

Q1 REPORT 2023

RICKARD LYKO
CEO

PONTUS ANDERSSON
CFO

INVESTOR PRESENTATION
2023.04.27



TODAY

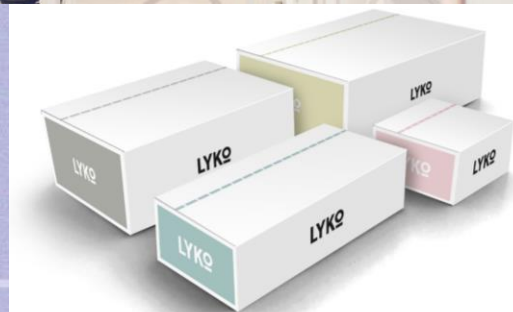
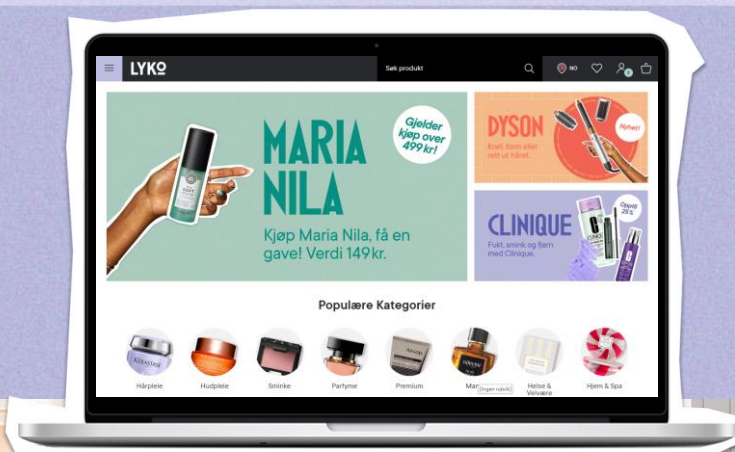
1. LYKO IN BRIEF
2. KEY HIGHLIGHTS
3. FINANCIAL UPDATE
4. Q&A





LYKO AT A GLANCE

- >1000 Brands
- +55 000 Products
- lyko.com in 8 Countries
- 31 Own stores in Sweden & Norway
- 3000 External stores/ salons
- 1000 Employees & 13 Hubs
- 70% of Customers are Women 25-55 yrs
- 3,8 Mil. Customers & 2,4 Mil. Club Lyko Members

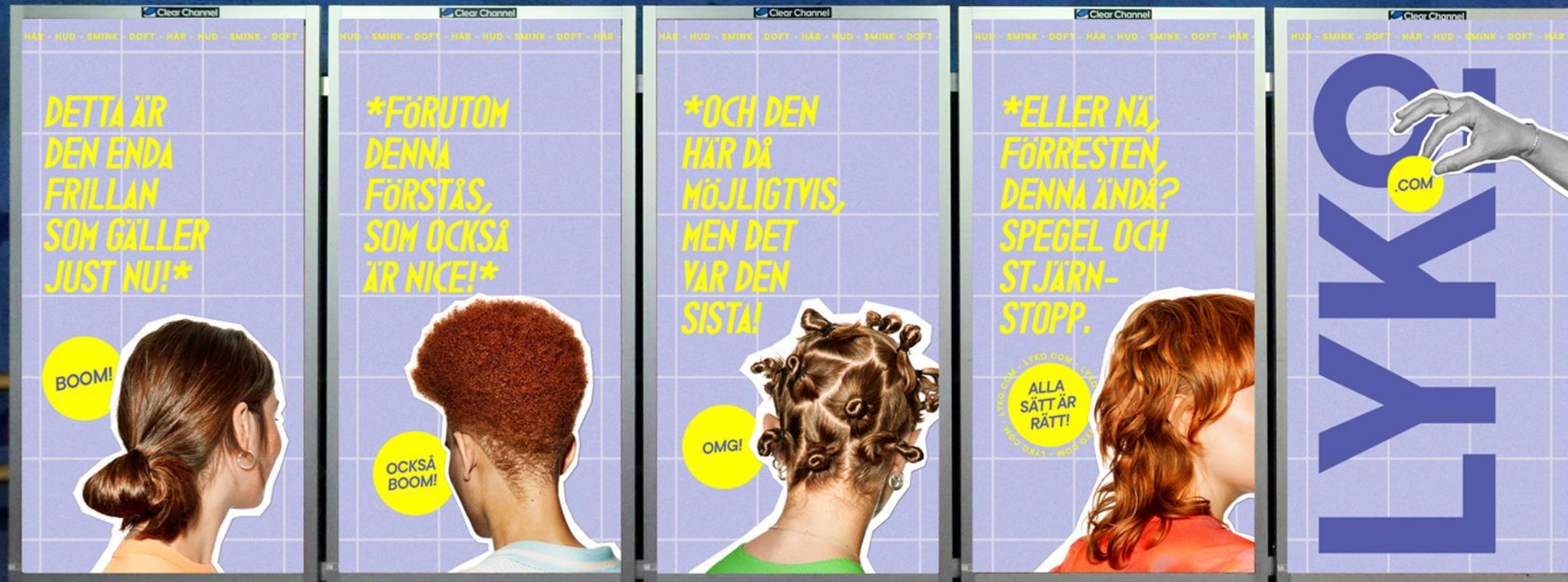


VAR TILLVAXTRESA FORTSATT!



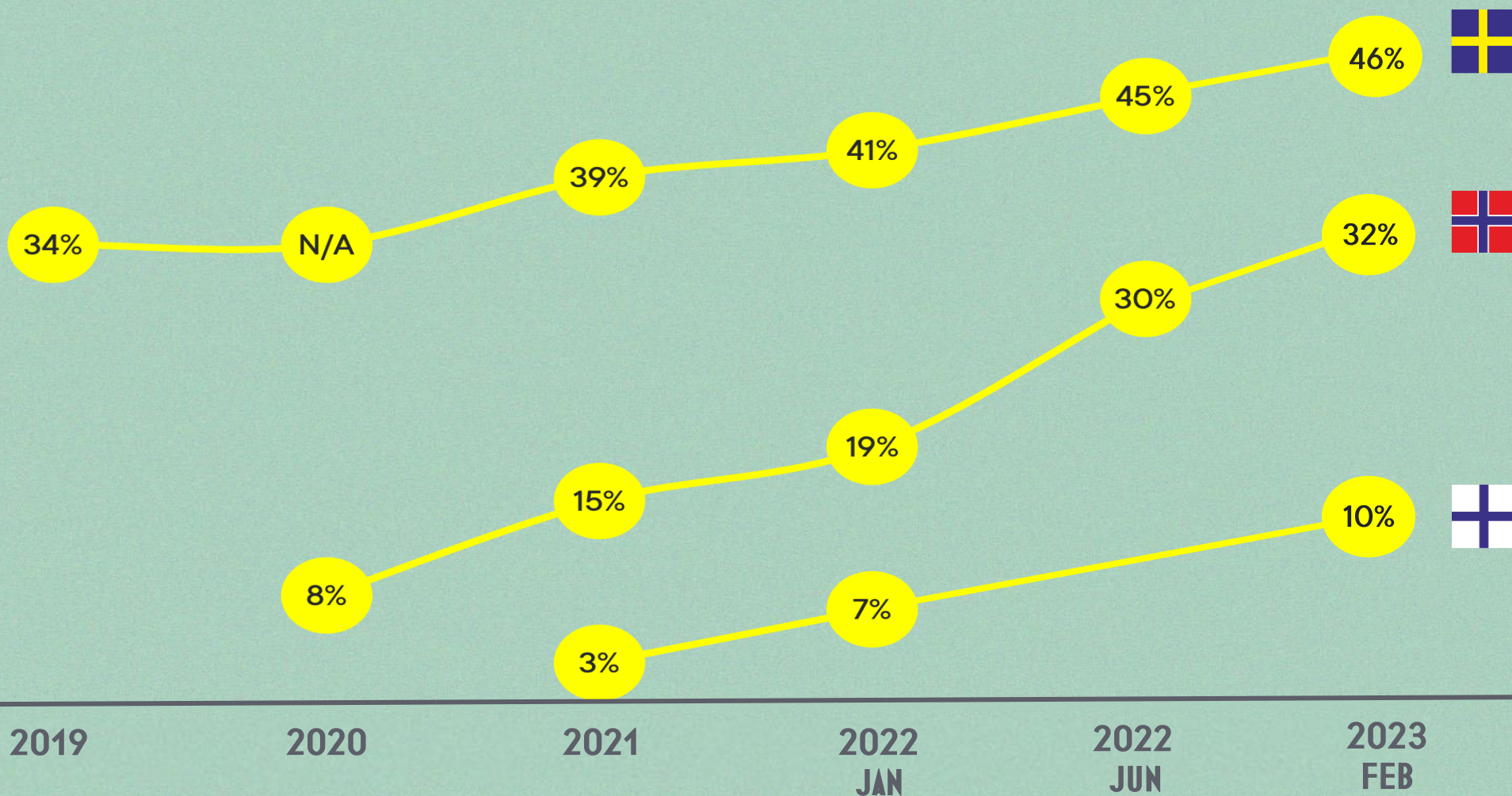
+ 23%
680 MSEK

MARKETING COSTS DECREASING



FROM 13,7% → 10,1% (Q1 22/23)

NORDIC BRAND AWARENESS



BROAD MEDIA MIX, STRONG
BRANDING CONCEPT,
SPONSORSHIPS, EVENTS ETC



15 OWN BRANDS

SHARE
OWN BRANDS
2020 ²%
5% 2022



LOGISTIC HUB IN BERLIN



START
END OF
MAY



MARKET

Nyheter

Retailtrender

Affärsnyheter

Handelsplatser

Detaljhandelsfrågor

Åsikter

Lediga jobb

Utbildning

Event

Lyko öppnar för externa skönhetsmärken i logistiken: "Där är vi bäst i branschen"

Publicerad: 7 mars 2023, 10:57



Lyko lanserar tredjepartslogistik och har nu ett avtal med en första kund. "Många leverantörer har lägre volymer än oss, och effektiv logistik uppnås genom skala och teknik, där är vi bäst i skönhetsbranschen", säger vd Rickard Lyko.

Ämnen i artikeln: Lyko



Mikael Sydner



e-COMMERCE PLAYER OF THE YEAR

D D Congress
by Svensk Handel

Motivation:

“With curiosity, innovative power and clear focus on sustainability, LYKO, as one of Sweden's largest e-commerce companies, is constantly breaking new ground and taking e-commerce in Sweden to a new level.

When LYKO demanded fossil-free e-commerce deliveries, the entire Swedish ecosystem acted and listened.”



FLAGSHIP STORE HELSINGFORS



THE NEW REPORTING STRUCTURE

NORDICS



Online – Lyko.com

All costs related to marketing, payments and freight taken directly by the market, logistic costs allocated based on # orders

Customer service and local marketing

Retail – 31 Stores

Currently Sweden and Norway

EUROPE



Online – Lyko.com

All costs related to marketing, payments and freight taken directly by the market, logistic costs allocated based on # orders

Customer service and local marketing

OTHER

Group common functions

IT, Marketing, Finance, HR, Purchasing, CEO and Board

Other business

LYKO Production – Internal & external customers

LYKO Professional – sales force working with sales to saloons

Own brands - organisation

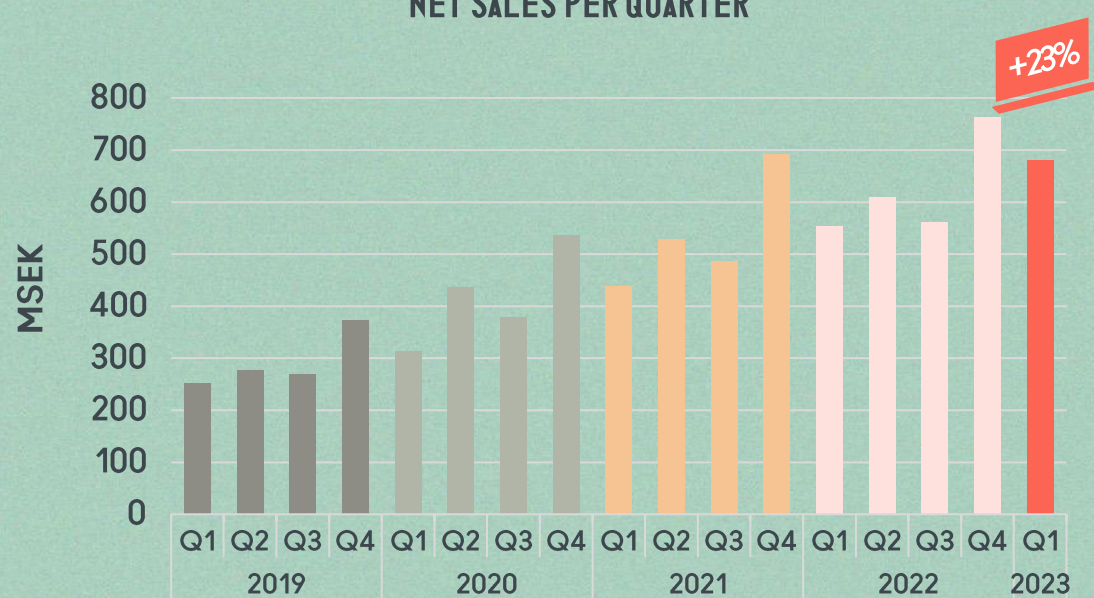
Internal eliminations related to own brands

Q1 | IN NUMBERS

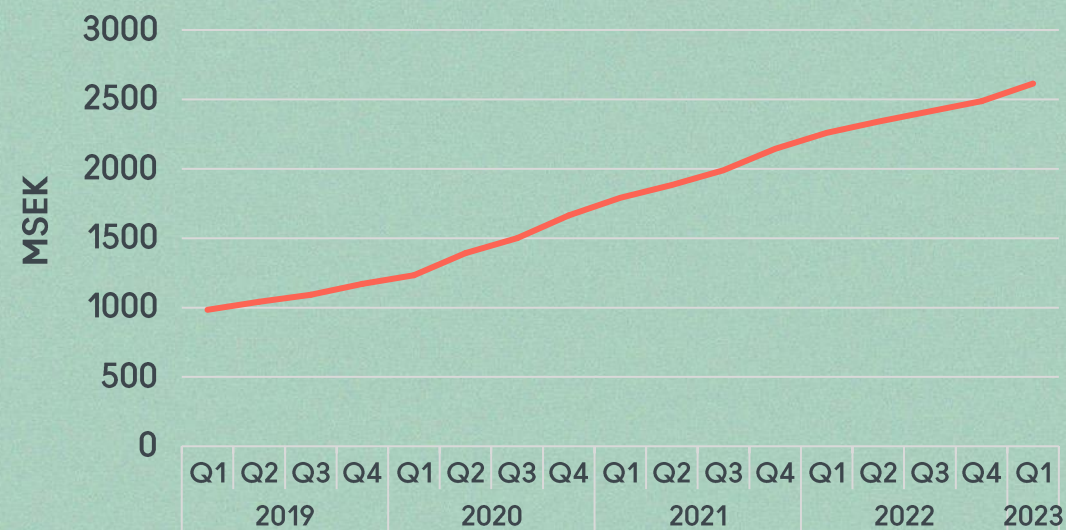
BEAUTY SHOULD
BE FUN

NETSALES | STRONG GROWTH

NET SALES PER QUARTER



NET SALES ROLLING 12 MONTHS

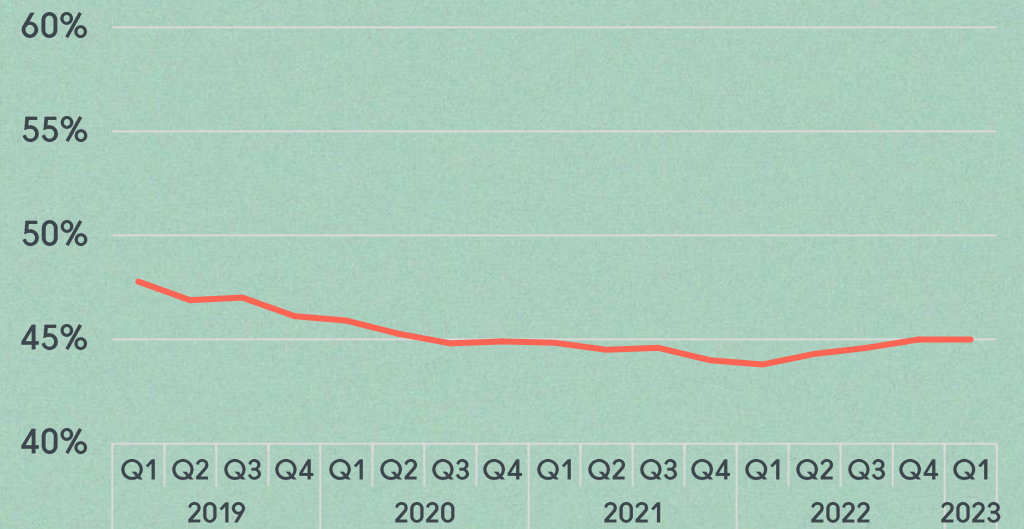


GROSS MARGIN | THE GROUP

GROSS MARGIN % PER QUARTER

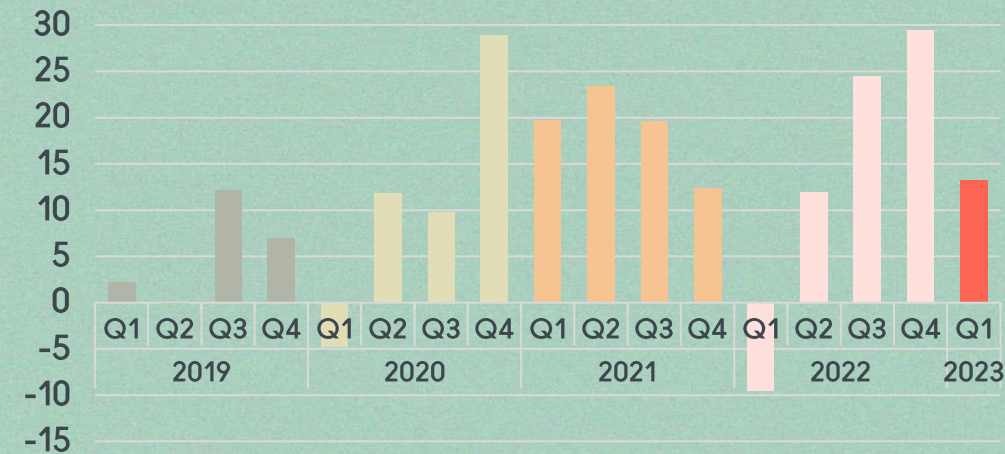


GROSS MARGIN % ROLLING 12 MONTHS

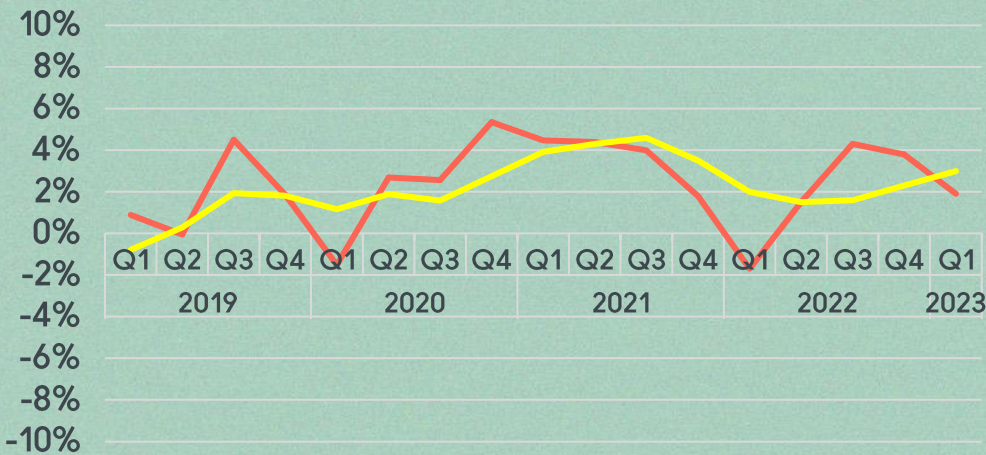


eBIT | THE GROUP

eBIT PER QUARTER



eBIT%



Quarter

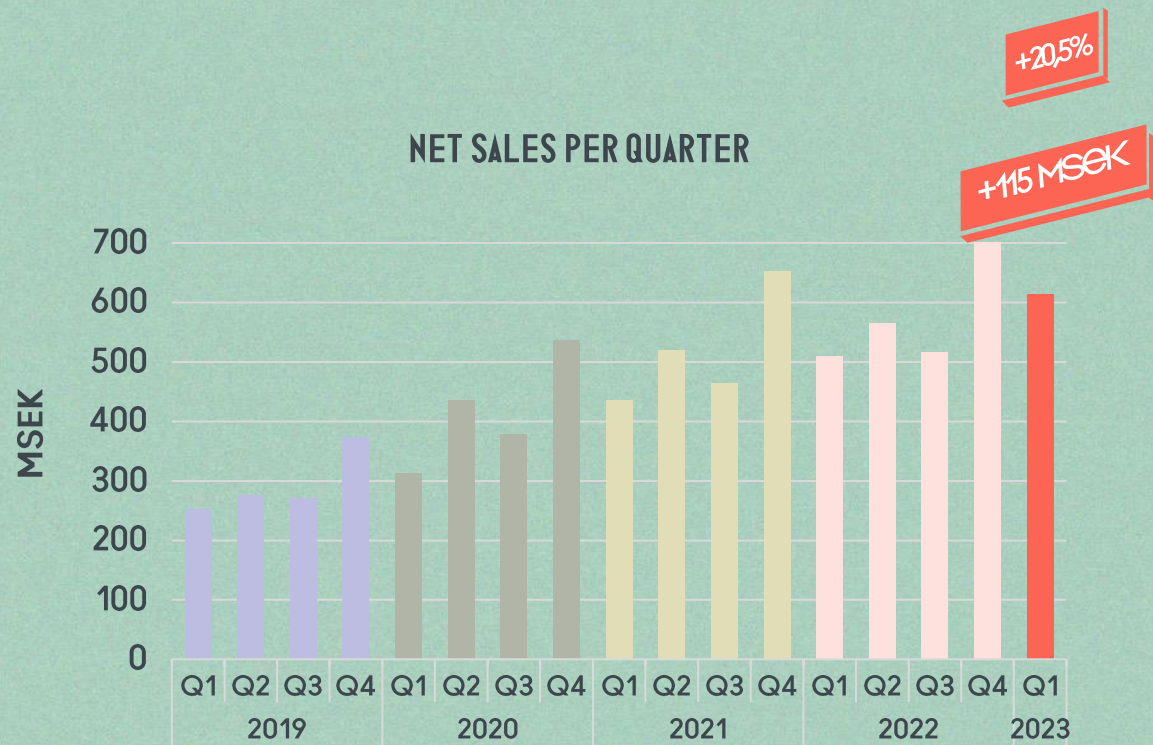
R12

COMMENTS| NORDICS

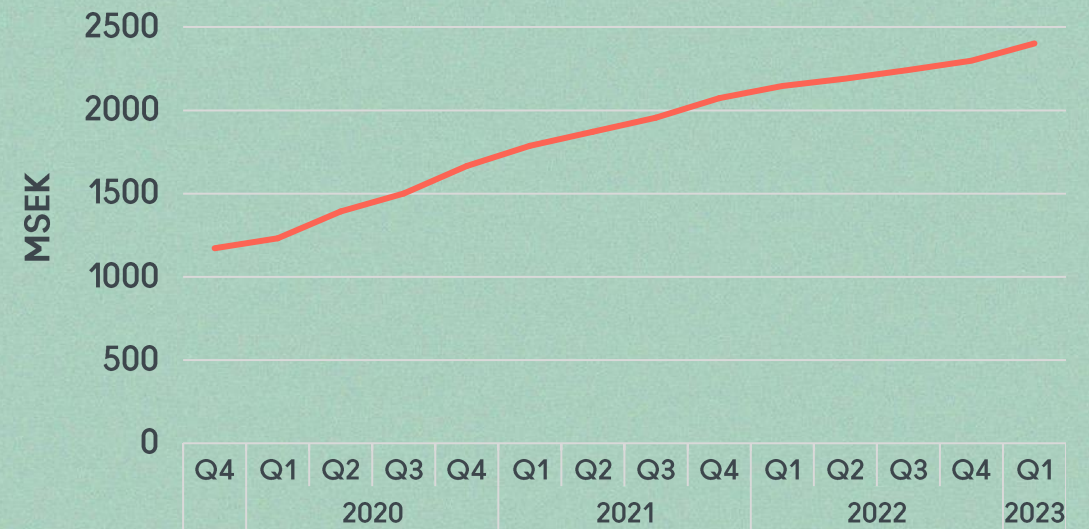
- Strong online growth on all markets
- Performance marketing much lower vs LY and now on a low level
- Brand marketing on all markets except Denmark in the quarter
- The stores continues to develop positively

NETSALES | NORDICS

NET SALES PER QUARTER

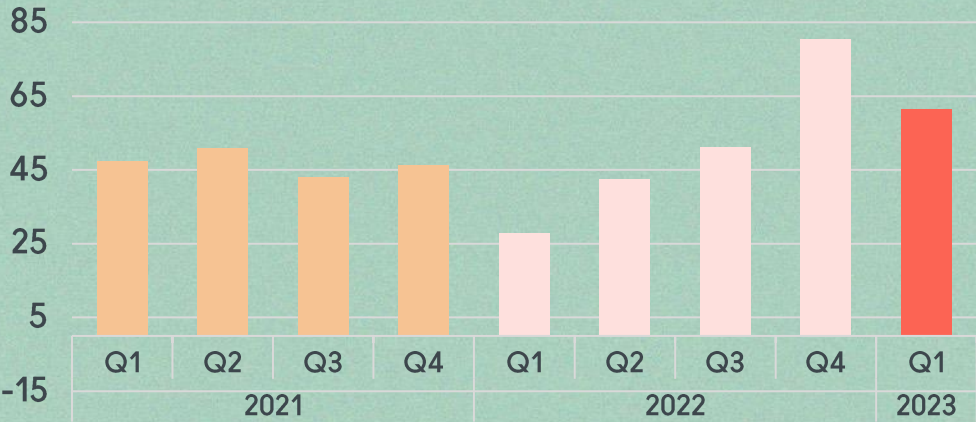


NET SALES ROLLING 12 MONTHS

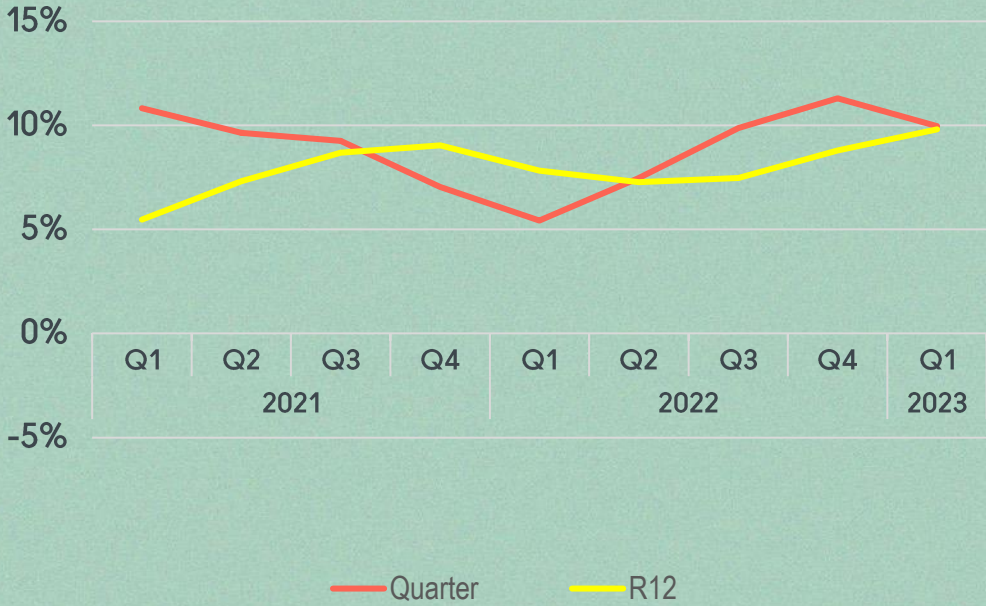


eBIT | NORDICS

eBIT PER QUARTER



eBIT%

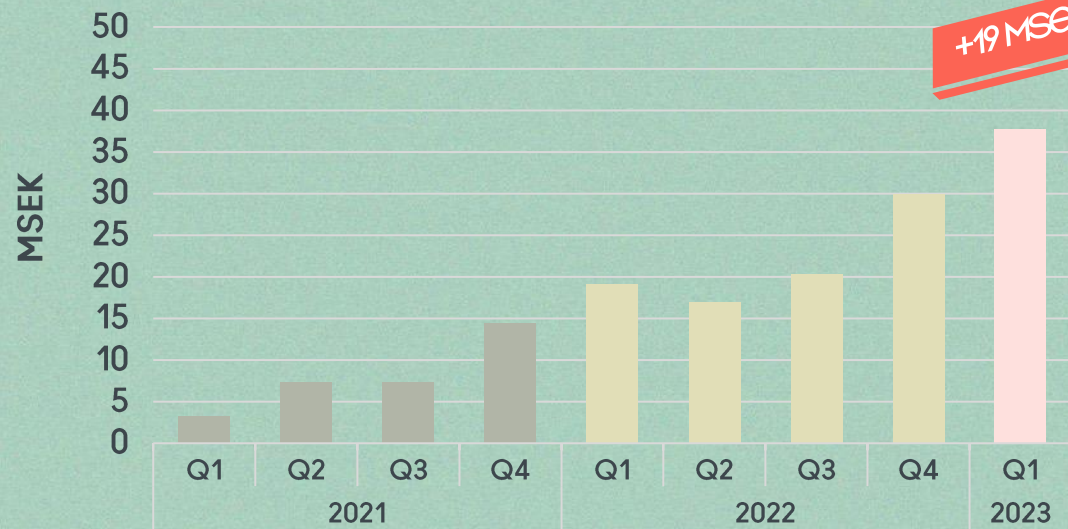


COMMENTS | EUROPE

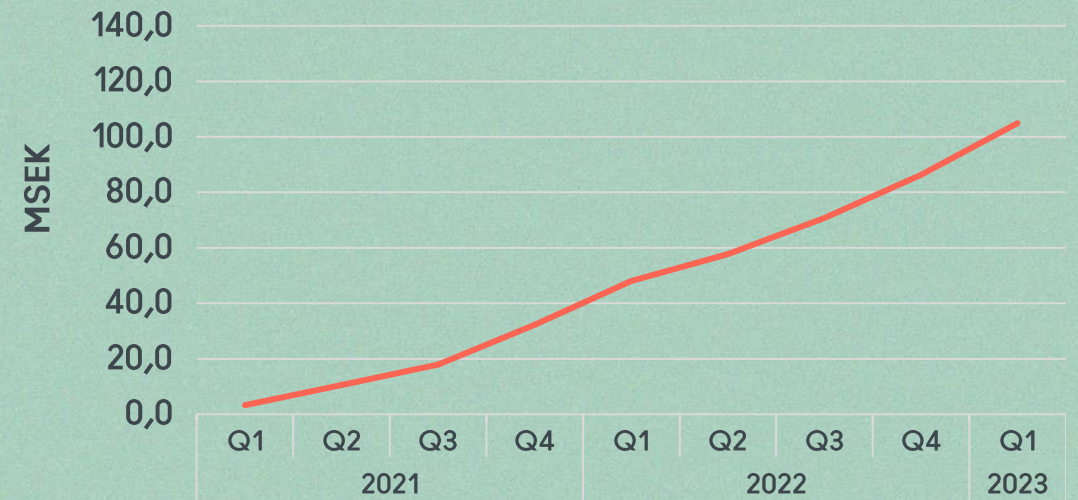
- Continued strong growth on all markets
- Gross margin improvements from low levels LY
- Like Nordics, lower performance marketing costs vs last year
- Focus is to build local organisation to drive continued growth and improve bottom line
- The Berlin logistic hub will open in Q2 bringing distribution cost down on orders delivered from the hub

NETSALES | EUROPE

NET SALES PER QUARTER

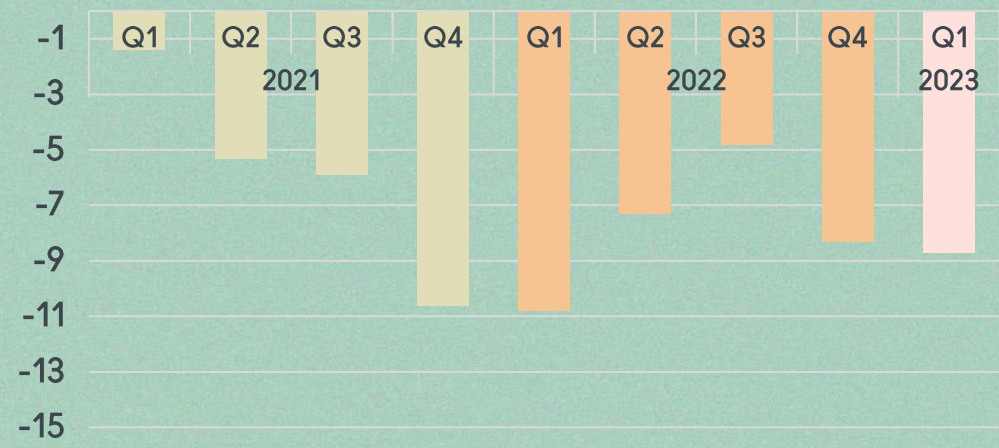


NET SALES ROLLING 12 MONTHS

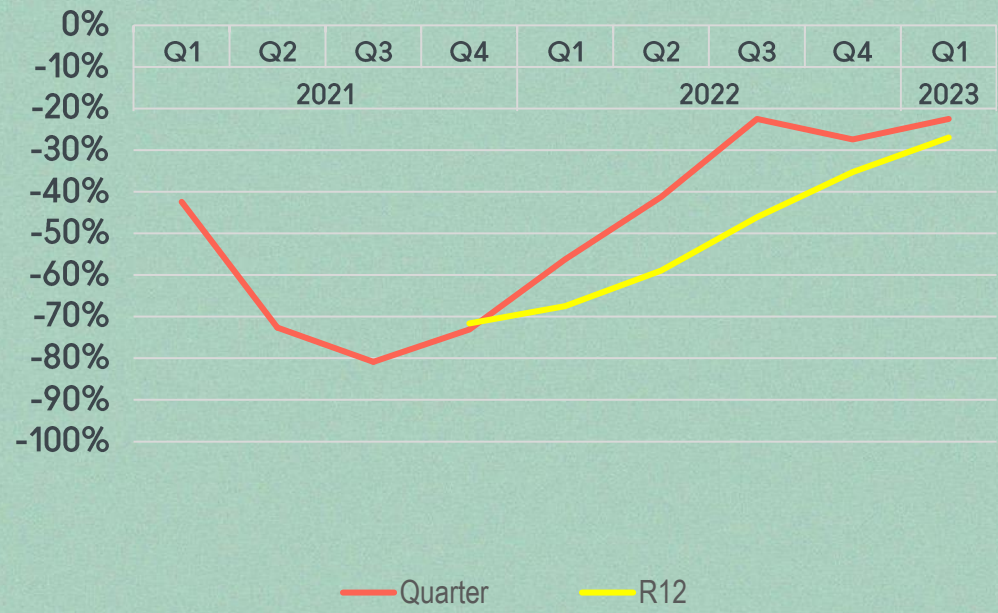


eBIT | EUROPE

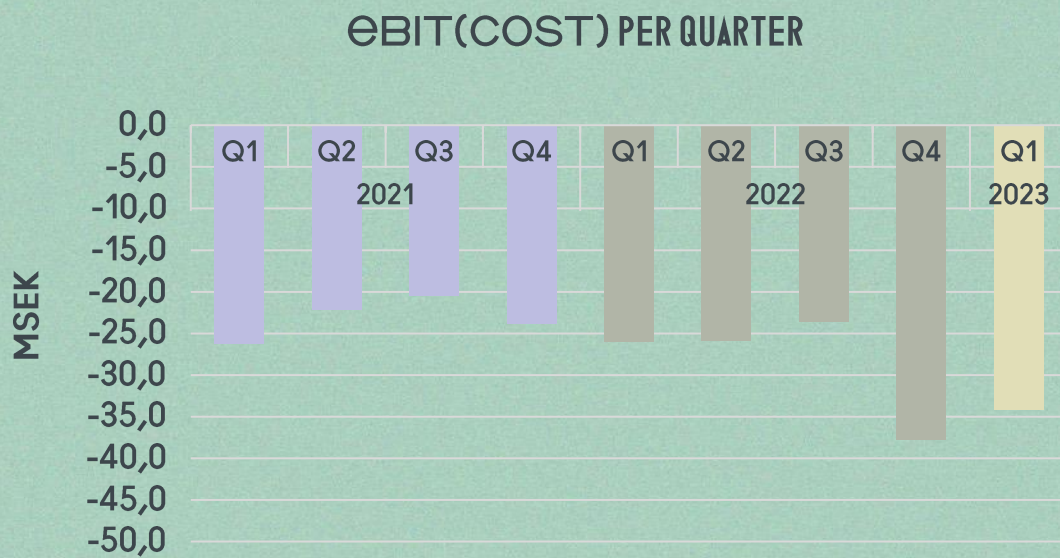
eBIT PER QUARTER



eBIT%



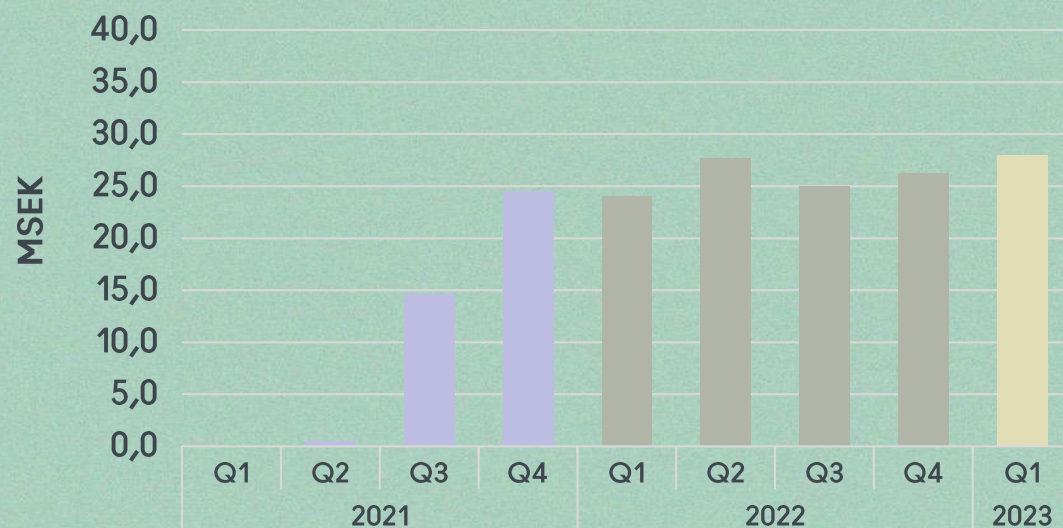
GROUP FUNCTIONS



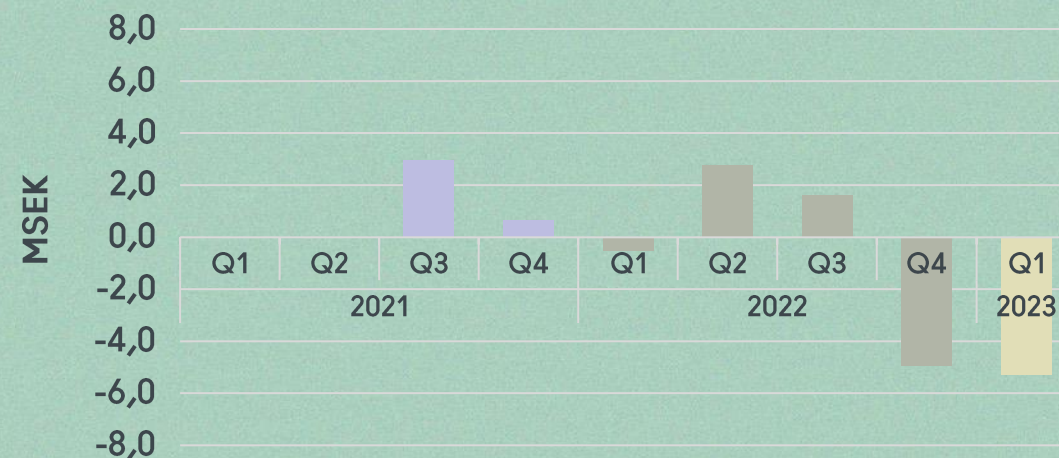
- Costs for comon functions within IT, Marketing, Finance, HR, Purchasing, CEO and Board
- 2/3 staff costs and rest other costs

OTHER BUSINESS

NET SALES PER QUARTER



EBIT PER QUARTER



- LYKO production, LYKO Professional, Own brands
- Including internal eliminations, meaning there are only external revenues in the presented Net Sales
- Results will be dependent on what we produce, external or internal
- Focus during 2024 is on the structure of these businesses

Q&A

FINANCIAL CALENDAR

28 APR 2023 - ÅRSSTÄMMA 2023

18 JUL 2023 - DELÅRSRAPPORT APR-JUN 2023

19 OKT 2023 - DELÅRSRAPPORT JULI-SEPTEMBER 2023

12 FEB 2024 - BOKSLUTSKOMMUNIKÉ 2023

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LYKO

HAIR - SKIN - MAKEUP - FRAGRANCE

