

Boozt

Q1 2024

26 April 2024





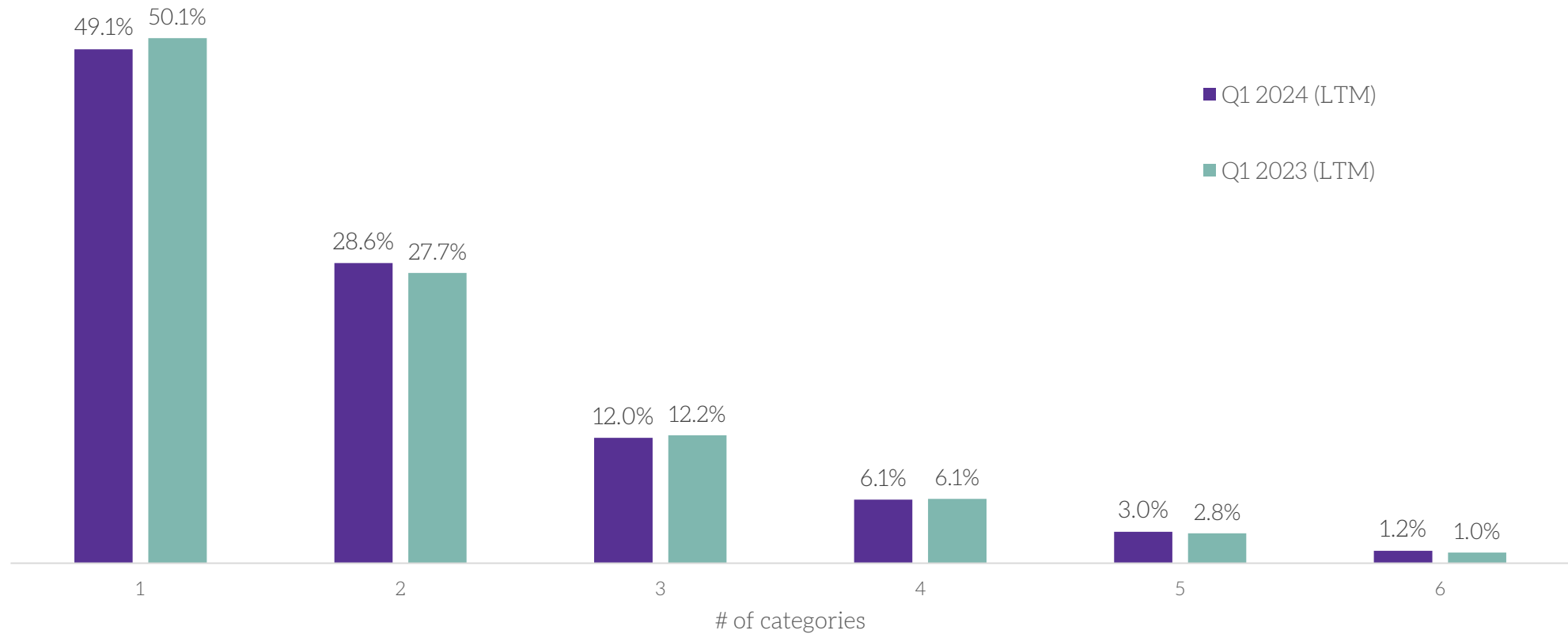
Q1 2024 - Highlights

- Net revenue increases 6% to SEK 1,614 million, driven by both Boozt.com (+4%) and Booztlet.com (+13%)...
- ...but impacted by: Low consumer confidence, limited campaign buys and timing of Easter
- As in 2023, the weather did not support the Spring/Summer collection
- Nordic Department Store strategy continues to pay off
 - More than 50% of customers buy from more than one category
 - Average order value continued the positive trend with a further diversification of sales and more items per basket
- Customer satisfaction still best in class in the quarter: Trustpilot score of 4.5 (4.5) and NPS of 77 (75)
- Adj. EBIT increased with 17% to SEK 20 million – adj. EBIT margin of 1.2% (1.1%)
- Share buyback program concluded. Shares repurchased for SEK 187 million in total
- Outlook for 2024 maintained
- Capacity at Ängelholm to be expanded

Increase in share of customers buying from more than one category

- Multi-buyers are more loyal and spend more on average

Share of active customers shopping from 1 to 6 different product categories*

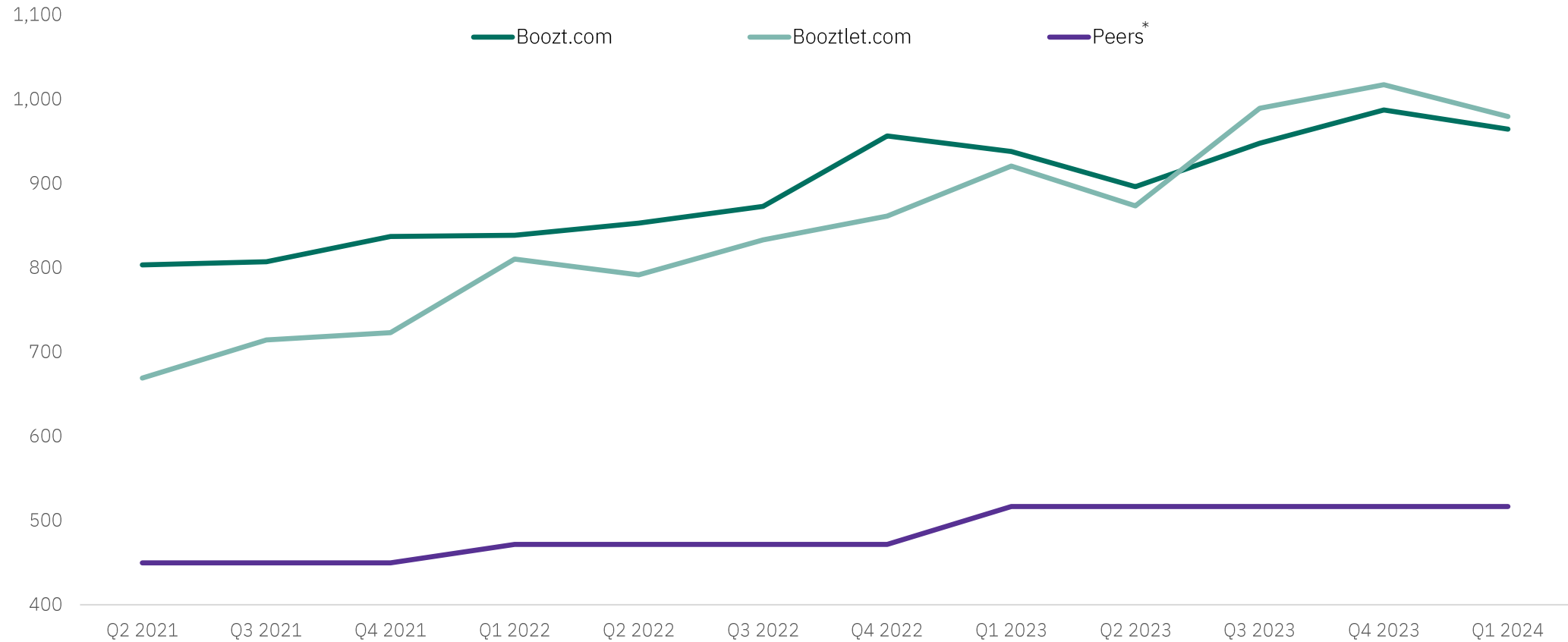


* Numbers are based on Boozt.com only

Average order value continuously improving

- Solid unit economics allows a high promotional pressure while delivering healthy profitability

Average order value (SEK)



*Based on 2021-2023 fiscal year figures for selected peers. AOV excludes VAT and for peers who include this in their average order value, VAT of estimated 20% is subtracted



Further room to expand at Ängelholm

Increasing total warehouse capacity with up to 50%

- Capacity to be expanded to support annual revenue up to SEK 15 billion
- Expected total capex investments of around SEK 500 million from 2025-2027
- Investments to support improved utilisation and to expand storage and automated sorting capacity to support future revenue growth and thus further improve the fulfilment cost ratio
- The expansion of storage capacity and throughput automation will be carried out modularly and is expected to be installed in the period from 2025-2027, as needed to support growth and improvements in productivity.
- Establish an additional storage facility located close to the existing fulfilment center, which will serve as a buffer for high quantity items and allow for fast refill of products benefitting storage capacity, utilisation and ultimately the return on invested capital
- Boozt has secured access to a plot in the close proximity of the current facility extending the lifetime of the current fulfilment campus substantially and with a potential to establish an additional 140,000 square meters when needed

Financial highlights

Q1 2024



Q1 2024 - Financial highlights

SEK million	Q1 2024	Q1 2023	Change
Net revenue	1,614	1,525	+6%
Gross profit	627	586	+7%
Gross margin	38.9%	38.5%	+0.4pp
Adj. EBIT	20	17	+17%
Adj. EBIT margin	1.2%	1.1%	+0.1pp
Net profit	2	-5	N/A



Q1 2024 - Segments

Boozt.com

SEK million	Q1 2024	Q1 2023	Change
Net revenue	1,335	1,279	+4%
Adj. EBIT	13	22	-42%%
Adj. EBIT margin	0.9%	1.7%	-0.8pp

Booztlet.com

SEK million	Q1 2024	Q1 2023	Change
Net revenue	279	246	+13%
Adj. EBIT	7	-5	NA
Adj. EBIT margin	2.6%	-2.0%	+4.6pp

Boozt.com

- The overall market for apparel in the Nordics continues to be challenged by muted consumer spending
- Rest of Europe (36%) supported by improvements in Germany driven by changes to the web-shop in the country (incl. implementation of return fees)

Booztlet.com

- Continued growth support from updated strategy for Booztlet.com
- Significant improvement in profitability driven by scale and higher AOV

Q1 2024 - Cost ratios

Share of net revenue, %	Q1 2024	Q1 2023	Change
Gross margin	38.9%	38.5%	+0.4pp
Fulfilment cost ratio	11.6%	12.1%	+0.5pp
Marketing cost ratio	10.0%	10.0%	-
Adj. admin. and other costs ratio	13.3%	12.5%	-0.8pp
Depreciation ratio	4.1%	4.0%	-0.1pp
Adj. EBIT margin	1.2%	1.1%	+0.1pp



Q1 2024 – Cash development

SEK million	Q1 2024	Q1 2023	Change
Net working capital	993	664	+50%
NWC share of net revenue (LTM)	12.7%	9.7%	3.0pp
Free cash flow	-685	-731	+6%
CAPEX	-97	-34	+185%
Net cash	236	456	-48%

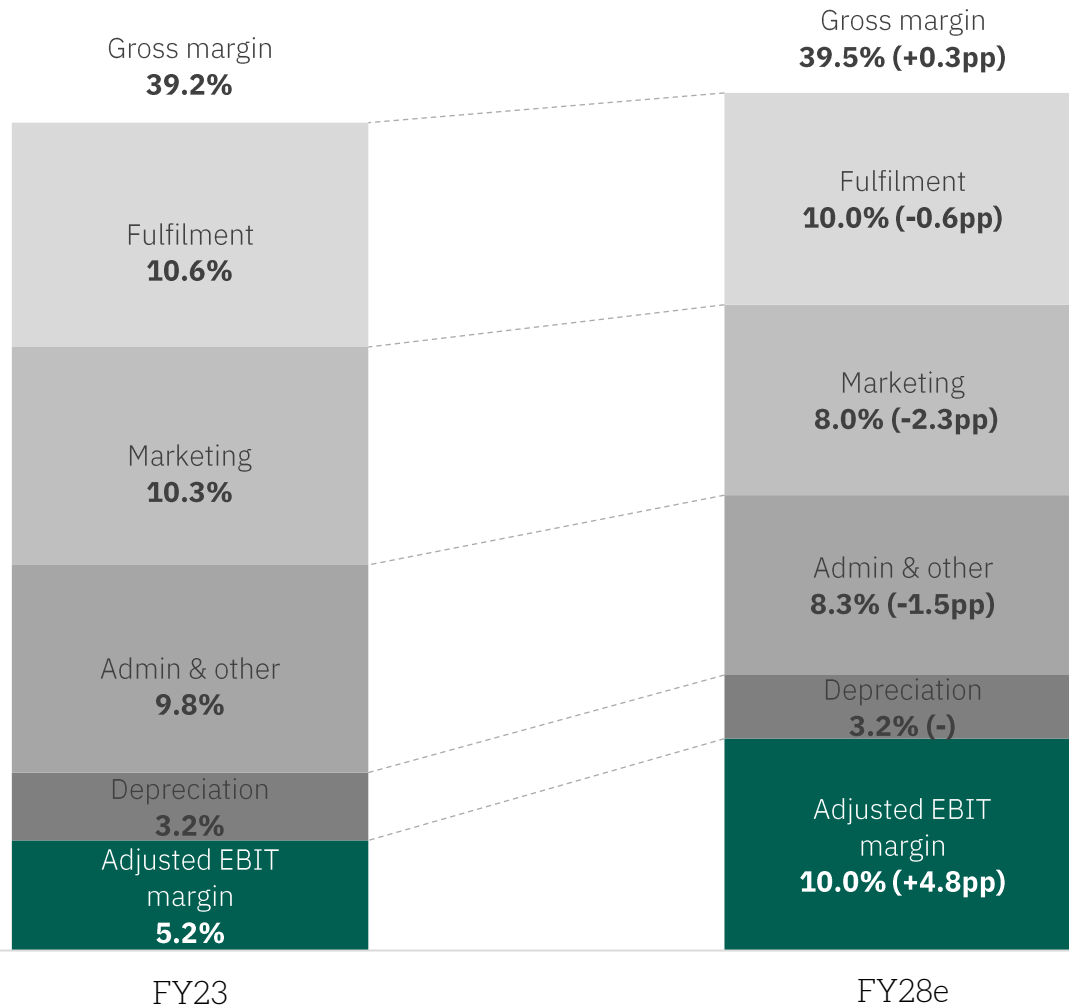


Outlook 2024

	Outlook 2024	Long-term opportunity	
Growth	5-15% revenue growth	Market share around 10% (online and offline)	Growing significantly faster than the Nordic market
Profitability	Adjusted EBIT margin of 5.2-6.0%	Adjusted EBIT margin exceeding 10% in five years	Most profitable amongst peers
CAPEX	SEK 150-250 million		

The outlook assumes exchange rates will remain at current levels.

10% margin in five years



Margin drivers

- Gross margin (0.3pp)
 - Higher share of Other revenue
- Fulfilment costs (-0.6pp)
 - Cost optimisation
 - Lower returns (driven by category diversification)
- Marketing costs (-2.3pp)
 - Limited increase in offline spend
 - More marketing milage
- Admin. & Other costs (-1.5pp)
 - Operational leverage

Q&A



Disclaimer

The Company's financial targets set forth above constitute forward-looking information that is subject to considerable uncertainty. The financial targets are based upon a number of assumptions relating to, among others, the development of the Company's industry, business, results of operations and financial condition. Company's business, results of operations and financial condition, and the development of the industry and the macroeconomic environment in which the Company operates, may differ materially from, and be more negative than, those assumed by the Company's when preparing the financial targets set out above. As a result, the Company's ability to reach these financial targets is subject to uncertainties and contingencies, some of which are beyond its control, and no assurance can be given that the Company will be able to reach these targets or that the Company's financial condition or results of operations will not be materially different from these financial targets.