

WEEKLY REPORT

Mar 10th – Mars 16th

Monday Morning Meeting

	Mar 10th - Mar 16th									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	1,050	1,133	3,152	1,504		(7.3%)	(66.7%)	(30.2%)	n/m	66,283	76,550	60,858	-	(13.4%)	8.9%	-	-
Returns	46	18	67	122		157.4%	(31.8%)	(62.7%)	n/m	4,096	6,525	4,266	-	(37.2%)	(4.0%)	-	-
Return Rate %	4.3 %	1.6 %	2.1 %	8.1 %		168.8%	104.8%	(46.9%)	n/m	6.2%	8.5%	7.0%	-	(27.1%)	(11.4%)	-	-
Online Net Revenue	1,005	1,115	3,085	1,382		(9.9%)	(67.4%)	(27.3%)	n/m	62,187	70,025	56,592	-	(11.2%)	9.9%	-	-
Retail Concept Store	56	58	1,514	70		(3.3%)	(96.3%)	(20.1%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	56	58	1,514	70		(3.3%)	(96.3%)	(20.1%)	n/m	4,714	6,510	5,809	-	(27.6%)	(18.9%)	-	-
Wholesale Net Revenue	849	190	584	869		347.9%	45.5%	(2.2%)	n/m	15,888	18,954	22,199	-	(16.2%)	(28.4%)	-	-
Total Net Revenue	1,910	1,363	5,183	2,321		40.2%	(63.1%)	(17.7%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	295	370	1,355	412		(20.3%)	(78.2%)	(28.4%)	n/m	14998	16078	13311	-	(6.7%)	12.7%	-	-
New customers	256	300	626	385		(14.7%)	(59.1%)	(33.5%)	n/m	14852	18215	18092	-	(18.5%)	(17.9%)	-	-
Marketing Spend	83	90	307	292		(7.8%)	(73.0%)	(71.6%)	n/m	10,579	16,402	12,508	-	(35.5%)	(15.4%)	-	-
Online Cost of Sale(3)	7.9 %	8.0 %	9.7 %	19.4 %		(0.6%)	(18.9%)	(59.3%)	n/m	16.0%	21.4%	20.6%	-	(25.5%)	(22.3%)	-	-

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

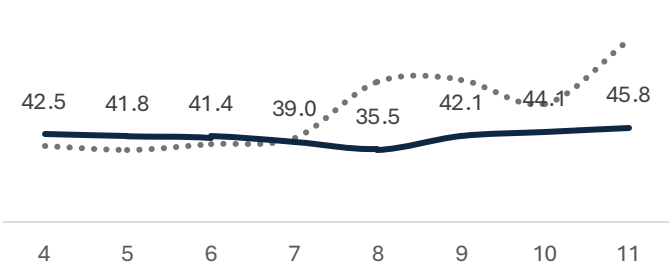
(2) Not meaningful as we do not budget WHS weekly.

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

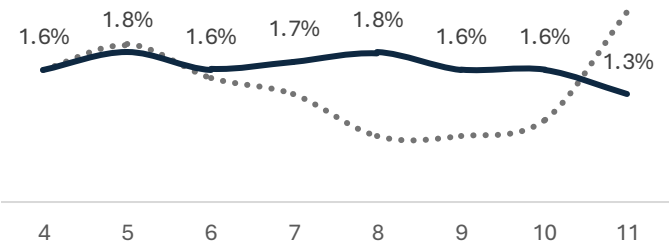
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Online KPIs

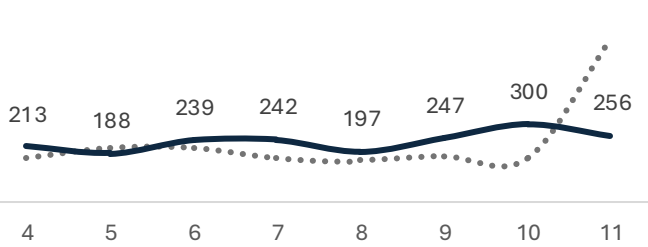
Sessions



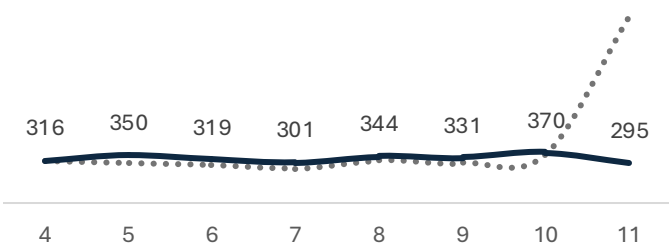
Conversion



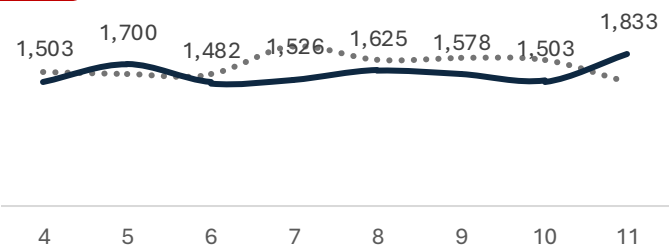
New Customers



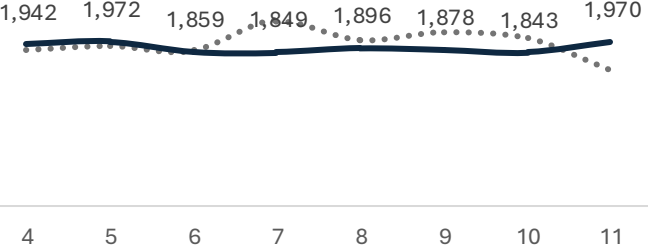
Returning Customers



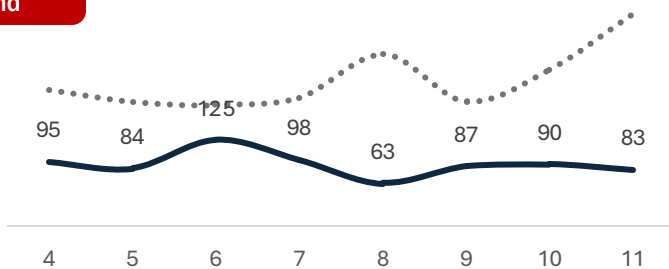
AOV New Customers



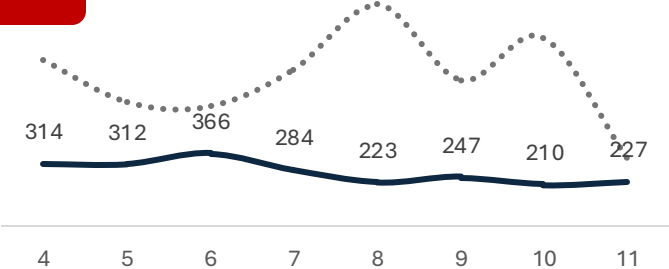
AOV Returning Customers



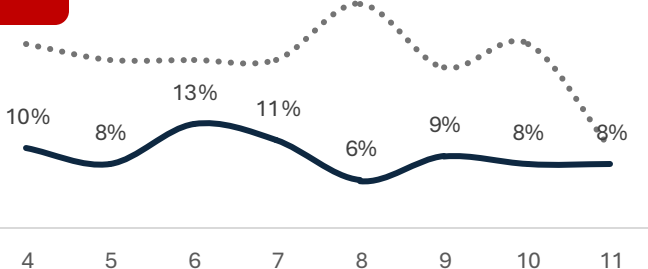
Online Media Spend



nCAC



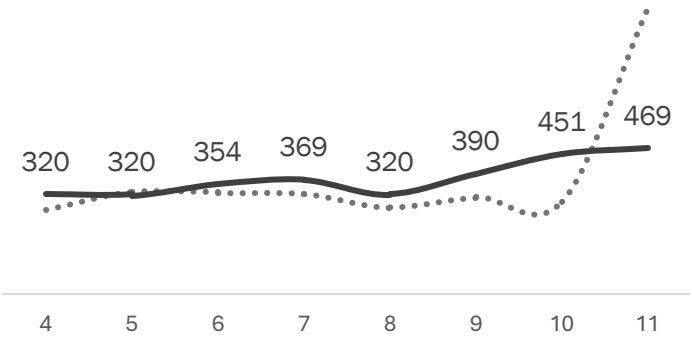
COS%



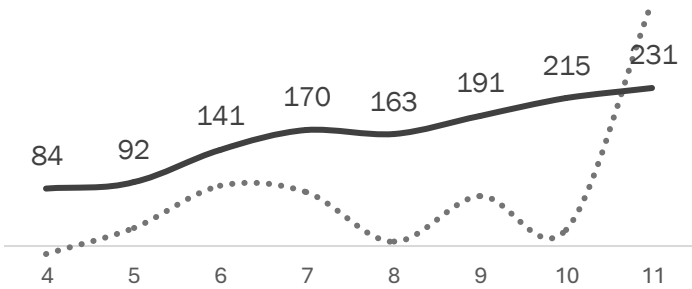
..... Last Year — Current Year

Estimated Contribution per Customer Cohort

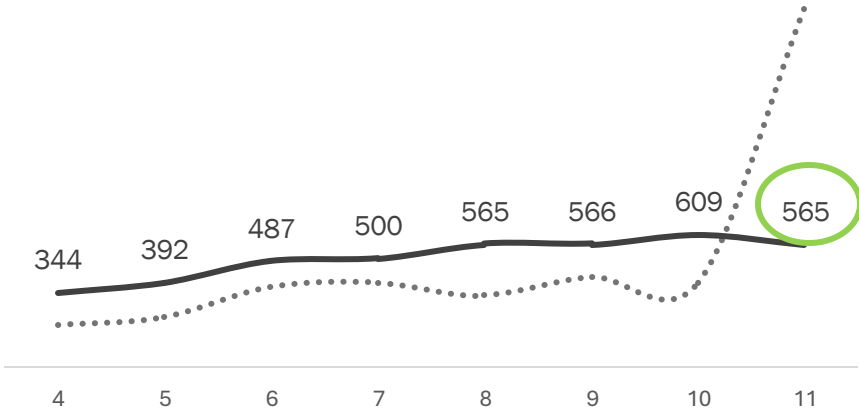
Gross Revenue
New Customer



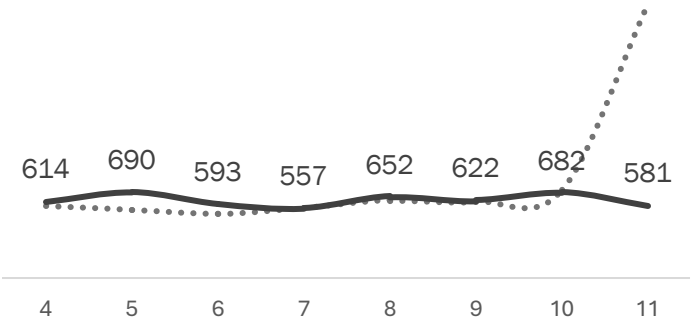
New Customer
Contribution



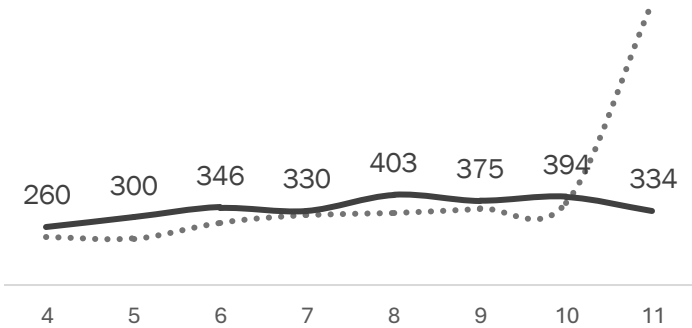
Total Customer
Contribution



Gross Revenue
Returning Customer



Returning
Customer
Contribution

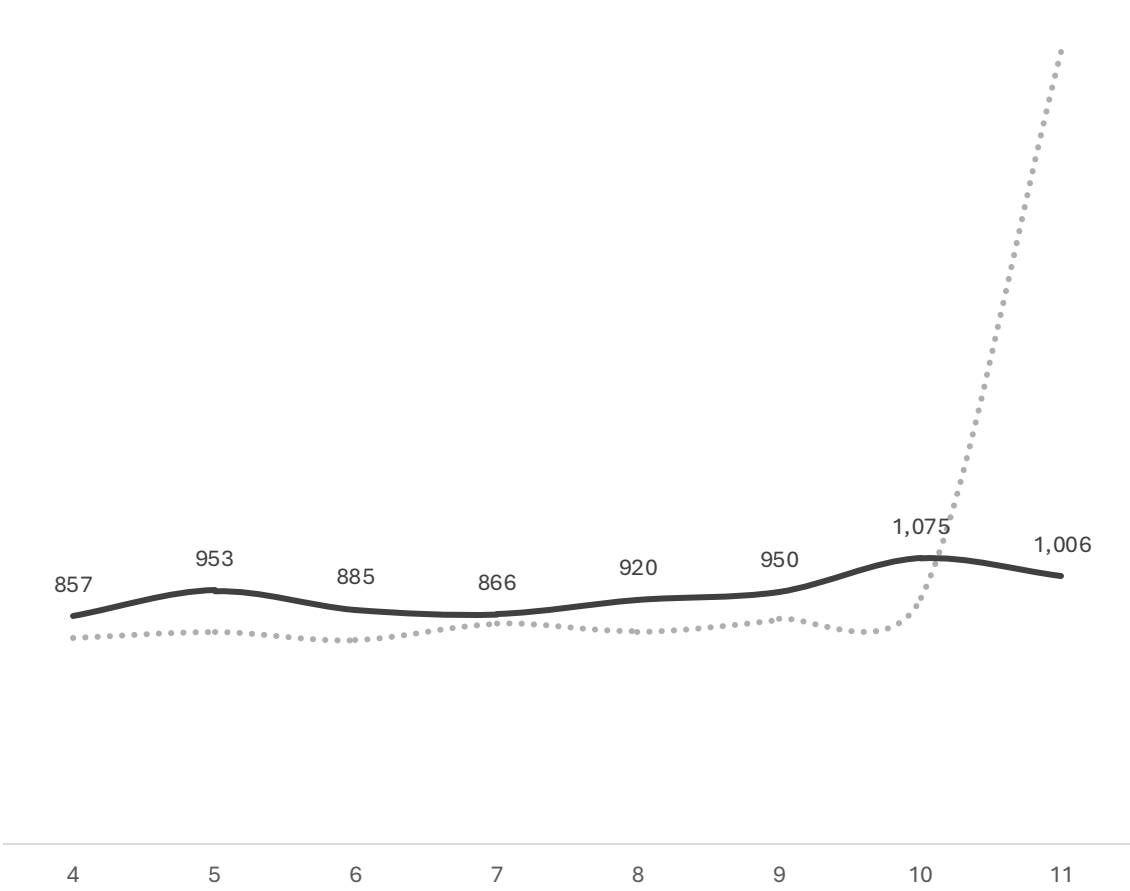


..... Last Year — Current Year

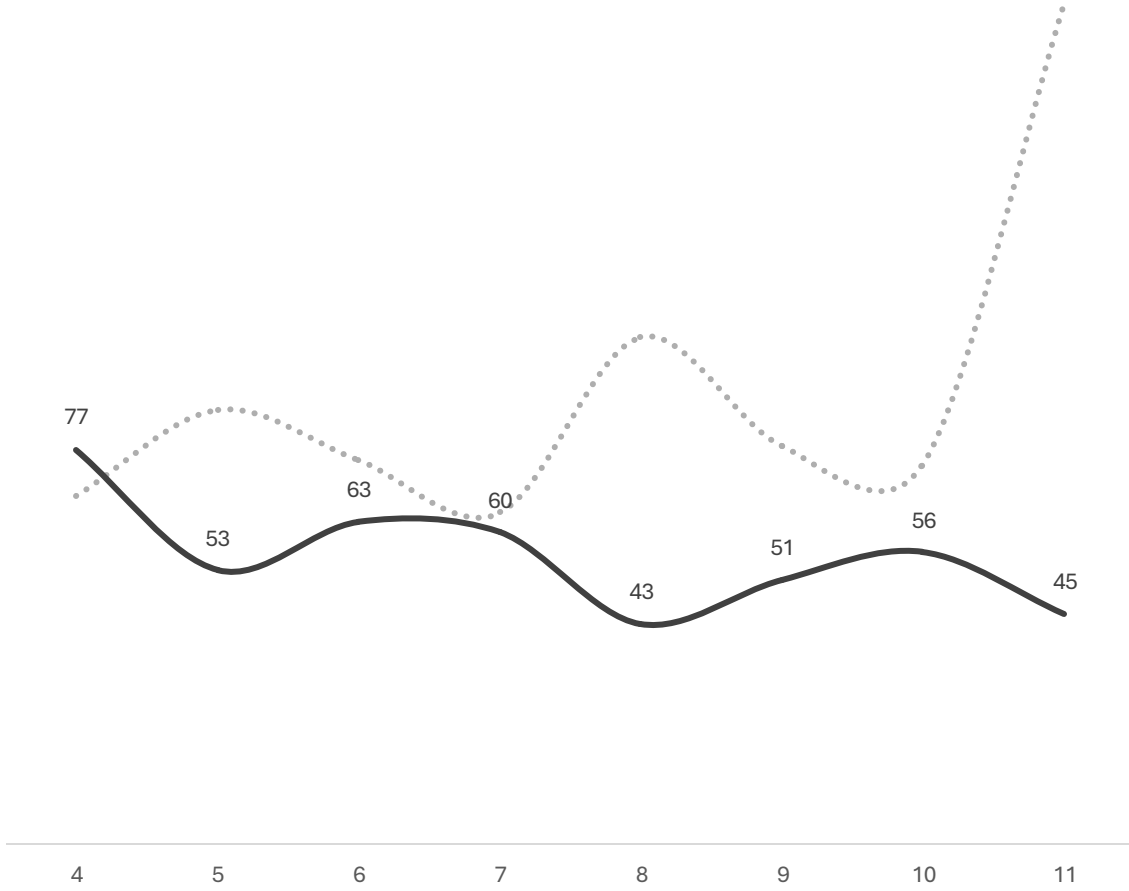
*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

Online Gross Revenue by Gender

Men's
(SEK'000)



Women's
(SEK'000)

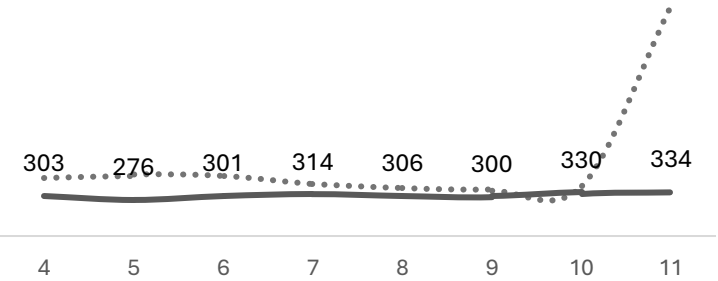


..... Last Year — Current Year

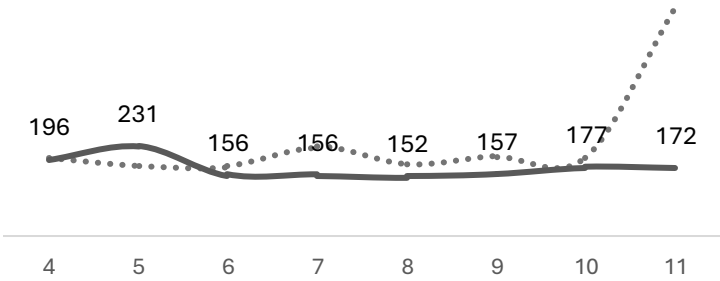
Online Gross Revenue by Gender

Men's (SEK'000)

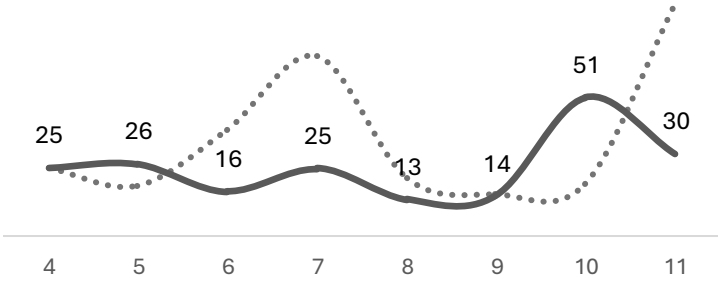
Underwear



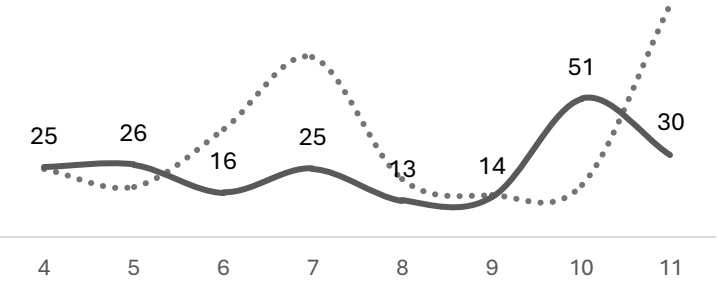
Tops



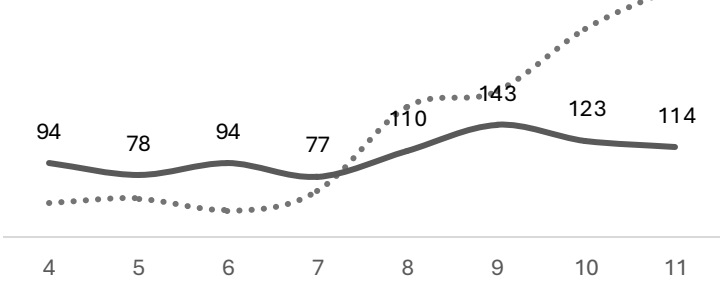
Home



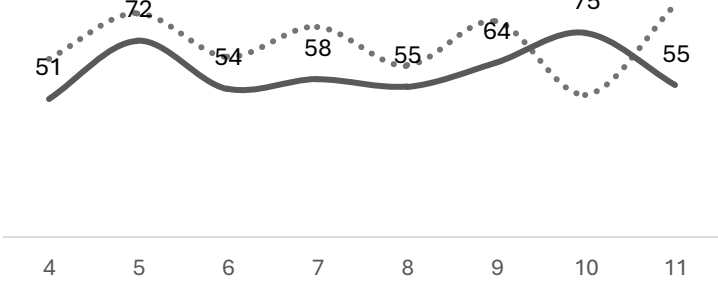
Mobilité



Pool & Swim



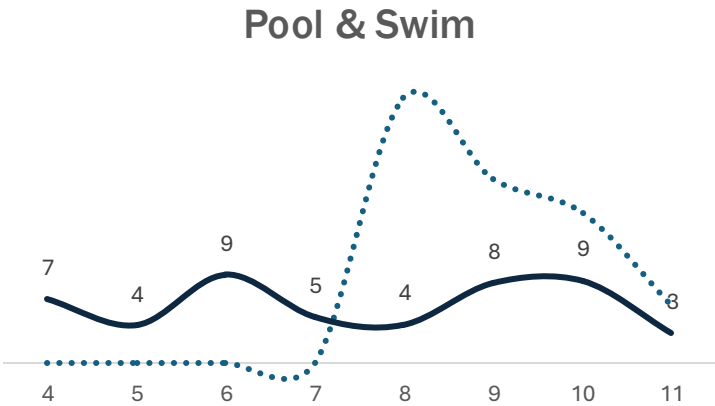
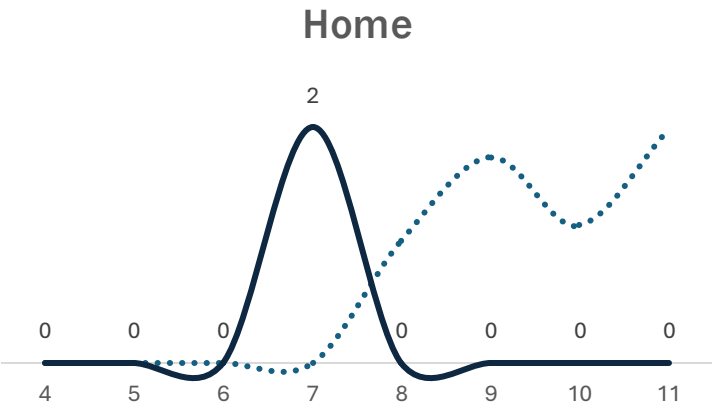
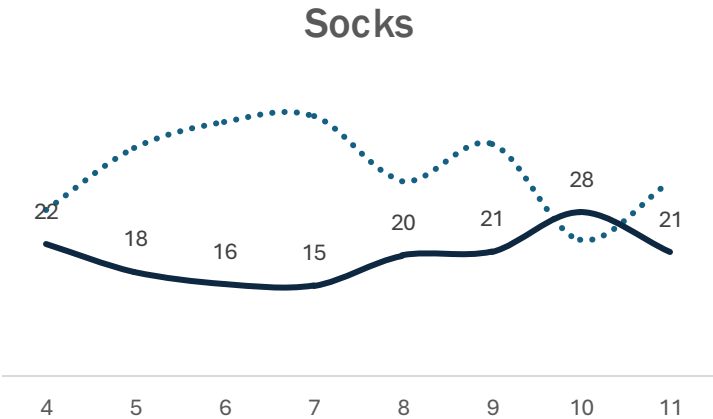
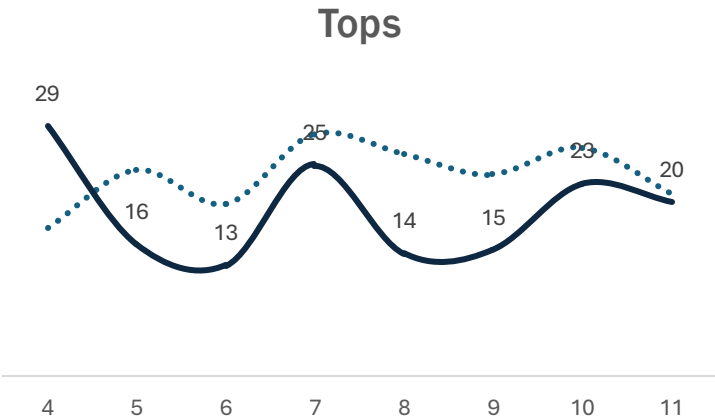
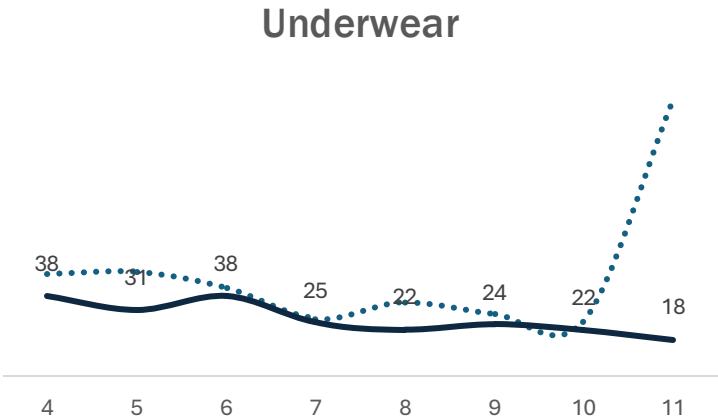
Socks



..... 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	23.9	29	6.8%
2	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	15.8	20	4.5%
3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	12.8	28	3.6%
4	MEN	UNDERWEAR	12 X Y-BRIEFS	BLACK	12.6	4	3.6%
5	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	12.0	14	3.4%
6	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	9.3	20	2.6%
7	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	8.7	3	2.5%
8	MEN	TOPS	2 X RIB TANK TOP	WHITE	7.9	4	2.2%
9	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	7.6	3	2.1%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	6.9	9	1.9%
11	MEN	HOME	PYJAMA SHIRT	BLACK	6.3	3	1.8%
12	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	6.3	7	1.8%
13	MEN	SWIMWEAR	SWIM SHORTS	BLACK	6.3	3	1.8%
14	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	6.0	6	1.7%
15	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE	NAVY CINNAMON	5.8	8	1.6%
16	MEN	TOPS	RIB TANK TOP	WHITE	5.7	6	1.6%
17	MEN	HOME	PYJAMA TROUSERS	BLACK	5.3	3	1.5%
18	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	4.8	2	1.4%
19	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	4.7	3	1.3%
20	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	4.3	5	1.2%
Top 20 Total					173.1	180	49.0%
Grand Total					353.1	454	100.0%

Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	17.3	34	4.2%
2	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	15.5	18	3.8%
3	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	14.9	17	3.6%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	12.7	17	3.1%
5	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	12.5	7	3.0%
6	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	11.5	13	2.8%
7	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	9.9	3	2.4%
8	MEN	UNDERWEAR	12 X Y-BRIEFS	BLACK	9.8	4	2.4%
9	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	9.3	11	2.3%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	8.9	11	2.2%
11	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	8.5	9	2.1%
12	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	DARK OLIVE	8.1	4	2.0%
13	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	8.0	4	2.0%
14	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	7.6	8	1.8%
15	MEN	MOBILITÉ	3 X PERFORMANCE BOXER BRIEFS	BLACK	7.2	6	1.8%
16	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	7.2	4	1.8%
17	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	7.1	7	1.7%
18	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	7.1	14	1.7%
19	MEN	SWIMWEAR	SWIM TRUNKS PANAMA WEAVE	MIDNIGHT BLUE	6.9	8	1.7%
20	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	6.4	3	1.6%
Top 20 Total					196.3	202	47.9%
Grand Total					410.0	516	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	38.9	46	5.5%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	30.1	62	4.3%
3	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	24.7	31	3.5%
4	MEN	UNDERWEAR	12 X Y-BRIEFS	BLACK	22.4	8	3.2%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	21.8	25	3.1%
6	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	18.6	6	2.6%
7	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	17.0	22	2.4%
8	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	16.4	34	2.3%
9	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	16.4	9	2.3%
10	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	15.3	17	2.2%
11	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	13.9	6	2.0%
12	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	13.1	16	1.9%
13	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	13.1	13	1.9%
14	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	12.2	13	1.7%
15	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	11.9	16	1.7%
16	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	11.4	13	1.6%
17	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	11.0	13	1.6%
18	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	11.0	6	1.6%
19	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON F	DARK OLIVE	10.2	5	1.5%
20	MEN	HOME	PYJAMA SHIRT	BLACK	10.2	5	1.5%
Top 20 Total					339.8	366	48.5%
Grand Total					701.1	844	100.0%

Women
(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	3.8	4	8.5%
2	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	3.1	3	7.0%
3	WOMEN	TOPS	W-RIB T-SHIRT	WHITE	2.9	3	6.6%
4	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	2.8	6	6.2%
5	WOMEN	TOPS	W-LW LS T-SHIRT	PANNA COTTA	2.5	9	5.6%
6	WOMEN	UNDERWEAR	3 X THONG	BLACK	2.5	3	5.6%
7	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	1.8	2	4.1%
8	WOMEN	UNDERWEAR	3 X STRING THONG	WHITE	1.6	2	3.7%
9	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	1.6	1	3.6%
10	WOMEN	TOPS	W-LW T-SHIRT	PANNA COTTA	1.6	5	3.6%
11	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	WHITE	1.5	1	3.4%
12	WOMEN	TOPS	LIGHTWEIGHT TUBE DRESS	BLACK	1.3	2	2.9%
13	WOMEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	1.3	1	2.8%
14	WOMEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	1.3	1	2.8%
15	WOMEN	UNDERWEAR	3 X THONG	WHITE	1.2	1	2.7%
16	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	WHITE	1.1	1	2.5%
17	WOMEN	SOCKS	6 X W-COTTON RIB SOCKS	BLACK	1.0	1	2.3%
18	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	PANNA COTTA	1.0	3	2.3%
19	WOMEN	UNDERWEAR	Y-BRIEFS	BLACK	1.0	2	2.2%
20	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OLIVE GREEN	0.9	1	2.0%
Top 20 Total					36.0	52	80.7%
Grand Total					44.6	76	100.0%