



**Boozt**

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# The Nordic Department Store

Webcast Q4 2023

February 8, 2024

# Key highlights – Q4 2023

- A solid end to the year despite tough conditions – Q4 2023 revenue increase 23% driven by both Boozt (+21%) and Booztlet (+33%)
- Nordic Department Store strategy continues to pay off
  - More than 50% of customers in the quarter bought from more than one category
- Average order value continued the positive trend with a further diversification of sales and more items per basket
- Strong increase in customers (+8%) across all important markets
- Customer satisfaction still best in class in the quarter: Trustpilot score of 4.3 (4.4) and NPS of 74 (74)
- Record high profitability achieved – Q4 2023 adj. EBIT margin of 7.7% vs 7.0% last year
- Repurchase of own shares of SEK 31 million in the quarter and SEK 89 million in 2023

Net revenue growth

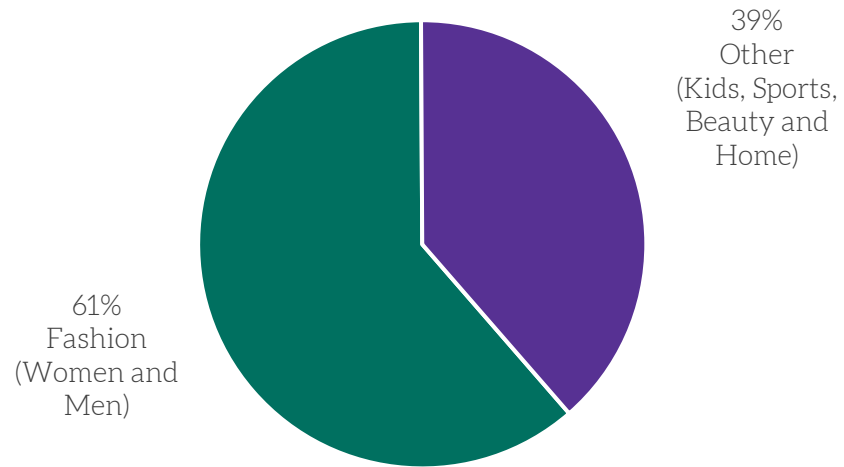
**23%** (24)

Adjusted EBIT margin

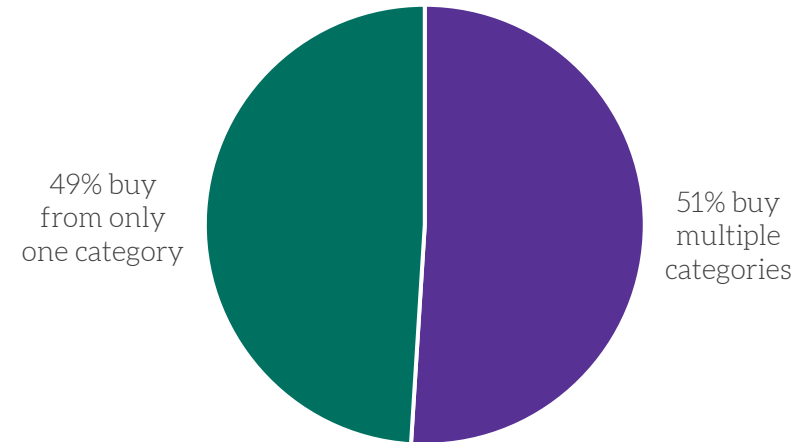
**7.7%** (7.0)

# Boozt.com is truly becoming an online department store

Around 40% of revenue on Boozt.com is now generated from products outside of Fashion (FY 2023)



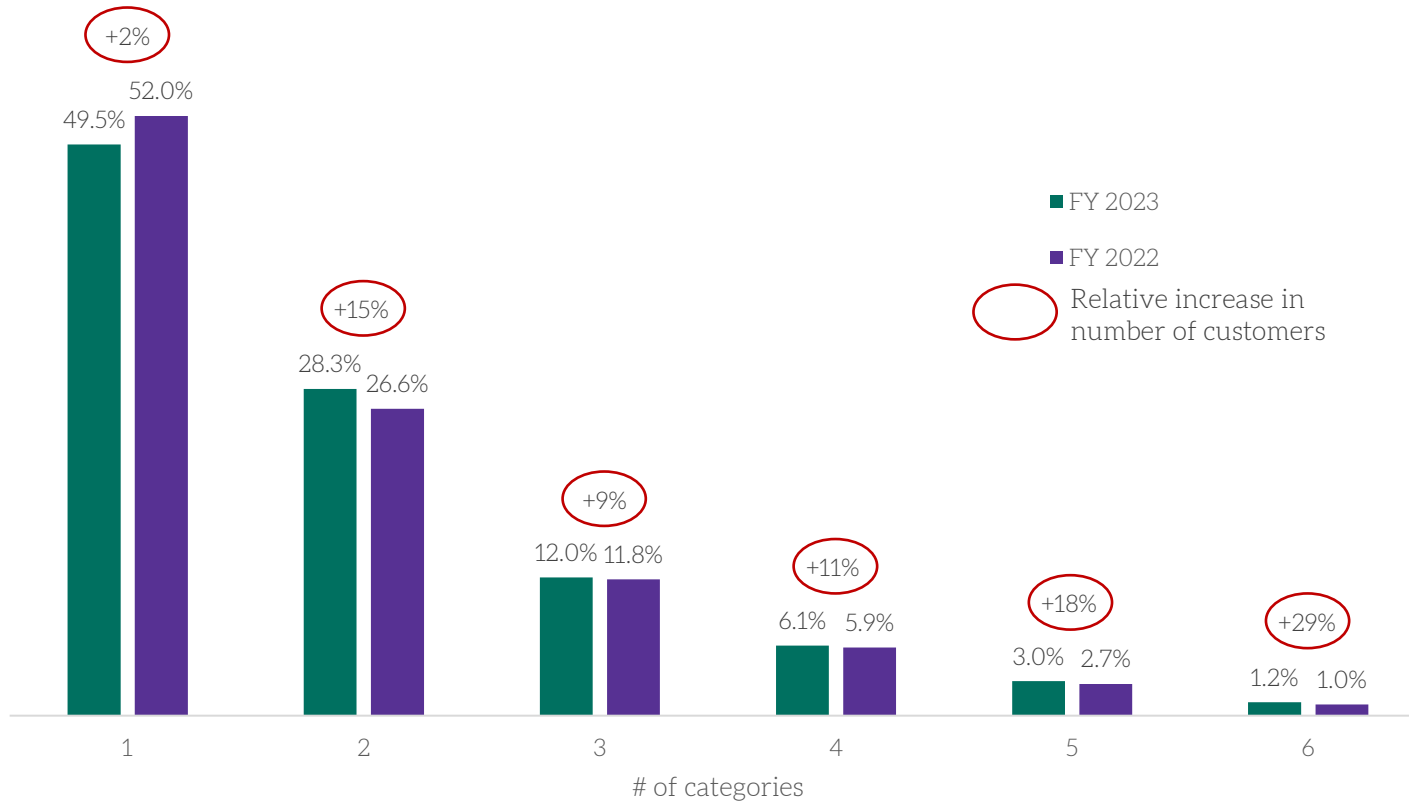
More than 50% of customers on Boozt.com now buy from more than one category (FY 2023)



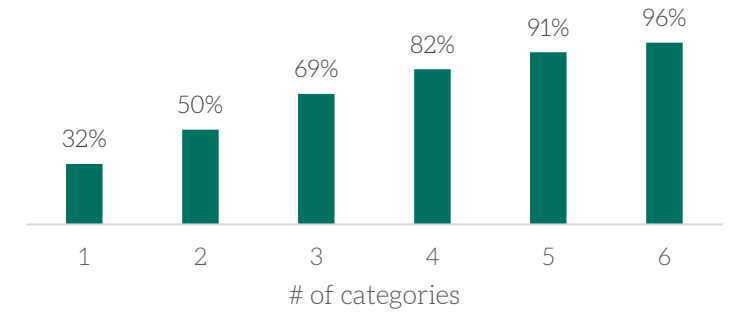
Boozt.com

# Enormous upside in shifting customers to buy from more categories

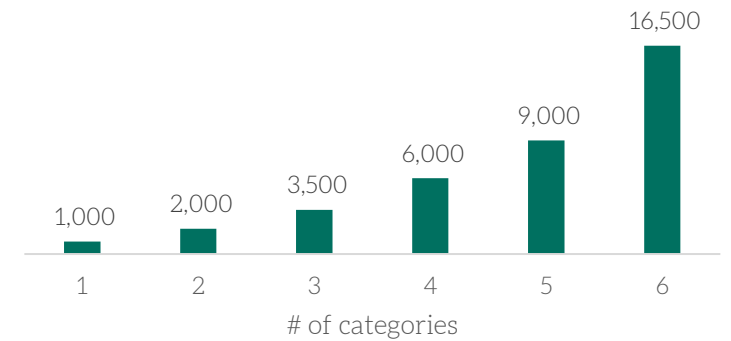
Share of active customers shopping from 1 to 6 different product categories\*



Customer "survival" rate\*  
(Possibility that customer will buy again within 12 months)



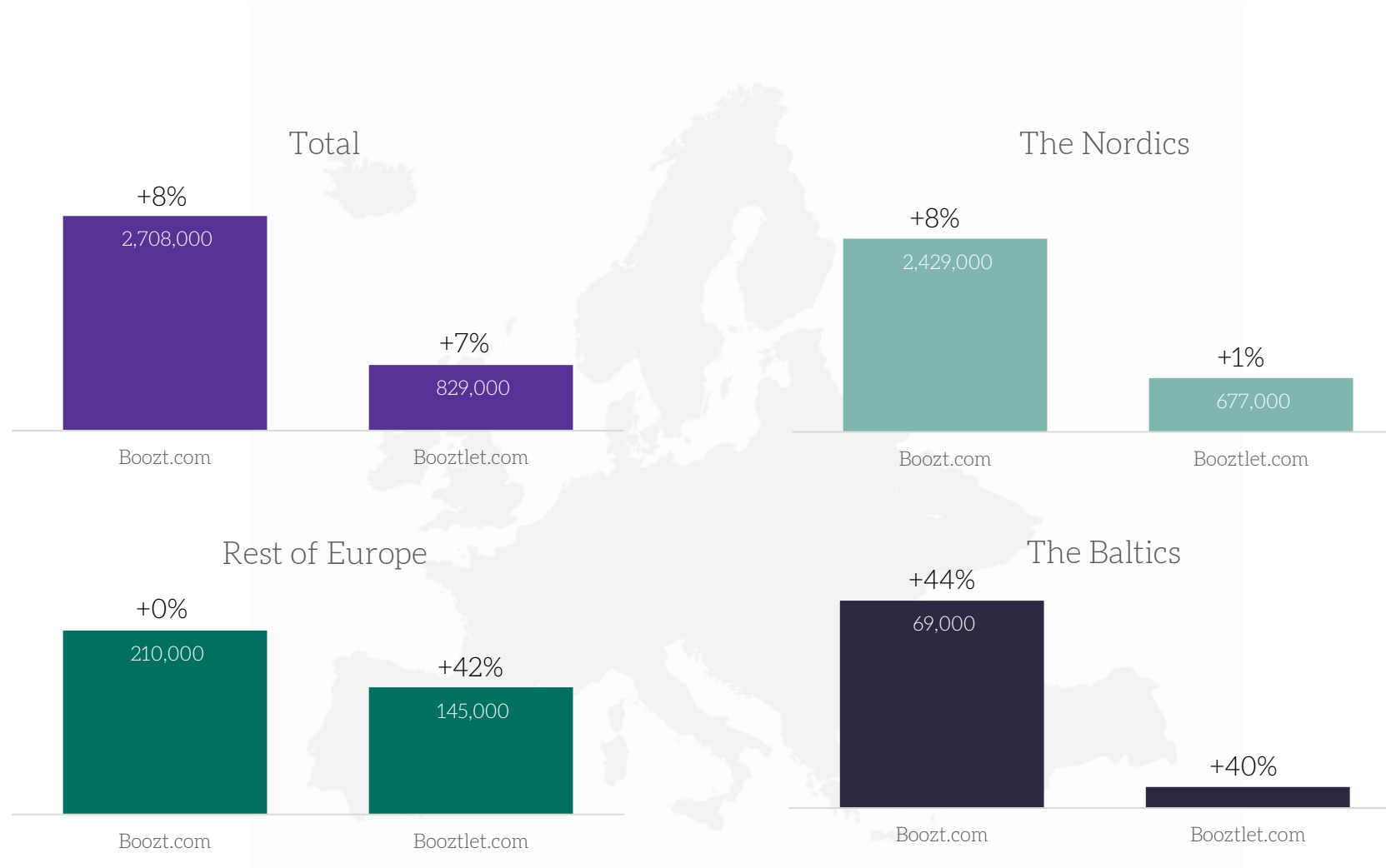
Average net customer value (SEK)\*



\* Numbers are based on Boozt.com only

# Solid increase in customers – more than 3.5m people now shop at Boozt

- Active customers per region in 2023 (percentage change vs 2022)





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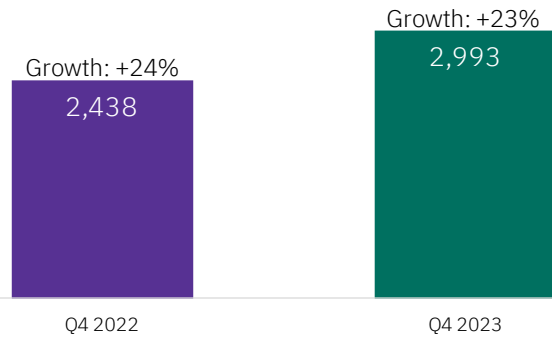
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Financial update

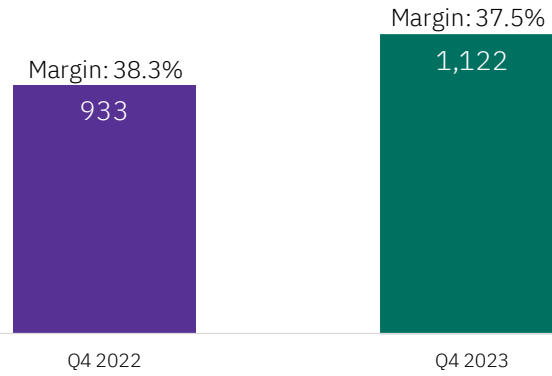
Fourth quarter 2023

# Group result

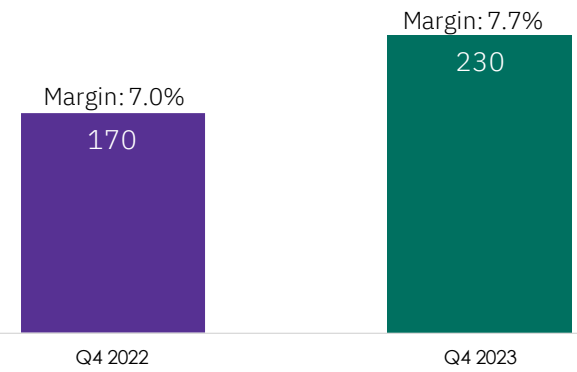
Net revenue



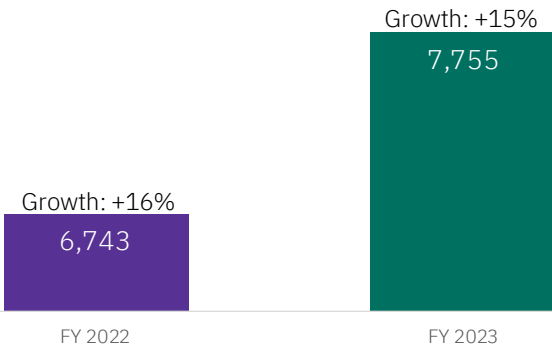
Gross profit



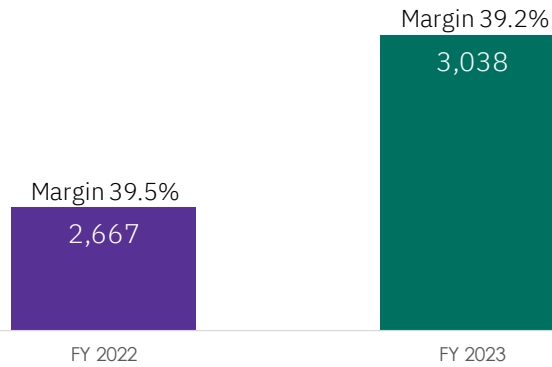
Adjusted EBIT



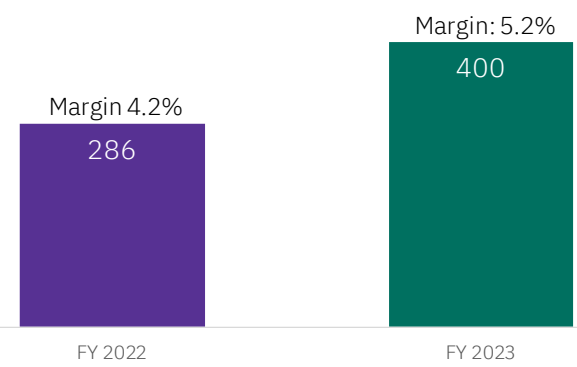
Net revenue - YTD



Gross profit - YTD

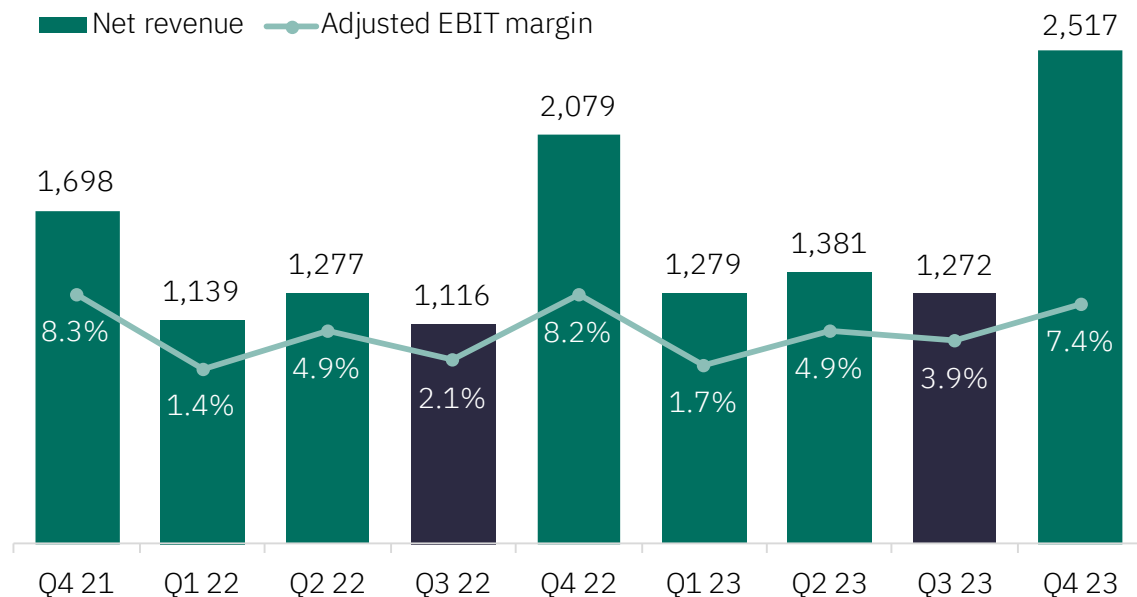


Adjusted EBIT - YTD



Group

# Boozt.com

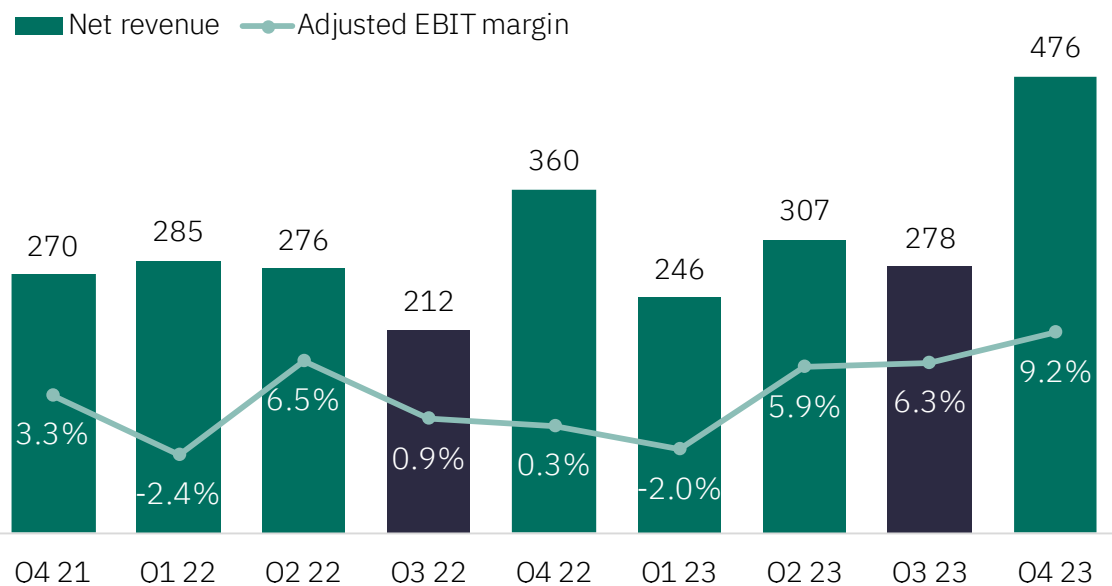


SEK million	Q4 2021	Q4 2022	Q4 2023
Net revenue	1,698	2,079	2,517
Net revenue growth	36.1%	22.4%	21.1%
Adjusted EBIT	141	170	186
Adjusted EBIT margin	8.3%	8.2%	7.4%

## Highlights in the fourth quarter of 2023

- Revenue increased 21% supported by an attractive inventory position and a strong Black Week campaign
- The overall market for apparel in the Nordics continues to be challenged by muted consumer spending
- Number of active customers increased 8%, driven by the Nordics (+8%) and the Baltics (+44%)
- Average order value increased 3% to SEK 987 mainly driven by currency
- Growth in all categories with best performance in Beauty and Home
- Adj. EBIT margin was 7.4% vs 8.2% last year. The decline was mainly due to the conversion of a partner agreement.

# Booztlet.com



SEK million	Q4 2021	Q4 2022	Q4 2023
Net revenue	270	360	476
Net revenue growth	52.3%	33.1%	32.5%
Adjusted EBIT	9	1	44
Adjusted EBIT margin	3.3%	0.3%	9.2%

## Highlights in the fourth quarter of 2023

- Q4 2024 revenue increased 33% supported by the updated strategy and a strong inventory position
- Number of active customers increased 7% year-on-year
- Average order value increased 18% to an all-time high SEK 1,017 (861)
- Solid development across all markets
  - Revenue in the Nordics increase 20%
  - Rest of Europe increase 128% following an increased focus
- Adj. EBIT margin increased to 9.2% (0.3%) driven by the higher average order value, cost base improvements and the higher top-line.

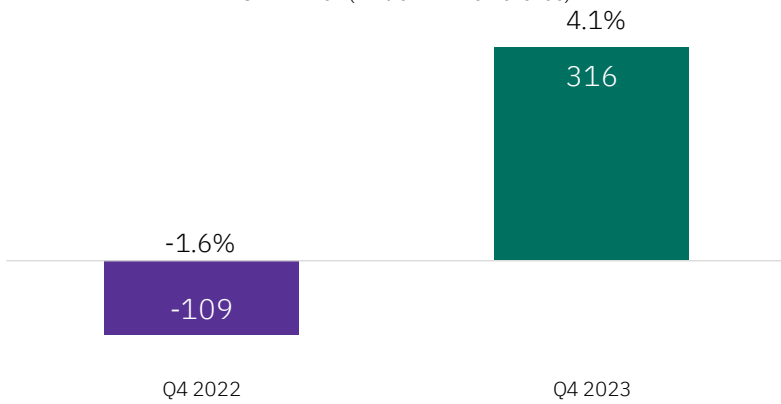
# Cost ratios

	Q4 2022	Change in (PP)	Q4 2023	FY 2022	Change in (PP)	FY 2023
Share of net revenue, %						
Gross margin	38.3	-0.8 PP	37.5	39.5	-0.4 PP	39.2
Fulfilment cost ratio	-10.5	0.9 PP	-9.5	-11.3	0.7 PP	-10.6
Marketing cost ratio	-10.7	0.8 PP	-10.0	-11.0	0.7 PP	-10.3
Adjusted admin & Other cost ratio <sup>1</sup>	-7.7	-0.5 PP	-8.1	-9.7	-0.1 PP	-9.8
Depreciation cost ratio	-2.4	0.3 PP	-2.1	-3.3	0.1 PP	-3.2
Adjusted EBIT Margin	7.0	0.7 PP	7.7	4.2	-0.9 PP	5.2

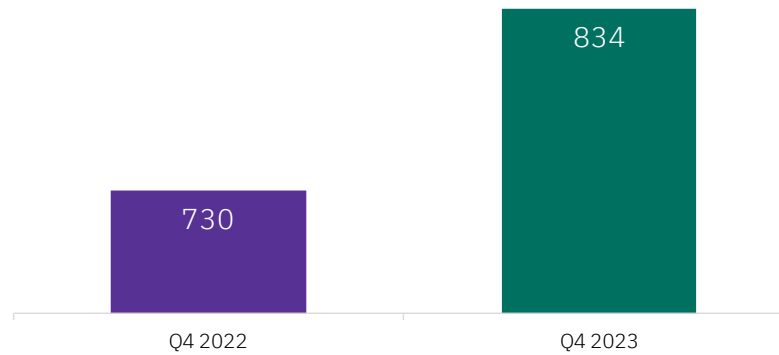
<sup>1</sup> Adjusted for social charges related to share based compensation

# Cash flow

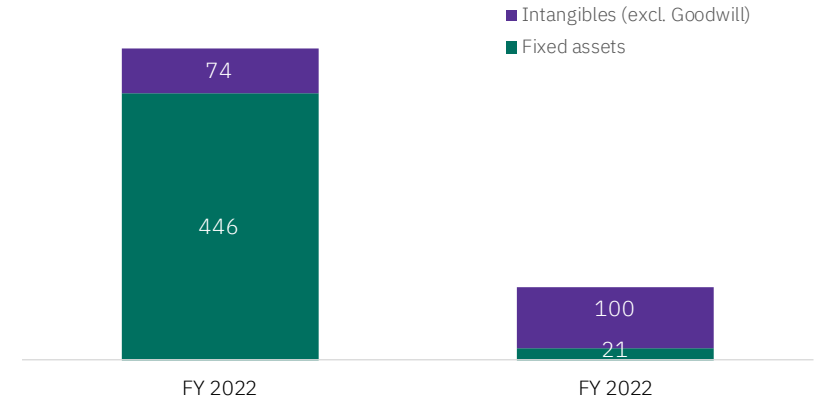
Net working capital  
SEK million (in % of LTM net revenue)



Free cash flow  
SEK Milion



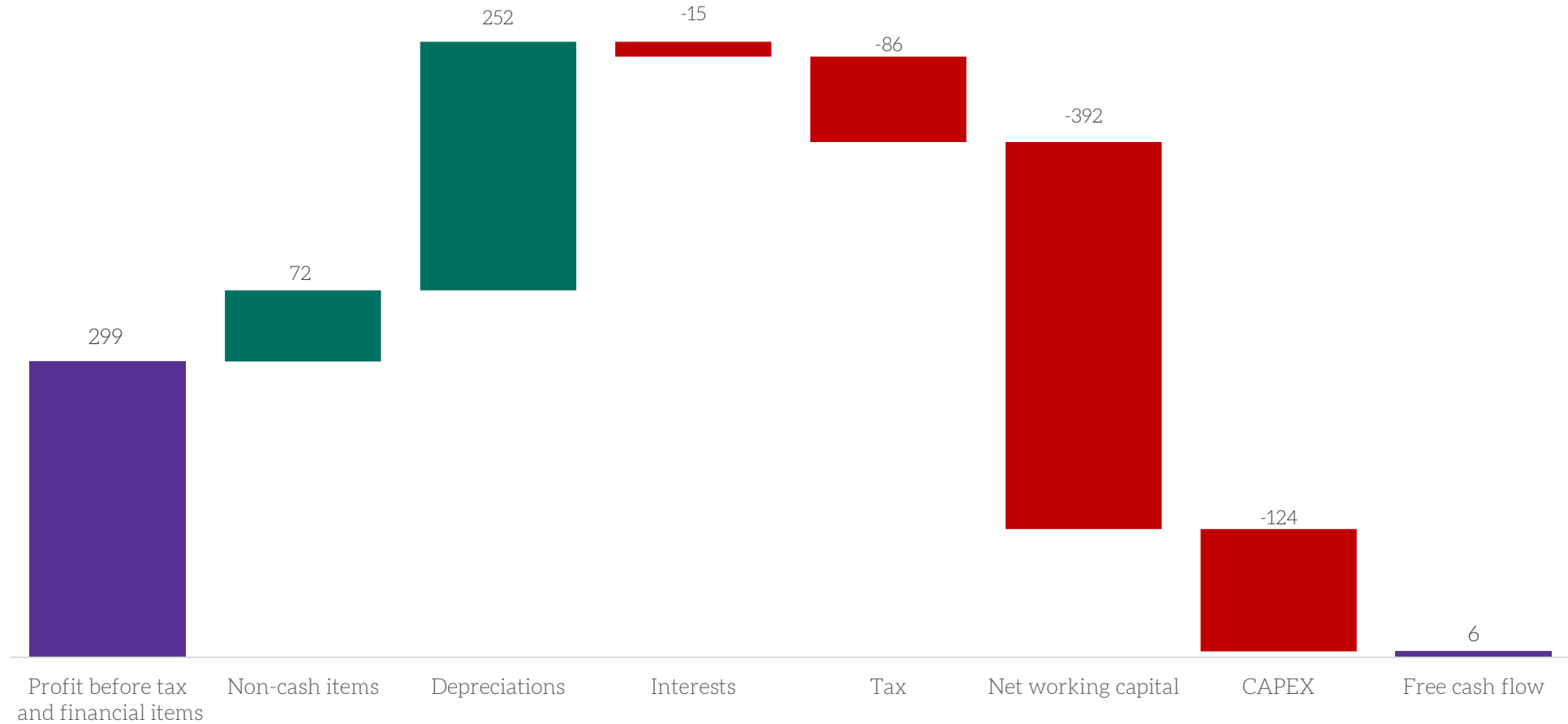
CAPEX - YTD



Group

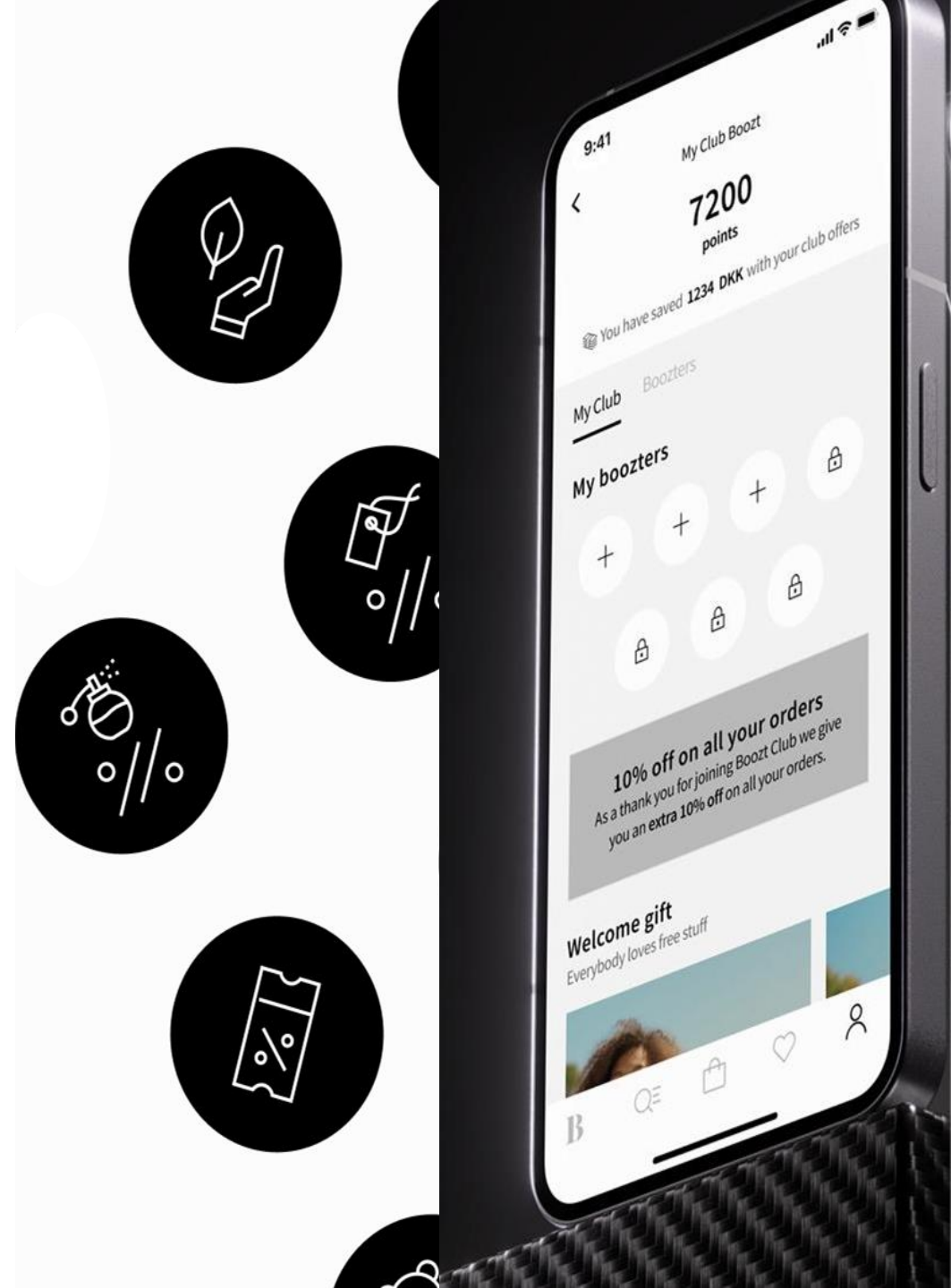
# Full year cash flow significantly impacted by changes in NWC

FY 2023 free cash flow development (SEKm)



CLUB BOOZT  
1 million  
members  
in 6 months

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# Outlook 2024

Market share gains and online transition to continue to support growth

	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.*

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# Q&A

## Disclaimer

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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.