

WEEKLY REPORT

Mar 17th – Mars 23rd

Monday Morning Meeting

	Mar 24th - Mar 30th									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	1,115	1,041	1,318	1,600		7.1%	(15.4%)	(30.3%)	n/m	68,439	80,691	64,202	-	(15.2%)	6.6%	-	-
Returns	26	27	100	28		(4.7%)	(74.6%)	(7.5%)	n/m	4,148	6,734	4,443	-	(38.4%)	(6.6%)	-	-
Return Rate %	2.3 %	2.6 %	7.6 %	1.7 %		(11.5%)	(69.7%)	35.3%	n/m	6.1%	8.3%	6.9%	-	(26.5%)	(11.6%)	-	-
Online Net Revenue	1,090	1,014	1,218	1,572		7.4%	(10.5%)	(30.7%)	n/m	64,291	73,957	59,760	-	(13.1%)	7.6%	-	-
Retail Concept Store	1,166	70	77	998		1563.5%	1418.2%	16.8%	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	1,166	70	77	998		1563.5%	1418.2%	16.8%	n/m	5,950	6,910	6,041	-	(13.9%)	(1.5%)	-	-
Wholesale Net Revenue	450	916	266	939		(50.8%)	69.1%	(52.0%)	n/m	16,873	19,458	24,133	-	(13.3%)	(30.1%)	-	-
Total Net Revenue	2,706	2,000	1,561	3,509		35.3%	73.4%	(22.9%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	324	304	430	416		6.6%	(24.6%)	(22.1%)	n/m	15350	16864	13776	-	(9.0%)	11.4%	-	-
New customers	271	223	311	377		21.5%	(12.9%)	(28.1%)	n/m	15344	19144	18857	-	(19.8%)	(18.6%)	-	-
Marketing Spend	79	75	277	289		6.4%	(71.4%)	(72.5%)	n/m	10,733	17,119	13,116	-	(37.3%)	(18.2%)	-	-
Online Cost of Sale(3)	7.1 %	7.2 %	21.0 %	18.0 %		(0.7%)	(66.2%)	(60.5%)	n/m	15.7%	21.2%	20.4%	-	(26.1%)	(23.2%)	-	-

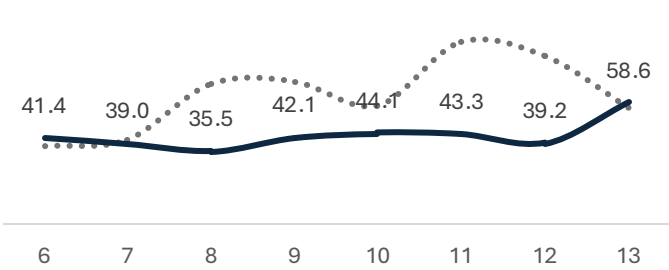
(1) April onwards reflects Budget (constructed in Mar-23). Earlier months reflect New Case (constructed in Aug-22).

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

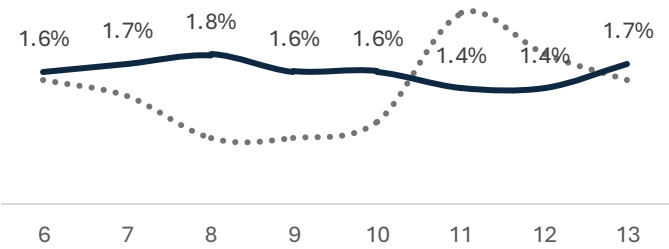
(3) Not meaningful due to change in sales seasons.

Online KPIs

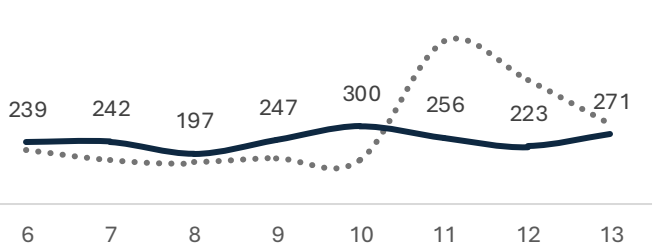
Sessions



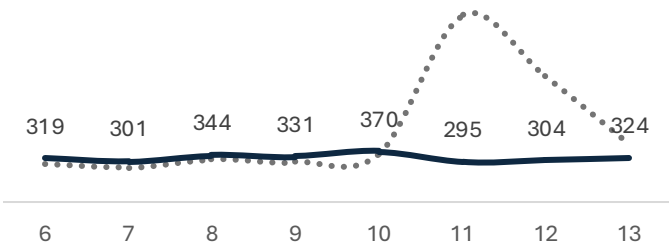
Conversion



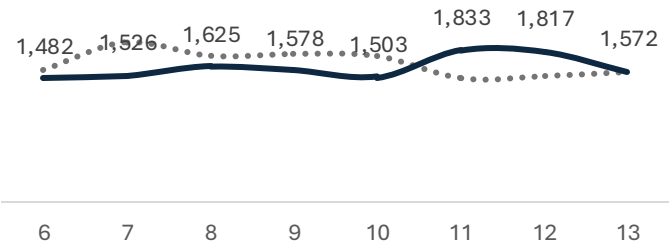
New Customers



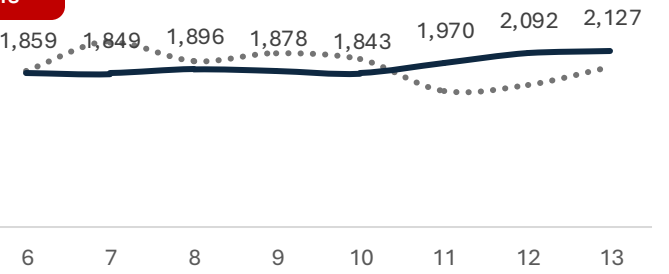
Returning Customers



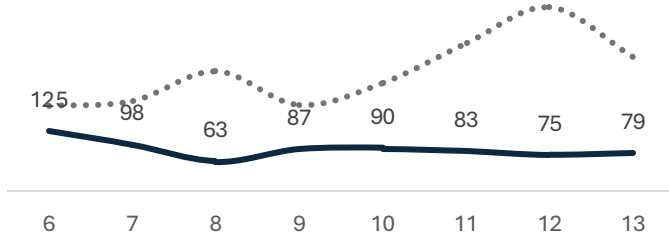
AOV New Customers



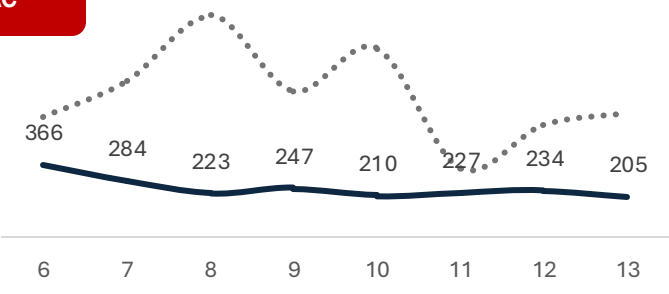
AOV Returning Customers



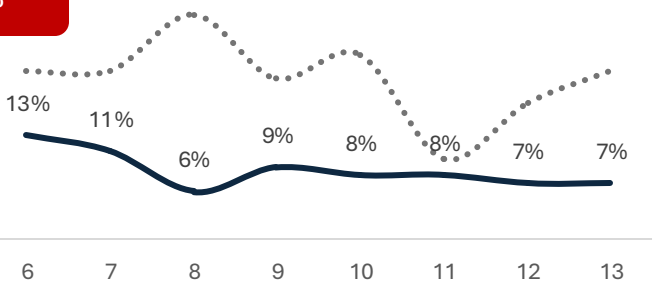
Online Media Spend



nCAC



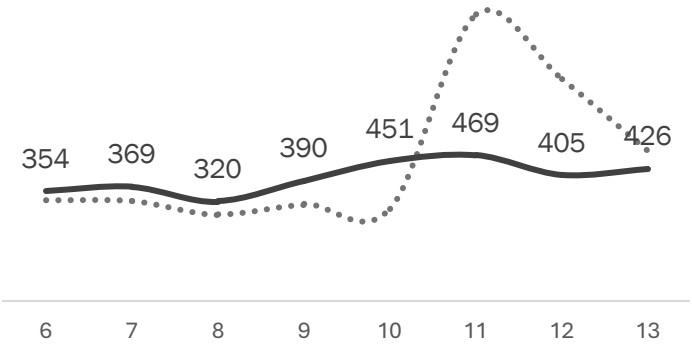
COS%



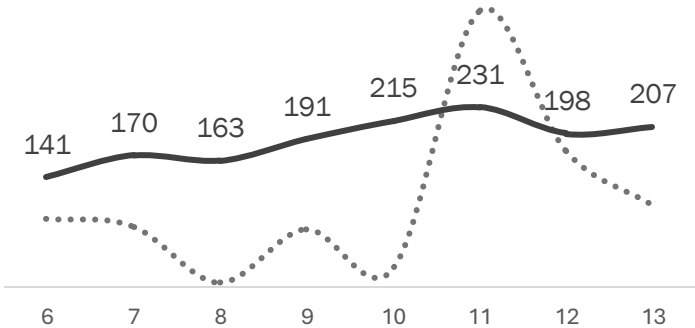
..... Last Year — Current Year

Estimated Contribution per Customer Cohort

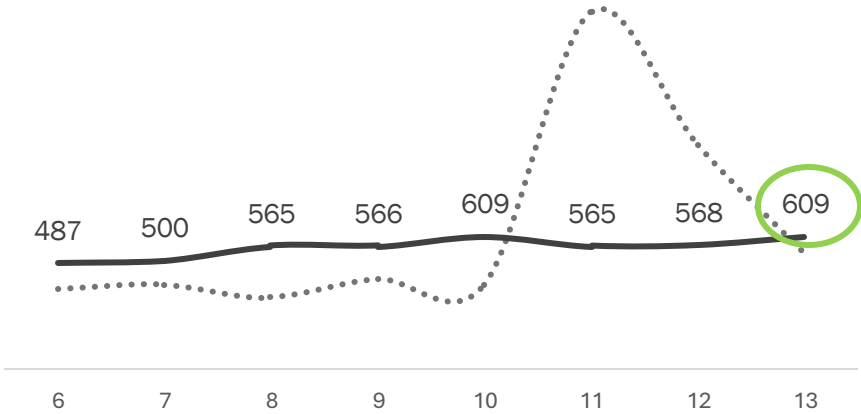
Gross Revenue
New Customer



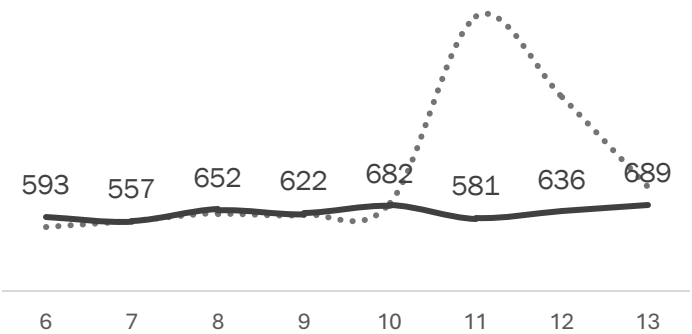
New Customer
Contribution



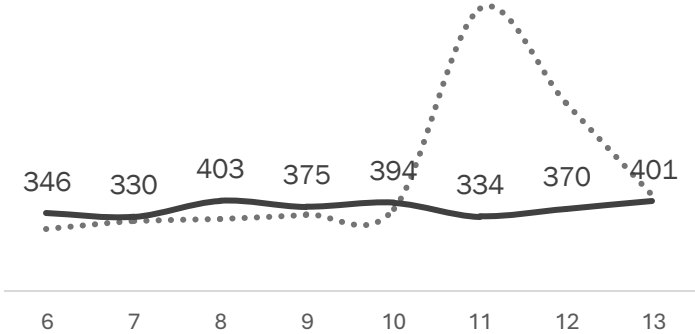
Total Customer
Contribution



Gross Revenue
Returning Customer



Returning Customer
Contribution

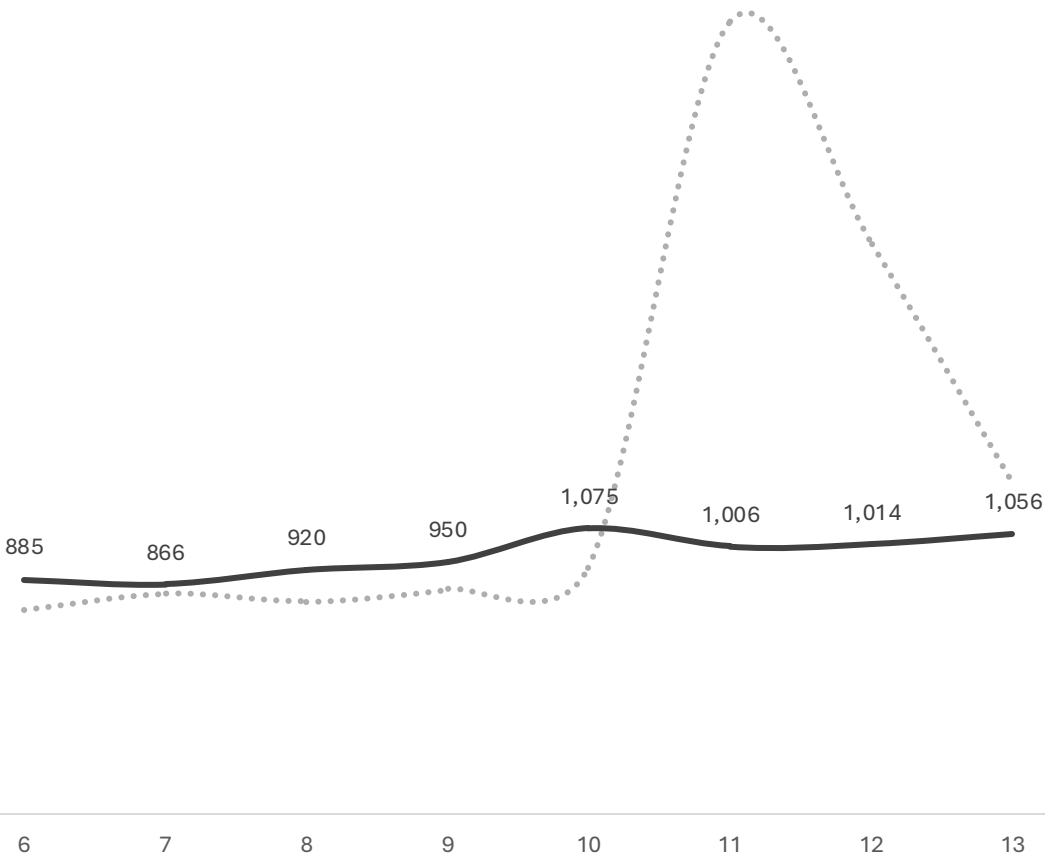


..... Last Year — Current Year

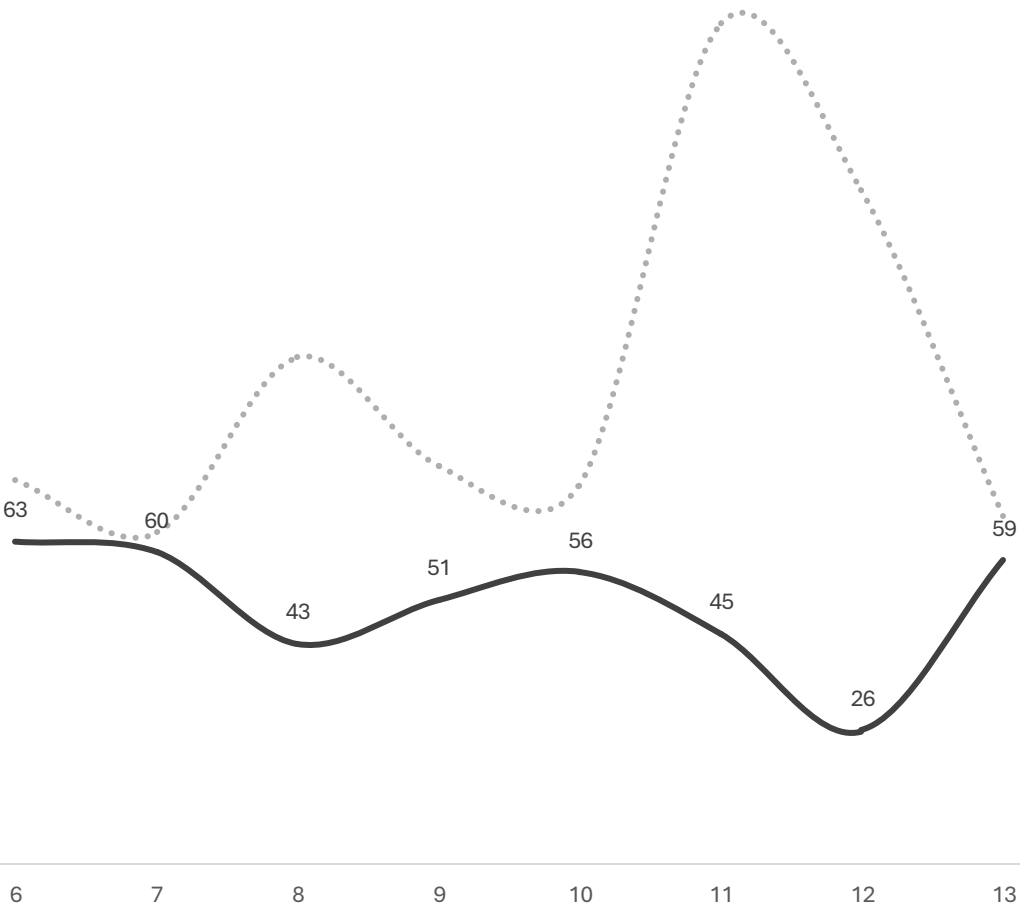
*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

Online Gross Revenue by Gender

Men's
(SEK'000)



Women's
(SEK'000)

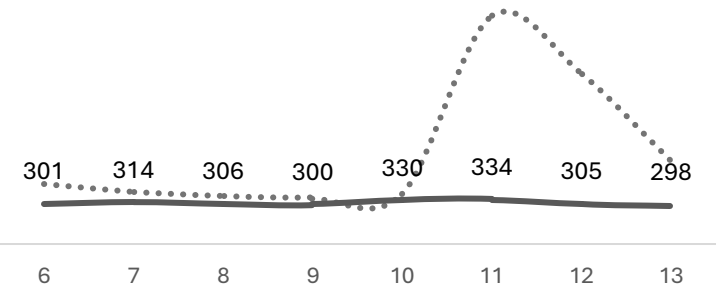


..... Last Year — Current Year

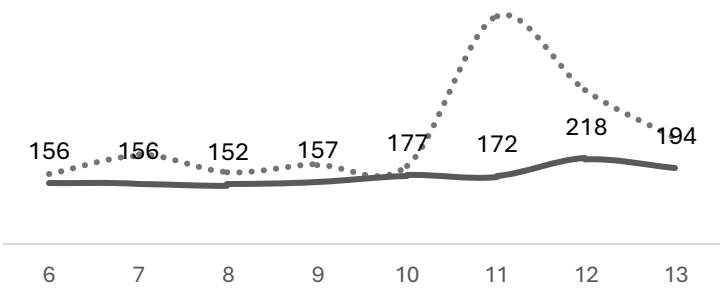
Online Gross Revenue by Gender

Men's (SEK'000)

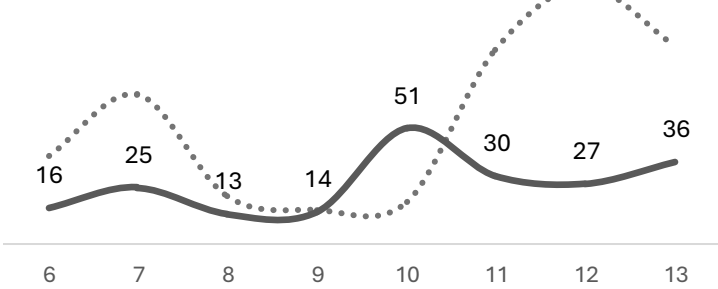
Underwear



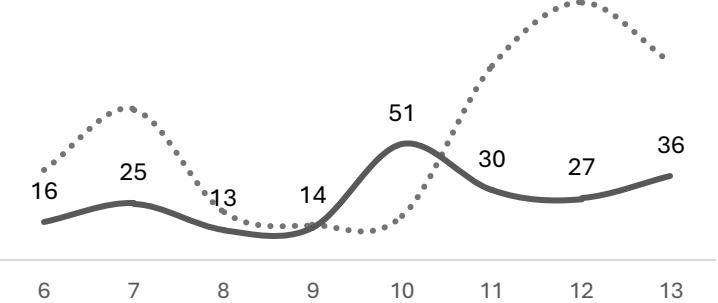
Tops



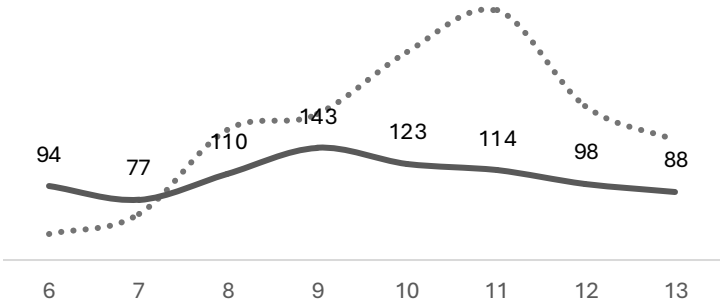
Home



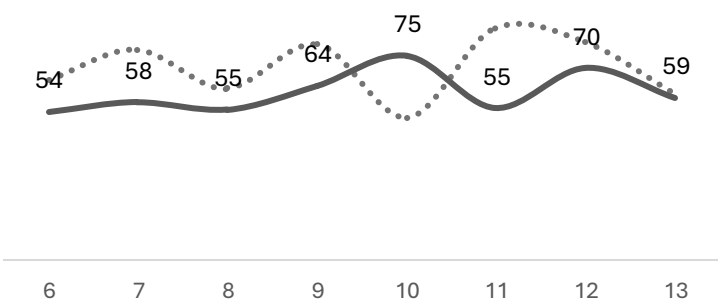
Mobilité



Pool & Swim



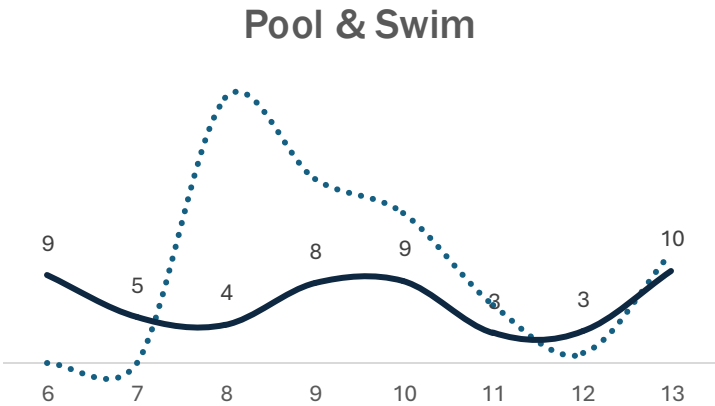
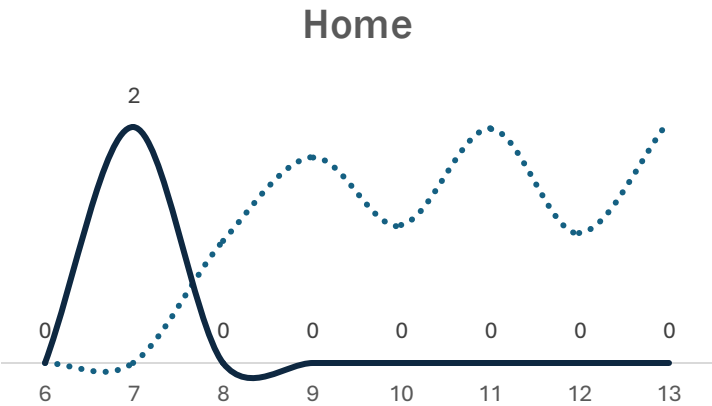
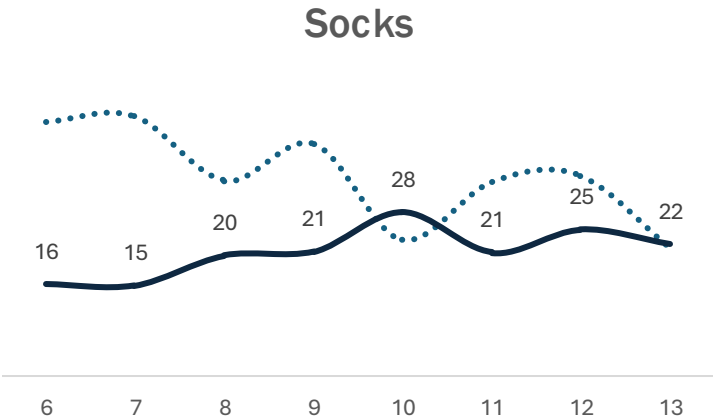
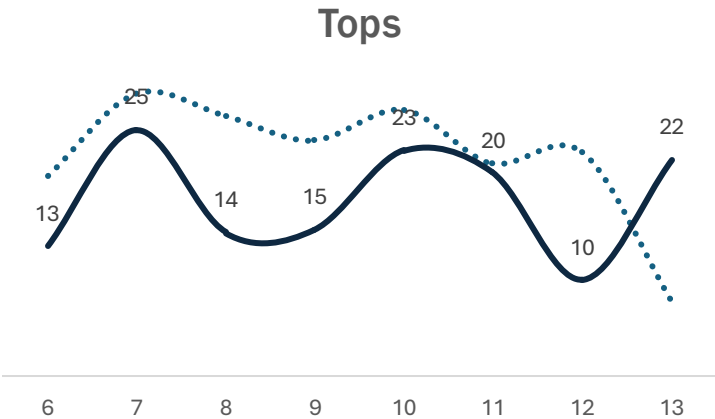
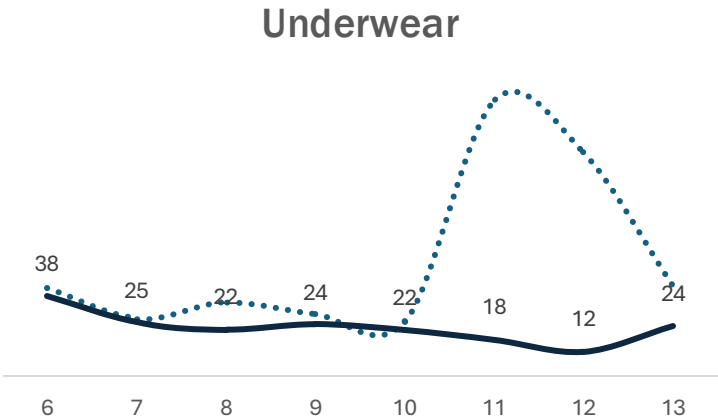
Socks



..... 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	17.0	20	5.5%
2	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	14.0	17	4.5%
3	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	11.6	11	3.8%
4	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	9.4	17	3.1%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	9.4	10	3.0%
6	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	9.2	5	3.0%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	8.9	12	2.9%
8	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	8.4	5	2.7%
9	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK+STEEL BLUE+WHITE	7.6	8	2.5%
10	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK+STEEL BLUE+WHITE	6.8	3	2.2%
11	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	6.2	3	2.0%
12	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	6.0	15	1.9%
13	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	5.2	2	1.7%
14	MEN	SWIMWEAR	SWIM BRIEFS BOX-CUT	BLACK	5.2	4	1.7%
15	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	5.1	5	1.7%
16	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	5.0	6	1.6%
17	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	4.8	6	1.6%
18	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	4.7	6	1.5%
19	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	4.6	3	1.5%
20	MEN	TOPS	T-SHIRT HEAVYWEIGHT	BLACK	4.5	5	1.4%
Top 20 Total					153.4	163	49.7%
Grand Total					308.5	390	100.0%

Returning Customers
(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	18.8	36	4.3%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	15.5	10	3.5%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	14.9	5	3.4%
4	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	13.9	17	3.2%
5	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	10.3	5	2.3%
6	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	9.8	12	2.2%
7	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	9.8	13	2.2%
8	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	8.7	10	2.0%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	8.6	12	2.0%
10	MEN	UNDERWEAR	3 X BOXER SHORTS	WHITE	8.3	7	1.9%
11	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	DARK OLIVE	7.9	4	1.8%
12	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	7.7	10	1.8%
13	MEN	UNDERWEAR	3 X BOXER SHORTS	OLIVE GREEN	7.2	7	1.6%
14	MEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	7.1	9	1.6%
15	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	WHITE	7.0	4	1.6%
16	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	6.9	4	1.6%
17	MEN	UNDERWEAR	3 X BOXER TRUNKS	WHITE	6.5	7	1.5%
18	MEN	TOPS	WOOL T-SHIRT	BLACK	6.1	4	1.4%
19	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	6.0	6	1.4%
20	MEN	SWIMWEAR	SWIM TRUNKS DRY NYLON POPLIN	DARK OLIVE	5.7	3	1.3%
Top 20 Total					186.6	185	42.6%
Grand Total					437.7	556	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	30.9	37	4.6%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	28.2	53	4.2%
3	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	24.7	15	3.7%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	22.6	29	3.4%
5	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	20.2	21	3.0%
6	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	20.1	7	3.0%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	18.8	24	2.8%
8	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	14.5	19	2.2%
9	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	14.5	7	2.2%
10	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	12.7	14	1.9%
11	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	11.5	7	1.7%
12	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	11.1	11	1.7%
13	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	11.0	5	1.6%
14	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK+STEEL BLUE+WHITE	10.8	5	1.6%
15	MEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	10.4	13	1.6%
16	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	9.8	6	1.5%
17	MEN	UNDERWEAR	3 X BOXER SHORTS	WHITE	9.7	8	1.4%
18	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	9.6	12	1.4%
19	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	9.4	12	1.4%
20	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	9.2	11	1.4%
Top 20 Total					309.6	316	46.3%
Grand Total					668.7	792	100.0%

Women (SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OFF BLACK	4.8	5	8.1%
2	WOMEN	UNDERWEAR	W-WOVEN BOXER SHORTS	BLACK	3.3	5	5.6%
3	WOMEN	UNDERWEAR	3 X THONG	BLACK	2.7	4	4.5%
4	WOMEN	TOPS	W-LW LS T-SHIRT	PANNA COTTA	2.6	9	4.5%
5	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	2.5	3	4.3%
6	WOMEN	TOPS	W-RIB T-SHIRT	WHITE	2.1	2	3.6%
7	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	2.0	4	3.4%
8	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	WHITE	2.0	2	3.3%
9	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	1.9	2	3.3%
10	WOMEN	TOPS	WOMEN'S RIB TANK TOP	WHITE	1.9	2	3.2%
11	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	1.8	1	3.0%
12	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	PANNA COTTA	1.8	5	3.0%
13	WOMEN	UNDERWEAR	3 X THONG	WHITE	1.7	2	2.8%
14	WOMEN	SWIMWEAR	RACER SWIMSUIT	POPPY RED	1.6	3	2.7%
15	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	1.5	2	2.5%
16	WOMEN	TOPS	W-LW T-SHIRT	PANNA COTTA	1.4	5	2.3%
17	WOMEN	SWIMWEAR	RACER BIKINI TOP	PANNA COTTA	1.4	4	2.3%
18	WOMEN	SWIMWEAR	TANGA BIKINI BRIEFS	PANNA COTTA	1.2	5	2.1%
19	WOMEN	SWIMWEAR	BIKINI BRIEFS	PANNA COTTA	1.1	4	1.9%
20	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	BLACK	1.1	1	1.9%
Top 20 Total					40.3	70	68.5%
Grand Total					58.8	107	100.0%