

WEEKLY REPORT

17th – Jul 23rd

Monday Morning Meeting

	Feb 17th - Feb 23rd									Year-to-date							
(SEK '000)						Growth vs.								Growth vs.			Budget
	Actual	Last Week	LY	2023	Budget(1)	Last Week	LY	2023	Budget(1)	February	LY	2023	Budget(1)	LY	2023	Budget(1)	vs. LY
Online Gross Revenue	972	926	899	1,222		(6.2%)	12.3%	(14.4%)	n/m	61,190	70,140	54,864	-	(12.8%)	11.5%	-	-
Returns	92	68	65	85		(56.6%)	60.4%	(13.9%)	n/m	3,809	6,214	3,851	-	(38.7%)	(1.1%)	-	-
Return Rate %	9.4 %	7.4 %	7.2 %	6.9 %		(53.6%)	43.1%	1.0%	n/m	6.2%	8.9%	7.0%	-	(30.3%)	(11.4%)	-	-
Online Net Revenue	881	858	834	1,137		8.2%	8.5%	(14.5%)	n/m	57,380	63,925	51,013	-	(10.2%)	12.5%	-	-
Retail Concept Store	51	81	62	93		67.6%	(6.4%)	(14.7%)	n/m	4,079	4,542	5,041	-	(10.2%)	(19.1%)	-	-
Retail Pop-ups, Outlets	0	0	0	0		n/m	n/m	n/m	n/m	0	51	0	-	(100.0%)	-	-	-
Retail Net Revenue	51	81	62	93		67.6%	(6.4%)	(14.7%)	n/m	4,079	4,594	5,041	-	(11.2%)	(19.1%)	-	-
Wholesale Net Revenue	n/m	n/m	n/m	n/m		(100.0%)	(100.0%)	(100.0%)	n/m	8,175	12,424	15,649	-	(34.2%)	(47.8%)	-	-
Total Net Revenue	932	939	896	1,230		8.7%	(52.0%)	(40.2%)	n/m	69,634	80,944	71,704	-	(14.0%)	(2.9%)	-	-
Returning Customers	344	301	312	336		(8.9%)	15.2%	(12.6%)	n/m	14081	15022	12492	-	(6.3%)	12.7%	-	-
New customers	197	242	159	305		27.1%	15.5%	(19.8%)	n/m	13616	17063	16544	-	(20.2%)	(17.7%)	-	-
Marketing Spend	63	98	250	239		49.1%	(29.3%)	11.3%	n/m	9,936	15,304	11,346	-	(35.1%)	(12.4%)	-	-
Online Cost of Sale(3)	6.5 %	10.6 %	27.8 %	19.5 %		59.0%	(36.8%)	30.7%	n/m	16.2%	21.8%	20.7%	-	(25.7%)	(21.7%)	-	-

(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.

[illegible]