# WEEKLY REPORT

Mar 10<sup>th</sup> – Mars 16<sup>th</sup>

## **Monday Morning Meeting**

				Mar	10th - Mar 1	L6th				Year-to-date							
							Growth	vs.						Growth vs.			Budget
(SEK '000)	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%)	-	-

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

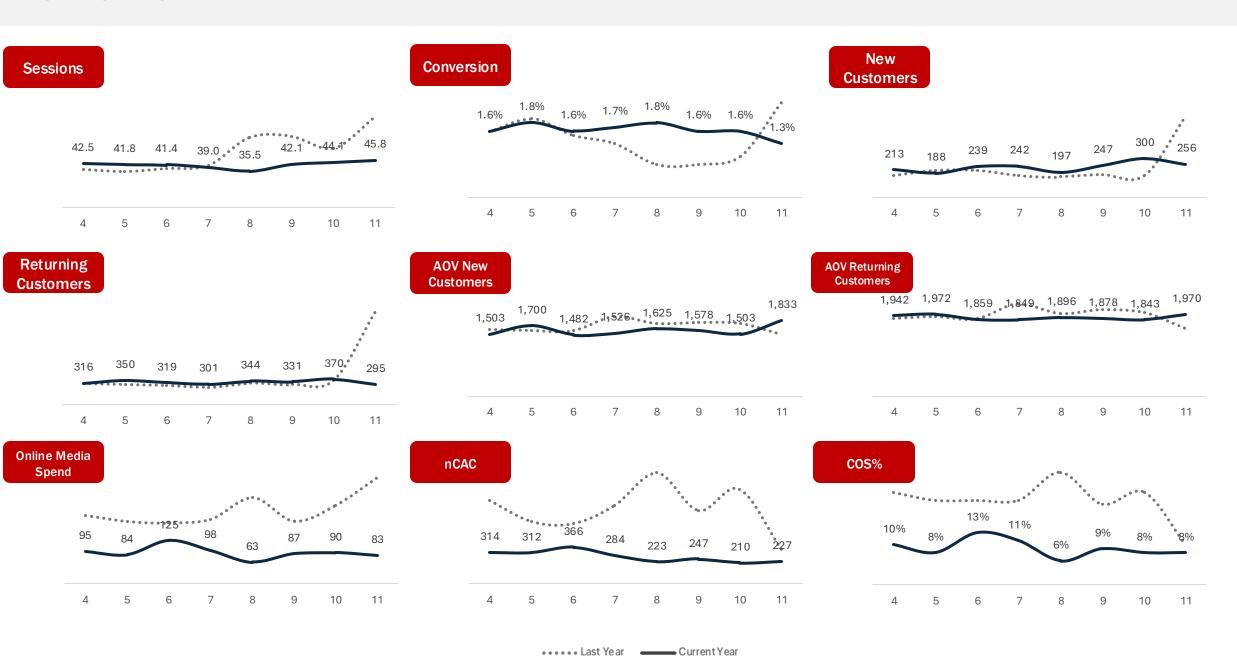
<sup>(2)</sup> Not meaningful as we do not budget WHS weekly.

<sup>(3)</sup> Not meaningful due to change in sales seasons.

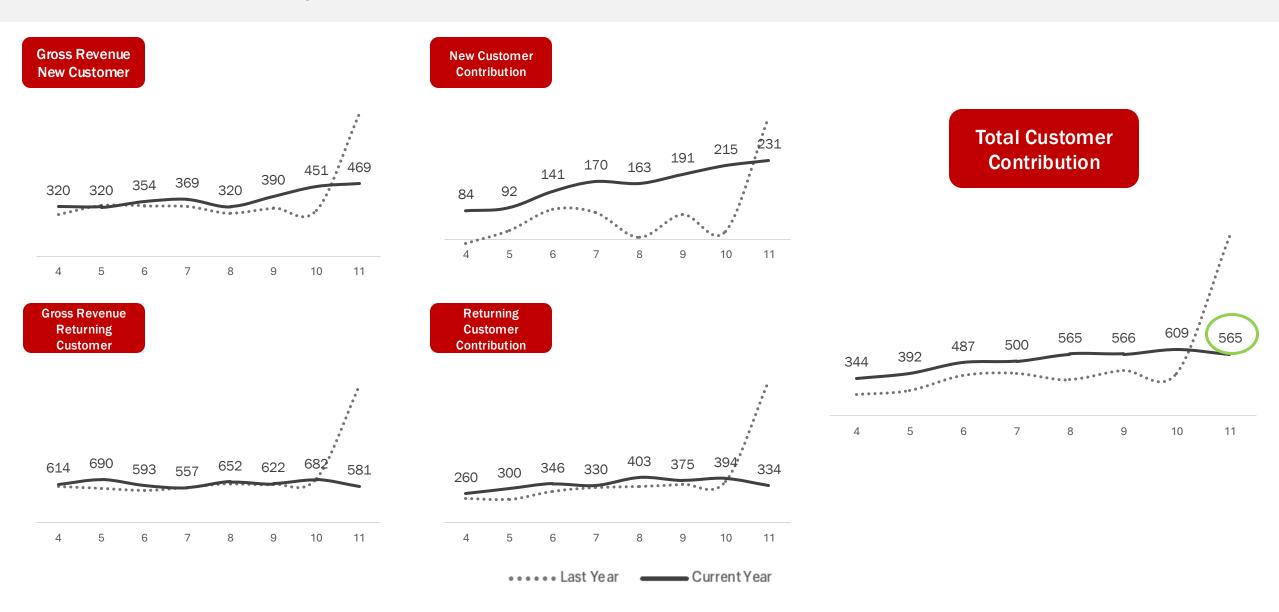
# **Top Markets**

(SEK '000)				Feb 3	rd - Feb 9	th							Y/Y	GROWTH	%								SOB%				
Markets	4	5	6	7	8	9	10	11	8-week avg.	4	5	6	7	8	9	10	11	8-week avg.	4	5	6	7	8	9	10	11 8	8-week avg.
US	377	441	458	380	439	427	468	403	424	21	11	42	2	20	12	19	(60)	(4)	40	44	48	41	45	42	41	38	42
GB	121	86	113	126	160	140	161	178	136	20	(11)	17	(9)	72	33	26	(58)	(8)	13	8	12	14	16	14	14	17	14
SE	100	110	97	100	99	118	134	113	109	39	36	(5)	2	(2)	(10)	19	(75)	(24)	11	11	10	11	10	12	12	11	11
DE	49	37	65	49	51	73	88	78	61	(13)	(9)	49	1	(35)	15	(6)	(71)	(29)	5	4	7	5	5	7	8	7	6
CA	19	19	20	11	18	27	23	29	21	(29)	(42)	164	(64)	237	61	(20)	(61)	(25)	2	2	2	1	2	3	2	3	2
AE	6	14	10	20	3	10	19	29	14	(64)	(32)	(20)	0	(92)	111	7	5	(15)	1	1	1	2	0	1	2	3	1
FR	25	63	18	16	16	28	23	26	27	(11)	119	(54)	(54)	(25)	39	(44)	(77)	(34)	3	6	2	2	2	3	2	2	3
NL	18	14	16	29	13	28	19	24	20	(1)	1	(31)	144	(58)	146	1	(69)	(22)	2	1	2	3	1	3	2	2	2
AU	26	22	21	33	18	35	17	20	24	(49)	54	(41)	(41)	(9)	27	(71)	(83)	(49)	3	2	2	3	2	3	1	2	2
СН	34	35	12	24	35	11	33	18	25	77	(21)	(57)	194	(20)	(79)	120	(84)	(37)	4	3	1	3	4	1	3	2	2
AT	10	6	2	6	6	17	12	14	9	(7)	(16)	(93)	(63)	(4)	23	119	(69)	(42)	1	1	0	1	1	2	1	1	1
DK	2	15	16	10	8	12	7	10	10	(83)	41	1028	266	(11)	37	(12)	(70)	(3)	0	1	2	1	1	1	1	1	1
BE	14	16	8	3	14	3	18	9	11	189	129	(34)	(41)	75	(67)	236	(81)	(13)	1	2	1	0	1	0	2	1	1
ROW	138	135	97	113	98	82	114	82	107	23	54	0	56	15	(2)	45	(77)	(12)	15	13	10	12	10	8	10	8	11
Total	934	1010	948	926	973	1012	1133	1051	998	11	15	12	4	8	9	13	(67)	(15)	100	100	100	100	100	100	100	100	100

#### Online KPIs

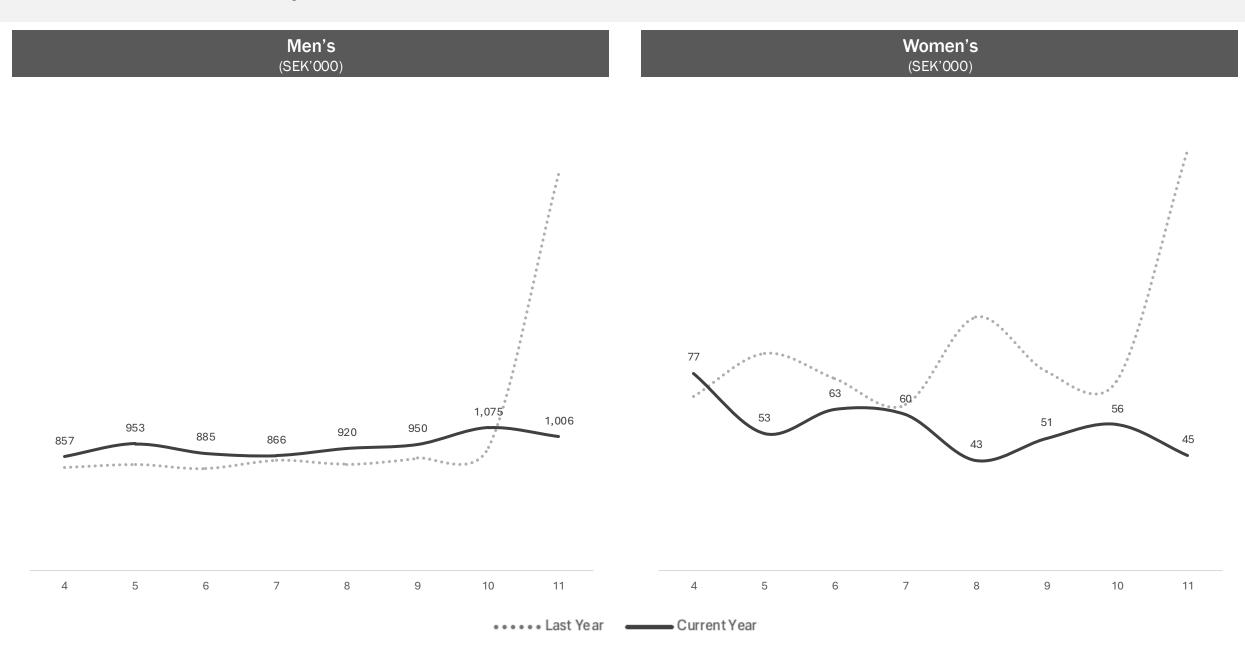


#### **Estimated Contribution per Customer Cohort**

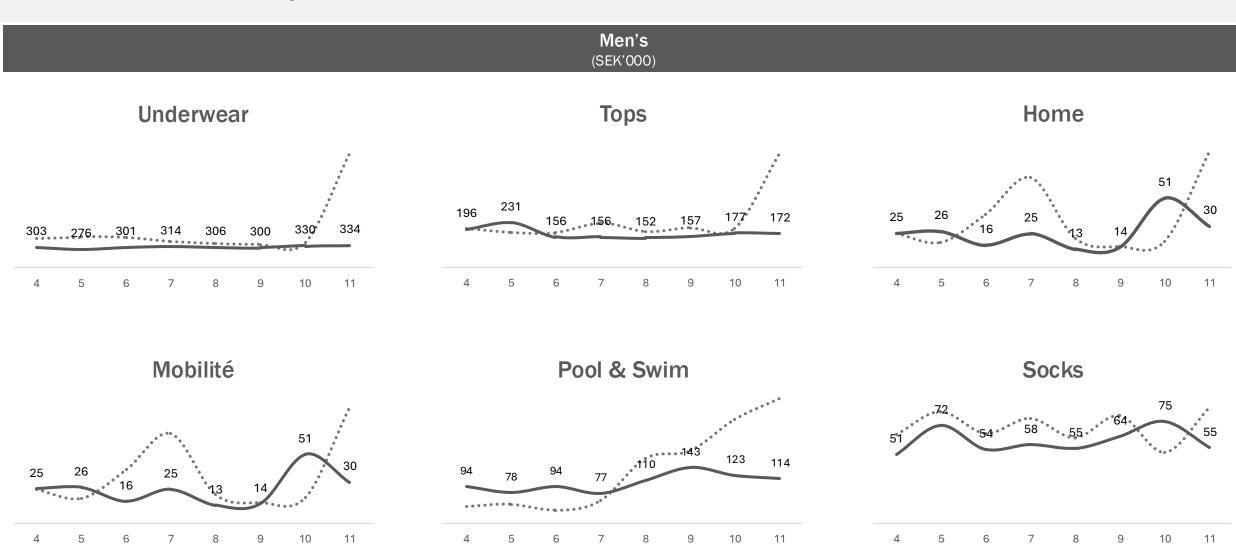


<sup>\*</sup>Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

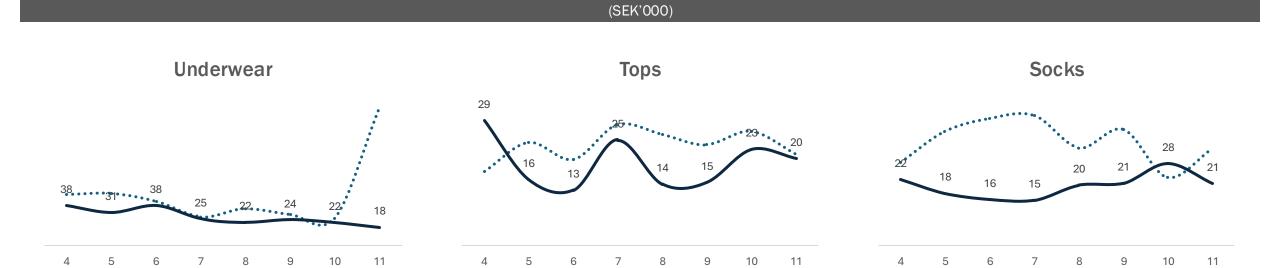
## Online Gross Revenue by Gender



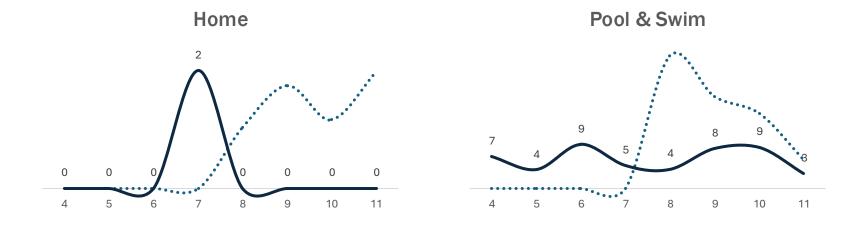
#### Online Gross Revenue by Gender



## Online Gross Revenue by Gender



Women's



# **Online Gross Revenue by Category**

(SEK '000)					Y/Y (	GROWTH 9	%							Y/Y	GROWTH	%								SOB %				
Gender	Category	4	5	6	7	8	9	10	11	8-week avg	4	5	6	7	8	9	10	11	8-week avg	4	5	6	7	8	9	10	11	8-week avg
Men	Underwear	303	276	301	314	306	300	330	334	308	(30%)	(39%)	(32%)	(20%)	(14%)	(12%)	(13%)	(80%)	(45%)	40%	36%	44%	45%	44%	41%	40%	44%	42%
Men	Tops	196	231	156	156	152	157	177	172	174	(1%)	28%	(12%)	(31%)	(17%)	(22%)	(12%)	(71%)	(29%)	26%	31%	23%	22%	22%	21%	21%	23%	24%
Men	Swimwear	89	67	80	71	100	132	112	105	94	120%	35%	272%	95%	(37%)	(22%)	(52%)	(65%)	(25%)	12%	9%	12%	10%	14%	18%	14%	14%	13%
Men	Socks	51	72	54	58	55	64	75	55	60	(22%)	(13%)	(18%)	(25%)	(12%)	(20%)	43%	(35%)	(15%)	7%	9%	8%	8%	8%	9%	9%	7%	8%
Men	Home	25	26	16	25	13	14	51	30	25	1%	45%	(59%)	(62%)	(37%)	(5%)	168%	(65%)	(30%)	3%	4%	2%	4%	2%	2%	6%	4%	3%
Men	Mobilité	17	20	7	10	23	8	11	12	13	45%	64%	(8%)	87%	69%	(64%)	22%	(95%)	(65%)	2%	3%	1%	1%	3%	1%	1%	2%	2%
Men	Poolwear	5	12	13	7	10	11	10	10	10	81%	-	8%	(69%)	30%	(31%)	(70%)	(59%)	(35%)	1%	2%	2%	1%	1%	2%	1%	1%	1%
Men	Total	685	702	628	640	659	685	765	718	685	(11%)	(12%)	(18%)	(23%)	(18%)	(19%)	(17%)	(76%)	(37%)	90%	93%	91%	91%	94%	93%	93%	94%	92%
Women	Tops	29	16	13	25	14	15	23	20	19	69%	(36%)	(35%)	(13%)	(45%)	(38%)	(15%)	(4%)	(17%)	4%	2%	2%	4%	2%	2%	3%	3%	3%
Women	Underwear	38	31	38	25	22	24	22	18	27	(21%)	(37%)	(10%)	(7%)	(36%)	(16%)	(16%)	(86%)	(43%)	5%	4%	5%	4%	3%	3%	3%	2%	4%
Women	Socks	3	3	2	3	2	3	3	3	3	17%	(76%)	(81%)	(66%)	(79%)	24%	(5%)	2%	(56%)	-	-	-	-	-	<del>-</del>	-	-	-
Women	Swimwear	7	4	9	5	4	8	9	3	6	-	-	-	-	(86%)	(57%)	(46%)	(50%)	(30%)	1%	1%	1%	1%	1%	1%	1%	-	1%
Women	Home	0	0	0	2	0	0	0	0	0	<del>-</del>	-	-	-	(100%)	(100%)	(100%)	(100%)	(66%)	-%	-%	-%	-	-%	-%	-%	-%	_
Women	Total	77	53	63	60	43	51	56	45	56	13%	(37%)	(16%)	(6%)	(57%)	(34%)	(23%)	(73%)	(36%)	10%	7%	9%	9%	6%	7%	7%	6%	8%
Grand To	tal	761	755	691	700	702	737	822	763	741	(9%)	(14%)	(18%)	(21%)	(22%)	(20%)	(18%)	(76%)	(37%)	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **Top Online Products by New and Returning Customer**

#### New Customers

(SEK '000

#### **Returning 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 N	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%

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	MIDWEIGHTT-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-RIBT-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%