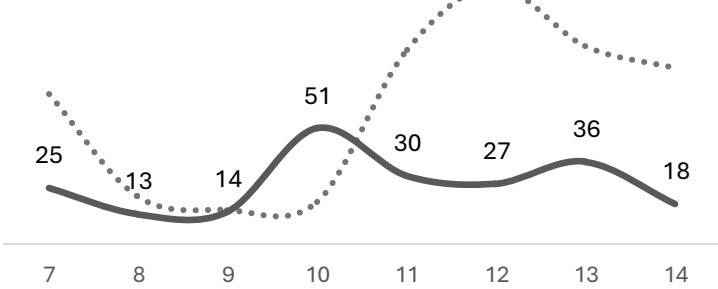
Underwear



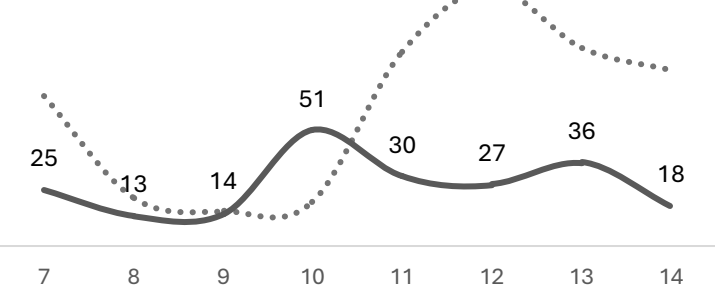
Tops



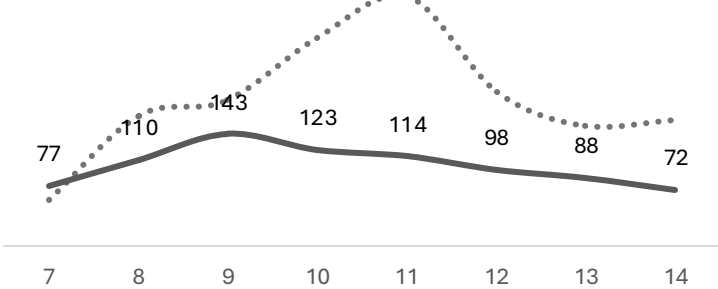
Home



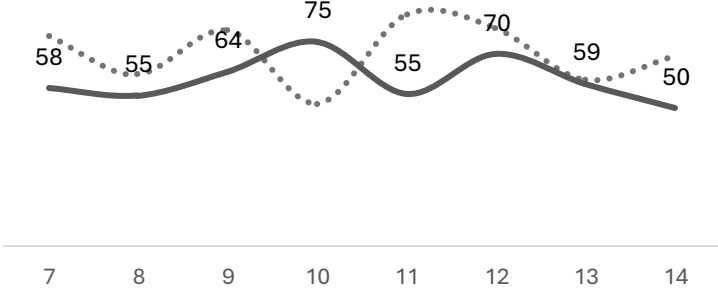
Mobilité



Pool & Swim



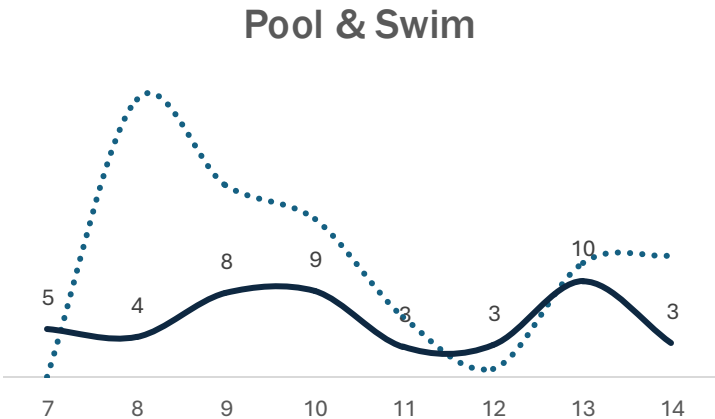
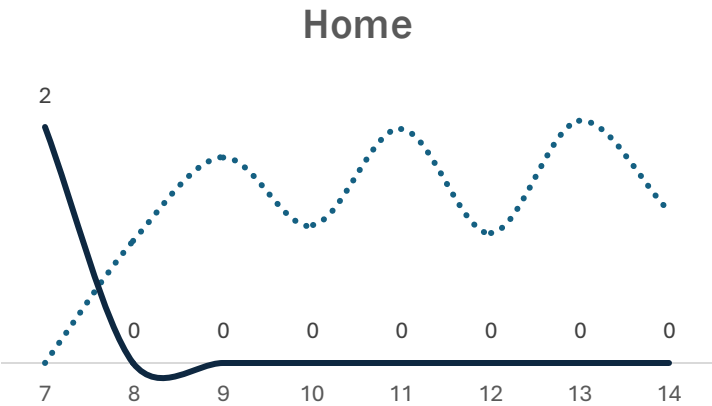
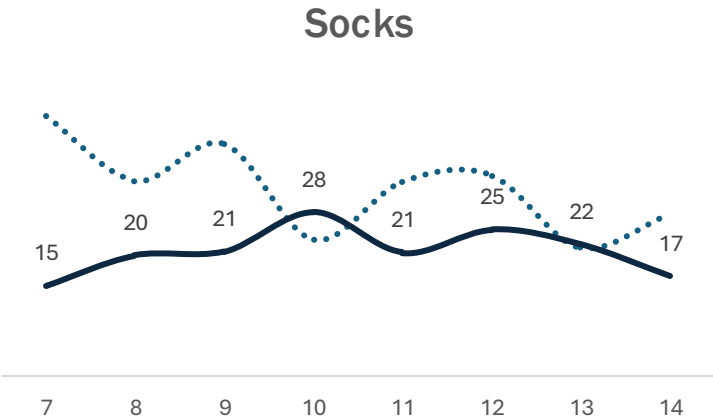
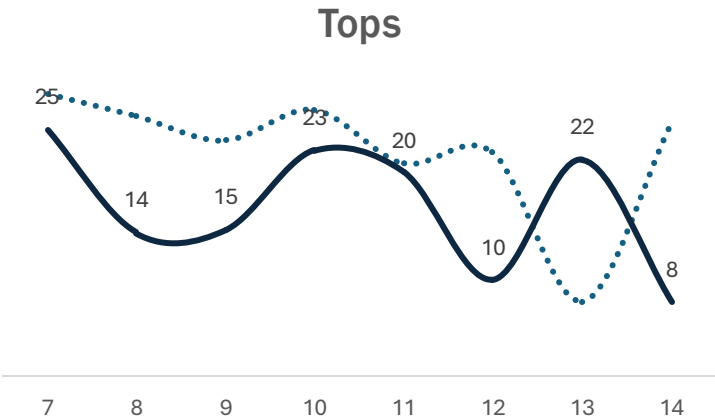
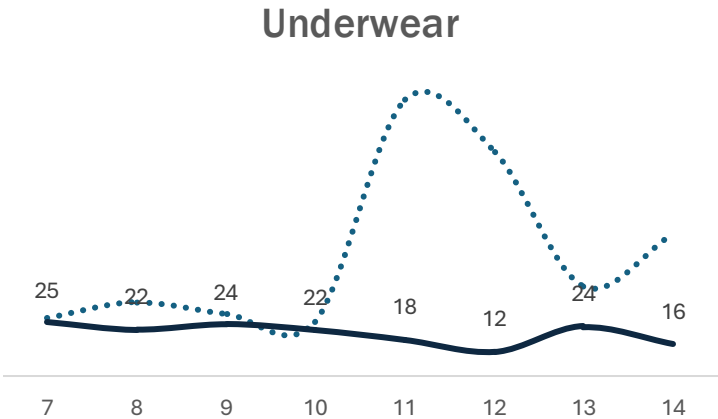
Socks



..... 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	12 X BOXER BRIEFS	BLACK	15.2	5	5.6%
2	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	14.5	17	5.3%
3	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	11.4	12	4.2%
4	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	11.2	7	4.1%
5	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	9.6	5	3.5%
6	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	9.4	10	3.5%
7	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	9.1	4	3.3%
8	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	7.0	13	2.6%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	6.8	8	2.5%
10	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	6.6	7	2.4%
11	MEN	TOPS	WOOL T-SHIRT	BLACK	6.3	4	2.3%
12	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	6.0	8	2.2%
13	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	5.9	6	2.2%
14	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	5.6	14	2.1%
15	MEN	HOME	HOME ROBE	BLACK	4.6	1	1.7%
16	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	4.6	4	1.7%
17	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	4.2	2	1.5%
18	MEN	UNDERWEAR	WOVEN BOXER SHORTS CLASSIC	WHITE	4.0	5	1.5%
19	MEN	UNDERWEAR	Y-BRIEFS	BLACK	3.9	11	1.4%
20	MEN	HOME	PYJAMA TROUSERS	BLACK	3.9	2	1.4%
Top 20 Total					149.8	145	55.0%
Grand Total					272.4	295	100.0%

Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	17.7	23	4.6%
2	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	17.2	8	4.5%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	17.0	6	4.4%
4	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	16.4	40	4.2%
5	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	14.0	9	3.6%
6	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	13.2	17	3.4%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	11.8	17	3.1%
8	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	10.7	11	2.8%
9	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	10.6	13	2.7%
10	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK	9.8	5	2.5%
11	MEN	TOPS	2 X RIB TANK TOP	OFF BLACK+WHITE	9.0	5	2.3%
12	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	9.0	12	2.3%
13	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLON POPLIN	DARK OLIVE	8.5	4	2.2%
14	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	8.4	4	2.2%
15	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	7.3	4	1.9%
16	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	7.0	4	1.8%
17	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	6.6	10	1.7%
18	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	6.2	7	1.6%
19	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	5.9	12	1.5%
20	MEN	UNDERWEAR	3 X BOXER SHORTS	OLIVE GREEN	5.5	5	1.4%
Top 20 Total					211.9	216	54.9%
Grand Total					385.7	485	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	12 X BOXER BRIEFS	BLACK	32.2	11	5.3%
2	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	29.1	35	4.8%
3	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	26.3	12	4.3%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	26.3	34	4.3%
5	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	25.2	16	4.1%
6	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	23.4	53	3.8%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	19.2	25	3.1%
8	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	16.9	9	2.8%
9	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	16.5	19	2.7%
10	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	15.7	17	2.6%
11	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	15.6	19	2.6%
12	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	13.9	14	2.3%
13	MEN	TOPS	2 X RIB TANK TOP	OFF BLACK+WHITE	12.6	7	2.1%
14	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	12.6	6	2.1%
15	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	11.9	15	1.9%
16	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK	9.8	5	1.6%
17	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	8.7	9	1.4%
18	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLON F DARK OLIVE		8.5	4	1.4%
19	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	8.4	5	1.4%
20	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	8.4	17	1.4%
Top 20 Total					341.2	332	55.9%
Grand Total					609.9	705	100.0%

Women

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	SWIMWEAR	RACER SWIMSUIT	BLACK	3.4	2	12.5%
2	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	BLACK	2.6	3	9.7%
3	WOMEN	UNDERWEAR	3 X THONG	BLACK	2.3	3	8.5%
4	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	1.9	2	7.0%
5	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	1.6	1	5.9%
6	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	1.5	2	5.3%
7	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	1.4	2	5.3%
8	WOMEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	1.4	2	5.3%
9	WOMEN	TOPS	W-RIB T-SHIRT	OFF BLACK	1.1	1	3.9%
10	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	WHITE+OFF BLACK	1.1	1	3.9%
11	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OFF BLACK	1.0	1	3.6%
12	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OLIVE GREEN	1.0	1	3.6%
13	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	BLACK	1.0	1	3.6%
14	WOMEN	UNDERWEAR	SCOOP BRALETTE	WHITE	0.9	1	3.4%
15	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	0.9	1	3.2%
16	WOMEN	UNDERWEAR	3 X STRING THONG	WHITE	0.8	1	3.1%
17	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	WHITE	0.7	1	2.7%
18	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	BLACK	0.7	1	2.7%
19	WOMEN	UNDERWEAR	3 X THONG	WHITE	0.6	1	2.2%
20	WOMEN	UNDERWEAR	2 X THONG	WHITE+BLACK	0.6	1	2.1%
Top 20 Total					26.6	29	97.3%
Grand Total					27.3	33	100.0%