# WEEKLY REPORT

Mar 17<sup>th</sup> – Mars 23<sup>rd</sup>

## **Monday Morning Meeting**

				Mar	24th - Mar 3	Oth							Year-to	-date			
							Growth	vs.							Growth vs.		
(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	1,115	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%)	-	-

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

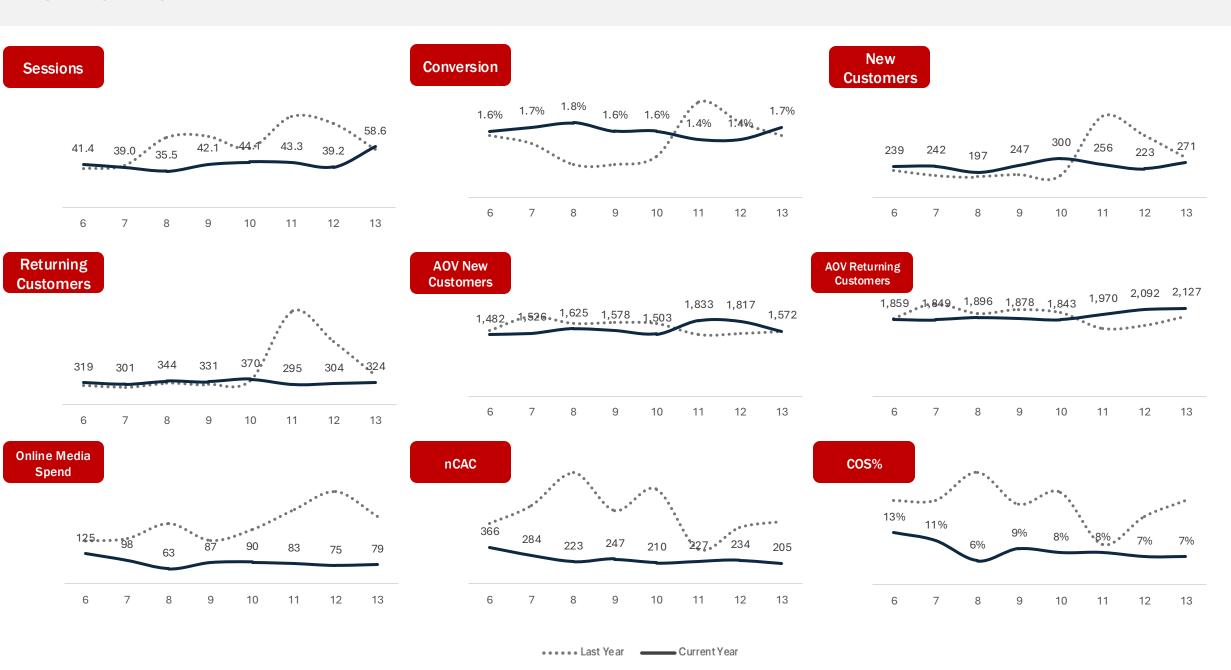
<sup>(2)</sup> Not meaningful as we do not budget WHS weekly.

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

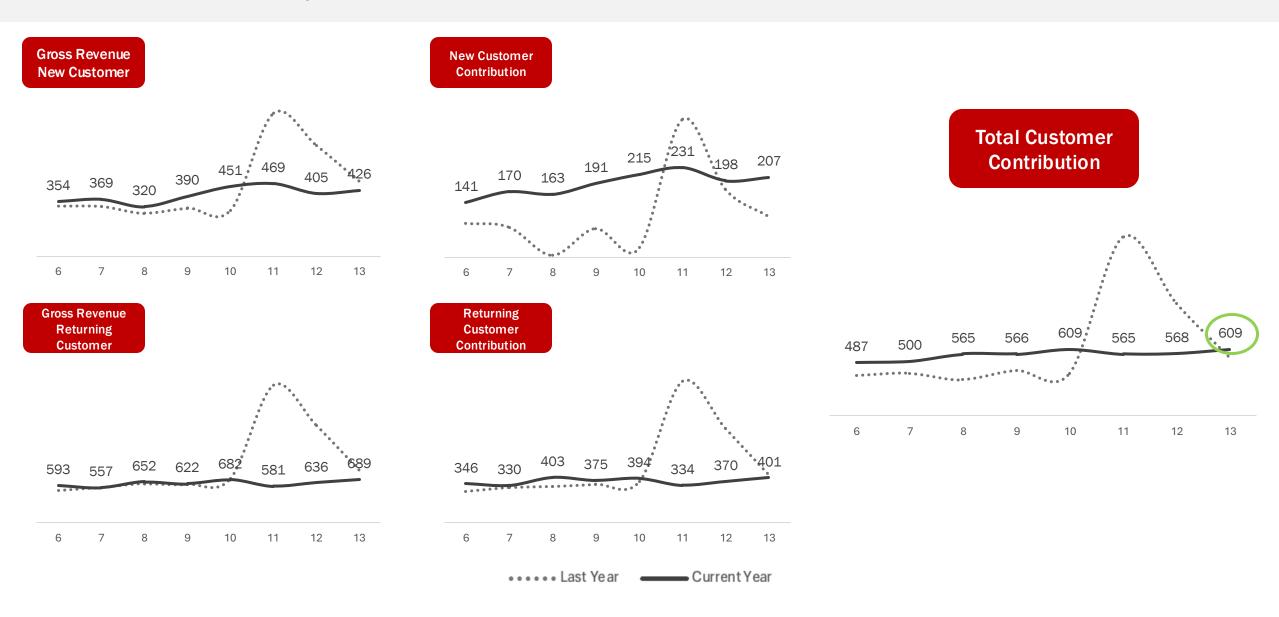
# **Top Markets**

(SEK '000)				Feb 3	Brd - Feb 9	th							Y/Y	GROWTH	%								SOB%				
Markets	6	7	8	9	10	11	12	13	8-week avg.	6	7	8	9	10	11	12	13	8-week avg.	6	7	8	9	10	11	12	13	B-week avg.
US	458	380	439	427	468	403	367	424	421	42	2	20	12	19	(60)	(52)	(11)	(18)	48	41	45	42	41	38	35	38	41
GB	113	126	160	140	161	178	209	130	152	17	(9)	72	33	26	(58)	(28)	(31)	(17)	12	14	16	14	14	17	20	12	15
SE	97	100	99	118	134	113	127	127	114	(5)	2	(2)	(10)	19	(75)	(52)	(2)	(34)	10	11	10	12	12	11	12	11	11
DE	65	49	51	73	88	78	75	90	71	49	1	(35)	15	(6)	(71)	(55)	37	(31)	7	5	5	7	8	7	7	8	7
СН	12	24	35	11	33	18	16	54	25	(57)	194	(20)	(79)	120	(84)	(68)	69	(40)	1	3	4	1	3	2	2	5	2
AU	21	33	18	35	17	20	21	44	26	(41)	(41)	(9)	27	(71)	(83)	(78)	(30)	(56)	2	3	2	3	1	2	2	4	3
AT	2	6	6	17	12	14	19	36	14	(93)	(63)	(4)	23	119	(69)	(32)	106	(27)	0	1	1	2	1	1	2	3	1
FR	18	16	16	28	23	26	22	21	21	(54)	(54)	(25)	39	(44)	(77)	(58)	(54)	(54)	2	2	2	3	2	2	2	2	2
CA	20	11	18	27	23	29	10	21	20	164	(64)	237	61	(20)	(61)	(87)	(40)	(42)	2	1	2	3	2	3	1	2	2
NL	16	29	13	28	19	24	41	17	23	(31)	144	(58)	146	1	(69)	(22)	(62)	(31)	2	3	1	3	2	2	4	1	2
ES	4	21	6	19	11	8	9	16	12	(66)	931	6	271	(4)	(65)	(73)	(39)	(21)	0	2	1	2	1	1	1	1	1
AE	10	20	3	10	19	29	23	12	16	(20)	0	(92)	111	7	5	(57)	(60)	(29)	1	2	0	1	2	3	2	1	1
DK	16	10	8	12	7	10	9	11	10	1028	266	(11)	37	(12)	(70)	(65)	(54)	(25)	2	1	1	1	1	1	1	1	1
ROW	102	107	101	75	123	103	100	98	101	(2)	31	9	(15)	67	(75)	(71)	(35)	(40)	11	12	10	7	11	10	10	9	10
Total	948	926	973	1012	1133	1051	1042	1116	1025	12	4	8	9	13	(67)	(54)	(15)	(27)	100	100	100	100	100	100	100	100	100

#### Online KPIs

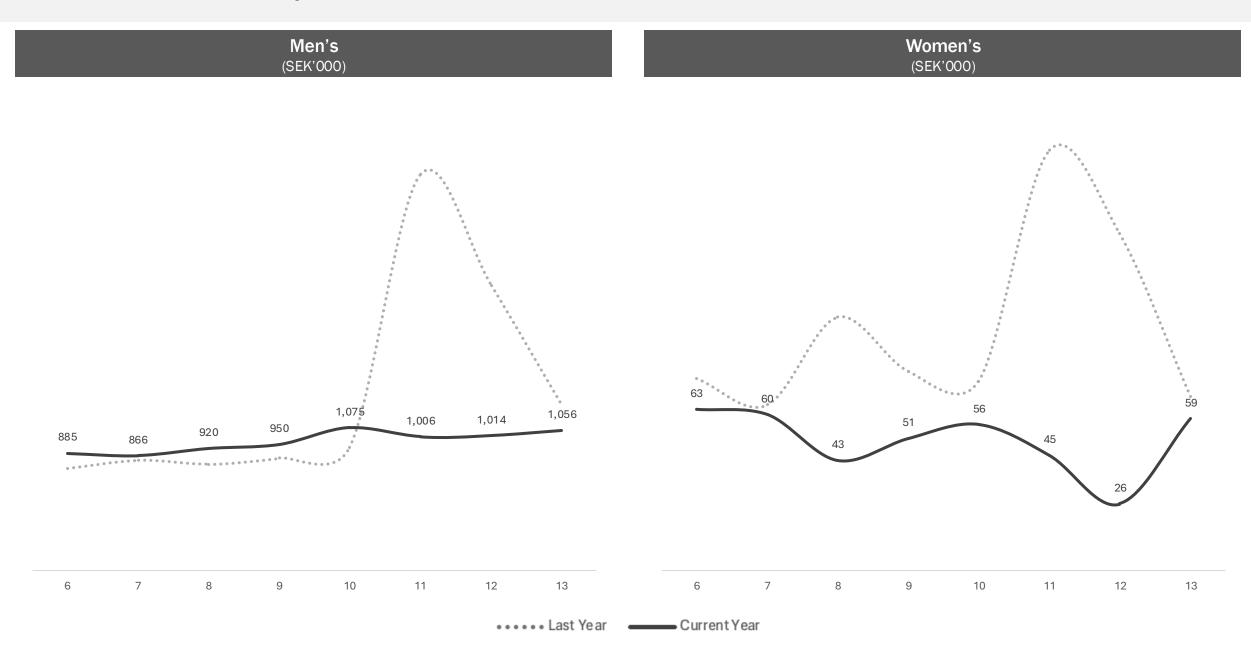


### **Estimated Contribution per Customer Cohort**



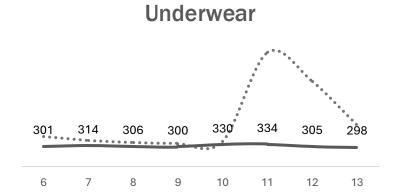
<sup>\*</sup>Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

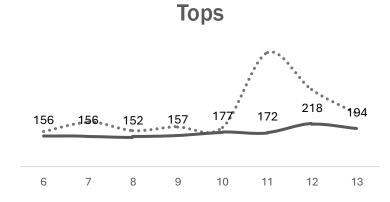
## Online Gross Revenue by Gender

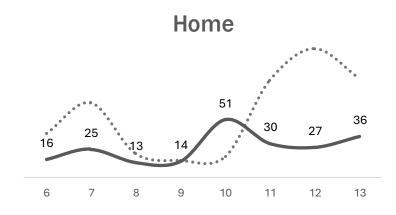


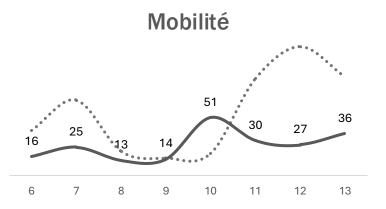
## Online Gross Revenue by Gender

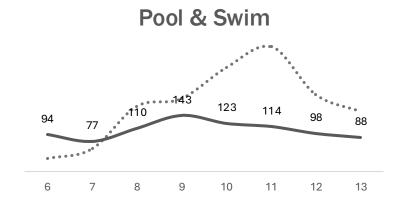


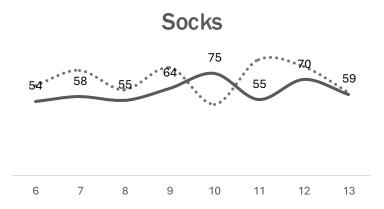






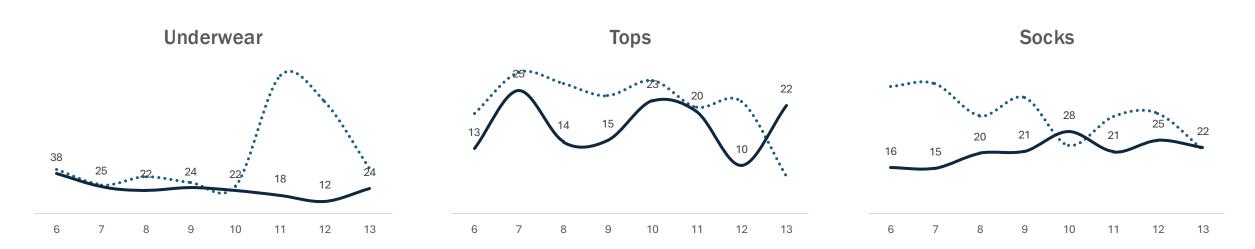


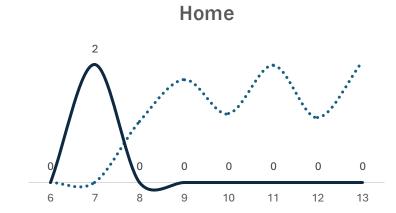


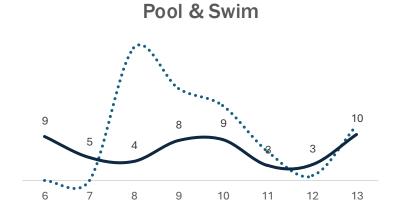


## Online Gross Revenue by Gender









# **Online Gross Revenue by Category**

(SEK'000)					Y/Y	GROWTH	%							Y/Y	GROWTH	<b> </b> %								SOB %				
Gender	Category	6	7	8	9	10	11	12	13	8-week avg	6	7	8	9	10	11	12	13	8-week avg	6	7	8	9	10	11	12	13	8-week avg
Men	Underwear	301	314	306	300	330	334	305	298	311	(32%)	(20%)	(14%)	(12%)	(13%)	(80%)	(76%)	(53%)	(55%)	44%	45%	44%	41%	40%	44%	41%	40%	42%
	Tops	156	156	152	157	177	172	218	194	173	(12%)	(31%)	(17%)	(22%)	(12%)	(71%)	(45%)	(29%)	(38%)	23%	22%	22%	21%	21%	23%	29%	26%	23%
	Swimwear	80	71	100	132	112	105	94	70	95	272%	95%	(37%)	(22%)	(52%)	(65%)	(51%)	(52%)	(39%)	12%	10%	14%	18%	14%	14%	13%	9%	13%
	Socks	54	58	55	64	75	55	70	59	61	(18%)	(25%)	(12%)	(20%)	43%	(35%)	(12%)	(3%)	(13%)	8%	8%	8%	9%	9%	7%	9%	8%	8%
	Home	16	25	13	14	51	30	27	36	27	(59%)	(62%)	(37%)	(5%)	168%	(65%)	(76%)	(58%)	(52%)	2%	4%	2%	2%	6%	4%	4%	5%	4%
	Poolwear	13	7	10	11	10	10	4	18	10	8%	(69%)	30%	(31%)	(70%)	(59%)	(40%)	131%	(36%)	2%	1%	1%	2%	1%	1%	1%	2%	1%
	Mobilité	7	10	23	8	11	12	2	11	11	(8%)	87%	69%	(64%)	22%	(95%)	(98%)	(76%)	(81%)	1%	1%	3%	1%	1%	2%		1%	1%
	Total	628	640	659	685	765	718	720	687	688	(18%)	(23%)	(18%)	(19%)	(17%)	(76%)	(66%)	(45%)	(48%)	91%	91%	94%	93%	93%	94%	97%	92%	93%
Women	Underwear	38	25	22	24	22	18	12	24	23	(10%)	(7%)	(36%)	(16%)	(16%)	(86%)	(89%)	(45%)	(58%)	5%	4%	3%	3%	3%	2%	2%	3%	3%
	Tops	13	25	14	15	23	20	10	22	18	(35%)	(13%)	(45%)	(38%)	(15%)	(4%)	(57%)	190%	(20%)	2%	4%	2%	2%	3%	3%	1%	3%	2%
	Swimwear	9	5	4	8	9	3	3	10	6	-	-	(86%)	(57%)	(46%)	(50%)	266%	(16%)	(38%)	1%	1%	1%	1%	1%	-	-	1%	1%
	Socks	2	3	2	3	3	3	1	4	3	(81%)	(66%)	(79%)	24%	(5%)	2%	(28%)	9%	(50%)	-	-	-	-	-	-	-	-	-
	Home	0	2	0	0	0	0	0	0	0	-	-	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(78%)	-%	=	-%	-%	-%	-%	-%	-%	-
	Total	63	60	43	51	56	45	26	59	50	(16%)	(6%)	(57%)	(34%)	(23%)	(73%)	(80%)	(13%)	(46%)	9%	9%	6%	7%	7%	6%	3%	8%	7%
Grand To	tal	691	700	702	737	822	763	746	746	738	(18%)	(21%)	(22%)	(20%)	(18%)	(76%)	(67%)	(43%)	(48%)	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	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%

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Oty	SOR%
1	MEN		WOOL BOXER BRIEF	BLACK	18.8		4.3%
2	MEN		6 X BOXER BRIEFS	BLACK	15.5		3.5%
3	MEN		12 X BOXER BRIEFS	BLACK	14.9		
4	MEN		3 X BOXER BRIEFS	BLACK	13.9		3.2%
5	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	10.3		2.3%
6	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	9.8		2.2%
7	MEN		3 X Y-BRIEFS	WHITE	9.8		
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	WOOLT-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 Tota					186.6	185	42.6%
Grand Total					437.7	556	100.0%

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

#### Men

(SEK '000)

#### Women

(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%

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-RIBT-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%