WEEKLY REPORT

Mar 3rd – Mars 9nd

Monday Morning Meeting

				Ма	r 3rd - Mar 9th					Year-to-date							
	Growth vs.								_					Growth vs.			
(SEK '000)	Actual	Last Week	LY	2023	Budget(1) La	ast Week	LY	2023	Budget(1)	March	LY	2023	Budget(1)	LY	2023	Budget(1)	vs. LY
Online Gross Revenue	1,018	1,011	999	1,240		0.7%	2.0%	(17.9%)	n/m	65,118	73,905	59,562	-	(11.9%)	9.3%	-	-
Returns	18	63	66	44		(72.0%)	(73.1%)	(59.7%)	n/m	4,050	6,478	4,167	-	(37.5%)	(2.8%)	-	-
Return Rate %	1.7 %	6.3 %	6.6 %	3.5 %		(73.0%)	(74.2%)	(51.4%)	n/m	6.2%	8.8%	7.0%	-	(29.5%)	(11.4%)	-	-
Online Net Revenue	1,001	948	933	1,196		5.6%	7.3%	(16.3%)	n/m	61,067	67,427	55,395	-	(9.4%)	10.2%	-	-
Retail Concept Store	56	50	65	52		13.9%	(12.6%)	8.6%	n/m	-	-	-	-	-	-	-	-
Retail Pop-ups, Outlets	0	0	0	0		0.0%	0.0%	0.0%	n/m	-	-	-	-	-	-	-	-
Retail Net Revenue	56	50	65	52		13.9%	(12.6%)	8.6%	n/m	4,656	5,251	5,738	-	(11.3%)	(18.8%)	-	-
Wholesale Net Revenue	n/m	n/m	n/m	n/m		n/m	n/m	n/m	n/m	-	-	-	-	-	-	-	-
Total Net Revenue	1,057	997	997	1,248		6.0%	6.0%	(15.3%)	n/m	-	-	-	-	-	-	-	-
Returning Customers	332	331	349	358		0.3%	(4.9%)	(7.3%)	n/m	14805	15550	13131	-	(4.8%)	12.7%	-	-
New customers	263	247	169	312		6.5%	55.6%	(15.7%)	n/m	14560	17744	17754	-	(17.9%)	(18.0%)	-	-
Marketing Spend	90	87	226	285		3.2%	(60.2%)	(68.3%)	n/m	10,496	16,175	12,212	-	(35.1%)	(14.0%)	-	-
Online Cost of Sale(3)	8.8 %	8.6 %	22.7 %	23.0 %		2.5%	(61.0%)	(61.5%)	n/m	16.1%	21.9%	20.5%	-	(26.4%)	(21.4%)	-	-

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

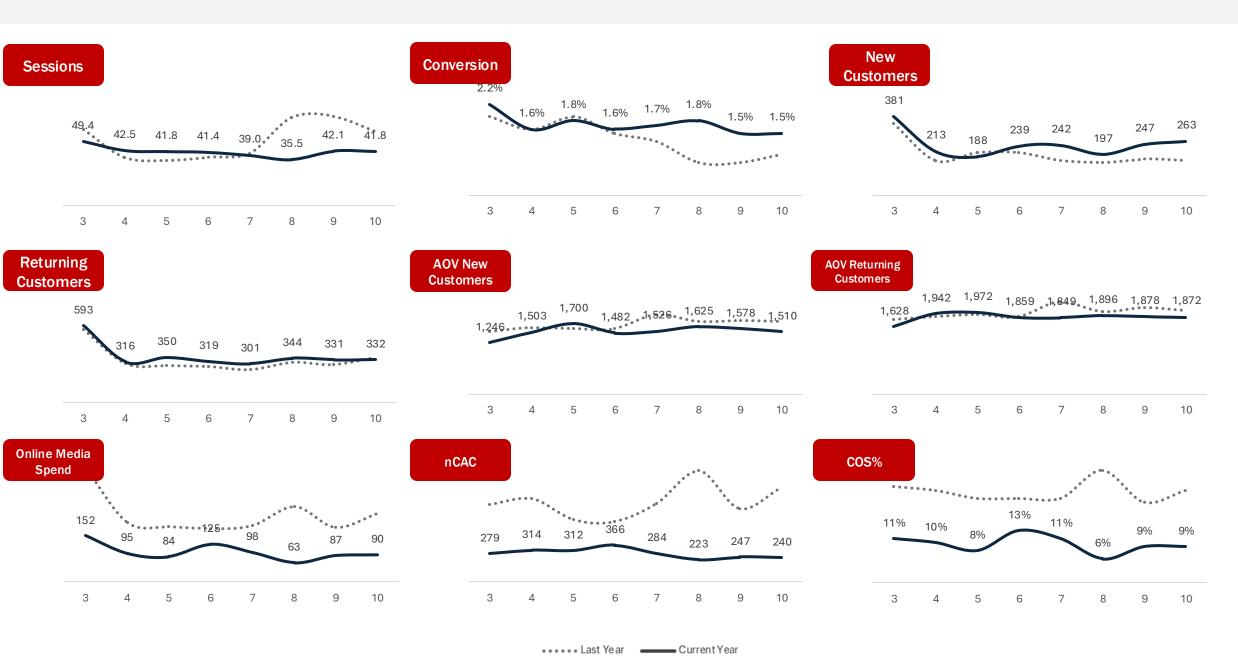
⁽²⁾ Not meaningful as we do not budget WHS weekly.

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

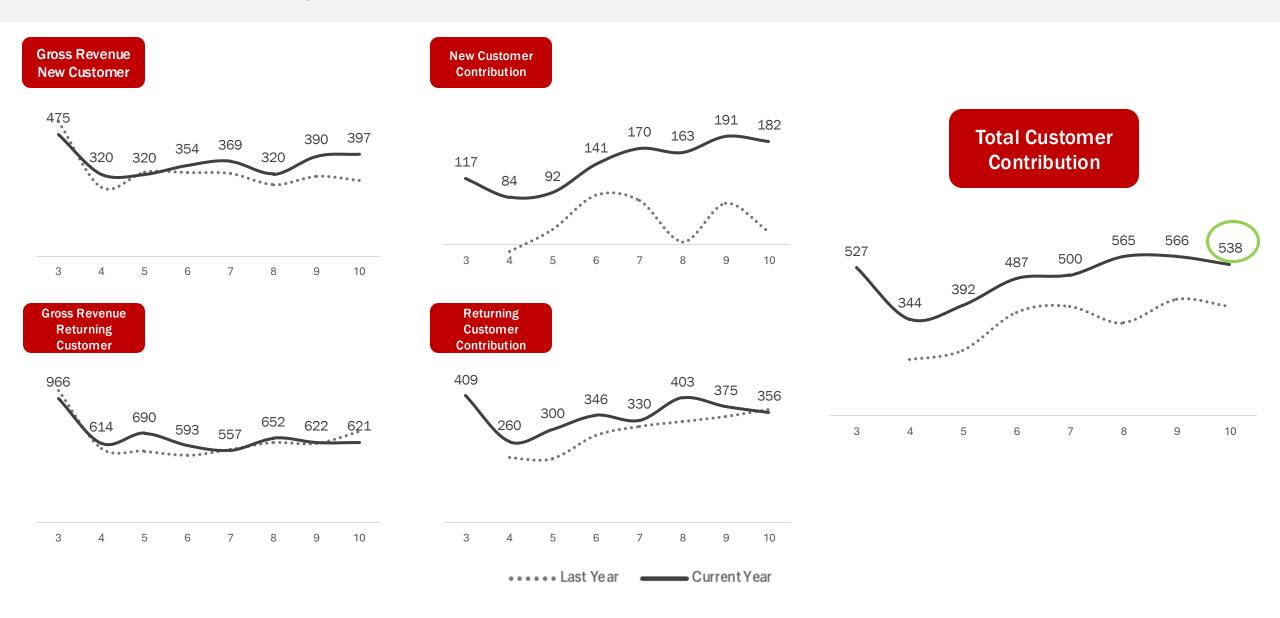
Top Markets

(SEK '000)				Feb 3	rd - Feb 9	th							Y/Y	GROWTH '	%								SOB%				
Markets	3	4	5	6	7	8	9	10	8-week avg.	3	4	5	6	7	8	9	10	8-week avg.	3	4	5	6	7	8	9	10	8-week avg.
US	470	377	441	458	380	439	427	422	427	0	21	11	42	2	20	12	7	13	33	40	44	48	41	45	42	41	41
GB	164	121	86	113	126	160	140	149	132	(15)	20	(11)	17	(9)	72	33	17	11	11	13	8	12	14	16	14	15	13
SE	261	100	110	97	100	99	118	123	126	50	39	36	(5)	2	(2)	(10)	8	15	18	11	11	10	11	10	12	12	12
DE	104	49	37	65	49	51	73	77	63	(2)	(13)	(9)	49	1	(35)	15	(17)	(5)	7	5	4	7	5	5	7	8	6
СН	52	34	35	12	24	35	11	25	28	32	77	(21)	(57)	194	(20)	(79)	68	(8)	4	4	3	1	3	4	1	2	3
CA	34	19	19	20	11	18	27	21	21	17	(29)	(42)	164	(64)	237	61	(26)	(4)	2	2	2	2	1	2	3	2	2
BE	19	14	16	8	3	14	3	18	12	(9)	189	129	(34)	(41)	75	(67)	236	36	1	1	2	1	0	1	0	2	1
AU	58	26	22	21	33	18	35	17	29	(24)	(49)	54	(41)	(41)	(9)	27	(71)	(32)	4	3	2	2	3	2	3	2	3
FR	29	25	63	18	16	16	28	17	26	(48)	(11)	119	(54)	(54)	(25)	39	(58)	(20)	2	3	6	2	2	2	3	2	2
NL	20	18	14	16	29	13	28	17	19	(56)	(1)	1	(31)	144	(58)	146	(13)	(11)	1	2	1	2	3	1	3	2	2
AE	20	6	14	10	20	3	10	15	12	2	(64)	(32)	(20)	0	(92)	111	(14)	(20)	1	1	1	1	2	0	1	1	1
IT	11	12	10	16	8	11	6	10	10	(18)	14	1214	(66)	931	6	271	(23)	56	1	1	1	2	1	1	1	1	1
ES	24	9	23	4	21	6	19	9	14	(37)	(2)	25	6	42	3	(15)	14	(4)	2	1	2	0	2	1	2	1	1
ROW	155	117	114	96	107	88	69	83	104	(7)	11	15	12	4	8	9	2	6	11	13	11	10	11	9	7	8	10
Total	1441	934	1010	948	926	973	1012	1019	1033	(15)	(7)	11	15	12	4	8	9	1	100	100	100	100	100	100	100	100	100

Online KPIs

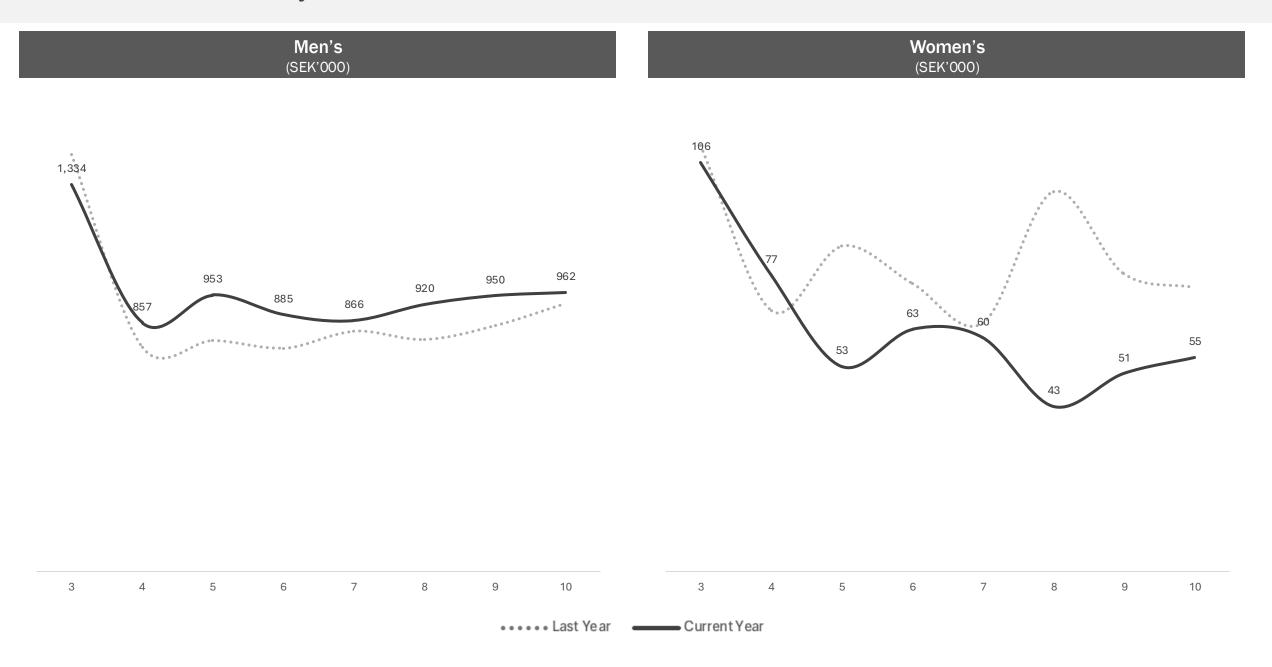


Estimated Contribution per Customer Cohort



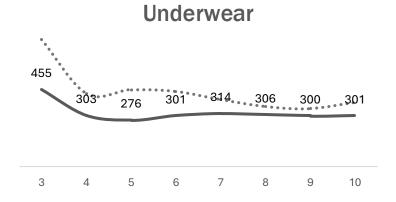
^{*}Same margin assumption for New/Returning. 70% of paid media towards New customers, 30% towards Returning customers.

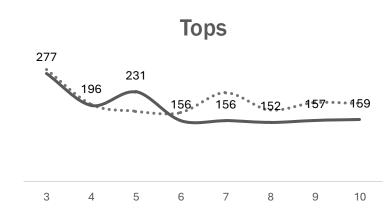
Online Gross Revenue by Gender

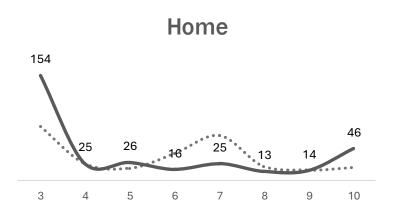


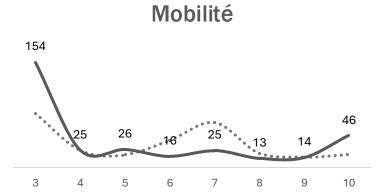
Online Gross Revenue by Gender

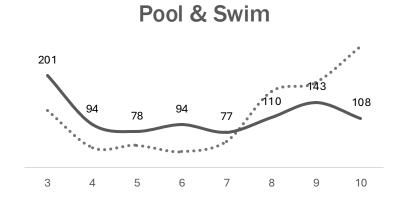


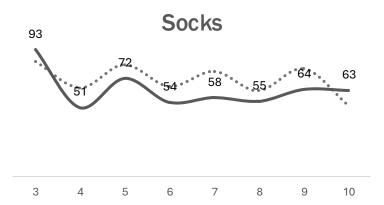




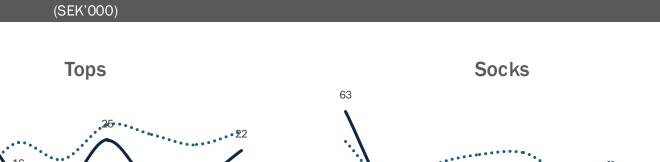


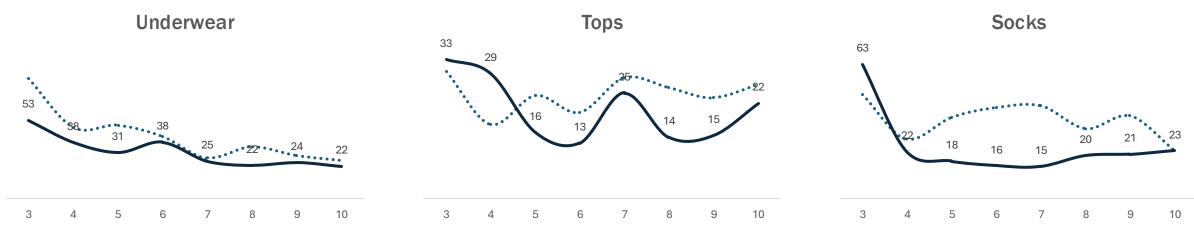




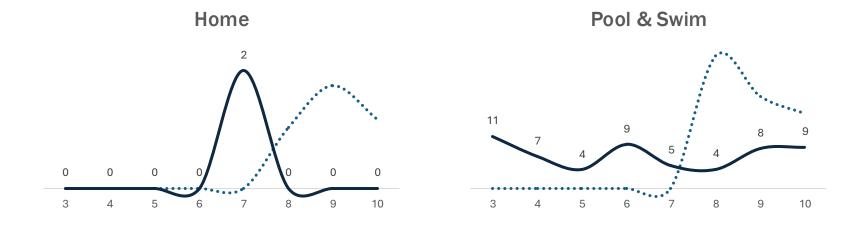


Online Gross Revenue by Gender





Women's



Online Gross Revenue by Category

(SEK'000)					Y/Y (ROWTH 9	6							Y/Y	GROWTH	%								SOB %				
Gender	Category	3	4	5	6	7	8	9	10	8-week avg	3	4	5	6	7	8	9	10	8-week avg	3	4	5	6	7	8	9	10	8-week avg
Men	Underwear	455	303	276	301	314	306	300	301	320	(39%)	(30%)	(39%)	(32%)	(20%)	(14%)	(12%)	(20%)	(28%)	35%	40%	36%	44%	45%	44%	41%	41%	40%
	Tops	277	196	231	156	156	152	157	159	185	(4%)	(1%)	28%	(12%)	(31%)	(17%)	(22%)	(21%)	(10%)	21%	26%	31%	23%	22%	22%	21%	21%	23%
	Swimwear	161	89	67	80	71	100	132	97	100	49%	120%	35%	272%	95%	(37%)	(22%)	(58%)	(3%)	12%	12%	9%	12%	10%	14%	18%	13%	12%
	Socks	93	51	72	54	58	55	64	63	63	10%	(22%)	(13%)	(18%)	(25%)	(12%)	(20%)	20%	(11%)	7%	7%	9%	8%	8%	8%	9%	8%	8%
	Home	154	25	26	16	25	13	14	46	40	94%	1%	45%	(59%)	(62%)	(37%)	(5%)	146%	13%	12%	3%	4%	2%	4%	2%	2%	6%	5%
	Poolwear	40	5	12	13	7	10	11	10	14	136%	81%	-	8%	(69%)	30%	(31%)	(70%)	(4%)	3%	1%	2%	2%	1%	1%	2%	1%	2%
	Mobilité	21	17	20	7	10	23	8	10	14	(81%)	45%	64%	(8%)	87%	69%	(64%)	9%	(40%)	2%	2%	3%	1%	1%	3%	1%	1%	2%
	Total	1 202	685	702	628	640	659	685	687	736	(16%)	(11%)	(12%)	(18%)	(23%)	(18%)	(19%)	(26%)	(18%)	92%	90%	93%	91%	91%	94%	93%	93%	92%
Women	Tops	33	29	16	13	25	14	15	22	21	9%	69%	(36%)	(35%)	(13%)	(45%)	(38%)	(16%)	(15%)	2%	4%	2%	2%	4%	2%	2%	3%	3%
	Underwear	53	38	31	38	25	22	24	22	32	(35%)	(21%)	(37%)	(10%)	(7%)	(36%)	(16%)	(16%)	(25%)	4%	5%	4%	5%	4%	3%	3%	3%	4%
	Swimwear	11	7	4	9	5	4	8	9	7	-	-	-	-	-	(86%)	(57%)	(46%)	(11%)	1%	1%	1%	1%	1%	1%	1%	1%	1%
	Socks	10	3	3	2	3	2	3	3	3	-	17%	(76%)	(81%)	(66%)	(79%)	24%	(28%)	(42%)	1%	-	-	-	-	-	-	-	-
	Home	0	0	0	0	2	0	0	0	0	-	-	-	-	-	(100%)	(100%)	(100%)	(49%)	-%	-%	-%	-%	-	-%	-%	-%	-
	Total	106	77	53	63	60	43	51	55	63	(4%)	13%	(37%)	(16%)	(6%)	(57%)	(34%)	(25%)	(22%)	8%	10%	7%	9%	9%	6%	7%	7%	8%
Grand To	tal	1 308	761	755	691	700	702	737	743	800	(16%)	(9%)	(14%)	(18%)	(21%)	(22%)	(20%)	(26%)	(18%)	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 Sale	es Qty S	SOB%	Rank	Gender	Category	Product	Color	Gross Revenue Sa	ales Qty	SOB%
1	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	21.9	24	7.3%	1	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	20.4	12	4.6%
2	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	14.1	13	4.7%	2	MEN	UNDERWEAR	3 X BOXER BRIEFS	BLACK	18.3	26	4.1%
3	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	11.4	5	3.8%	3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	11.1	21	2.5%
4	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	11.3	6	3.7%	4	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	10.7	12	2.4%
5	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	11.2	20	3.7%	5	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	8.9	11	2.0%
6	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	10.5	6	3.5%	6	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	8.8	8	2.0%
7	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	9.1	19	3.0%	7	MEN	MOBILITÉ	3 X PERFORMANCE BOXER BRIEFS	BLACK	8.5	7	1.9%
8	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	7.6	8	2.5%	8	MEN	TOPS	WOOL T-SHIRT	BLACK	7.8	5	1.8%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	7.1	9	2.4%	9	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	7.6	9	1.7%
10	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	6.5	2	2.2%	10	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	7.5	9	1.7%
11	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	6.4	8	2.1%	11	MEN	UNDERWEAR	WOVEN BOXER SHORTS CLASSIC	WHITE	7.3	10	1.7%
12	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	6.3	8	2.1%	12	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE NYLON	GREY MARBLE	7.1	12	1.6%
13	MEN	UNDERWEAR	BOXER BRIEFS	BLACK	5.0	10	1.7%	13	MEN	TOPS	3 X MIDWEIGHTT-SHIRT	WHITE	7.0	3	1.6%
14	MEN	HOME	PYJAMA TROUSERS	BLACK	4.3	3	1.4%	14	MEN	TOPS	RIB TANK TOP	OFF BLACK	6.7	7	1.5%
15	UNISEX	SOCKS	6 X COTTON SOCKS	BLACK	4.2	4	1.4%	15	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	6.6	4	1.5%
16	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	WHITE	4.1	2	1.4%	16	MEN	SOCKS	3 X WOOL RIB SOCKS	BLACK	6.4	10	1.5%
17	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK+STEEL BLUE+WHITE	3.9	5	1.3%	17	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	6.2	2	1.4%
18	MEN	TOPS	MIDWEIGHT T-SHIRT	STEEL BLUE	3.9	5	1.3%	18	MEN	HOME	PYJAMA SHIRT	BLACK	6.1	3	1.4%
19	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE I	GREY MARBLE	3.7	6	1.2%	19	MEN	HOME	HOME SHORTS	BLACK	6.0	7	1.4%
20	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	3.5	4	1.2%	20	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	5.9	6	1.3%
Top 20 Total					156.0	167	51.8%	Top 20 Total					175.0	184	39.6%
Grand Total					301.4	393	100.0%	Grand Total					442.4	549	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	40.2	50	6.0%
2	MEN	UNDERWEAR	6 X BOXER BRIEFS	BLACK	30.8	18	4.6%
3	MEN	UNDERWEAR	WOOL BOXER BRIEF	BLACK	22.3	41	3.3%
4	MEN	SWIMWEAR	SWIM SHORTS SATIN TWILL	JUNIPER	19.7	18	2.9%
5	MEN	TOPS	3 X MIDWEIGHT T-SHIRT	WHITE	18.4	8	2.8%
6	MEN	UNDERWEAR	3 X BOXER BRIEFS	OLIVE GREEN	18.3	20	2.7%
7	MEN	TOPS	2 X HEAVY WEIGHT T-SHIRT	BLACK/WHITE	17.9	10	2.7%
8	MEN	TOPS	T-SHIRT HEAVYWEIGHT	NAVY BLUE	13.5	29	2.0%
9	MEN	TOPS	MIDWEIGHT T-SHIRT	WHITE	13.0	15	1.9%
10	MEN	UNDERWEAR	12 X BOXER BRIEFS	BLACK	12.7	4	1.9%
11	MEN	UNDERWEAR	3 X BOXER TRUNKS	BLACK	11.9	15	1.8%
12	MEN	UNDERWEAR	3 X Y-BRIEFS	BLACK	11.9	14	1.8%
13	MEN	UNDERWEAR	3 X BOXER SHORTS	BLACK	11.1	10	1.7%
14	MEN	UNDERWEAR	3 X BOXER BRIEFS	WHITE	10.9	13	1.6%
15	MEN	SWIMWEAR	SWIM SHORTS PARACHUTE I	GREY MARBLE	10.9	18	1.6%
16	MEN	TOPS	MIDWEIGHT T-SHIRT	NAVY	10.8	14	1.6%
17	MEN	MOBILITÉ	3 X PERFORMANCE BOXER	E BLACK	9.8	8	1.5%
18	MEN	TOPS	RIB TANK TOP	OFF BLACK	8.6	9	1.3%
19	MEN	UNDERWEAR	3 X Y-BRIEFS	WHITE	8.5	10	1.3%
20	MEN	UNDERWEAR	WOVEN BOXER SHORTS CLA	WHITE	8.2	11	1.2%
Top 20 Total					309.4	335	46.4%
Grand Total					667.2	787	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	3.4	2	6.1%
2	WOMEN	UNDERWEAR	WOOL HIPSTER	BLACK	3.1	6	5.6%
3	WOMEN	TOPS	W-LW T-SHIRT	PANNA COTTA	2.6	10	4.7%
4	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	PANNA COTTA	2.5	9	4.5%
5	WOMEN	UNDERWEAR	3 X STRING THONG	BLACK	2.1	4	3.8%
6	WOMEN	TOPS	W-RIBT-SHIRT	WHITE	2.0	2	3.7%
7	WOMEN	UNDERWEAR	SCOOP BRALETTE	OLIVE GREEN	1.9	2	3.4%
8	WOMEN	UNDERWEAR	3 X W-BOXER BRIEFS	BLACK	1.8	2	3.3%
9	WOMEN	TOPS	WOMEN'S T-SHIRT HEAVYWEIGHT	WHITE	1.8	2	3.3%
10	WOMEN	UNDERWEAR	STRING THONG	BLACK	1.8	5	3.2%
11	WOMEN	SWIMWEAR	RACER SWIMSUIT	POPPY RED	1.8	4	3.2%
12	WOMEN	TOPS	W-LW LS T-SHIRT	PANNA COTTA	1.7	6	3.1%
13	WOMEN	SWIMWEAR	TRIANGLE BIKINI BRALETTE	PANNA COTTA	1.7	6	3.0%
14	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	OFF BLACK	1.5	1	2.8%
15	WOMEN	SWIMWEAR	RACER SWIMSUIT	BLACK	1.5	1	2.8%
16	WOMEN	UNDERWEAR	SCOOP BRALETTE	WHITE	1.5	3	2.8%
17	WOMEN	SWIMWEAR	BIKINI BRIEFS	PANNA COTTA	1.3	5	2.4%
18	WOMEN	TOPS	LIGHTWEIGHT TUBE DRESS	BLACK	1.3	2	2.4%
19	WOMEN	TOPS	2 X WOMEN'S RIB TANK TOP	WHITE+OFF BLACK	1.3	1	2.4%
20	WOMEN	UNDERWEAR	3 X Y-BRIEFS	OLIVE GREEN	1.3	1	2.3%
Top 20 Total					38.1	74	68.7%
Grand Total					55.4	114	100.0%