

LYKO

DELÅRSRAPPORT
JANUARI - MARS

Q1:2021

RICKARD LYKO

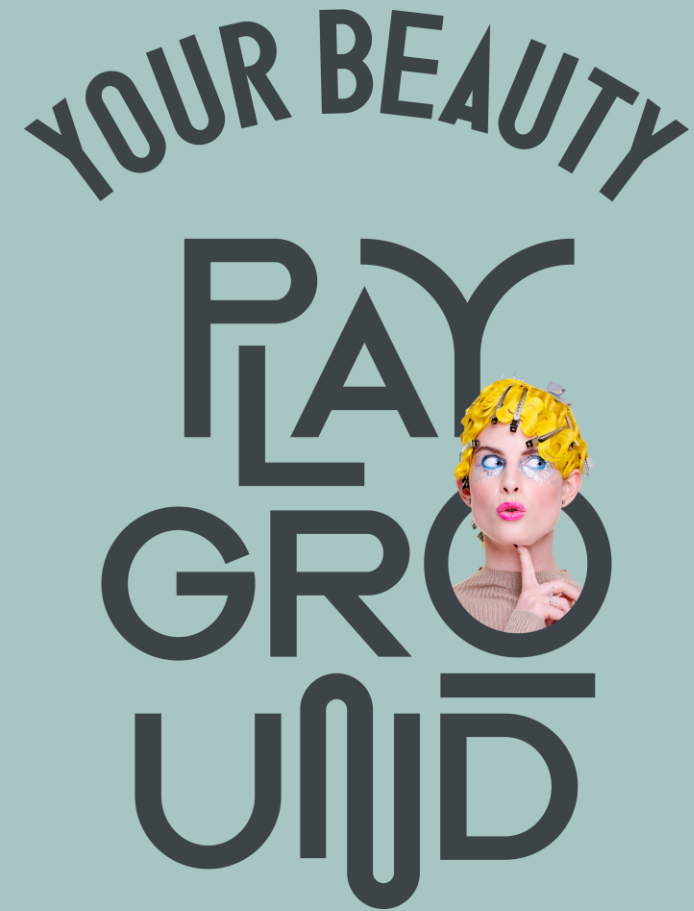
FOUNDER & CEO

“Högst kännedom inom skönhet i Sverige och kraftigt förbättrat resultat”

Rickard Lyko, VD

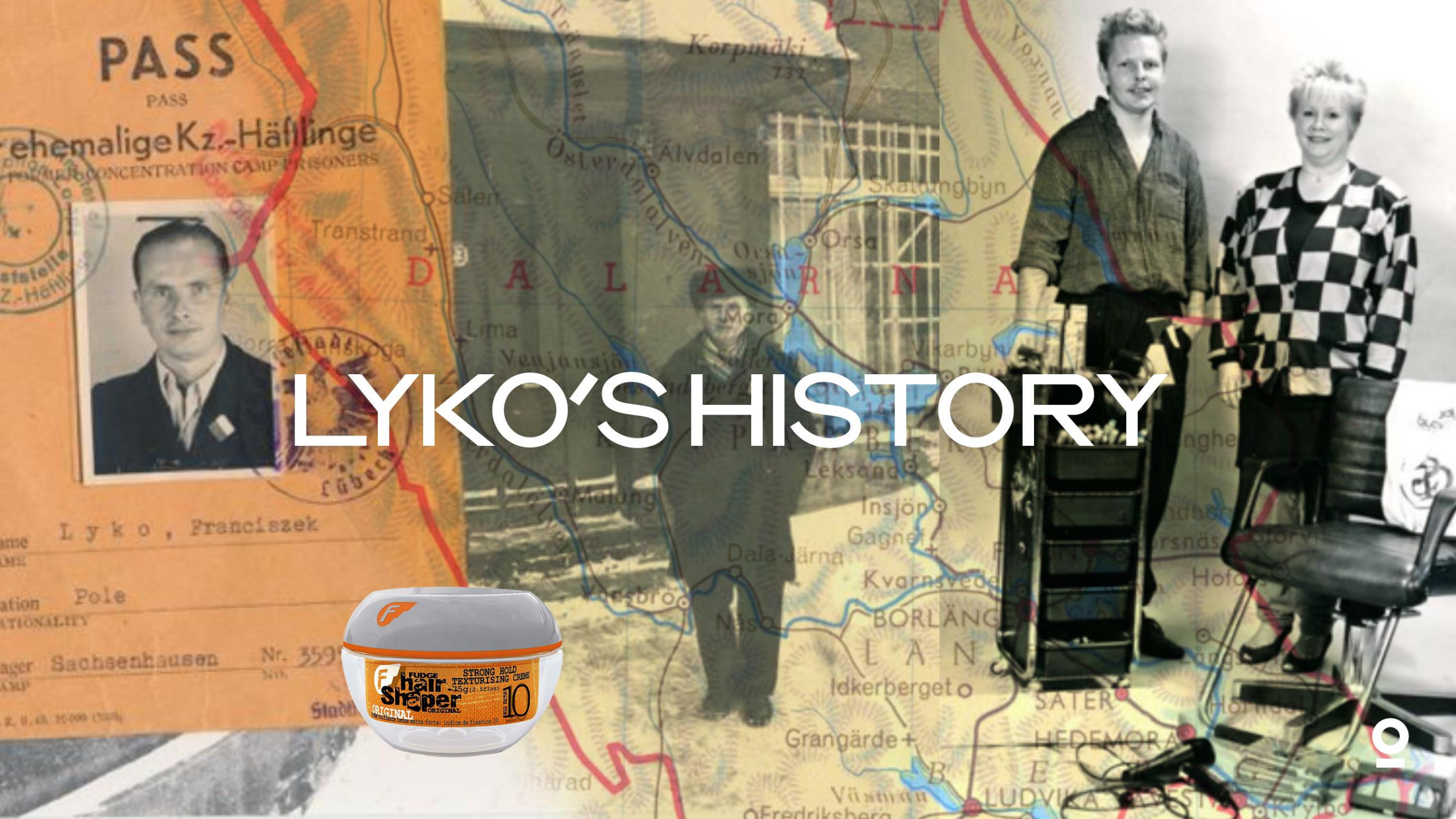
AGENDA |

- LYKO IN BRIEF
- GROWTH STRATEGY
- Q1 IN NUMBERS



A close-up photograph of a hairdresser with blonde hair, wearing a black long-sleeved shirt, using scissors to cut a man's hair. The man is wearing a black protective cape. The background is softly blurred with warm, bokeh-style light spots. The text 'A LEADING HAIR & BEAUTY SPECIALIST' is overlaid in the center in a white, bold, sans-serif font.

A LEADING HAIR & BEAUTY SPECIALIST



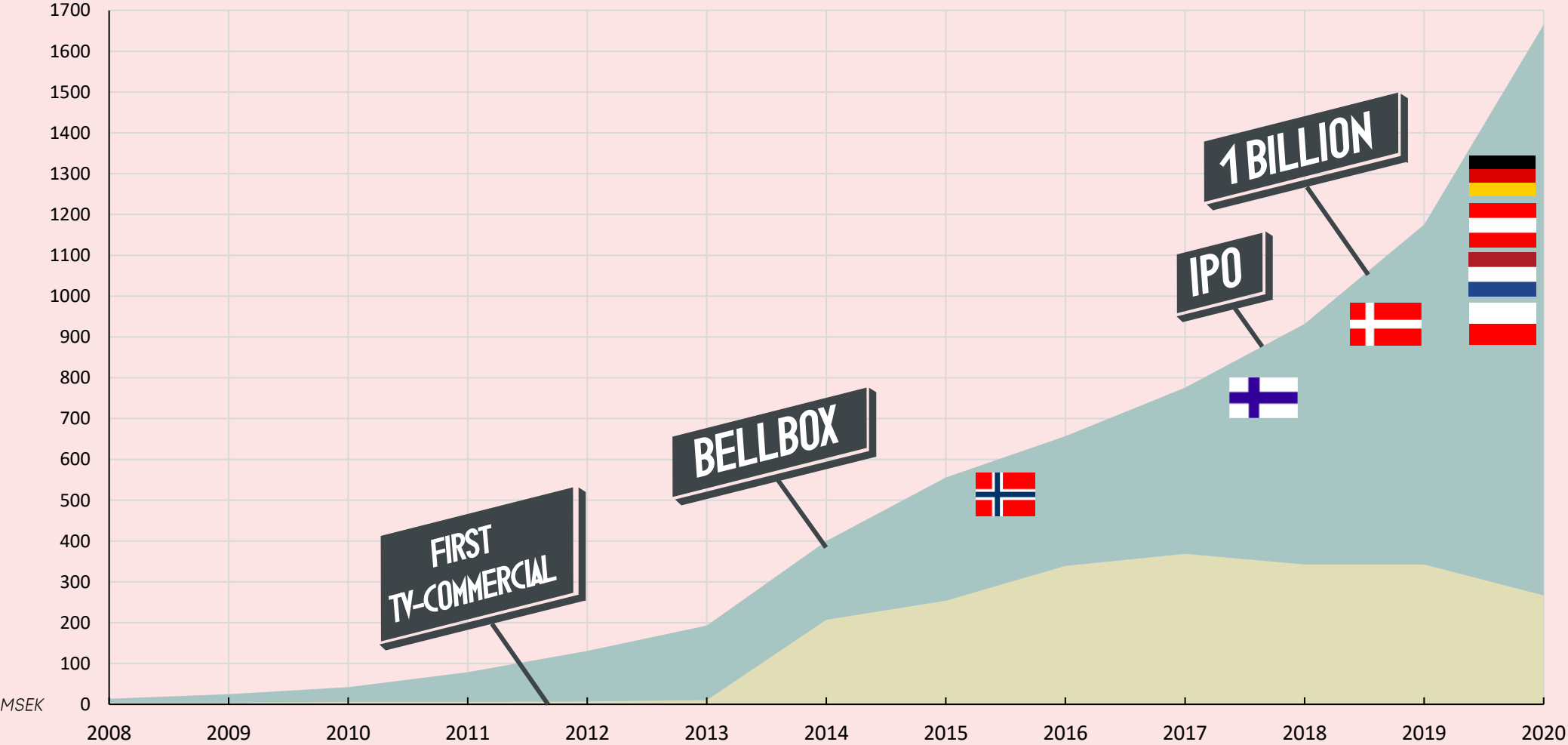
LYKO'S HISTORY



DEVELOPMENT

Online

Retail



OUR OFFERING |

LEK LOSS MED
55.000
SKÖNHETSPRODUKTER



YOUR BEAUTY PLAYGROUND

LYKO

WAREHOUSE &
OFFICE
IN VANSBRO

PUBLIC
COMPANY

HQ
IN STOCKHOLM

750
employees

2
SALONS

70
HAIRDRESSERS

18
SKIN THERAPISTS

30
STORES

PL

NL

DE

AT

se

NO

FI

DK

🇵🇹



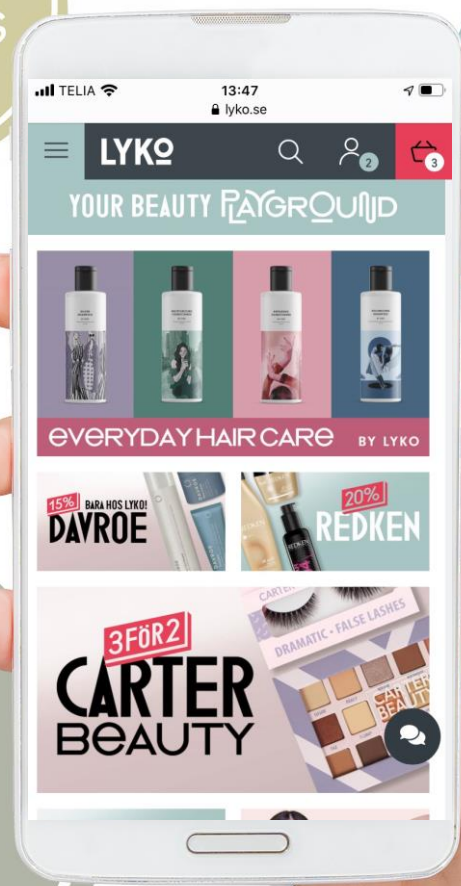
LYKO SOCIAL
TIPS • INSPIRATION • FRÅGOR • RECENSIONER

1000
BRANDS

55.000
PRODUCTS

a in dina medlemmar
CLUB

79 M
VISITORS
2020



October 2019
Fre Lör Sön
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31

LYKO
MAGAZINE
FANCY
Miss Kay
BOHO VIBES
Day To Night
INTERVJUER

INSTABOX

30
STORES

HAIRDRESSERS
IN every
STORE!

STORES

SALES PERCENTAGE
RETAIL 11%
89% ONLINE

5.000
ONLINE ORDERS PER MONTH



PHONE
NUMBER

PERSONAL
TOUCH

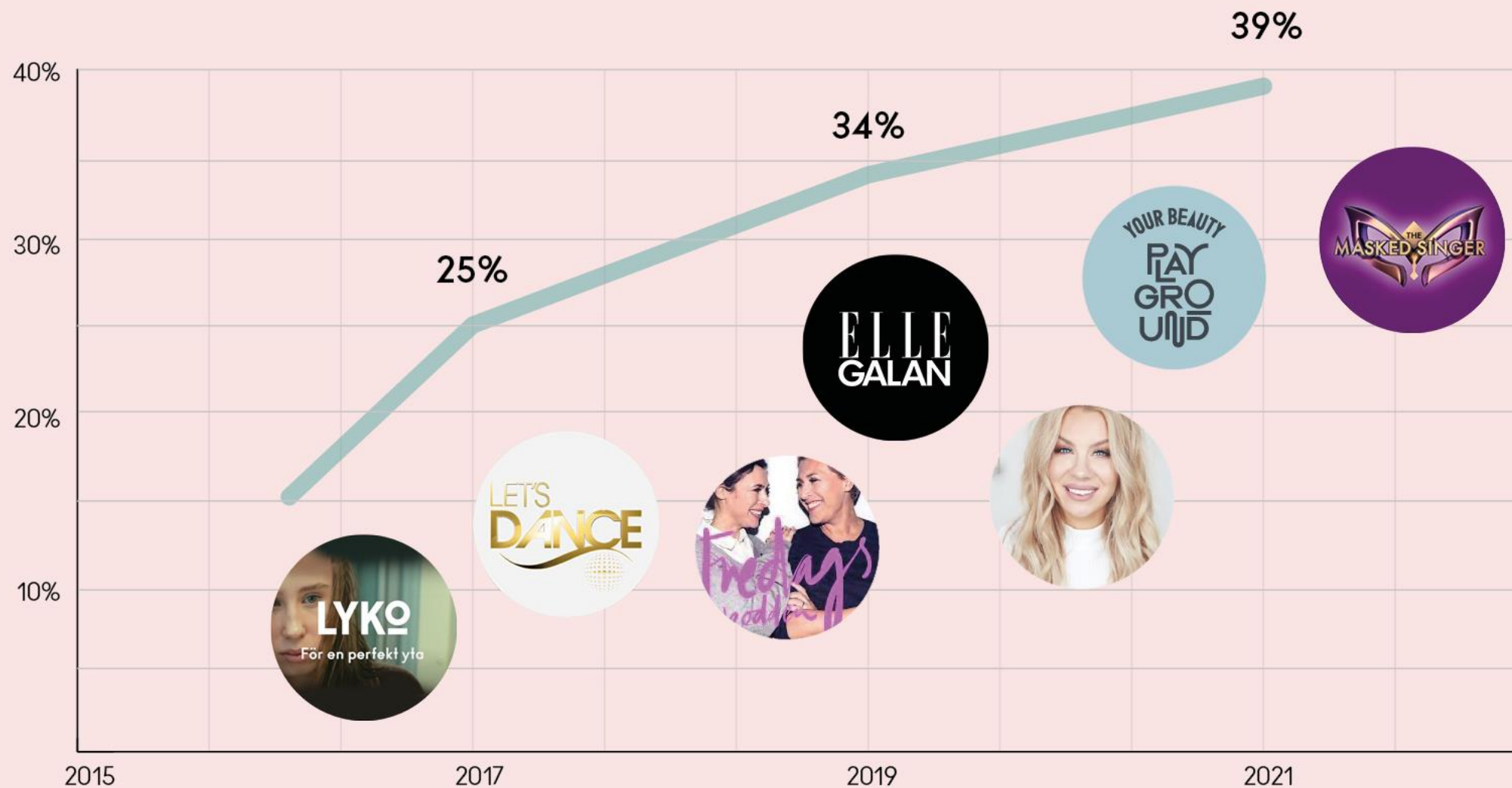
WOW
THE CUSTOMER

CUSTOMER SERVICE

MARKETING STRATEGY



VARUMÄRKESKÄNNEDOM LYKO



Källa: Nepa varumärkesundersökning Sverige, Kvinnor 15-64 år



Lyko has once again increased all KPIs in the spontaneous brand funnel and is now also performing better than it's strongest competitors

Spontaneous brand funnels – Swedish population
Numbers in grey are for 2019

UNDAIDED

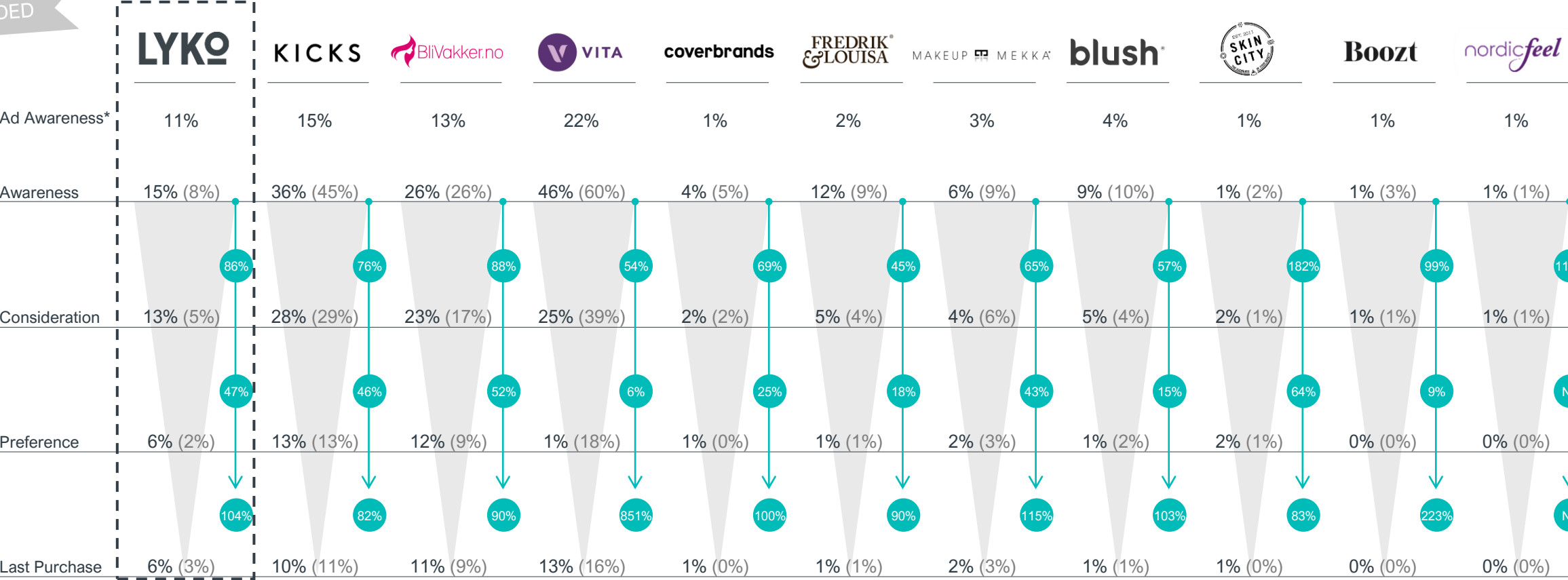




Lyko has increased all KPIs in the spontaneous brand funnel, while the majority of the competitors has decreased, Vita still the strongest

Spontaneous brand funnel – Norwegian population
Numbers in grey are for 2020

UNDAIDED





Q: During the past year, have you changed your consumption of hair- and/or beauty care products as a result of Covid-19?, Q: In what way have you changed your consumption habits of hair- and/or beauty care products in the past year?
Base: Population – 801 IP, Lyko – 191 IP, 16-24 y/o – 127 IP, 25-36 y/o – 235 IP, 37-49 y/o – 236 IP, Wordcloud Population – 312 IP

EXPRESS
SHIPPING &
SAME DAY DELIVERY

DISTRIBUTION THE KEY TO OUR SUCCESS

SHIPPING TO
ALL MARKETS
FROM VANSBRO

LESS THAN
1%
RETURN RATE

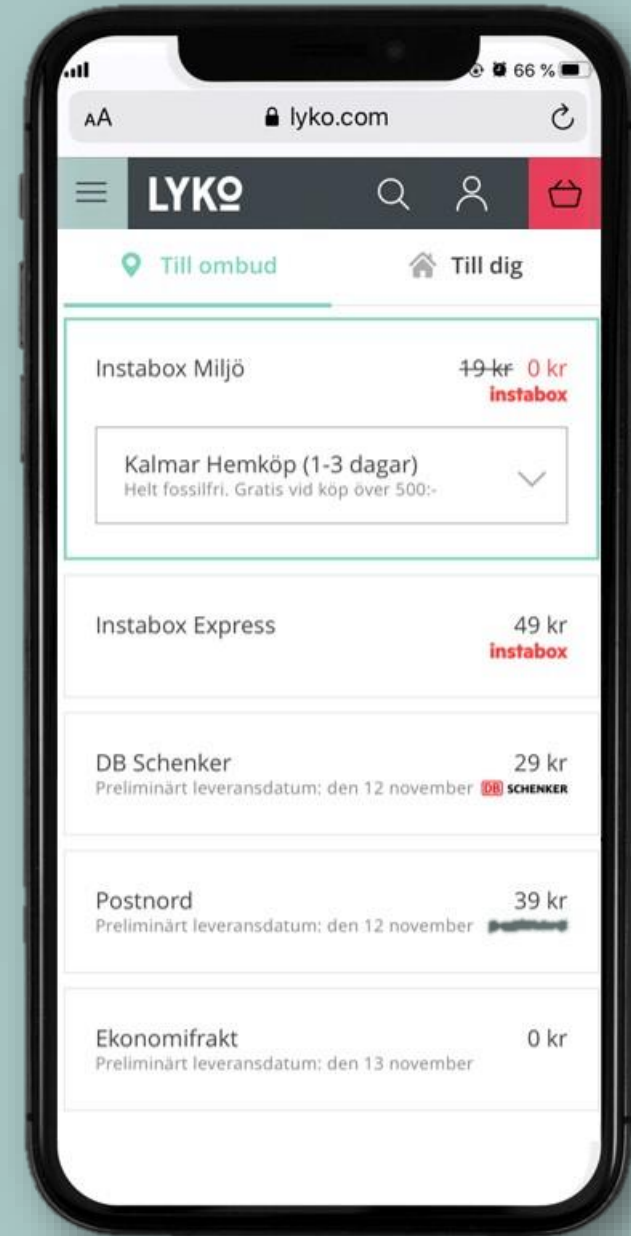
20 000
PACKAGES PER DAY

● Vansbro

7 DIFFERENT
SHIPPING
OPTIONS

INSTABOX ENVIRONMENT

*“ BETTER FOR YOU,
BETTER FOR THE ENVIRONMENT
AND BETTER FOR US.”*



57 %

FOSSIL FREE CUSTOMER DELIVERIES IN SWEDEN

THE FIRST FOUR WEEKS IN MARCH



37 PERCENT DURING THE
SAME PERIOD 2020

GROWTH STRATEGY



STRONG BRAND

PLATFORM DEVELOPMENT

MAKE UP STORE

- Strong Brand (25 yrs)
 - Three stores in Sweden
 - Franchise world wide
- D2C with great margins
- Good assortment for our expansion in Europe
- Great potential, Long-term



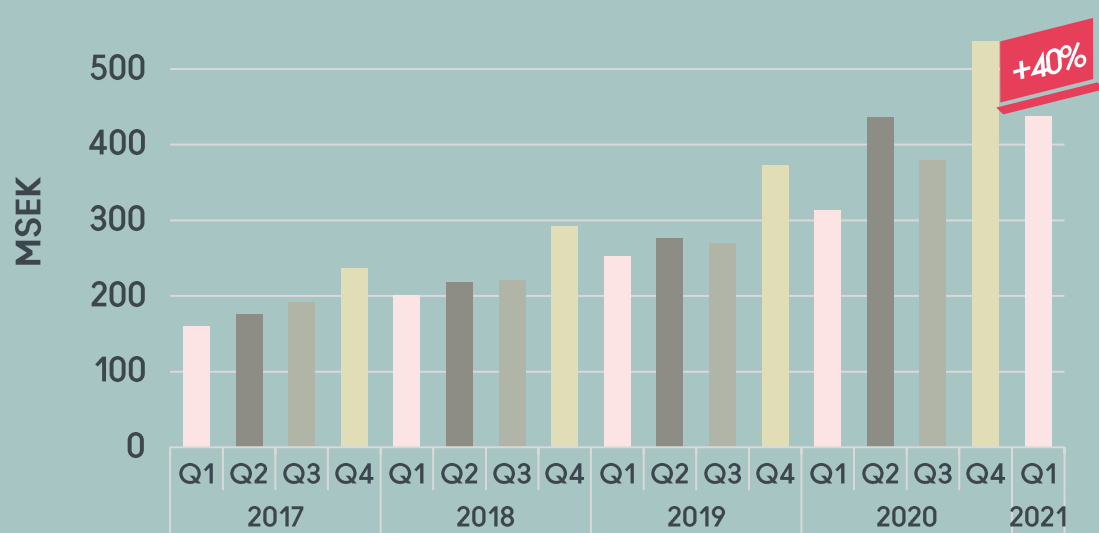
Q1 | IN NUMBERS

BEAUTY SHOULD
BE FUN

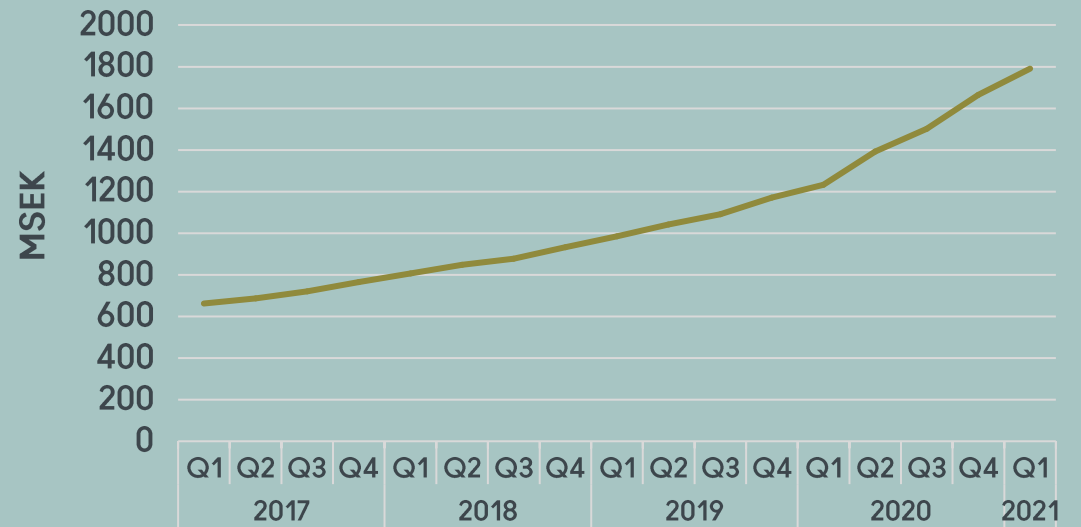


NETSALES | ONLINE THE MAIN DRIVER

NET SALES PER QUARTER

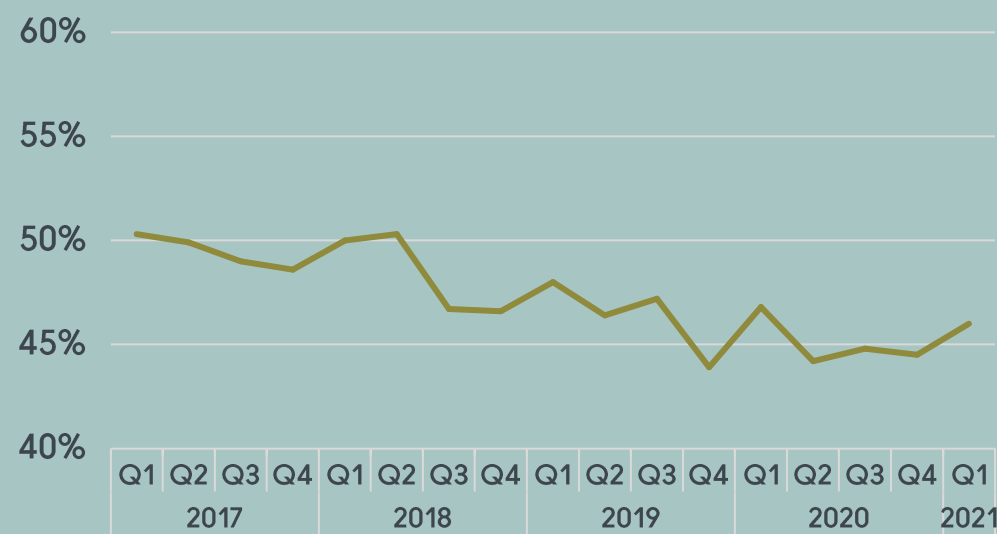


NET SALES ROLLING 12 MONTHS

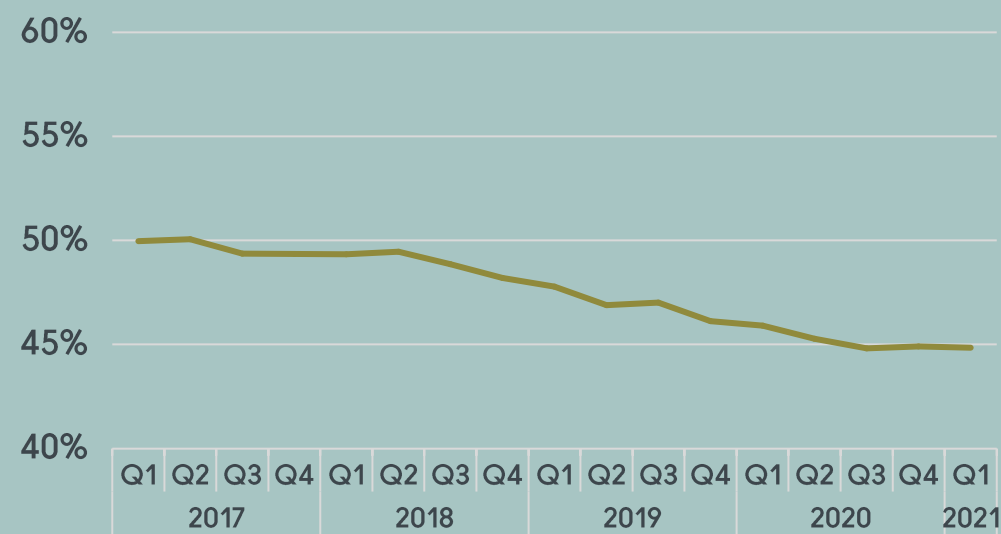


GROSS MARGIN | THE GROUP

GROSS MARGIN % PER QUARTER

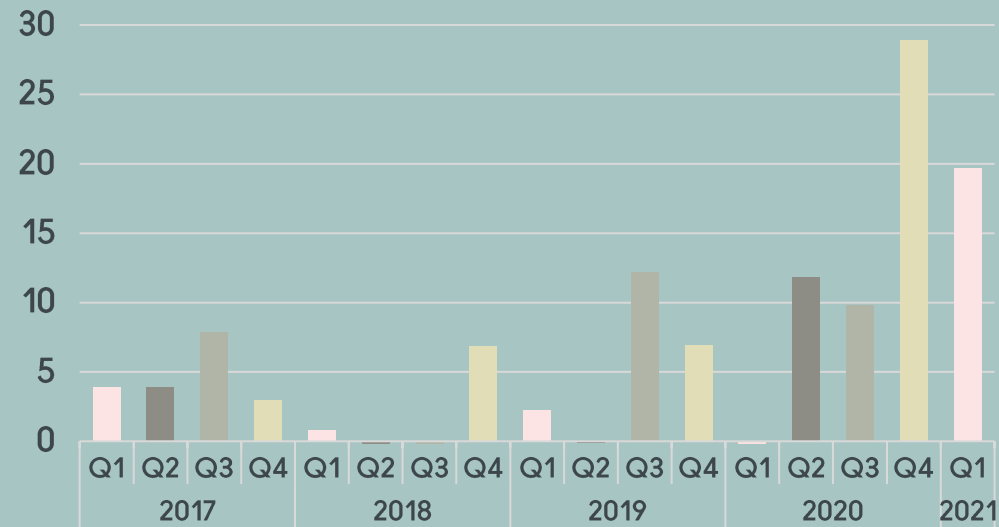


GROSS MARGIN % ROLLING 12 MONTHS

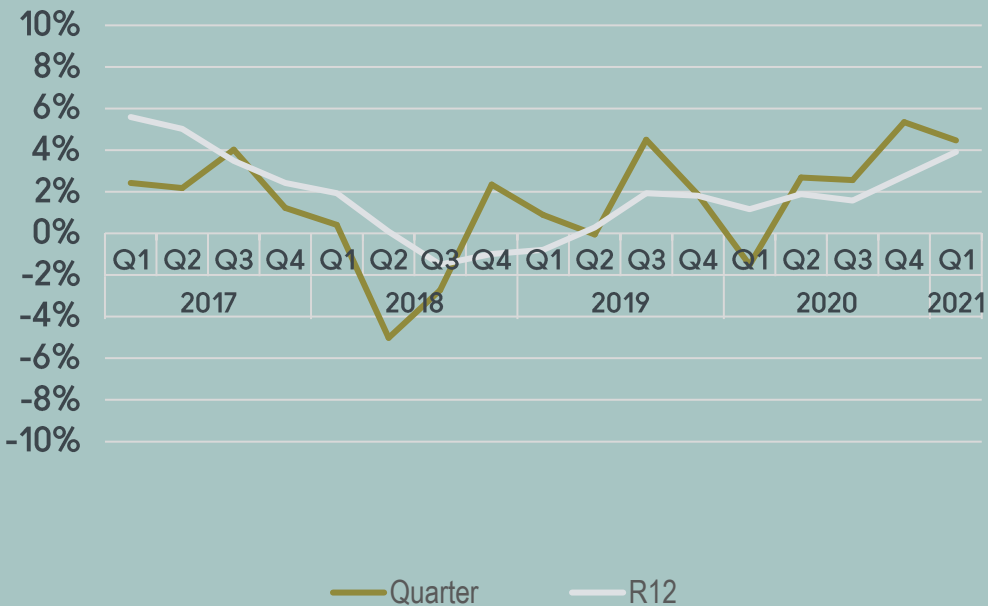


eBIT | THE GROUP

eBIT PER QUARTER



eBIT%

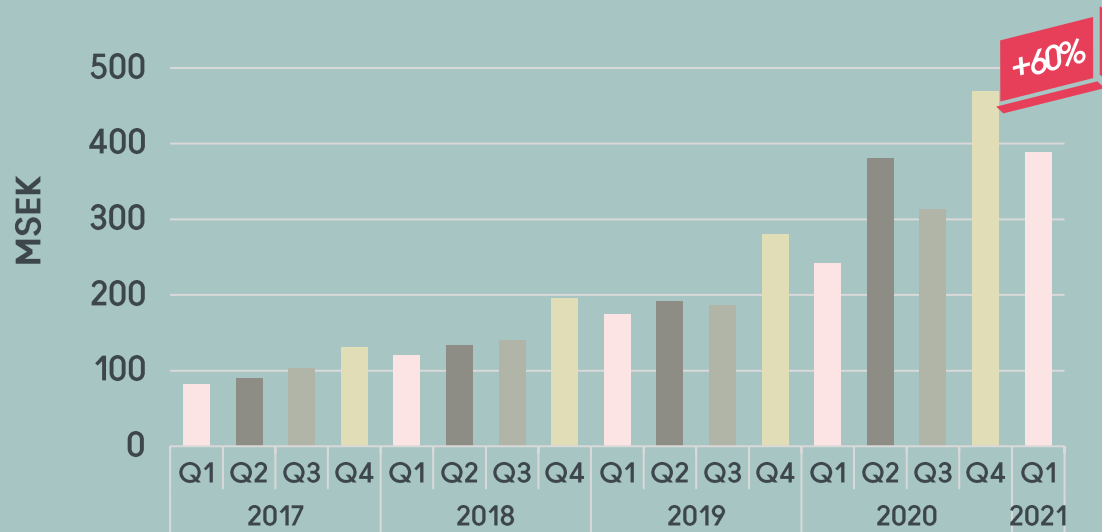


ONLINE| COMMENTS

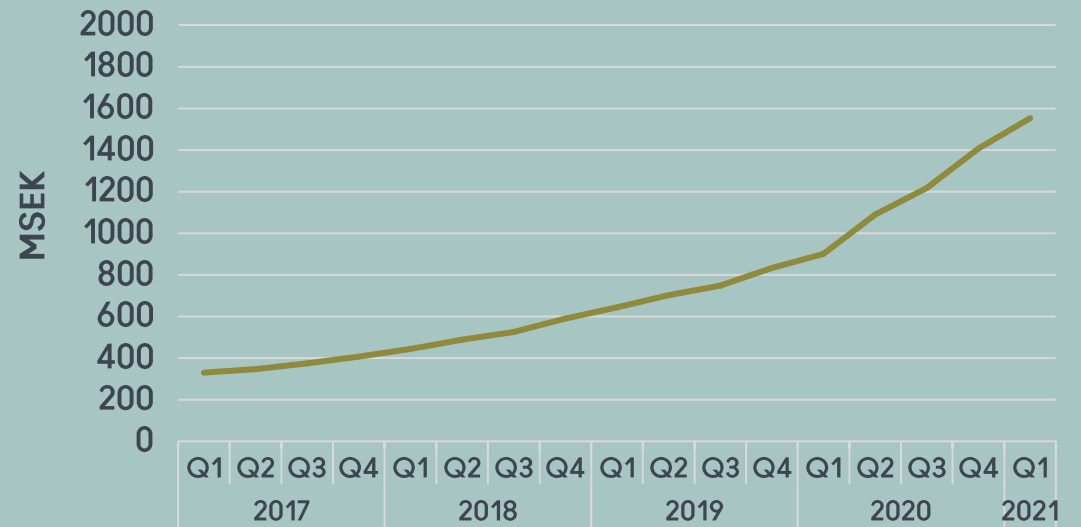
- Continued strong growth in the quarter
- Norway revenues 20 % of the total

NETSALES | ONLINE

NET SALES PER QUARTER

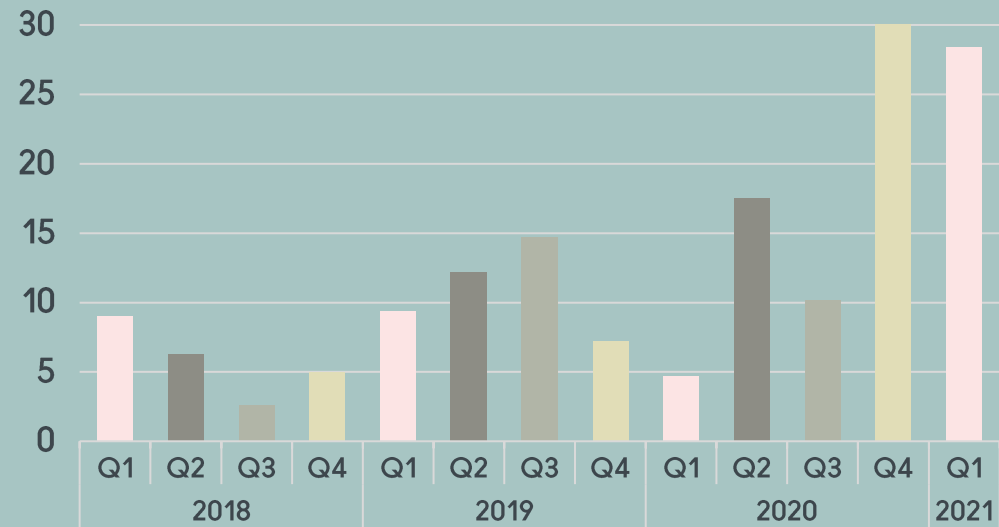


NET SALES ROLLING 12 MONTHS

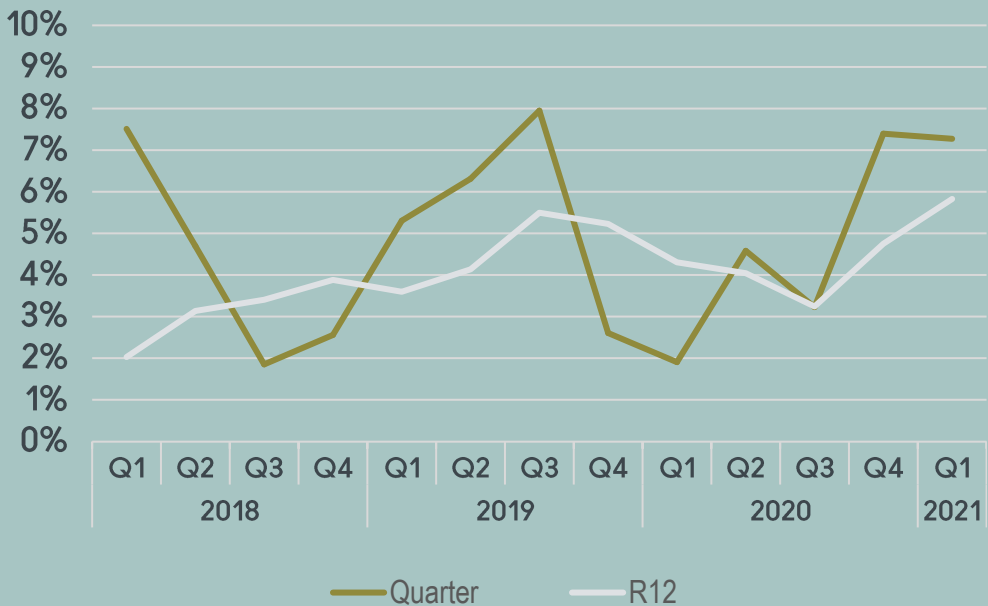


eBIT | ONLINE

eBIT PER QUARTER



eBIT%

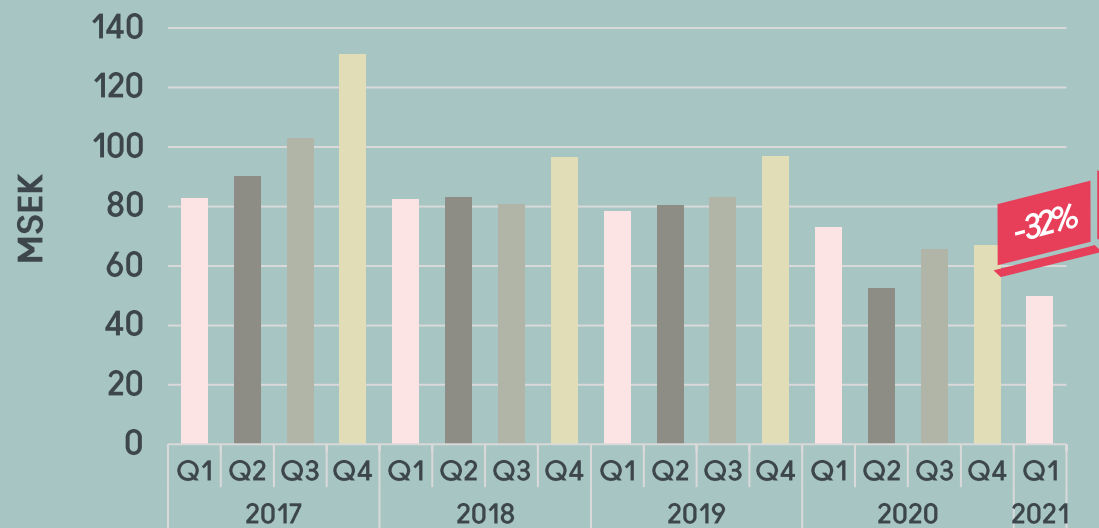


RETAIL | COMMENTS

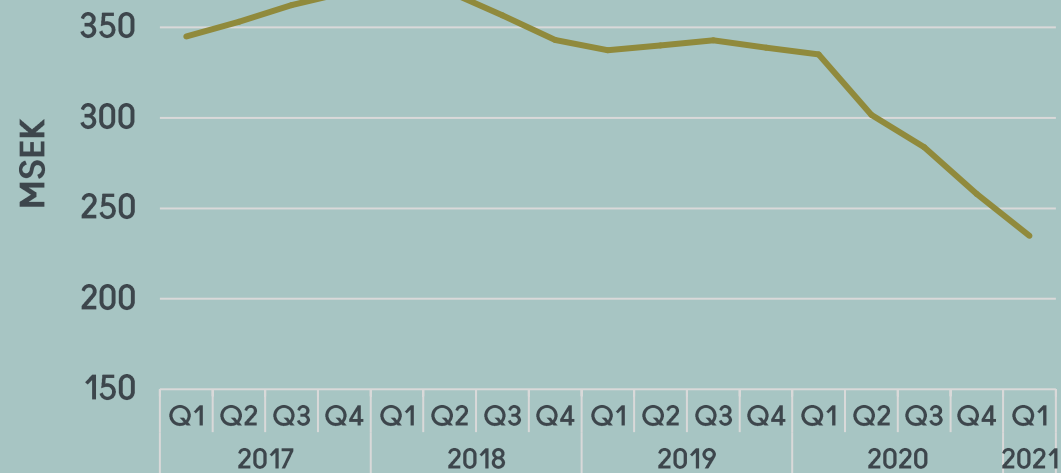
- Retail sales continuous to be impacted by COVID-19
- The store in Oslo closed due to restrictions during almost the full quarter
- Four stores closed during the quarter, one additional store closed in the beginning of Q2
- No governmental support booked in the quarter, "omställningsstöd"

NETSALES | RETAIL

NET SALES PER QUARTER

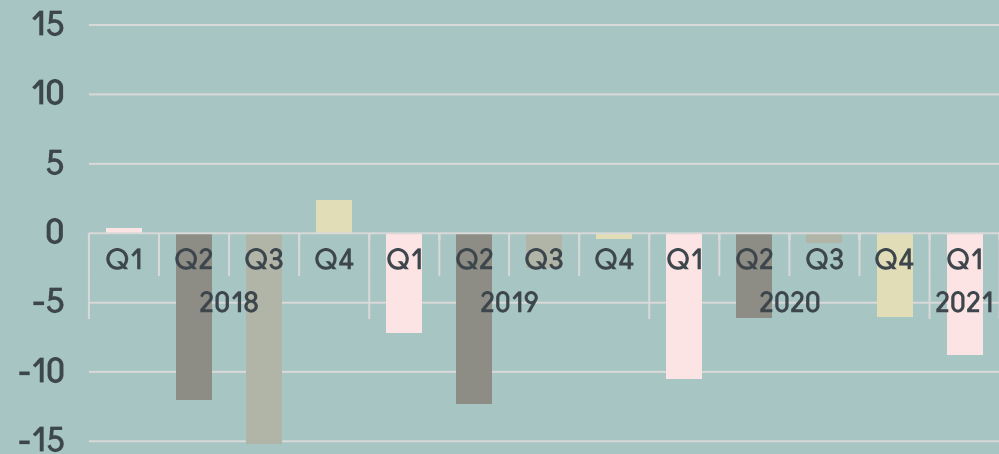


NET SALES ROLLING 12 MONTHS

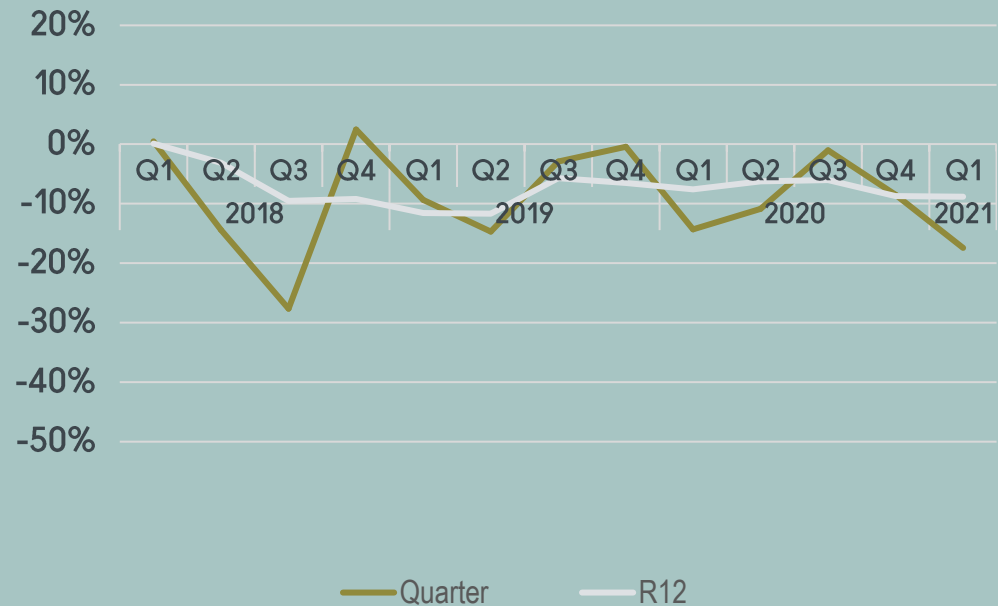


eBIT | RETAIL

eBIT PER QUARTER



eBIT%



NET SALES
438,3 MSEK

SALES GROWTH
+40,1%

EBIT
19,7 MSEK

EBIT MARGIN
4,5%

SALES SHARE





SHAREHOLDERS

Name	Num. of shares	Capital
LYKO HOLDING AB	7 672 087	50,1%
FAMILJEN HAMRIN	2 264 293	14,8%
BELLBOX HOLDING AB	1 986 246	13,0%
LÄNSFÖRSÄKRINGAR SMÅBOLAG SVERIGE	498 990	3,3%
SWEDBANK ROBUR SMÅBOLAGSFOND NORDEN	490 000	3,2%
BROWN BROTHERS HARRIMAN & CO., W9	387 370	2,5%
SEB AB, LUXEMBOURG BRANCH, W8IMY	365 535	2,4%
HANDELSBANKEN MICROCAP SVERIGE	237 571	1,5%
BNY MELLON SA/NV (FORMER BNY), W8IMY	174 798	1,1%
FE SMÅBOLAG SVERIGE	154 056	1,0%
FÖRSÄKRINGSAKTIEBOLAGET, AVANZA PENSION	80 986	0,5%
BNP PARIBAS SEC SERV LUXEMBOURG, W8IMY	76 954	0,5%
LÄNSFÖRSÄKRINGAR MIX	45 492	0,3%
PENSION, FUTUR	39 320	0,3%

(31 Mar 2021)



FINANCIAL CALENDAR

23 APR 2021 - Annual General Meeting 2021
16 JUL 2021 - Interim Report January - June, Q2 2021
27 OCT 2021 - Interim Report January - September, Q3 2021
10 FEB 2021 - Interim Report January - December, Q4 2021

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YOUR BEAUTY

PLAY
GROUND

