

Best Black Friday Ever for Lyko: Over 100,000 Transactions!

Lyko experienced its best Black Friday to date, with an impressive sales rate of more than one order per second throughout the entire day. The high demand persisted nonstop, peaking between 8:00 PM and 11:00 PM with more than two orders per second online.

– It's fantastic to see e-commerce return to record-breaking levels in terms of revenue, transaction volume, and new customers. We are very pleased with the strong start to Black Week, says Rickard Lyko, CEO of Lyko.

Retail also set new milestones, with all 32 Lyko stores contributing to a highly successful Black Friday. The Lyko FabShip Store on Drottninggatan in Stockholm stood out by smashing all previous records and delivering the best sales day ever for a Lyko store. Nearly 4,000 customers shopped there during the Friday.

– The entire company has spent months preparing for the year's largest sales period. I'm incredibly proud of our amazing employees, who continuously optimize processes, technology, and logistics. Our central warehouse in Vansbro is performing at record levels, and combined with efforts across the organization, we're able to deliver a first-class experience to our customers, Rickard Lyko continues.

To handle the high volumes, the Vansbro warehouse has been running 24/7, with an additional 120 staff brought in to meet demand during this period.

– The energy in the organization is at its peak after such a strong start to Black Week. We still have plenty to give as we head into the weekend and the rest of the holiday shopping season, concludes Rickard Lyko.

For more information, please contact

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About Lyko

Lyko Group AB (publ) is a beauty specialist with the market's widest range, inspiring and guiding customers to their best selves. The group operates the website Lyko.com, 32 fully owned integrated stores and salons in Sweden, Norway, and Finland, as well as a business-to-business operation with two factories in Sweden for the manufacturing of beauty products. The business employs close to 1000 people. Lyko is listed on the First North Premier Growth Market. Avanza Bank, +46(0)8-409 421 20, corp@avanza.se, is the company's Certified Adviser. Visit Lyko.com for more information.

Image Attachments

[Rickard Lyko, CEO Lyko](#)

[Lyko FabShip Store Drottninggatan 1](#)

[Lyko FabShip Store Drottninggatan 2](#)

Attachments

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