WEEKLY REPORT

April 7th – April 13th

Monday Morning Meeting

				Apı	7th - Apr 13	3th				Year-to-date							
	Growth vs.									<u> </u>					Growth vs.		
(SEK '000)	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).

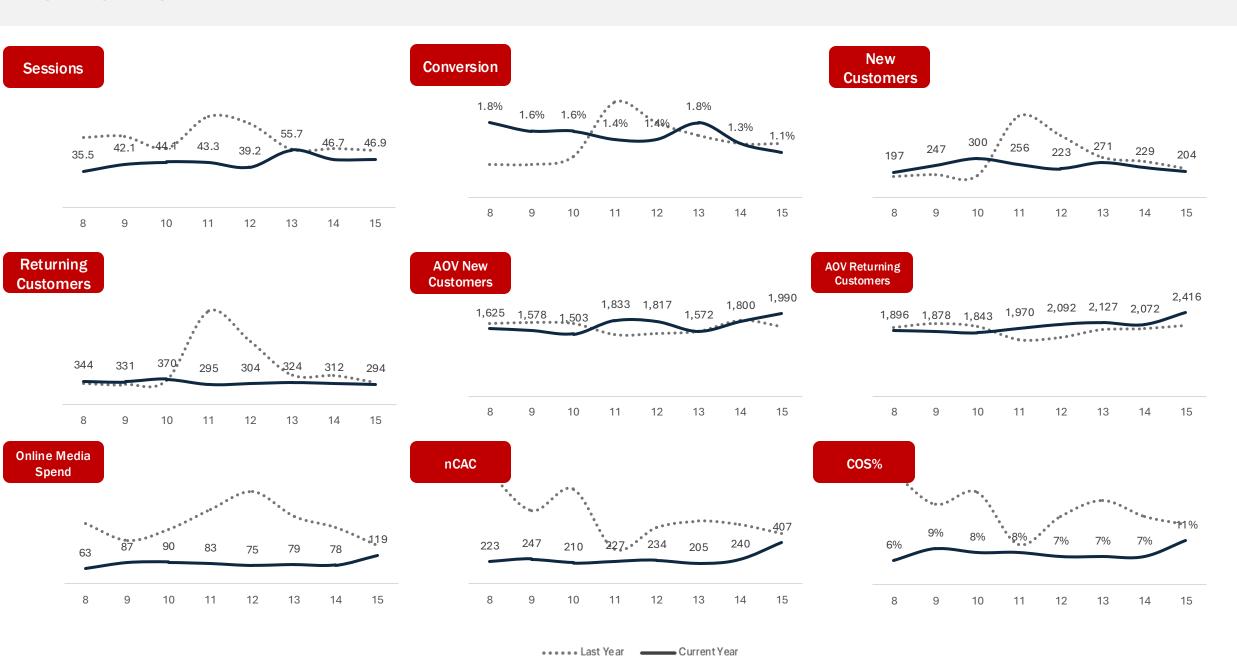
⁽²⁾ Not meaningful as we do not budget WHS weekly.

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

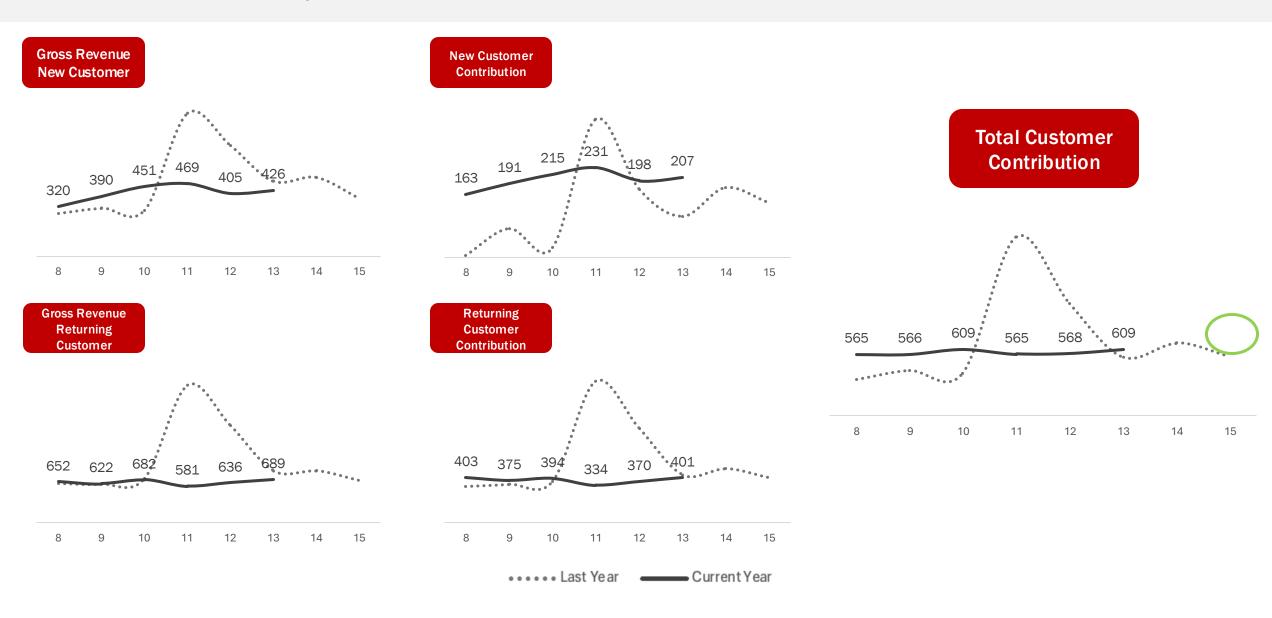
Top Markets

(SEK '000)				Feb 3	3rd - Feb 9	th							Y/Y	GROWTH	%								SOB%				
Markets	8	9	10	11	12	13	14	15	8-week avg.	8	9	10	11	12	13	14	15	8-week avg.	8	9	10	11	12	13	14	15	-week avg.
US	439	427	468	403	367	424	460	419	426	20	12	19	(60)	(52)	(11)	(21)	5	(22)	45	42	41	38	35	38	43	38	40
GB	160	140	161	178	209	130	156	144	160	72	33	26	(58)	(28)	(31)	3	8	(15)	16	14	14	17	20	12	15	13	15
SE	99	118	134	113	127	127	114	116	118	(2)	(10)	19	(75)	(52)	(2)	(21)	11	(34)	10	12	12	11	12	11	11	10	11
DE	51	73	88	78	75	90	85	81	78	(35)	15	(6)	(71)	(55)	37	3	(3)	(31)	5	7	8	7	7	8	8	7	7
FR	16	28	23	26	22	21	19	40	24	(25)	39	(44)	(77)	(58)	(54)	(48)	54	(45)	2	3	2	2	2	2	2	4	2
AE	3	10	19	29	23	12	8	36	18	(92)	111	7	5	(57)	(60)	(56)	81	(31)	0	1	2	3	2	1	1	3	2
AU	18	35	17	20	21	44	33	34	28	(9)	27	(71)	(83)	(78)	(30)	(27)	(31)	(53)	2	3	1	2	2	4	3	3	3
AT	6	17	12	14	19	36	9	29	18	(4)	23	119	(69)	(32)	106	(58)	124	(6)	1	2	1	1	2	3	1	3	2
NL	13	28	19	24	41	17	14	24	23	(58)	146	1	(69)	(22)	(62)	(53)	(39)	(41)	1	3	2	2	4	1	1	2	2
СН	35	11	33	18	16	54	19	20	26	(20)	(79)	120	(84)	(68)	69	(47)	4	(43)	4	1	3	2	2	5	2	2	2
BE	14	3	18	9	8	5	15	17	11	75	(67)	236	(81)	(40)	(63)	86	(4)	(26)	1	0	2	1	1	0	1	1	1
ES	6	19	11	8	9	16	10	16	12	6	271	(4)	(65)	(73)	(39)	(42)	76	(28)	1	2	1	1	1	1	1	1	1
NO	2	2	3	2	6	9	0	15	5	(88)	(70)	0	(94)	(75)	(43)	(100)	1079	(58)	0	0	0	0	1	1	0	1	0
ROW	116	106	131	131	106	133	119	102	118	27	15	32	(70)	(73)	(24)	(28)	(29)	(41)	12	10	12	12	10	12	11	9	11
Total	973	1012	1133	1051	1042	1116	1059	1117	1063	8	9	13	(67)	(54)	(15)	(21)	6	(29)	100	100	100	100	100	100	100	100	100

Online KPIs

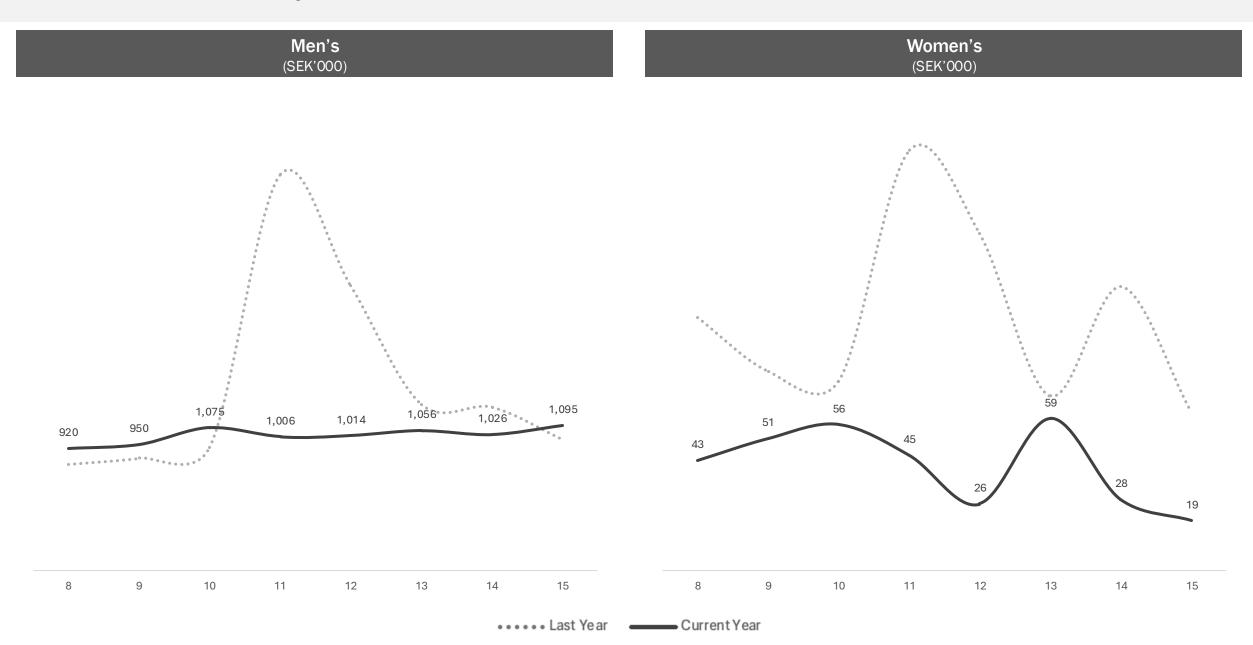


Estimated Contribution per Customer Cohort



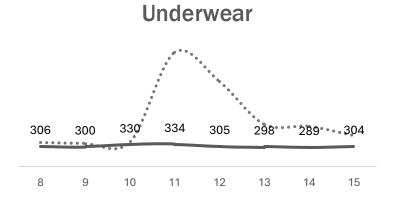
 $[*]Same\ margin\ assumption\ for\ New/Returning.\ 70\%\ of\ paid\ media\ towards\ New\ customers,\ 30\%\ towards\ Returning\ customers.$

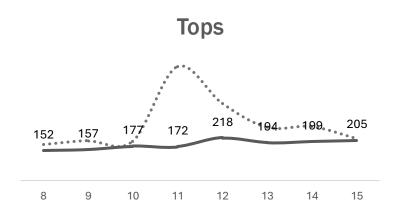
Online Gross Revenue by Gender

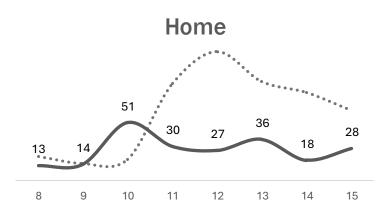


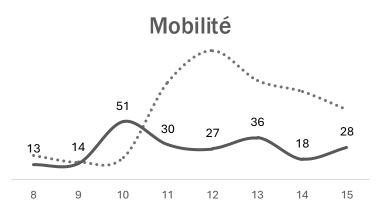
Online Gross Revenue by Gender

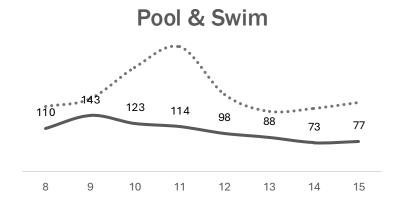


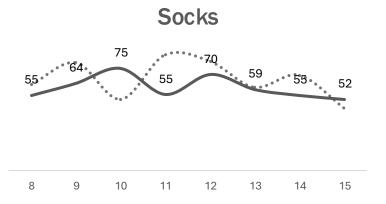








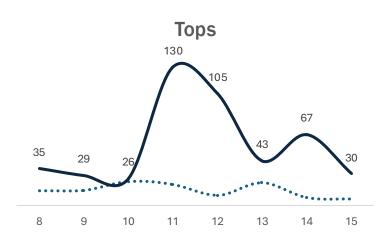


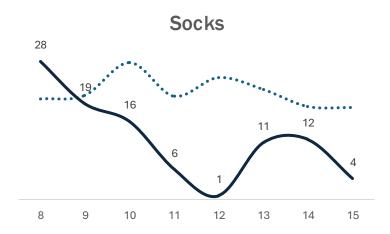


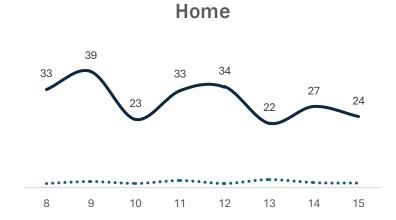
Online Gross Revenue by Gender

Women's (SEK'000)











Online Gross Revenue by Category

(SEK'000)					Y/Y	GROWTH	%							Y/Y	GROWTH	%								SOB %				
Gender	Category	8	9	10	11	12	13	14	15	8-week avg	8	9	10	11	12	13	14	15	8-week avg	8	9	10	11	12	13	14	15	8-week avg
Men	Underwear	306	300	330	334	305	298	289	304	308	(14%)	(12%)	(13%)	(80%)	(76%)	(53%)	(52%)	(33%)	(57%)	44%	41%	40%	44%	41%	40%	42%	43%	42%
	Tops	152	157	177	172	218	194	199	205	184	(17%)	(22%)	(12%)	(71%)	(45%)	(29%)	(28%)	(5%)	(37%)	22%	21%	21%	23%	29%	26%	29%	29%	25%
	Swimwear	100	132	112	105	94	70	57	65	92	(37%)	(22%)	(52%)	(65%)	(51%)	(52%)	(59%)	(59%)	(51%)	14%	18%	14%	14%	13%	9%	8%	9%	12%
	Socks	55	64	75	55	70	59	55	52	61	(12%)	(20%)	43%	(35%)	(12%)	(3%)	(21%)	14%	(9%)	8%	9%	9%	7%	9%	8%	8%	7%	8%
	Home	13	14	51	30	27	36	18	28	27	(37%)	(5%)	168%	(65%)	(76%)	(58%)	(77%)	(54%)	(55%)	2%	2%	6%	4%	4%	5%	3%	4%	4%
	Mobilité	23	8	11	12	2	11	21	13	13	69%	(64%)	22%	(95%)	(98%)	(76%)	(55%)	(58%)	(80%)	3%	1%	1%	2%	-	1%	3%	2%	2%
	Poolwear	10	11	10	10	4	18	16	12	11	30%	(31%)	(70%)	(59%)	(40%)	131%	(34%)	(39%)	(35%)	1%	2%	1%	1%	1%	2%	2%	2%	2%
	Total	659	685	765	718	720	687	655	680	696	(18%)	(19%)	(17%)	(76%)	(66%)	(45%)	(47%)	(31%)	(50%)	94%	93%	93%	94%	97%	92%	96%	97%	94%
Women	Underwear	22	24	22	18	12	24	16	12	19	(36%)	(16%)	(16%)	(86%)	(89%)	(45%)	(77%)	(61%)	(68%)	3%	3%	3%	2%	2%	3%	2%	2%	3%
	Tops	14	15	23	20	10	22	8	6	15	(45%)	(38%)	(15%)	(4%)	(57%)	190%	(70%)	(72%)	(33%)	2%	2%	3%	3%	1%	3%	1%	1%	2%
	Socks	2	3	3	3	1	4	1	1	2	(79%)	24%	(5%)	2%	(28%)	9%	(71%)	(63%)	(36%)	-	-	-	-	-	-	-	-	-
	Swimwear	4	8	9	3	3	10	3	0	5	(86%)	(57%)	(46%)	(50%)	266%	(16%)	(72%)	(100%)	(59%)	1%	1%	1%	-	-	1%	-	-%	1%
	Home	0	0	0	0	0	0	0	0	0	(57%)	(34%)	(23%)	(73%)	(80%)	(13%)	(75%)	(69%)	(58%)	6%	7%	7%	6%	3%	8%	4%	3%	6%
	Total	43	51	56	45	26	59	28	19	41	(22%)	(20%)	(18%)	(76%)	(67%)	(43%)	(49%)	(33%)	(51%)	100%	100%	100%	100%	100%	100%	100%	100%	100%
Grand To	otal	700	702	737	822	763	746	746	653	734	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	(100%)	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 5	SOB%	Rank	Gender	Category	Product	Color	Gross Revenue Sale	es Qty 🥞	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	14.5	15	5.5%	1	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	21.3	7	4.9%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	13.2	25	5.0%	2	MEN	TOPS	3 X MIDWEIGHTT-SHIRT	WHITE	19.0	10	4.3%
3	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	12.7	7	4.8%	3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	18.8	36	4.3%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	11.3	14	4.3%	4	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	18.3	22	4.2%
5	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	11.0	13	4.2%	5	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	17.8	9	4.1%
6	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	10.2	. 4	3.9%	6	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	16.6	21	3.8%
7	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	BLACK	7.8	3 4	3.0%	7	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	15.1	18	3.5%
8	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	7.0	4	2.6%	8	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON POPLIN	WHITE	14.6	7	3.3%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	7.0	9	2.6%	9	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	11.3	14	2.6%
10	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	7.0	7	2.6%	10	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	11.1	12	2.5%
11	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	6.6	9	2.5%	11	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	11.1	6	2.5%
12	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	6.3	7	2.4%	12	MEN	TOPS	3 X MIDWEIGHTT-SHIRT	BLACK	11.0	5	2.5%
13	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	5.9	2	2.2%	13	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	8.1	5	1.9%
14	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	5.5	3	2.1%	14	MEN	UNDERWEAR	12 X Y-BRIEFS	BLACK	6.9	3	1.6%
15	MEN	POOLWEAR	POOLSHIRT	OFF WHITE	5.4	6	2.0%	15	MEN	TOPS	2 X RIB TANK TOP	WHITE	6.9	4	1.6%
16	MEN	TOPS	2 X RIB TANK TOP	WHITE	5.0	3	1.9%	16	MEN	UNDERWEAR	12 X BOXER TRUNKS	BLACK	6.7	2	1.5%
17	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	5.0	2	1.9%	17	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	6.6	4	1.5%
18	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK+STEEL BLUE+WHITE	4.6	5 5	1.7%	18	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	5.6	7	1.3%
19	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	4.2	. 5	1.6%	19	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	5.6	8	1.3%
20	MEN	UNDERWEAR	3 X BOXER SHORTS CLASSIC	C BLACK+WHITE+SKY BLUE	4.2	2	1.6%	20	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	5.6	6	1.3%
Top 20 Tota	al				154.4	146	58.4%	Top 20 Total					238.1	206	54.6%
Grand Tota	nl				264.5	312	100.0%	Grand Total					436.4	477	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	32.8	37	4.9%
2	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	32.0	61	4.8%
3	MEN	TOPS	3 X MIDWEIGHTT-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 MIDWEIGHTT-SHIRT	BLACK	16.0	7	2.4%
11	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON I	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	POOLSHIRT	OFF WHITE	7.3	8	1.1%
Top 20 Total					366.8	333	55.3%
Grand Total					662.9	726	100.0%

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%