WEEKLY REPORT

17th – Jul 23rd

Monday Morning Meeting

				Feb	17th - Feb 23rd		Year-to-date										
	Growth vs.											_		Budget			
(SEK '000)	Actual	Last Week	LY	2023	Budget(1) Last Week	LY	2023	Budget(1)	February	LY	2023	Budget(1)	LY	2023	Budget(1)	vs. LY	
Online Gross Revenue	972	926	899	1,222	(6.2%)	12.3%	(14.4%)	n/m	61,190	70,140	54,864	-	(12.8%)	11.5%	-	-	
Returns	92	68	65	85	(56.6%)	60.4%	(13.9%)	n/m	3,809	6,214	3,851	-	(38.7%)	(1.1%)	-	-	
Return Rate %	9.4 %	7.4 %	7.2 %	6.9 %	(53.6%)	43.1%	1.0%	n/m	6.2%	8.9%	7.0%	-	(30.3%)	(11.4%)	-	-	
Online Net Revenue	881	858	834	1,137	8.2%	8.5%	(14.5%)	n/m	57,380	63,925	51,013	-	(10.2%)	12.5%	-	-	
Retail Concept Store	51	81	62	93	67.6%	(6.4%)	(14.7%)	n/m	4,079	4,542	5,041	-	(10.2%)	(19.1%)	-	-	
Retail Pop-ups, Outlets	0	0	0	0	n/m	n/m	n/m	n/m	0	51	0	-	(100.0%)	-	-	-	
Retail Net Revenue	51	81	62	93	67.6%	(6.4%)	(14.7%)	n/m	4,079	4,594	5,041	-	(11.2%)	(19.1%)	-	-	
Wholesale Net Revenue	n/m	n/m	n/m	n/m	(100.0%)	(100.0%)	(100.0%)	n/m	8,175	12,424	15,649	-	(34.2%)	(47.8%)	-	-	
Total Net Revenue	932	939	896	1,230	8.7%	(52.0%)	(40.2%)	n/m	69,634	80,944	71,704	-	(14.0%)	(2.9%)	-	-	
Returning Customers	344	301	312	336	(8.9%)	15.2%	(12.6%)	n/m	14081	15022	12492	-	(6.3%)	12.7%	-	-	
New customers	197	242	159	305	27.1%	15.5%	(19.8%)	n/m	13616	17063	16544	-	(20.2%)	(17.7%)	-	-	
Marketing Spend	63	98	250	239	49.1%	(29.3%)	11.3%	n/m	9,936	15,304	11,346	-	(35.1%)	(12.4%)	-	-	
Online Cost of Sale(3)	6.5 %	10.6 %	27.8 %	19.5 %	59.0%	(36.8%)	30.7%	n/m	16.2%	21.8%	20.7%	-	(25.7%)	(21.7%)	-	-	

⁽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 3rd - Feb 9th											Y/Y (GROWTH S	%			SOB%										
Markets	1	2	3	4	5	6	7	8	8-week avg.	1	2	3	4	5	6	7	8	8-week avg.	1	2	3	4	5	6	7	8	8-week avg.
US	577	613	470	377	441	458	380	439	469	(12)	(7)	0	21	11	42	2	20	6	30	33	33	40	44	48	41	45	37
GB	290	230	164	121	86	113	126	160	161	(12)	(2)	(15)	20	(11)	17	(9)	72	1	15	12	11	13	8	12	14	16	13
SE	332	334	261	100	110	97	100	99	179	(35)	(15)	50	39	36	(5)	2	(2)	(7)	17	18	18	11	11	10	11	10	14
DE	165	147	104	49	37	65	49	51	83	5	(31)	(2)	(13)	(9)	49	1	(35)	(10)	9	8	7	5	4	7	5	5	7
СН	57	37	52	34	35	12	24	35	36	37	(25)	32	77	(21)	(57)	194	(20)	5	3	2	4	4	3	1	3	4	3
CA	40	51	34	19	19	20	11	18	26	(26)	(17)	17	(29)	(42)	164	(64)	237	(13)	2	3	2	2	2	2	1	2	2
AU	69	61	58	26	22	21	33	18	39	(20)	(2)	(24)	(49)	54	(41)	(41)	(9)	(23)	4	3	4	3	2	2	3	2	3
FR	54	54	29	25	63	18	16	16	34	(10)	(19)	(48)	(11)	119	(54)	(54)	(25)	(17)	3	3	2	3	6	2	2	2	3
BE	22	26	19	14	16	8	3	14	15	7	(30)	(9)	189	129	(34)	(41)	75	6	1	1	1	1	2	1	0	1	1
NL	47	37	20	18	14	16	29	13	24	(20)	(39)	(56)	(1)	1	(31)	144	(58)	(26)	2	2	1	2	1	2	3	1	2
IT	18	20	11	12	10	16	8	11	13	(58)	(23)	(23)	139	81	108	17	133	(7)	1	1	1	1	1	2	1	1	1
IE	8	11	12	8	5	5	4	9	8	(66)	(27)	130	178	170	(27)	(27)	449	(1)	0	1	1	1	0	0	0	1	1
DK	32	21	9	2	15	16	10	8	14	7	(50)	(50)	(83)	41	1028	266	(11)	(8)	2	1	1	0	1	2	1	1	1
ROW	211	236	196	133	141	91	130	72	151	(35)	(18)	(35)	(4)	38	(23)	60	(37)	(18)	11	13	14	14	14	10	14	7	12
Total	1929	1878	1441	934	1010	948	926	973	1255	(20)	(15)	(7)	11	15	12	4	8	(5)	100	100	100	100	100	100	100	100	100