

# WEEKLY REPORT

April 7<sup>th</sup> – April 13<sup>th</sup>

# Monday Morning Meeting

	Apr 7th - Apr 13th									Year-to-date							
(SEK '000)	Growth vs.									Growth vs.							Budget
	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	1,116	1,059	1,052	1,612		5.5%	6.2%	(30.7%)	n/m	1,980	2,177	2,786	-	(9.1%)	(29.0%)	-	-
Returns	51	37	154	121		38.3%	(66.9%)	(57.9%)	n/m	87	212	204	-	(58.9%)	(57.3%)	-	-
Return Rate %	4.6 %	3.5 %	14.6 %	7.5 %		31.4%	(68.5%)	(38.7%)	n/m	4.4%	9.7%	7.3%	-	(54.6%)	(39.7%)	-	-
Online Net Revenue	1,065	1,022	898	1,491		4.3%	18.7%	(28.5%)	n/m	1,893	1,965	2,583	-	(3.7%)	(26.7%)	-	-
Retail Concept Store	67	66	63	71		1.1%	6.2%	(6.2%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	67	66	63	71		1.1%	6.2%	(6.2%)	n/m	114	99	469	-	15.4%	(75.7%)	-	-
Wholesale Net Revenue	188	627	556	250		(70.0%)	(66.2%)	(25.1%)	n/m	735	605	1	-	21.6%	92308.7%	-	-
Total Net Revenue	1,320	1,714	1,516	1,812		(23.0%)	(13.0%)	(27.2%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	294	312	329	381		(5.8%)	(10.6%)	(22.8%)	n/m	553	683	741	-	(19.0%)	(25.4%)	-	-
New customers	204	229	223	374		(10.9%)	(8.5%)	(45.5%)	n/m	392	457	627	-	(14.2%)	(37.5%)	-	-
Marketing Spend	119	78	159	347		51.3%	(25.3%)	(65.8%)	n/m	186	370	593	-	(49.8%)	(68.7%)	-	-
Online Cost of Sale(3)	10.6 %	7.4 %	15.1 %	21.5 %		43.5%	(29.6%)	(50.6%)	n/m	9.4%	17.0%	21.3%	-	(44.8%)	(55.9%)	-	-

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

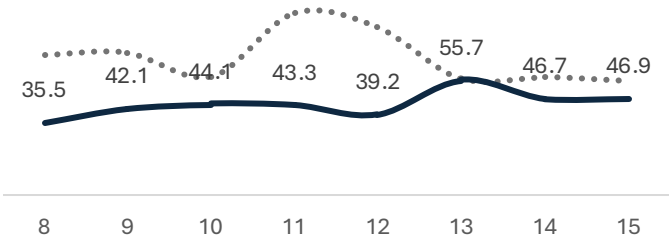
(2) Not meaningful as we do not budget WHS weekly.

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

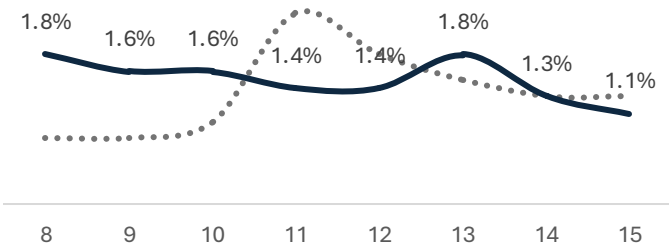
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# Online KPIs

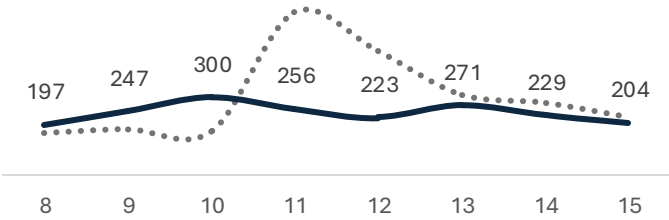
Sessions



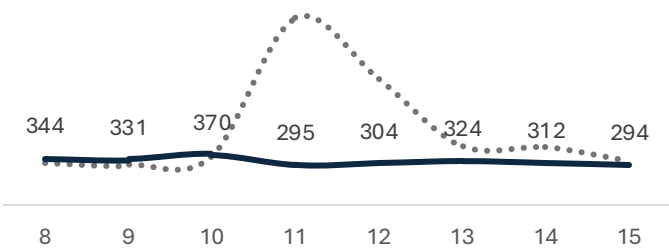
Conversion



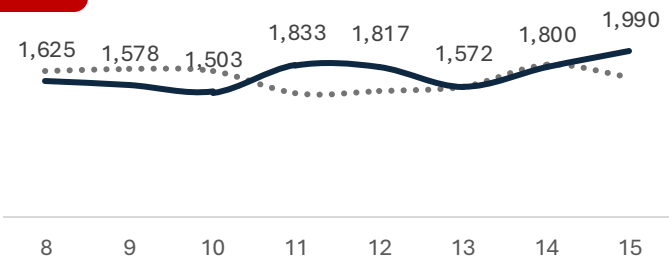
New Customers



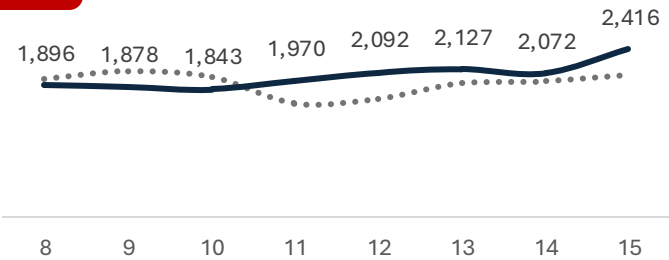
Returning Customers



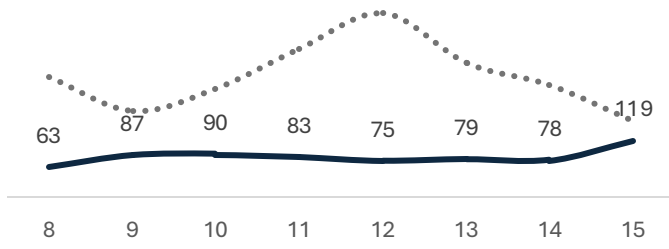
AOV New Customers



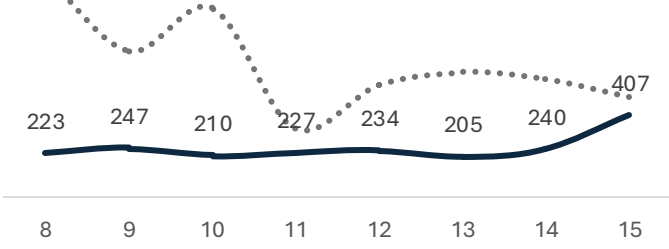
AOV Returning Customers



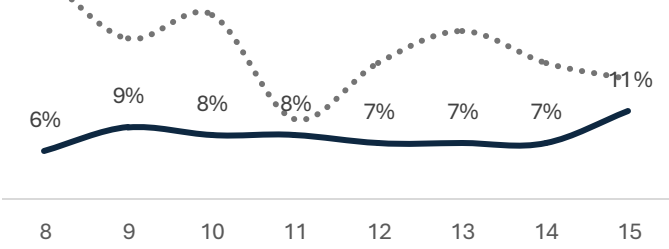
Online Media Spend



nCAC



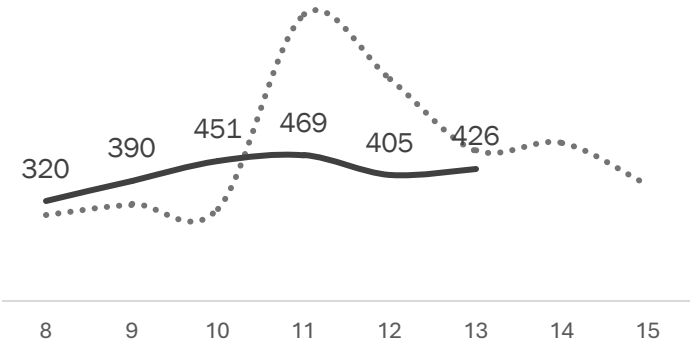
COS%



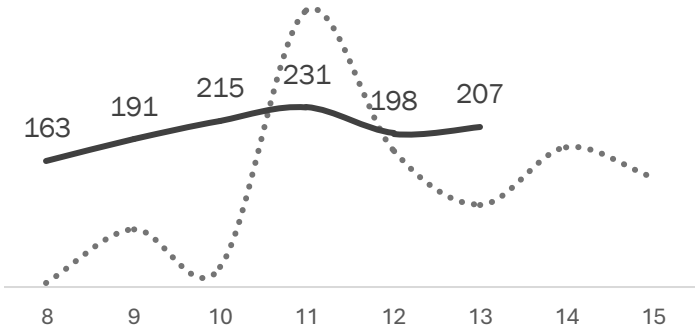
..... Last Year — Current Year

# Estimated Contribution per Customer Cohort

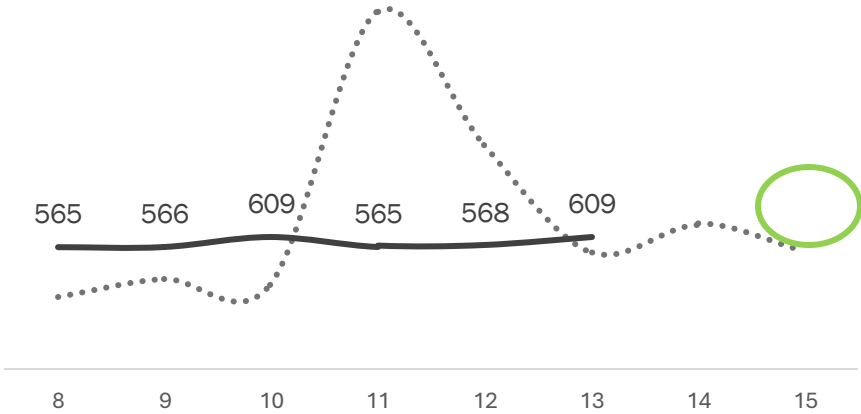
Gross Revenue  
New Customer



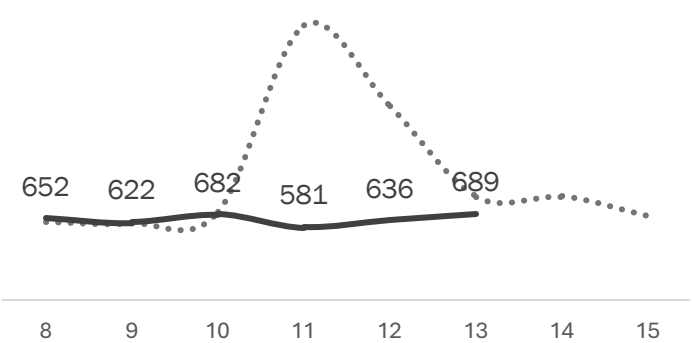
New Customer  
Contribution



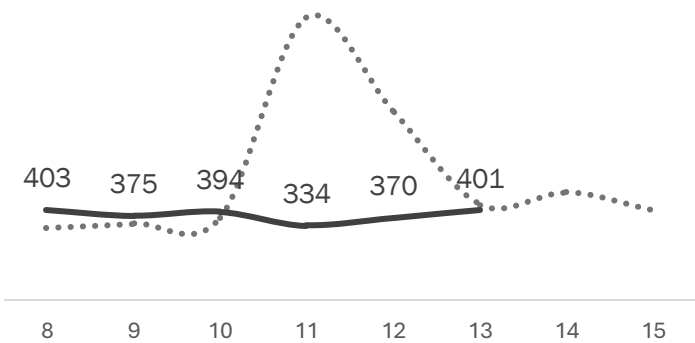
Total Customer  
Contribution



Gross Revenue  
Returning Customer



Returning Customer  
Contribution

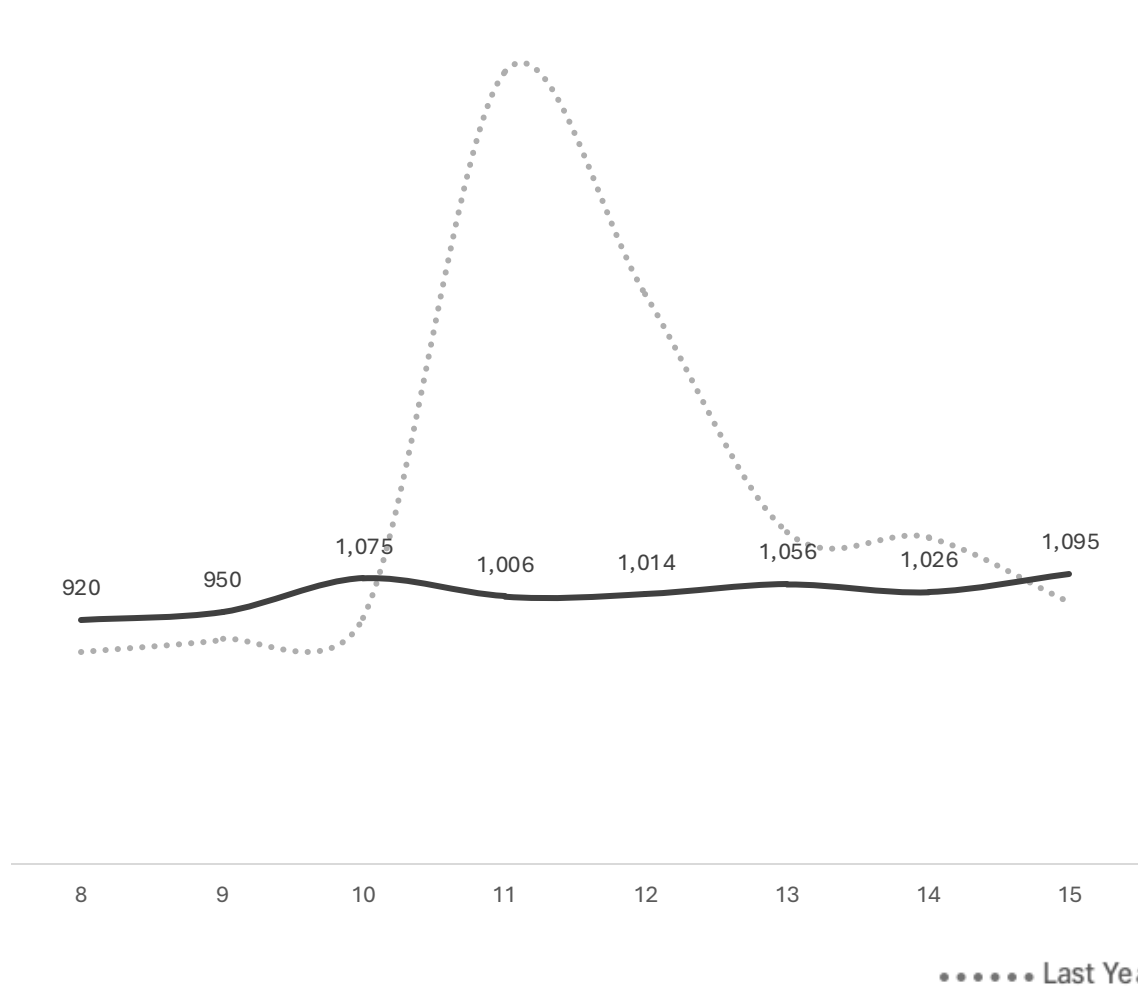


..... Last Year    — Current Year

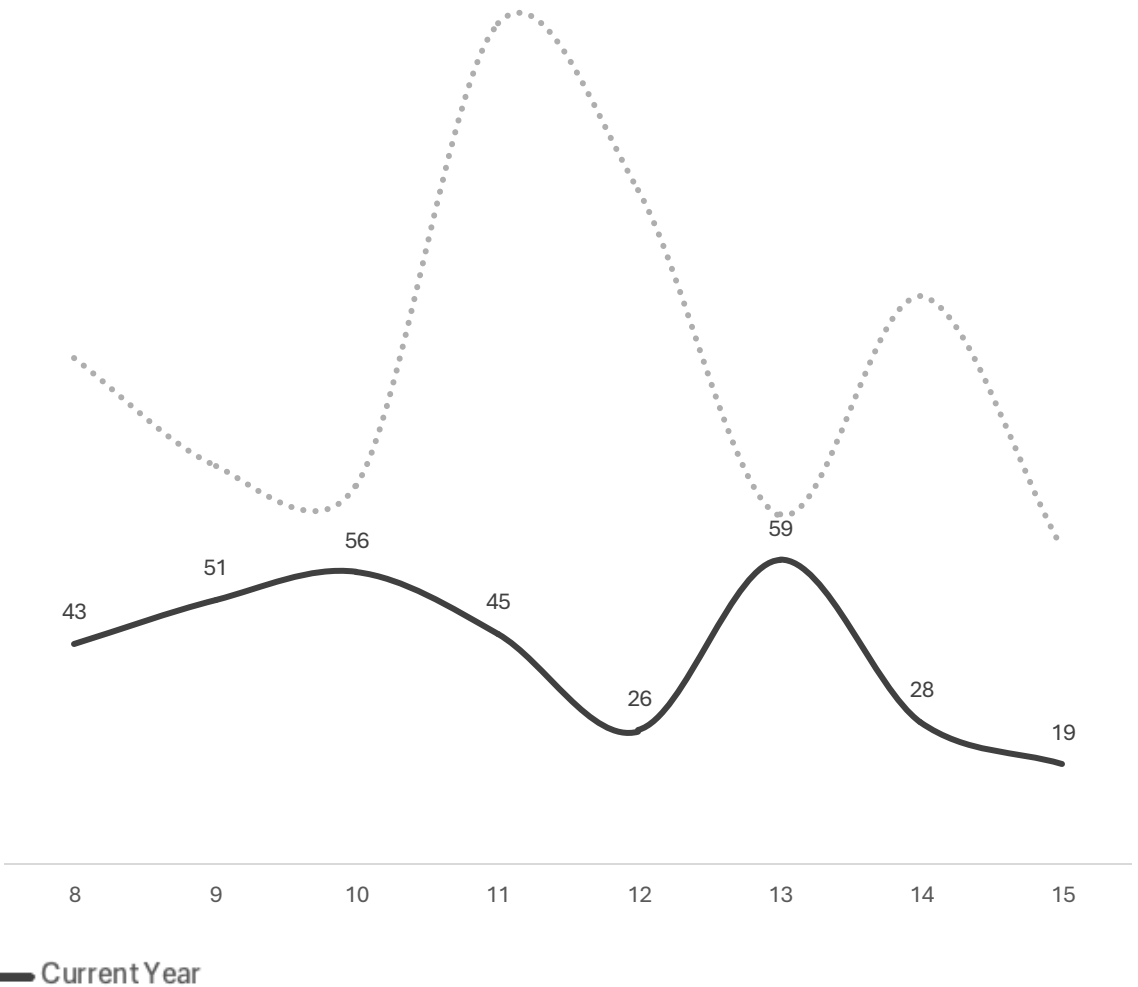
\*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

# Online Gross Revenue by Gender

Men's  
(SEK'000)



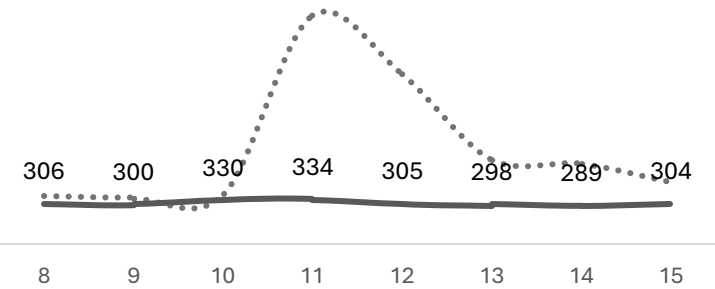
Women's  
(SEK'000)



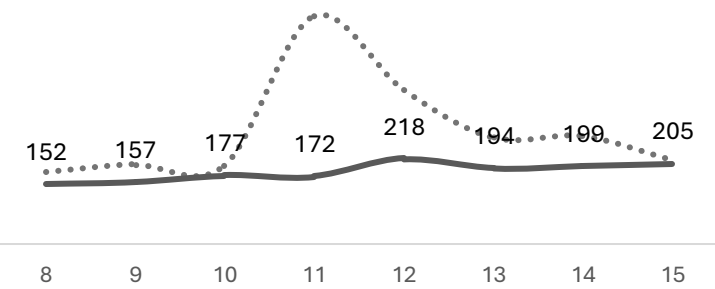
# Online Gross Revenue by Gender

## Men's (SEK'000)

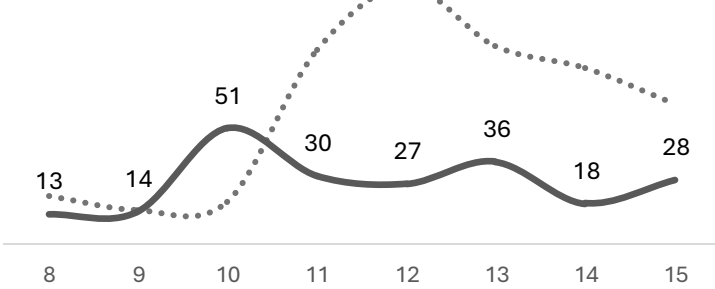
Underwear



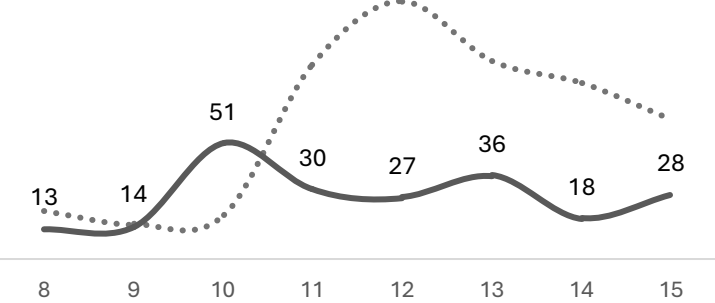
Tops



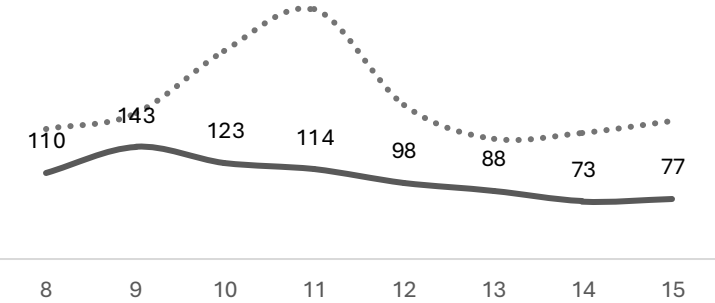
Home



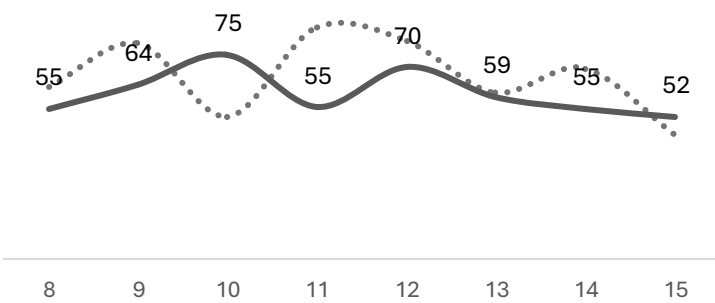
Mobilité



Pool & Swim



Socks

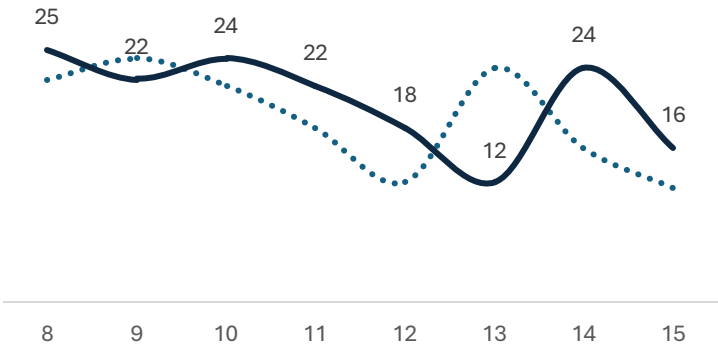


..... Last Year    ——— Current Year

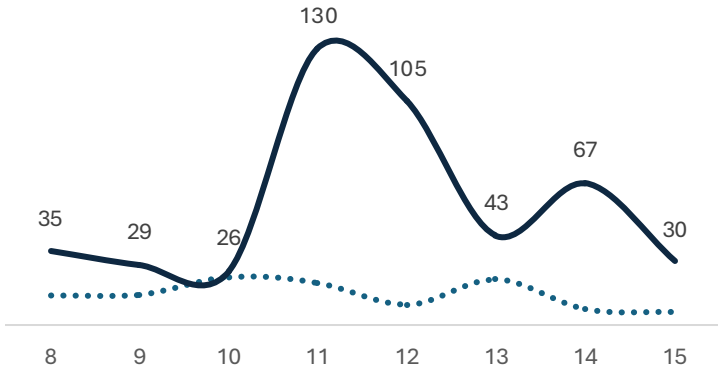
# Online Gross Revenue by Gender

Women's  
(SEK'000)

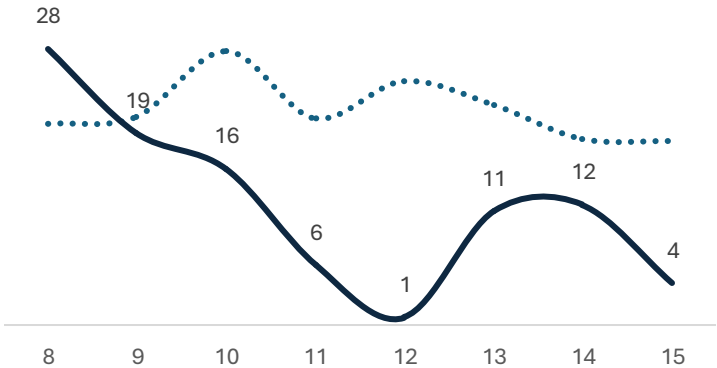
Underwear



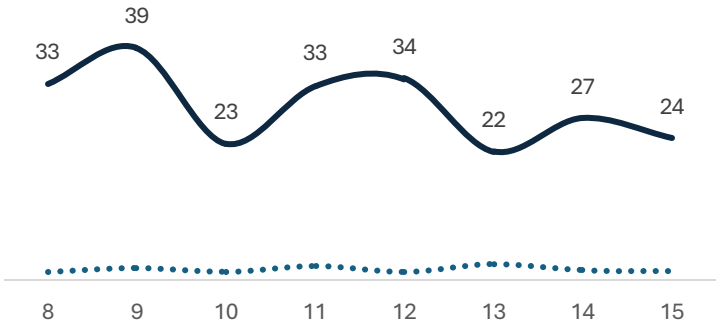
Tops



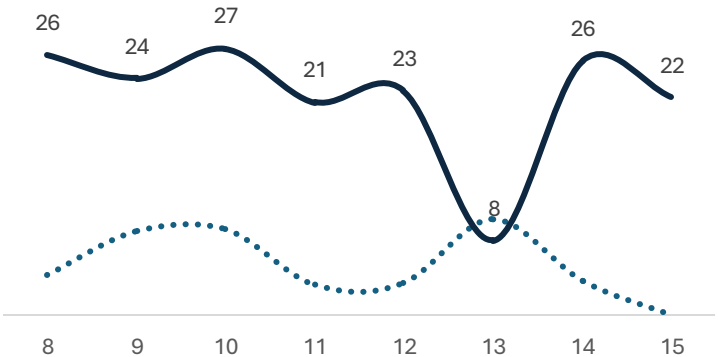
Socks



Home



Pool & Swim



..... 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	14.5	15	5.5%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	13.2	25	5.0%
3	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	12.7	7	4.8%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	11.3	14	4.3%
5	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	11.0	13	4.2%
6	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	10.2	4	3.9%
7	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	7.8	4	3.0%
8	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	7.0	4	2.6%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	7.0	9	2.6%
10	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	7.0	7	2.6%
11	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	6.6	9	2.5%
12	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	6.3	7	2.4%
13	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	5.9	2	2.2%
14	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	5.5	3	2.1%
15	MEN	POOLWEAR	POOL SHIRT	OFF WHITE	5.4	6	2.0%
16	MEN	TOPS	2 X RIB TANK TOP	WHITE	5.0	3	1.9%
17	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	5.0	2	1.9%
18	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK+STEEL BLUE+WHITE	4.6	5	1.7%
19	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	4.2	5	1.6%
20	MEN	UNDERWEAR	3 X BOXER SHORTS CLASSIC	BLACK+WHITE+SKY BLUE	4.2	2	1.6%
Top 20 Total					154.4	146	58.4%
Grand Total					264.5	312	100.0%

## Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	21.3	7	4.9%
2	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	19.0	10	4.3%
3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	18.8	36	4.3%
4	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	18.3	22	4.2%
5	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	17.8	9	4.1%
6	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	16.6	21	3.8%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	15.1	18	3.5%
8	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	WHITE	14.6	7	3.3%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	11.3	14	2.6%
10	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	11.1	12	2.5%
11	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	11.1	6	2.5%
12	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	11.0	5	2.5%
13	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	8.1	5	1.9%
14	MEN	UNDERWEAR	12 X Y-BRIEFS	BLACK	6.9	3	1.6%
15	MEN	TOPS	2 X RIB TANK TOP	WHITE	6.9	4	1.6%
16	MEN	UNDERWEAR	12 X BOXER TRUNKS	BLACK	6.7	2	1.5%
17	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	6.6	4	1.5%
18	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	5.6	7	1.3%
19	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	5.6	8	1.3%
20	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	5.6	6	1.3%
Top 20 Total					238.1	206	54.6%
Grand Total					436.4	477	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	32.8	37	4.9%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	32.0	61	4.8%
3	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	29.2	14	4.4%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	27.6	34	4.2%
5	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	27.2	9	4.1%
6	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	25.6	13	3.9%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	22.6	28	3.4%
8	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	22.1	27	3.3%
9	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	20.8	12	3.1%
10	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	16.0	7	2.4%
11	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON F	WHITE	14.6	7	2.2%
12	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	14.0	15	2.1%
13	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	13.6	8	2.1%
14	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	12.5	13	1.9%
15	MEN	TOPS	2 X RIB TANK TOP	WHITE	11.9	7	1.8%
16	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	11.1	6	1.7%
17	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	11.0	14	1.7%
18	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	7.4	4	1.1%
19	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	7.4	9	1.1%
20	MEN	POOLWEAR	POOL SHIRT	OFF WHITE	7.3	8	1.1%
Top 20 Total					366.8	333	55.3%
Grand Total					662.9	726	100.0%

Women (SEK '000)							
Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	2.5	3	13.0%
2	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	WHITE	1.7	1	9.0%
3	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	1.6	1	8.2%
4	WOMEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	1.4	1	7.2%
5	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	1.2	1	6.4%
6	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	WHITE	1.2	1	6.4%
7	WOMEN	UNDERWEAR	3 X THONG	BLACK	0.9	1	4.7%
8	WOMEN	UNDERWEAR	STRING THONG	BLACK	0.9	3	4.5%
9	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	0.8	1	4.3%
10	WOMEN	SOCKS	W-COTTON RIB SOCKS	BLACK	0.8	3	4.2%
11	WOMEN	UNDERWEAR	W-BOXER BRIEF	BLACK	0.7	2	3.6%
12	WOMEN	UNDERWEAR	Y-BRIEFS	BLACK	0.6	2	3.4%
13	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	0.6	1	3.4%
14	WOMEN	UNDERWEAR	STRING THONG	WHITE	0.6	2	3.3%
15	WOMEN	UNDERWEAR	Y-BRIEFS	WHITE	0.6	2	3.3%
16	WOMEN	UNDERWEAR	2 X THONG	WHITE+BLACK	0.6	1	3.3%
17	WOMEN	SOCKS	OVER-KNEE WOOL RIB SOCKS	BLACK	0.5	1	2.8%
18	WOMEN	UNDERWEAR	THONG	WHITE	0.5	1	2.5%
19	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	PANNA COTTA	0.5	1	2.4%
20	WOMEN	UNDERWEAR	Y-BRIEFS	OLIVE GREEN	0.4	1	2.2%
Top 20 Total					18.8	30	98.0%
Grand Total					19.1	31	100.0%