

# WEEKLY REPORT

April 21<sup>th</sup> – April 27<sup>th</sup>

# Monday Morning Meeting

	Apr 21st - Apr 27th									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	1,259	1,020	1,533	1,713		23.5%	(17.9%)	(26.5%)	n/m	4,259	4,830	6,047	-	(11.8%)	(29.6%)	-	-
Returns	18	32	114	176		(42.4%)	(83.8%)	(89.6%)	n/m	137	422	477	-	(67.5%)	(71.2%)	-	-
Return Rate %	1.5 %	3.1 %	7.4 %	10.3 %		(51.6%)	(79.7%)	(85.4%)	n/m	3.2%	8.7%	7.9%	-	(63.2%)	(59.5%)	-	-
Online Net Revenue	1,241	988	1,420	1,537		25.6%	(12.6%)	(19.3%)	n/m	4,122	4,407	5,569	-	(6.5%)	(26.0%)	-	-
Retail Concept Store	76	45	61	121		68.4%	23.3%	(37.7%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	51		0.0%	0.0%	(100.0%)	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	76	45	61	172		68.4%	23.3%	(56.1%)	n/m	234	231	660	-	1.7%	(64.5%)	-	-
Wholesale Net Revenue	389	110	282	195		252.6%	37.9%	100.0%	n/m	1,235	910	446	-	35.7%	177.0%	-	-
Total Net Revenue	1,706	1,143	1,763	1,904		49.2%	(3.2%)	(10.4%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	339	271	460	401		25.1%	(26.3%)	(15.5%)	n/m	1119	1404	1421	-	(20.3%)	(21.3%)	-	-
New customers	260	201	315	407		29.4%	(17.5%)	(36.1%)	n/m	851	1009	1423	-	(15.7%)	(40.2%)	-	-
Marketing Spend	141	81	211	315		72.8%	(33.2%)	(55.3%)	n/m	408	797	1,233	-	(48.8%)	(66.9%)	-	-
Online Cost of Sale(3)	11.2 %	8.0 %	13.7 %	18.4 %		39.9%	(18.6%)	(39.2%)	n/m	9.6%	16.5%	20.4%	-	(41.9%)	(53.0%)	-	-

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

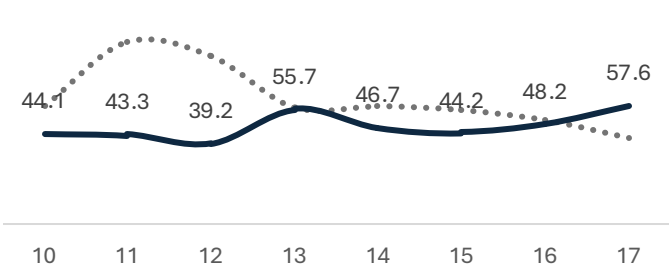
(2) Not meaningful as we do not budget WHS weekly.

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

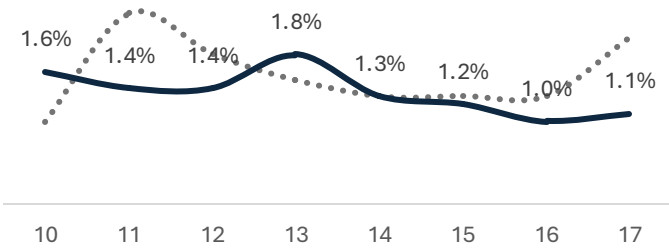
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# Online KPIs

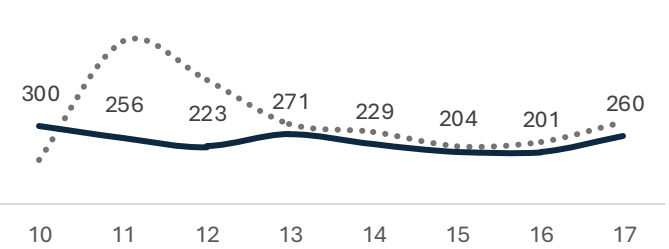
Sessions



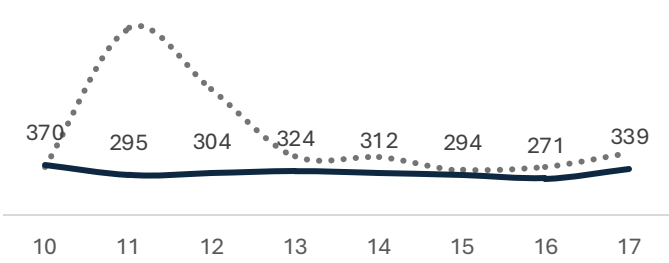
Conversion



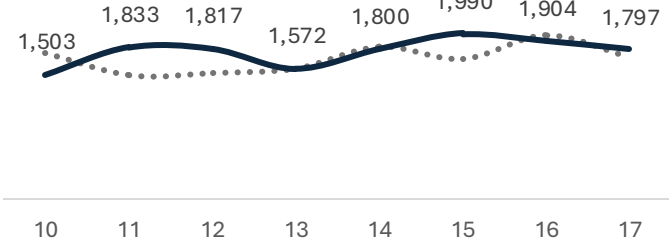
New Customers



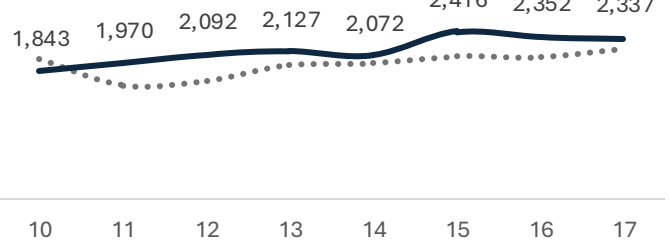
Returning Customers



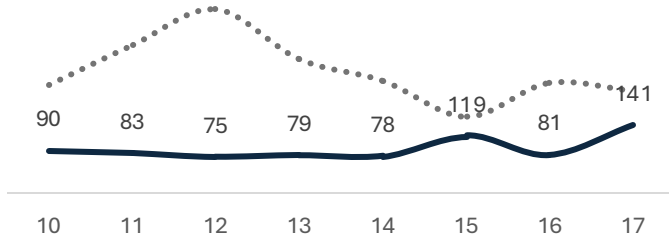
AOV New Customers



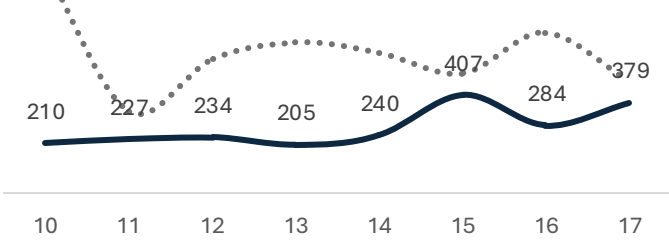
AOV Returning Customers



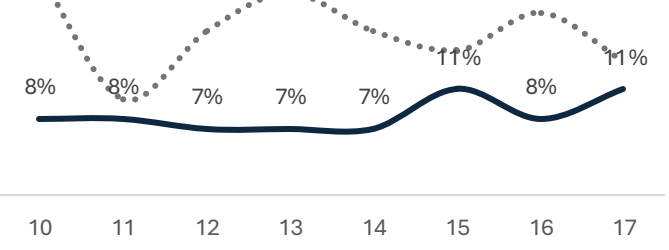
Online Media Spend



nCAC



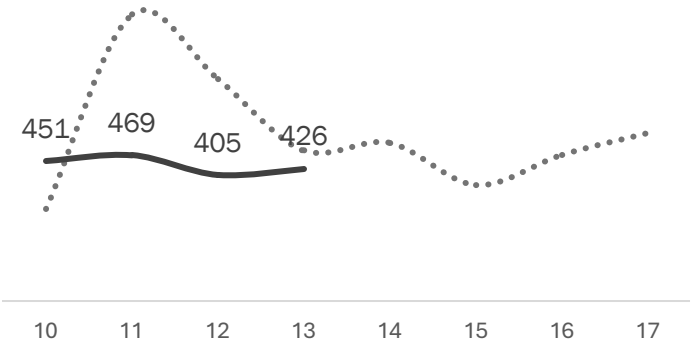
COS%



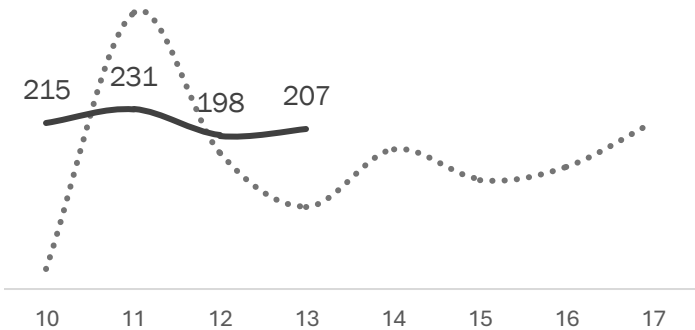
..... Last Year    — Current Year

# Estimated Contribution per Customer Cohort

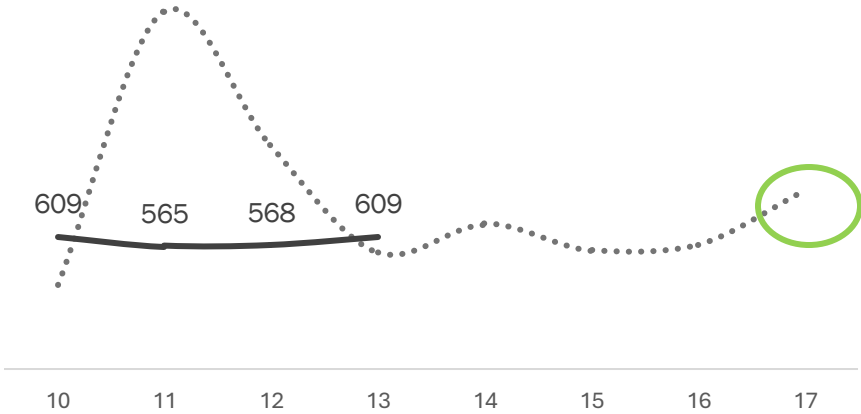
Gross Revenue  
New Customer



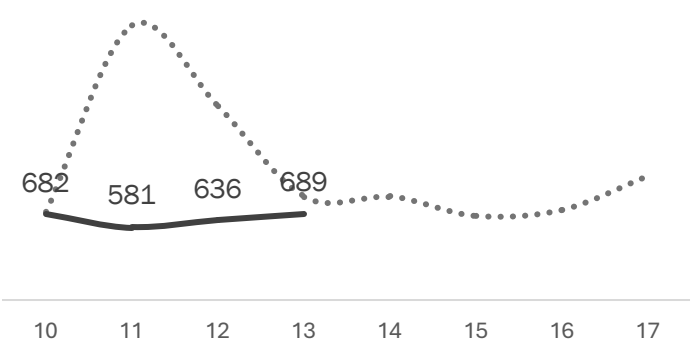
New Customer  
Contribution



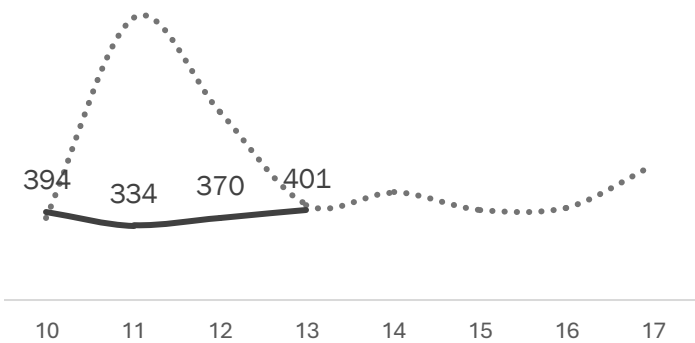
Total Customer  
Contribution



Gross Revenue  
Returning Customer



Returning Customer  
Contribution

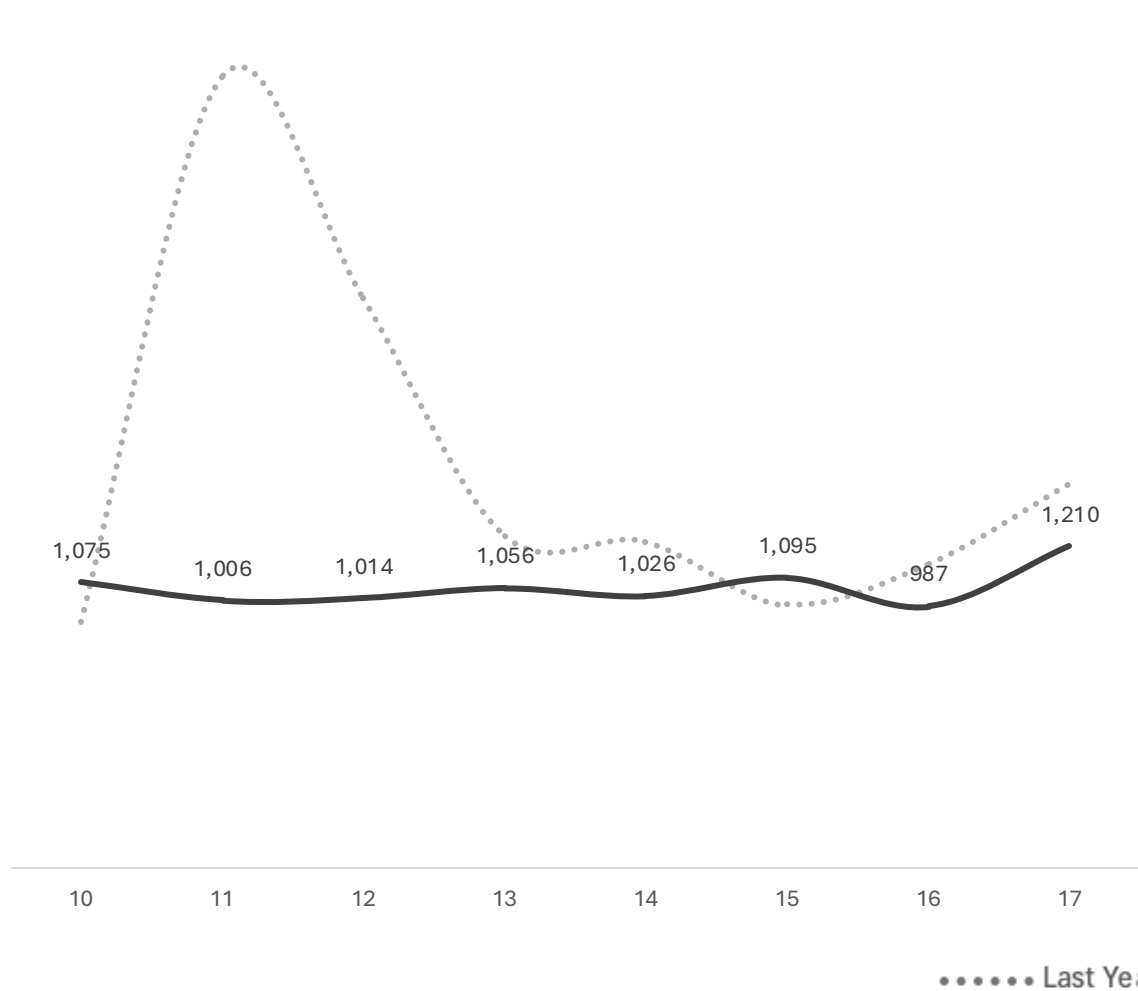


..... Last Year    ——— Current Year

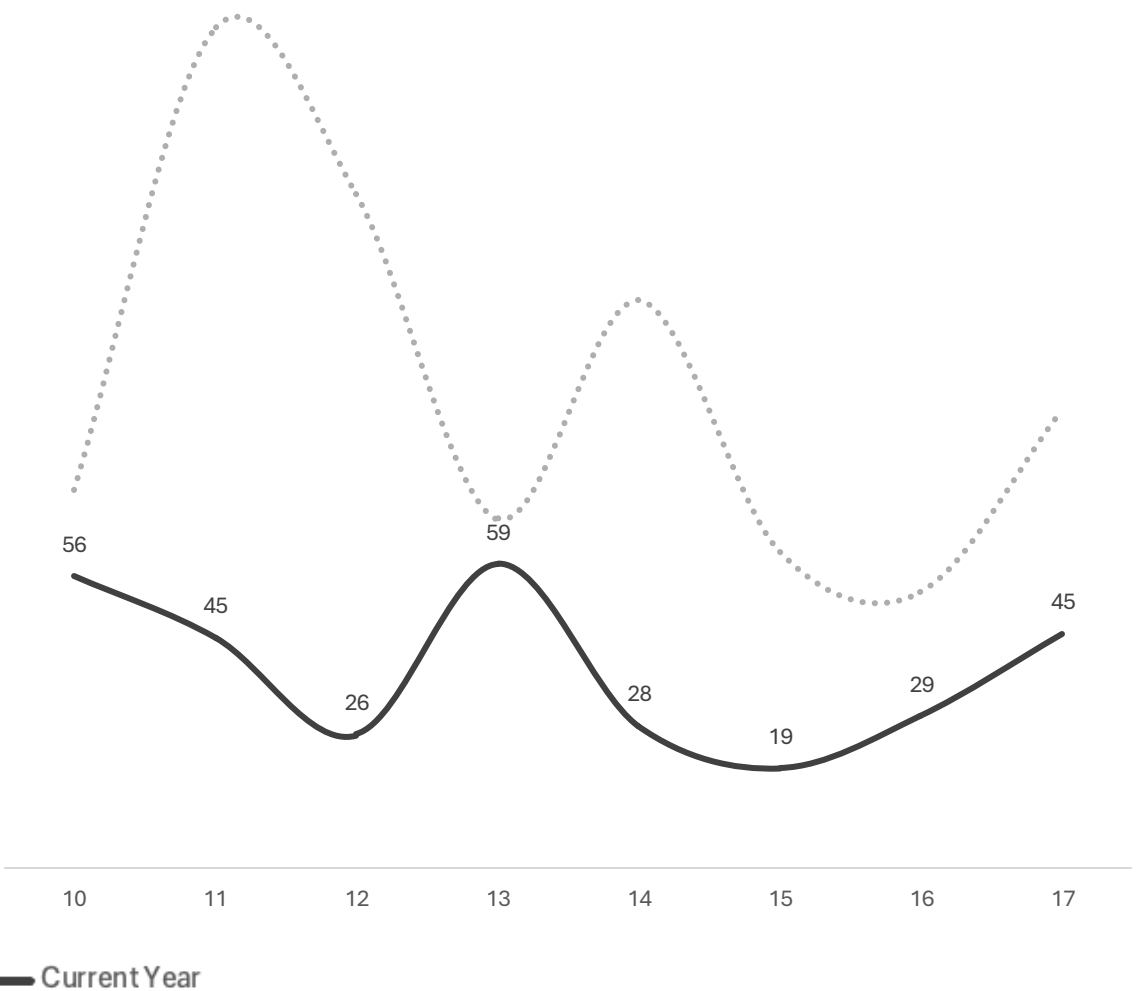
\*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

# Online Gross Revenue by Gender

Men's  
(SEK'000)



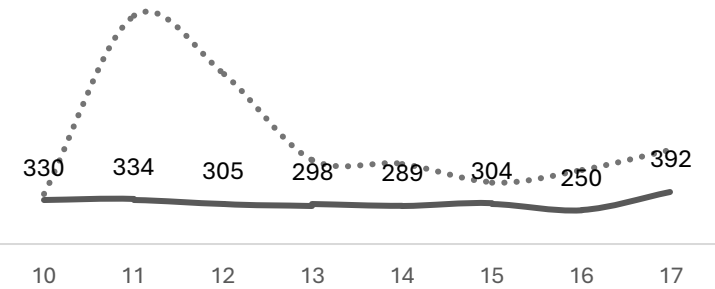
Women's  
(SEK'000)



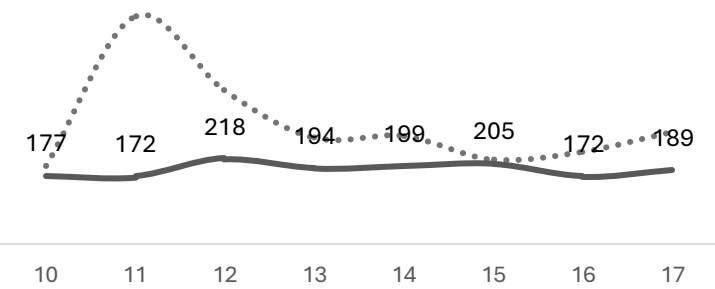
# Online Gross Revenue by Gender

## Men's (SEK'000)

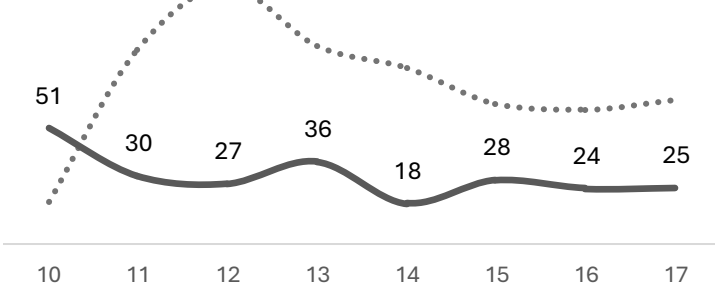
Underwear



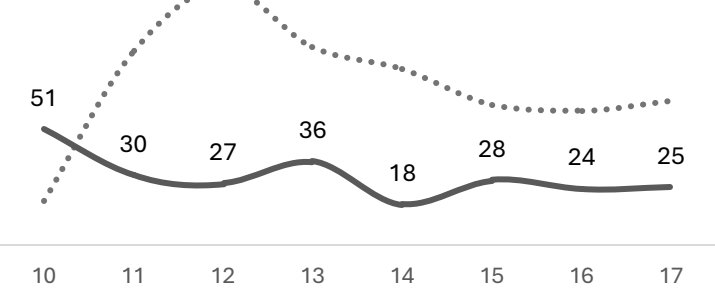
Tops



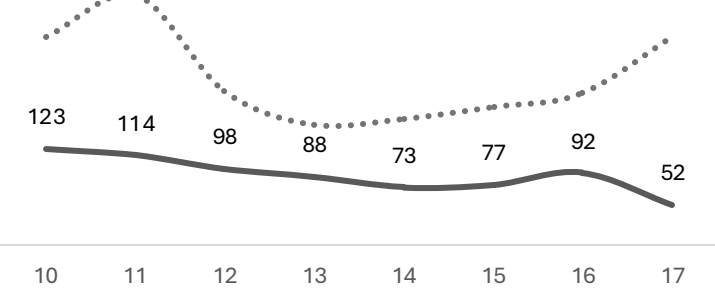
Home



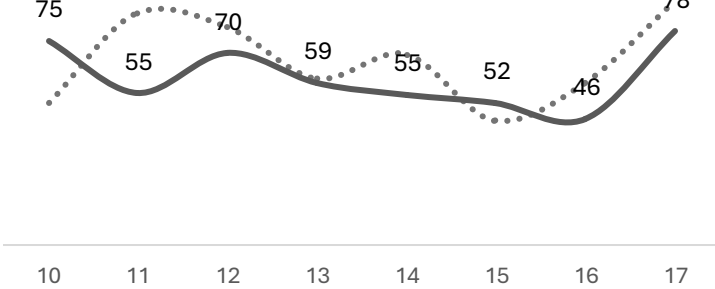
Mobilitéé



Pool & Swim



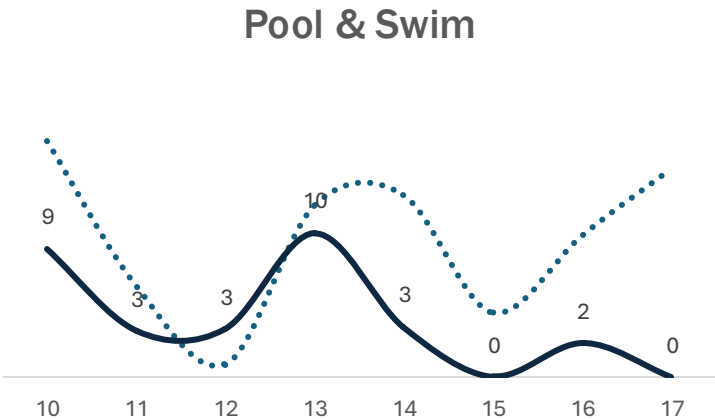
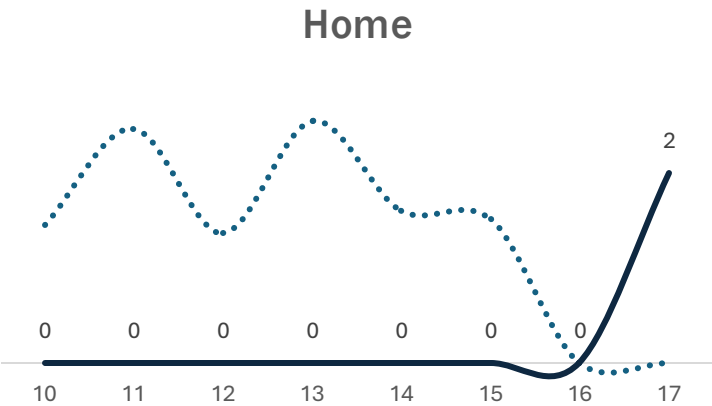
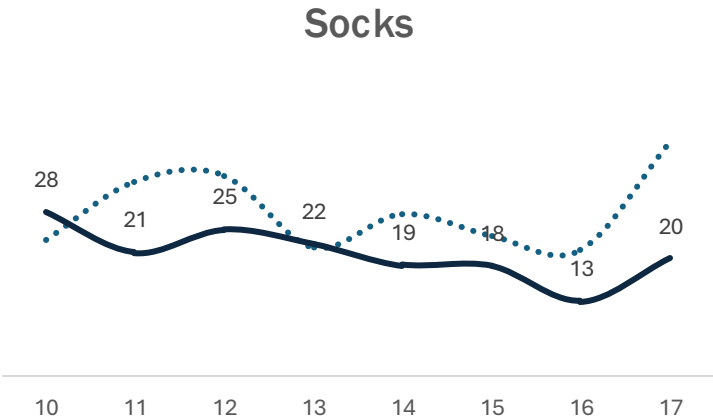
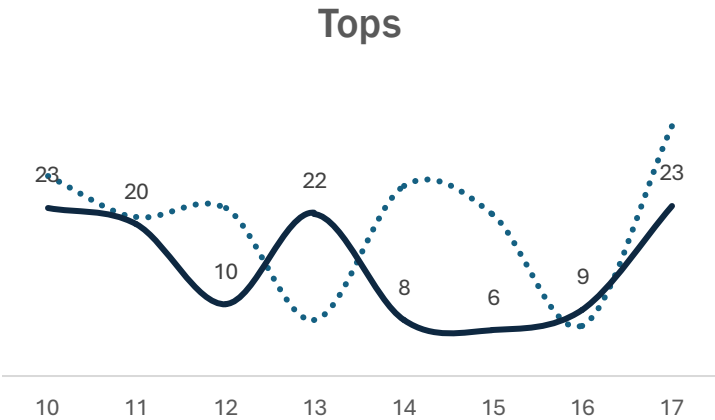
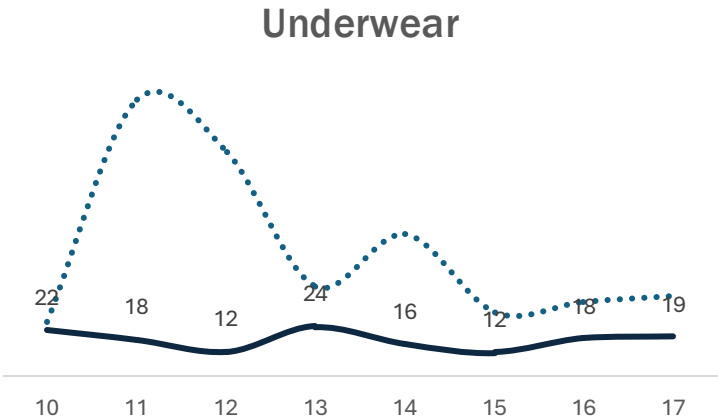
Socks



..... 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	25.8	29	8.4%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	21.0	12	6.9%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	10.0	3	3.3%
4	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	9.6	20	3.1%
5	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	9.3	9	3.0%
6	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	8.7	4	2.8%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	8.2	9	2.7%
8	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	8.1	10	2.7%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	8.1	10	2.7%
10	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	7.6	4	2.5%
11	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	6.4	7	2.1%
12	MEN	TOPS	WOOL T-SHIRT	BLACK	6.4	5	2.1%
13	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	6.2	14	2.0%
14	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	5.7	7	1.9%
15	MEN	TOPS	2 X RIB TANK TOP	BLACK	5.4	3	1.8%
16	MEN	TOPS	RIB TANK TOP	OFF BLACK	5.4	5	1.8%
17	MEN	TOPS	2 X RIB TANK TOP	WHITE	5.2	3	1.7%
18	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	5.1	7	1.7%
19	MEN	UNDERWEAR	WOVEN BOXER SHORTS CLASSIC	BLACK	5.0	7	1.6%
20	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	4.2	5	1.4%
Top 20 Total					171.2	173	56.1%
Grand Total					305.3	358	100.0%

## Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	17.3	21	3.5%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	16.7	10	3.4%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	14.4	6	2.9%
4	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	13.0	15	2.6%
5	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	12.7	7	2.6%
6	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	12.5	14	2.5%
7	MEN	UNDERWEAR	12 X BOXER TRUNKS	BLACK	11.9	3	2.4%
8	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	11.3	22	2.3%
9	MEN	SOCKS	10 X BAMBOO SOCKS	BLACK	11.0	6	2.2%
10	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	10.5	10	2.1%
11	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	9.2	11	1.9%
12	MEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	9.0	11	1.8%
13	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	8.5	12	1.7%
14	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	8.3	10	1.7%
15	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	8.2	10	1.7%
16	MEN	SOCKS	6 X COTTON RIB SOCKS	BLACK	8.0	7	1.6%
17	MEN	HOME	HOME SHORTS	BLACK	7.3	8	1.5%
18	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK+STEEL BLUE+WHITE	7.1	9	1.4%
19	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	6.7	8	1.4%
20	MEN	UNDERWEAR	3 X Y-BRIEFS	STEEL BLUE	6.6	8	1.3%
Top 20 Total					210.0	208	42.6%
Grand Total					493.2	587	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	43.0	50	5.9%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	37.7	22	5.2%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	24.4	9	3.3%
4	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	21.1	25	2.9%
5	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	20.9	42	2.9%
6	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	18.2	21	2.5%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	16.7	21	2.3%
8	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	15.6	18	2.1%
9	MEN	UNDERWEAR	12 X BOXER TRUNKS	BLACK	14.9	4	2.0%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	14.4	20	2.0%
11	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	14.3	8	2.0%
12	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	14.3	14	2.0%
13	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	13.1	7	1.8%
14	MEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	12.9	16	1.8%
15	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	12.5	15	1.7%
16	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	11.1	5	1.5%
17	MEN	SOCKS	10 X BAMBOO SOCKS	BLACK	11.0	6	1.5%
18	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	10.9	13	1.5%
19	MEN	HOME	HOME SHORTS	BLACK	10.8	12	1.5%
20	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	10.8	14	1.5%
Top 20 Total					348.7	342	47.7%
Grand Total					730.7	837	100.0%

## Women (SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	WHITE	5.0	6	10.9%
2	WOMEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	3.8	4	8.4%
3	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	3.8	4	8.2%
4	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	2.6	2	5.8%
5	WOMEN	TOPS	WOMEN'S RIB TANK TOP	WHITE	2.6	3	5.7%
6	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	2.5	3	5.4%
7	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OLIVE GREEN	2.4	3	5.2%
8	WOMEN	HOME	W-PYJAMA SHIRT SHORT SLEEVE	BLACK	2.0	1	4.4%
9	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	BLACK	1.9	2	4.2%
10	WOMEN	TOPS	WOMEN'S RIB TANK TOP	OFF BLACK	1.8	2	4.1%
11	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	BLACK	1.6	2	3.4%
12	WOMEN	UNDERWEAR	SCOOP BRALETTE	WHITE	1.5	2	3.3%
13	WOMEN	UNDERWEAR	W-WOVEN BOXER SHORTS	BLACK	1.5	2	3.2%
14	WOMEN	UNDERWEAR	W-BOXER BRIEF	BLACK	1.3	3	2.9%
15	WOMEN	TOPS	LIGHTWEIGHT SHORT SLEEVE DRESS	BLACK	1.3	1	2.8%
16	WOMEN	SOCKS	OVER-KNEE WOOL RIB SOCKS	BLACK	1.2	4	2.7%
17	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	1.2	2	2.6%
18	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	1.1	1	2.4%
19	WOMEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	0.9	1	2.1%
20	WOMEN	TOPS	WOMEN'S T-SHIRT MIDWEIGHT	BLACK	0.9	1	1.9%
Top 20 Total					40.7	49	89.5%
Grand Total					45.5	63	100.0%