

# WEEKLY REPORT

April 28<sup>th</sup> – May 4<sup>th</sup>

# Monday Morning Meeting

	Apr 28th - May 4th									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	1,370	1,259	1,565	1,646		8.8%	(12.4%)	(16.7%)	n/m	5,629	6,364	7,749	-	(11.5%)	(27.4%)	-	-
Returns	46	18	70	117		150.1%	(34.2%)	(60.7%)	n/m	183	492	614	-	(62.8%)	(70.1%)	-	-
Return Rate %	3.4 %	1.5 %	4.5 %	7.1 %		126.7%	(24.4%)	(52.1%)	n/m	3.3%	7.7%	7.9%	-	(57.1%)	(58.2%)	-	-
Online Net Revenue	1,324	1,241	1,495	1,529		6.7%	(11.4%)	(13.4%)	n/m	5,446	5,872	7,136	-	(7.2%)	(23.7%)	-	-
Retail Concept Store	73	76	89	84		(2.9%)	(17.3%)	(13.3%)	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	1		0.0%	0.0%	(100.0%)	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	73	76	89	85		(2.9%)	(17.3%)	(14.0%)	n/m	308	319	814	-	(3.5%)	(62.2%)	-	-
Wholesale Net Revenue	76	444	214	450		(83.0%)	(64.6%)	(83.2%)	n/m	1,109	1,123	757	-	(1.3%)	46.6%	-	-
Total Net Revenue	1,473	1,761	1,797	2,064		(16.3%)	(18.0%)	(28.6%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	393	339	453	390		15.9%	(13.2%)	0.8%	n/m	1476	1839	1778	-	(19.7%)	(17.0%)	-	-
New customers	260	260	447	466		0.0%	(41.8%)	(44.2%)	n/m	1110	1404	1836	-	(20.9%)	(39.5%)	-	-
Marketing Spend	134	141	274	592		(5.1%)	(51.2%)	(77.4%)	n/m	542	1,058	1,726	-	(48.8%)	(68.6%)	-	-
Online Cost of Sale(3)	9.7 %	11.2 %	17.5 %	35.9 %		(12.8%)	(44.2%)	(72.9%)	n/m	9.6%	16.6%	22.3%	-	(42.1%)	(56.8%)	-	-

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

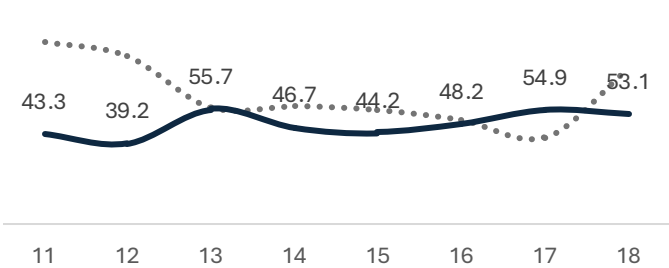
(2) Not meaningful as we do not budget WHS weekly.

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

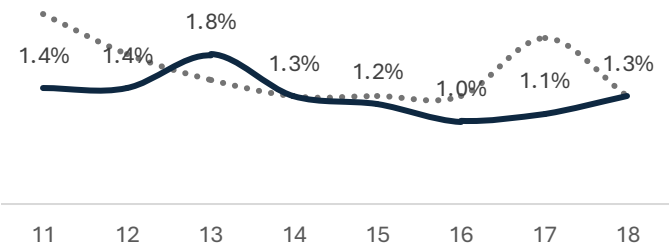
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# Online KPIs

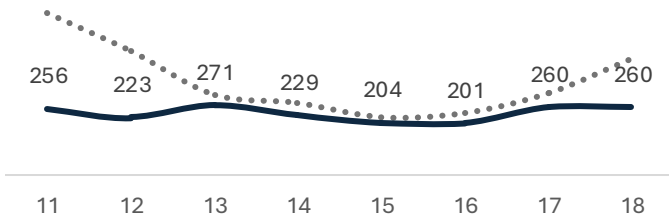
Sessions



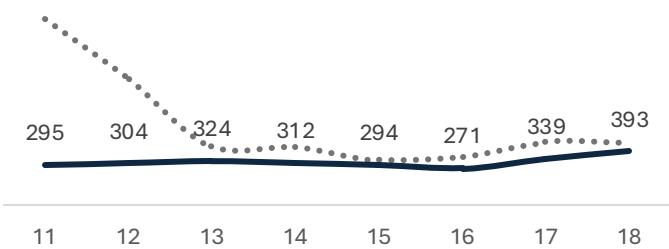
Conversion



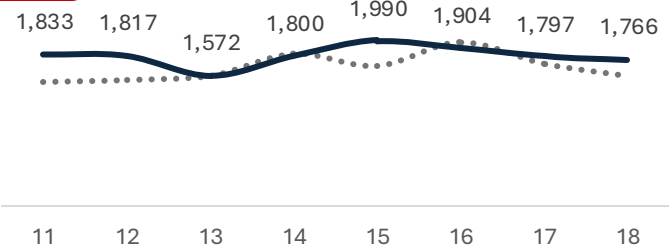
New Customers



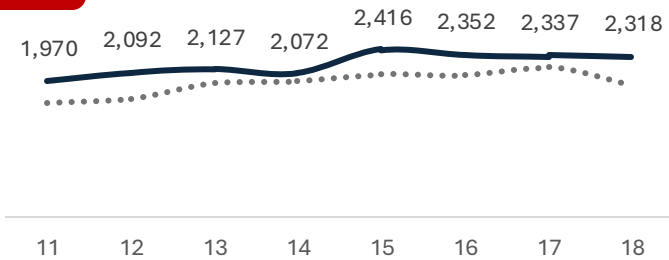
Returning Customers



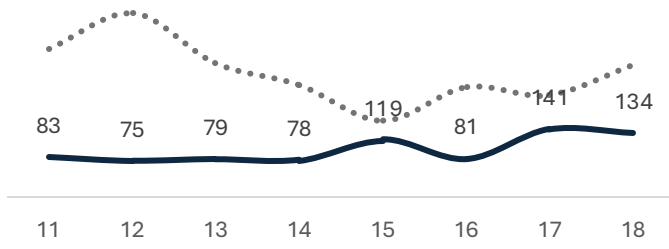
AOV New Customers



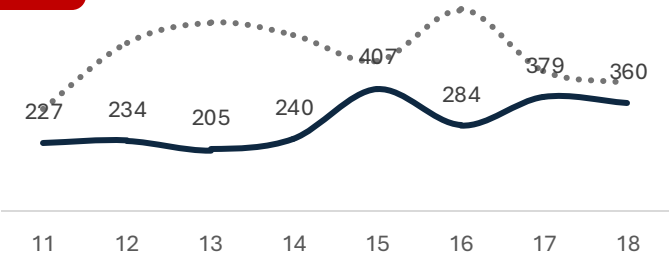
AOV Returning Customers



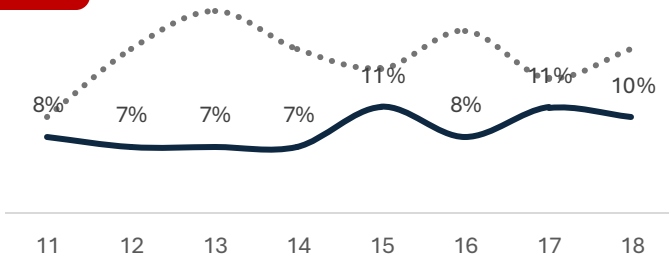
Online Media Spend



nCAC



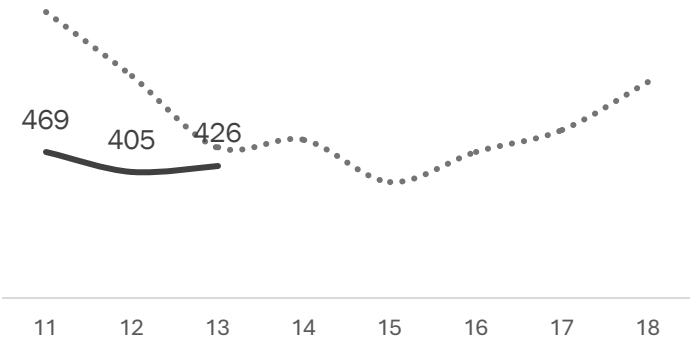
COS%



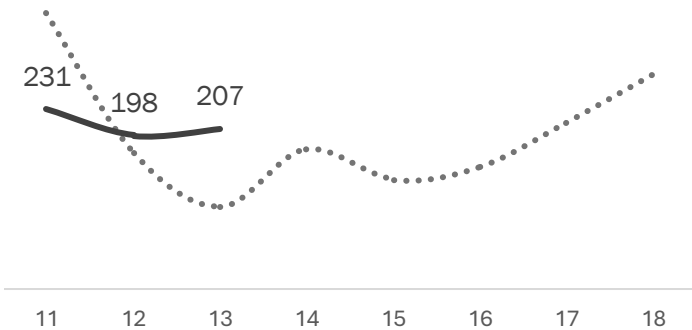
..... Last Year    — Current Year

# Estimated Contribution per Customer Cohort

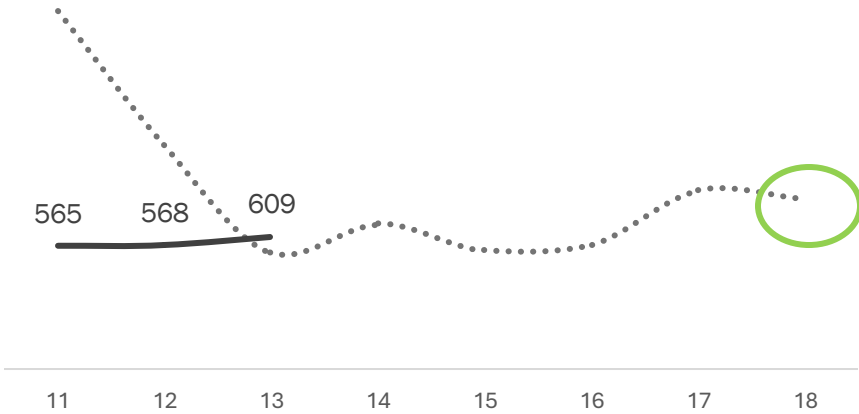
Gross Revenue  
New Customer



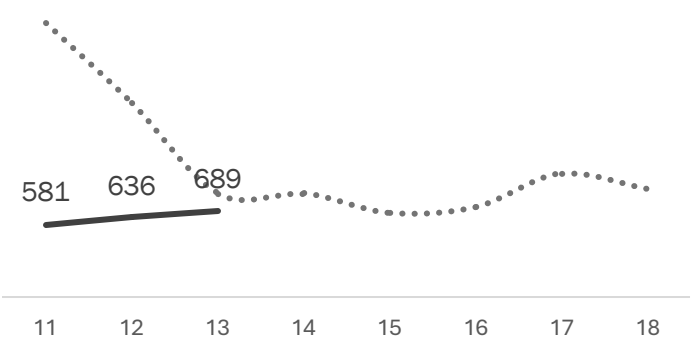
New Customer  
Contribution



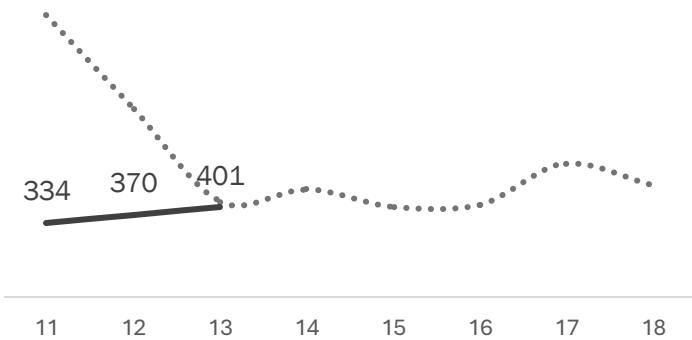
Total Customer  
Contribution



Gross Revenue  
Returning Customer



Returning Customer  
Contribution

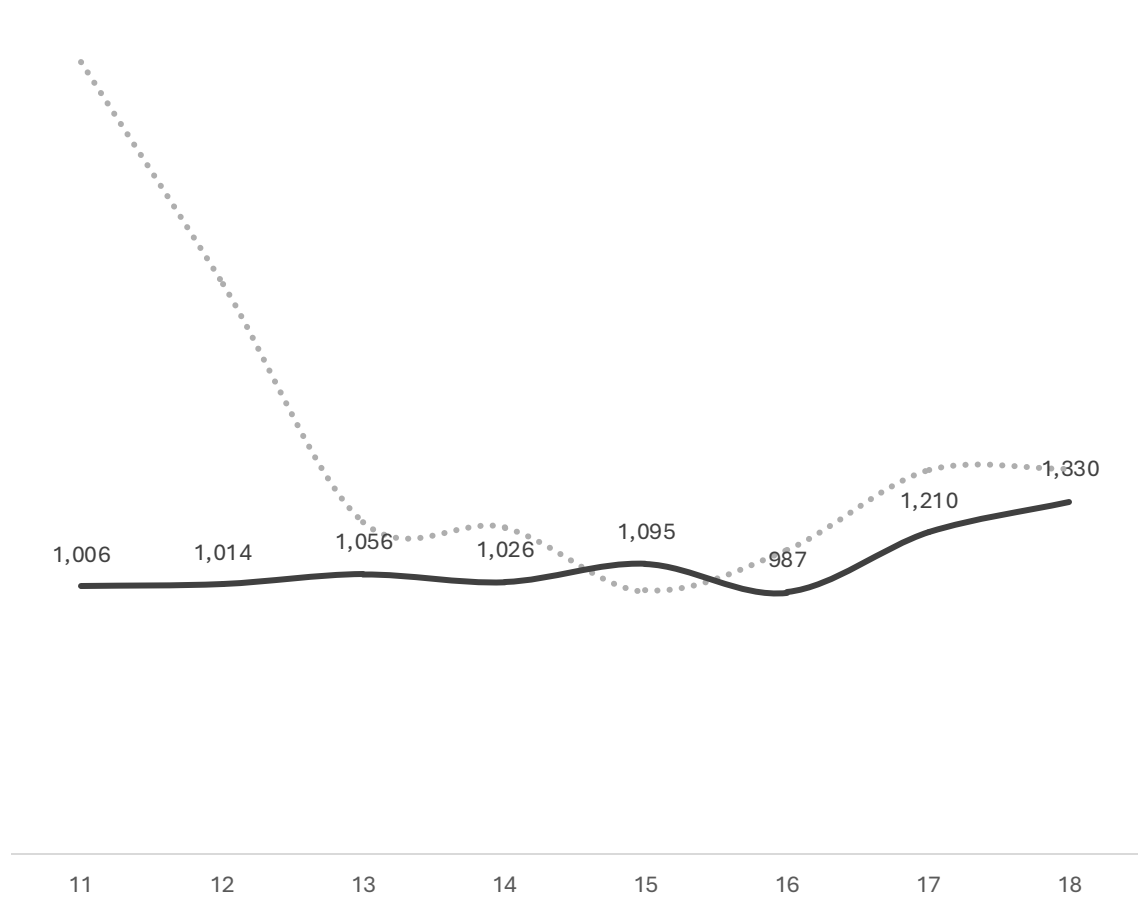


..... Last Year    ——— Current Year

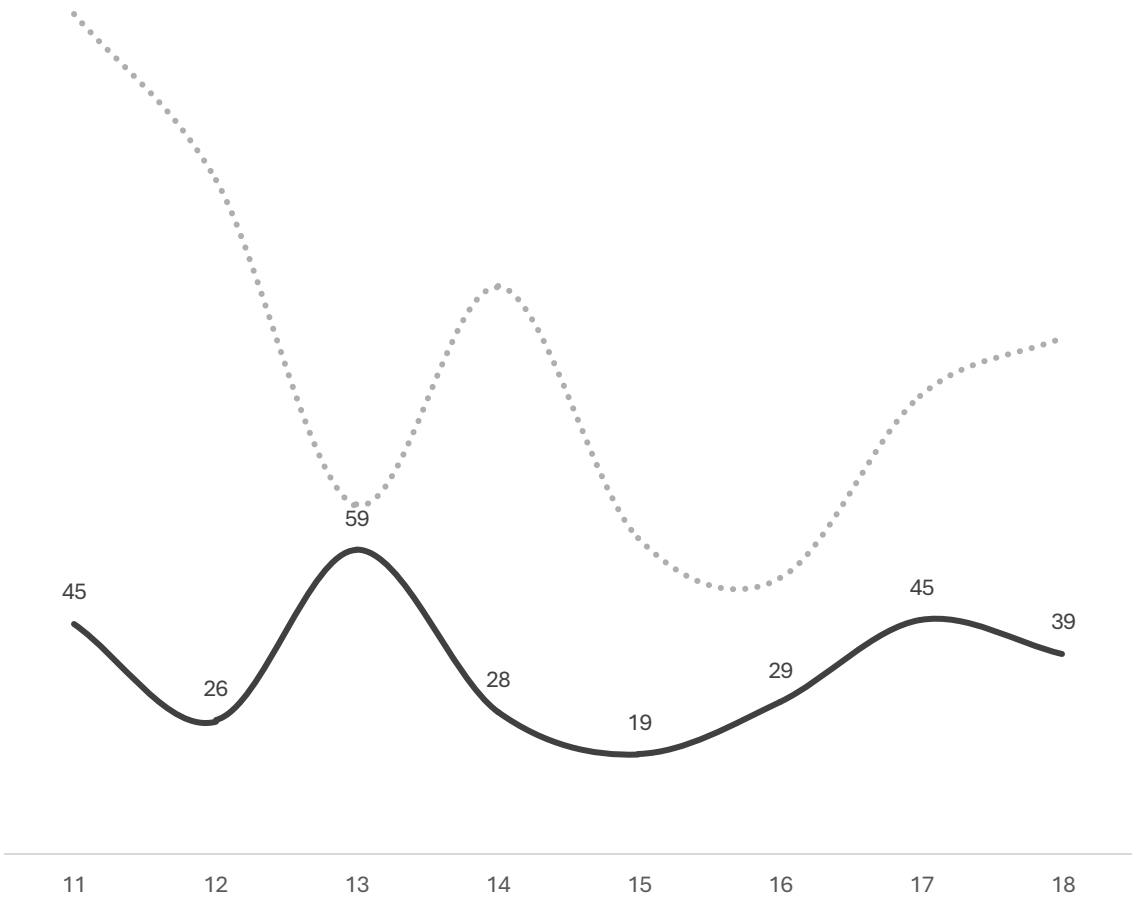
\*Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

# Online Gross Revenue by Gender

Men's  
(SEK'000)



Women's  
(SEK'000)

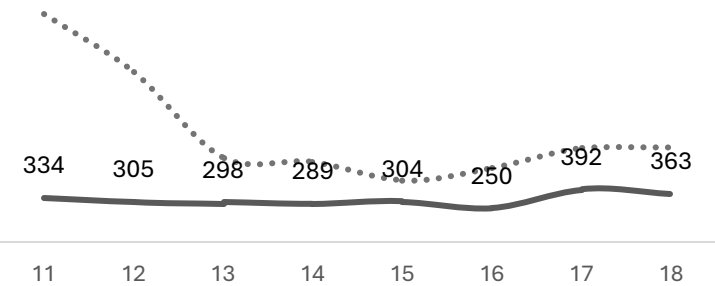


..... Last Year      — Current Year

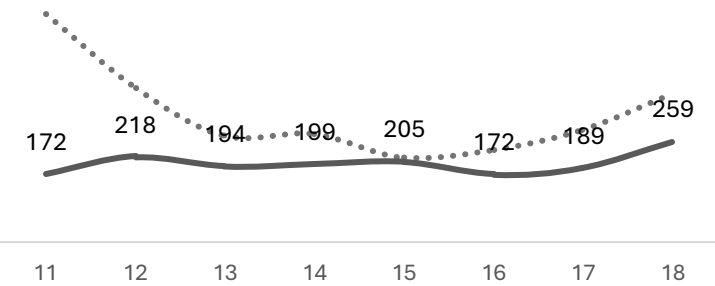
# Online Gross Revenue by Gender

Men's  
(SEK'000)

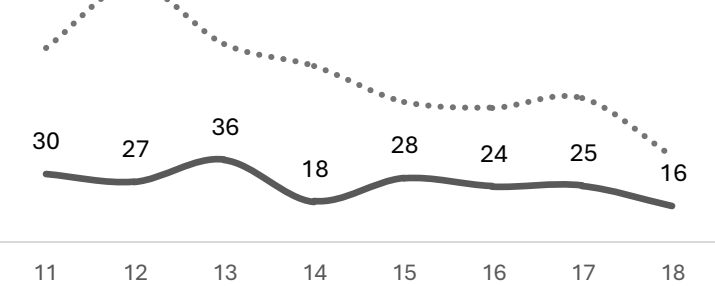
Underwear



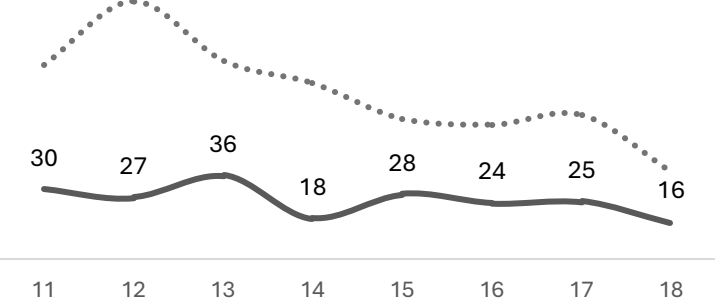
Tops



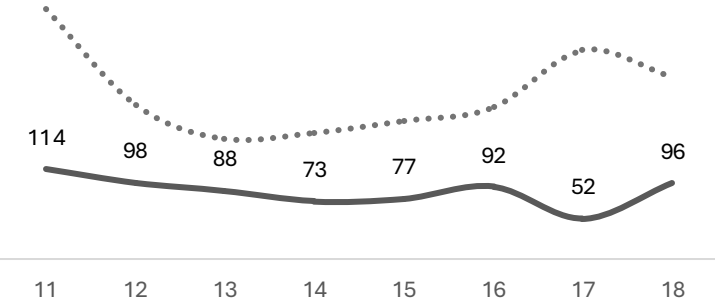
Home



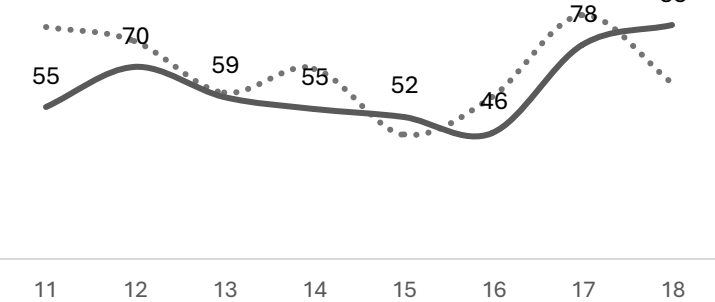
Mobilité



Pool & Swim



Socks

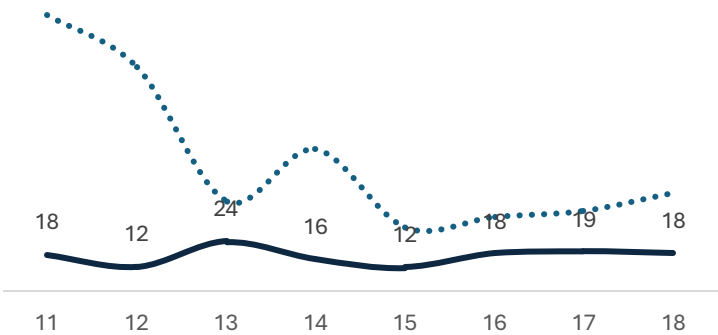


..... Last Year    — Current Year

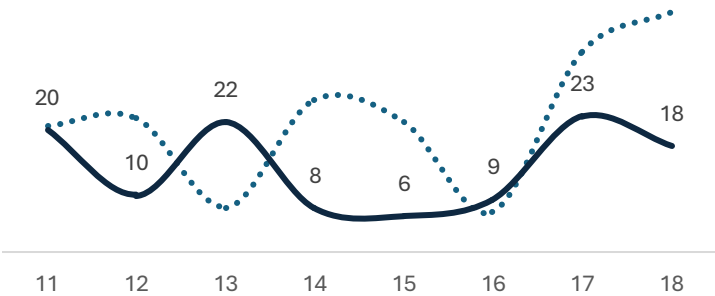
# Online Gross Revenue by Gender

Women's  
(SEK'000)

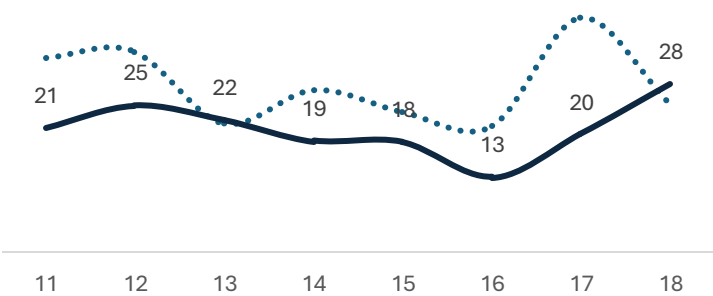
Underwear



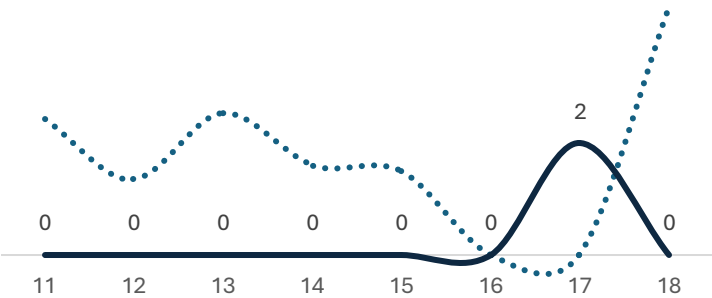
Tops



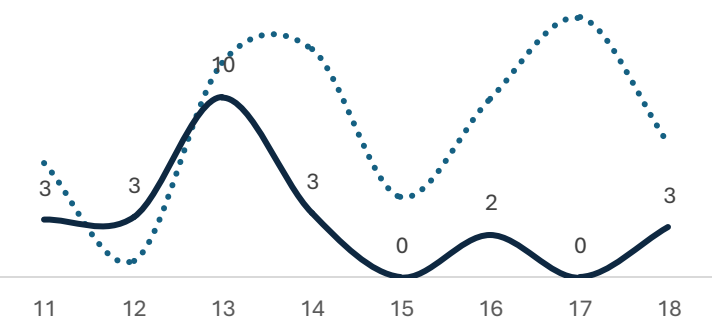
Socks



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	19.4	21	6.4%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	18.7	11	6.2%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	12.9	4	4.3%
4	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	12.3	16	4.1%
5	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	9.7	6	3.2%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	7.9	9	2.6%
7	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK+STEEL BLUE+WHITE	7.6	9	2.5%
8	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	7.5	9	2.5%
9	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	7.2	13	2.4%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	6.7	10	2.2%
11	MEN	TOPS	T-SHIRT HEAVYWEIGHT	BLACK	6.3	8	2.1%
12	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	5.4	6	1.8%
13	MEN	TOPS	2 X RIB TANK TOP	WHITE	5.1	3	1.7%
14	MEN	TOPS	RIB TANK TOP	OFF BLACK	5.1	5	1.7%
15	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON F	WHITE	5.1	3	1.7%
16	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	5.0	5	1.7%
17	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	5.0	3	1.6%
18	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	4.7	11	1.5%
19	MEN	SWIMWEAR	SWIM BRIEFS	BLACK	4.6	4	1.5%
20	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	4.5	4	1.5%
Top 20 Total					160.5	160	53.2%
Grand Total					301.8	335	100.0%

## Returning Customers

(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	22.7	36	4.0%
2	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	22.6	13	4.0%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	21.0	7	3.7%
4	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	19.4	9	3.4%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	19.2	22	3.4%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	18.9	25	3.3%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	16.3	22	2.8%
8	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	15.7	20	2.8%
9	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	15.4	11	2.7%
10	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	13.8	6	2.4%
11	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	11.4	5	2.0%
12	MEN	MOBILITÉ	3 X PERFORMANCE BOXER BRIEFS	BLACK	10.8	11	1.9%
13	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	10.7	12	1.9%
14	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	10.4	6	1.8%
15	MEN	UNDERWEAR	3 X BOXER SHORTS	WHITE	10.0	12	1.7%
16	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	9.5	11	1.7%
17	MEN	TOPS	MIDWEIGHT T-SHIRT LONG SLEEVE	WHITE	9.3	10	1.6%
18	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	8.8	11	1.5%
19	MEN	TOPS	2 X RIB TANK TOP	WHITE	8.7	5	1.5%
20	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	8.3	12	1.4%
Top 20 Total					283.0	266	49.5%
Grand Total					571.4	640	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	38.3	46	4.8%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	34.1	22	4.2%
3	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	33.9	11	4.2%
4	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	25.7	15	3.2%
5	MEN	UNDERWEAR	3 X BOXER BRIEFS	STEEL BLUE	25.1	39	3.1%
6	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	23.2	29	2.9%
7	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	22.9	32	2.9%
8	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	22.3	26	2.8%
9	MEN	UNDERWEAR	6 X BOXER SHORTS	BLACK	21.5	10	2.7%
10	MEN	TOPS	MIDWEIGHT T-SHIRT	BLACK	21.1	27	2.6%
11	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	17.0	11	2.1%
12	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	16.8	7	2.1%
13	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	14.9	17	1.9%
14	MEN	TOPS	T-SHIRT HEAVYWEIGHT	WHITE	14.5	16	1.8%
15	MEN	TOPS	2 X RIB TANK TOP	WHITE	13.7	8	1.7%
16	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	BLACK	13.4	6	1.7%
17	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK+STEEL BLUE+WHITE	12.8	15	1.6%
18	MEN	SWIMWEAR	SWIM SHORTS DRY NYLON F	WHITE	12.8	7	1.6%
19	MEN	UNDERWEAR	6 X BOXER TRUNKS	BLACK	12.3	7	1.5%
20	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	11.5	16	1.4%
Top 20 Total					408.0	367	50.7%
Grand Total					804.7	879	100.0%

Women  
(SEK '000)

Rank	Gender	Category	Product	Color	Gross Revenue	Sales Qty	SOB%
1	WOMEN	TOPS	2 X WOMEN'S T-SHIRT MIDWEIGHT	WHITE+BLACK	4.2	3	10.9%
2	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	4.0	5	10.4%
3	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	WHITE	3.2	2	8.2%
4	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	3.0	3	7.7%
5	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	WHITE	2.1	2	5.4%
6	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	BLACK	2.0	2	5.2%
7	WOMEN	UNDERWEAR	TRIANGLE BRALETTE	WHITE	2.0	2	5.1%
8	WOMEN	TOPS	WOMEN'S RIB TANK TOP	WHITE	1.8	2	4.6%
9	WOMEN	UNDERWEAR	3 X THONG	BLACK	1.8	2	4.5%
10	WOMEN	SWIMWEAR	BIKINI BRIEFS	BLACK	1.6	2	4.2%
11	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	1.5	2	3.8%
12	WOMEN	TOPS	LIGHTWEIGHT SHORT SLEEVE DRESS	BLACK	1.5	2	3.7%
13	WOMEN	TOPS	W-LW T-SHIRT	BLACK	1.4	2	3.7%
14	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	OFF BLACK	1.2	1	3.1%
15	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	BLACK	1.0	1	2.7%
16	WOMEN	UNDERWEAR	SCOOP BRALETTE	BLACK	1.0	1	2.6%
17	WOMEN	UNDERWEAR	3 X STRING THONG	WHITE	1.0	1	2.5%
18	WOMEN	UNDERWEAR	Y-BRIEFS	BLACK	0.9	2	2.4%
19	WOMEN	TOPS	W-RIB T-SHIRT	WHITE	0.8	1	2.1%
20	WOMEN	TOPS	W-RIB T-SHIRT	OFF BLACK	0.8	1	2.1%
Top 20 Total					36.8	39	94.9%
Grand Total					38.8	45	100.0%