

# Boozt

## Press Release

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### Guidance updated following Black Week

**Boozt updates its financial guidance for 2024 and now expects revenue growth of around 7% and an adjusted EBIT margin of 5.2-5.4%. Black Friday again showed record sales.**

Boozt remains focused on strengthening its position as the leading Nordic department store and despite a continued difficult market, Boozt.com and Booztlet.com celebrated another record-breaking day, with Black Friday sales reaching an all-time high. Additionally, the two platforms welcomed around 120,000 new customers during Black Week, many of whom bought across multiple categories.

At the fulfillment center in Ängelholm, the recently installed transfer cells were put to the ultimate test. Already a month after being installed they showed significant potential, as they coped extremely well with the peak volumes experienced during Black Week.

CEO and co-founder of Boozt, Hermann Haraldsson said: "Today we adjust our guidance to reflect a continued challenging market as well as our performance year-to-date. Yet, I am proud that we again were able to deliver another record-breaking Black Friday. This is now the tenth year in a row, which I believe is another testament to our Nordic department store model."

#### Updated outlook for 2024

With only a month left of the year, Boozt updates its guidance for 2024 to reflect the reduced uncertainty as well as the performance year-to-date. Boozt now expects net revenue growth for 2024 of around 7% (previously 7-11%) and adjusted EBIT margin of 5.2-5.4% (previously 5.2-5.7%).

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