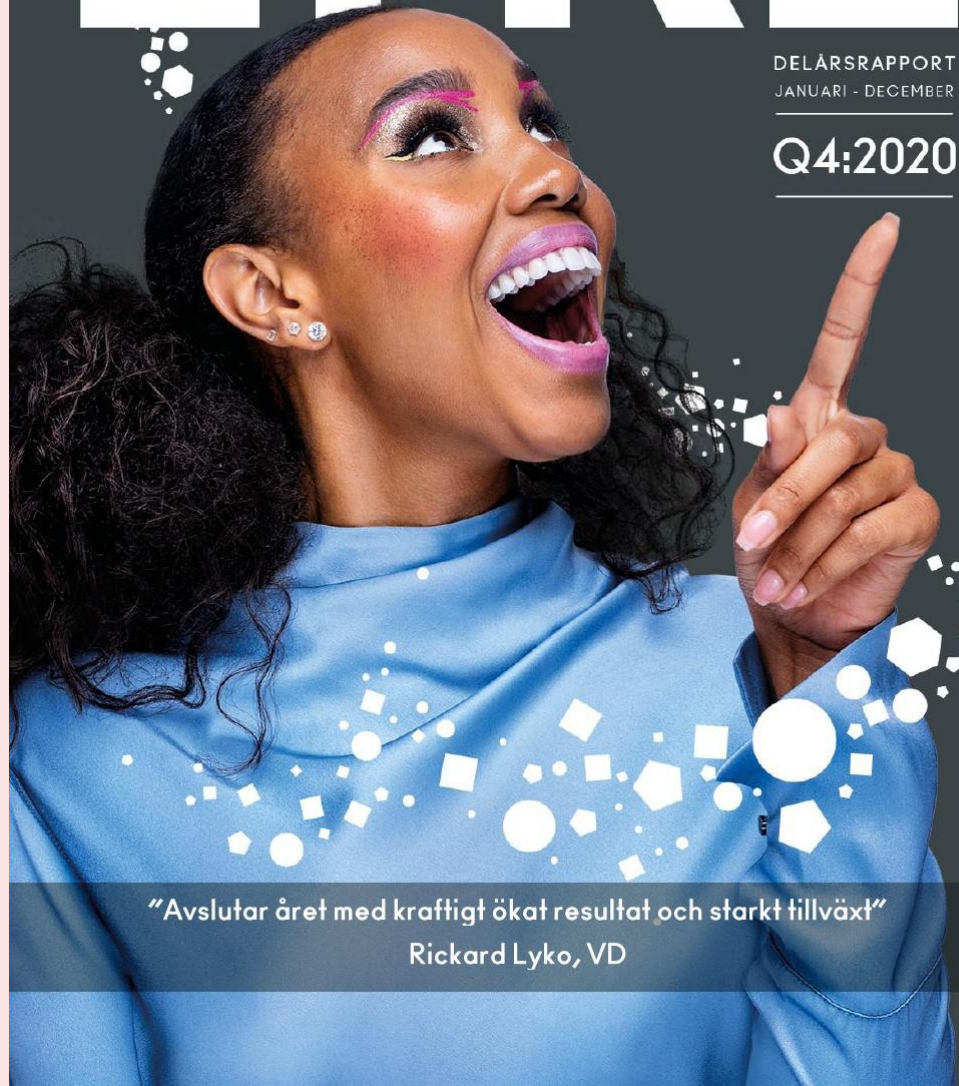


LYKO

DELÅRSRAPPORT
JANUARI - DECEMBER

Q4:2020



“Avslutar året med kraftigt ökat resultat och starkt tillväxt”

Rickard Lyko, VD

RICKARD LYKO

FOUNDER & CEO



AGENDA |

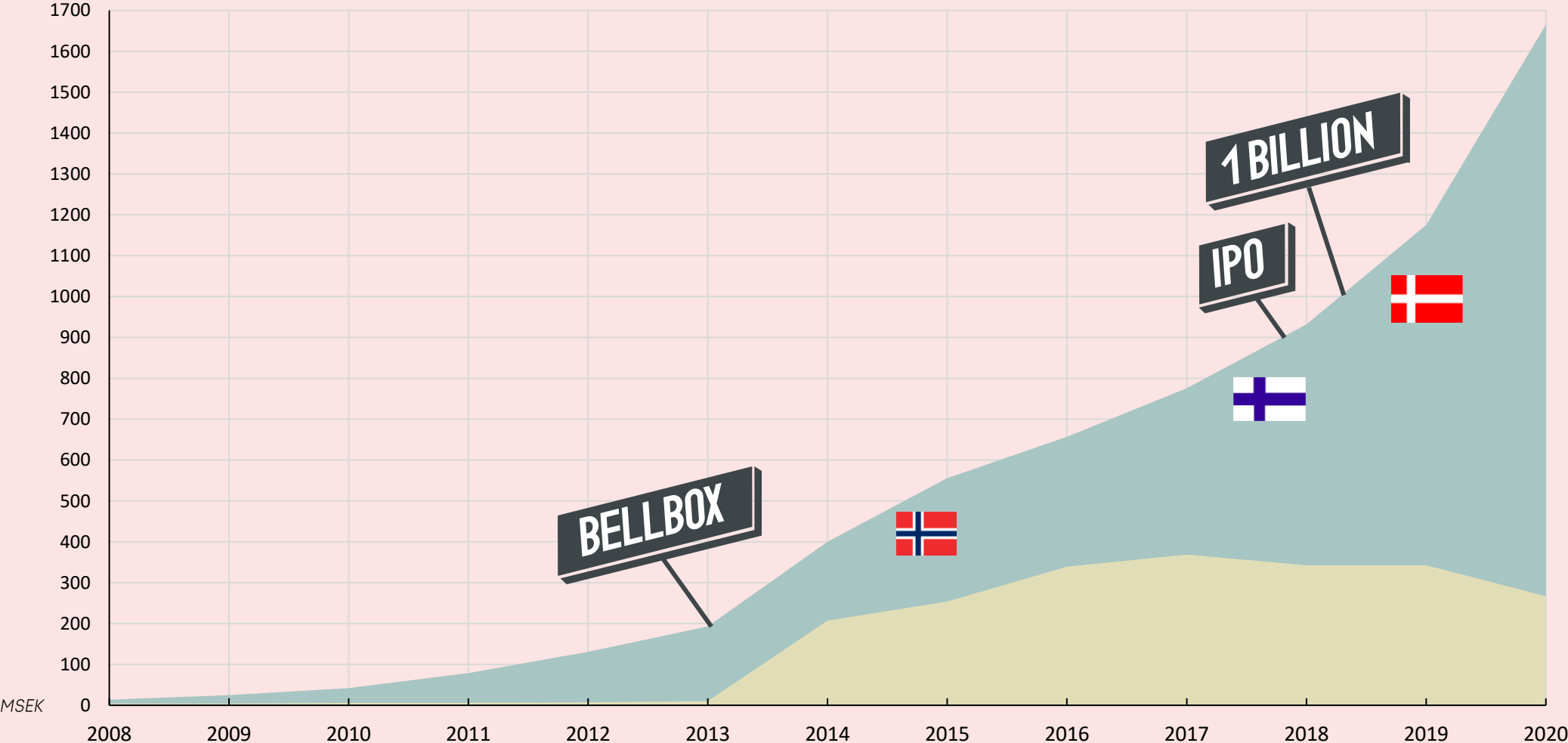
- LYKO IN BRIEF
- HIGHLIGHTS Q4
- Q4 IN NUMBERS
- GROWTH STRATEGY



DEVELOPMENT

Online

Retail



WAREHOUSE &
OFFICE
IN VANSBRO

PUBLIC
COMPANY

HQ
IN STOCKHOLM

750
EMPLOYEES

2
SALONS

70
HAIRDRESSERS

18
SKIN THERAPISTS

31
STORES

se

PL

NL

DE

AT

NO

FI

DK

io

ACHIEVEMENTS | 2020

VISITORS

79 MILLION

ORDERS

3,1 MILLION

NEW MARKETS

+4

NEW CUSTOMERS

664 000

65+

+337%

PRODUCT REVIEWS

>100 000



HIGHLIGHTS | Q4



HIGHLIGHTS | Q4

- Lyko has started sales in Germany, Austria, the Netherlands and Poland. The new markets are offered the entire product range with some local adaptation and all distribution to the new markets takes place from the warehouse in Vansbro.
- At the beginning of 2021, the closure of five stores in Sweden was decided when the existing contract expired. The closures are related to stores with weak profitability and where an agreement with the landlords regarding rental levels could not be reached to run the stores further under the current business climate.



Q4 | IN NUMBERS

BEAUTY SHOULD
BE FUN



NET SALES

536,9 MSEK

SALES GROWTH

+44,0%

EBITDA

47,8 MSEK

EBIT

28,9 MSEK

SALES SHARE

RETAIL
15,9%



ONLINE
84,1%

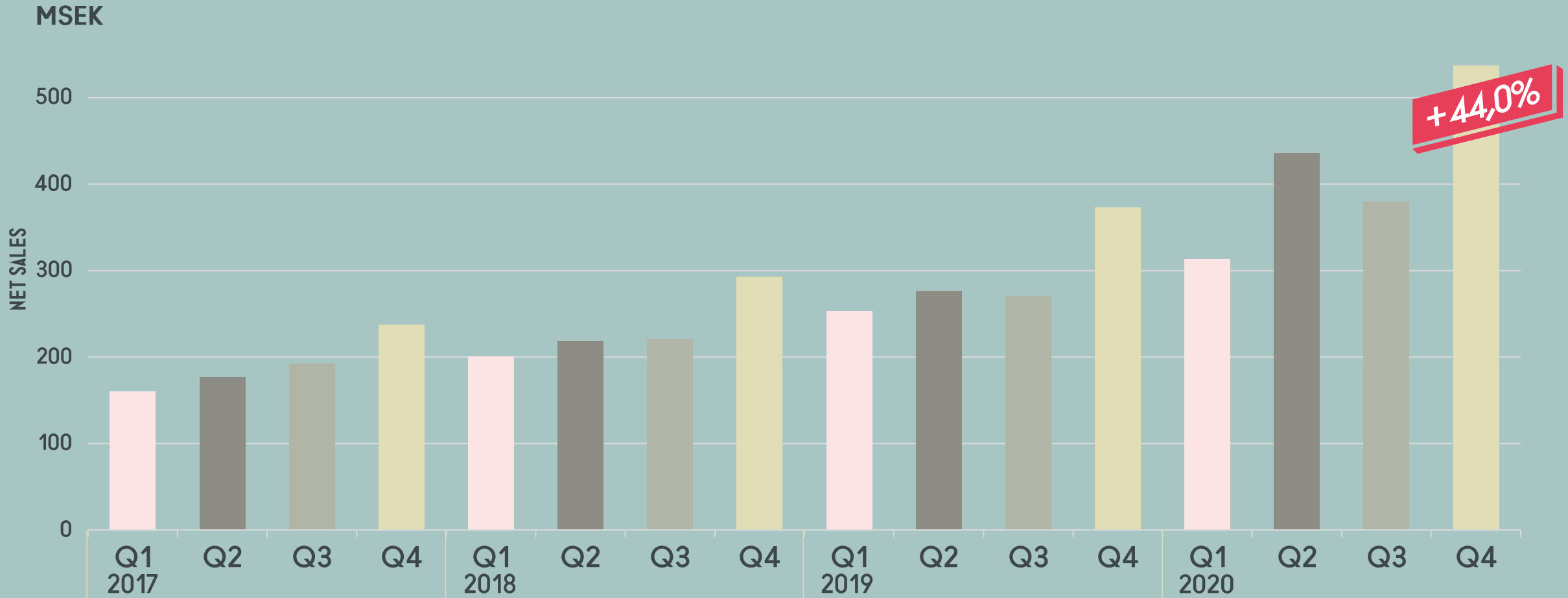
EBITDA MARGIN

8,8%

EBIT MARGIN

5,3%

INCREASED GROWTH | ONLINE THE MAIN DRIVER



NORWAY | Q4

NET SALES Q4

107 MNOK

NET SALES 2020

279 MNOK

SHARE OF THE GROUP

16,7 %

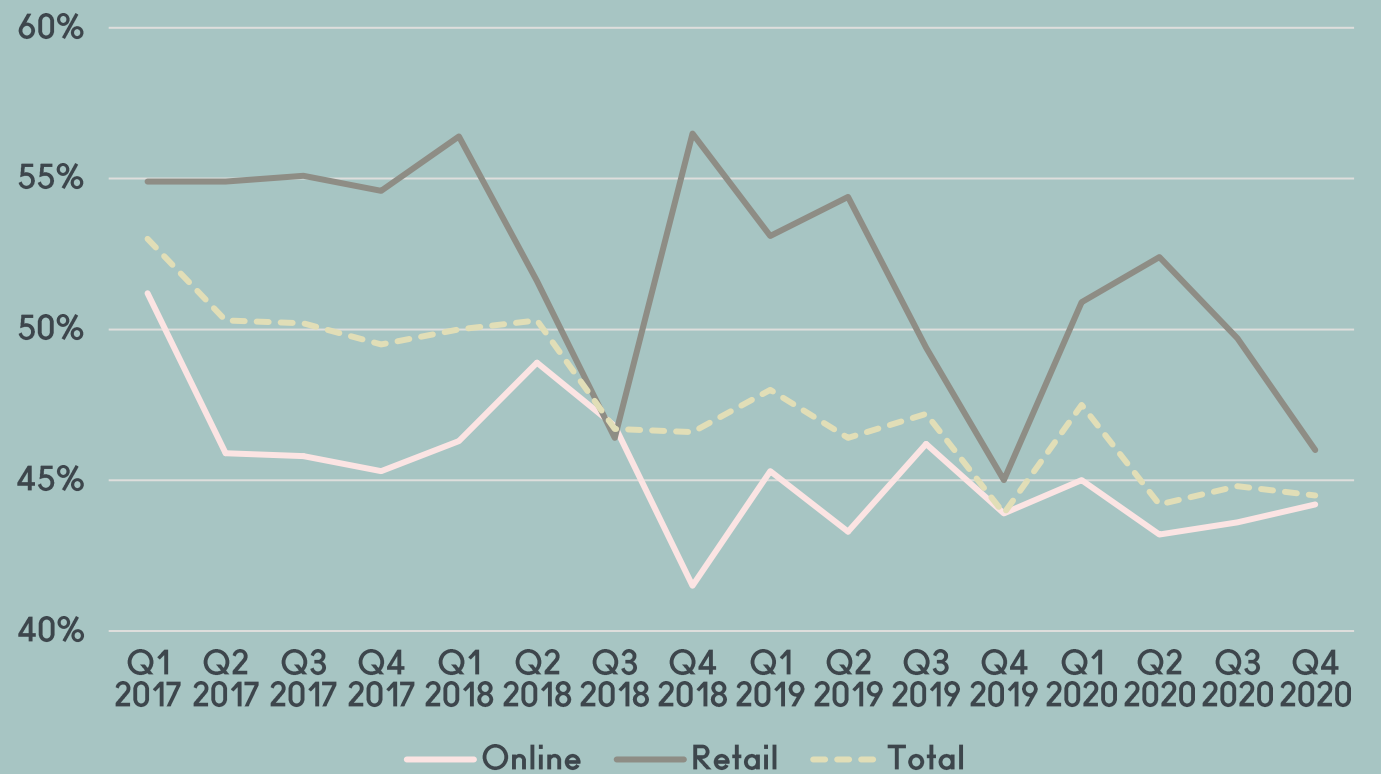


GROSS PROFIT MARGIN

Group Gross profit margin 44,5% (43,9%)

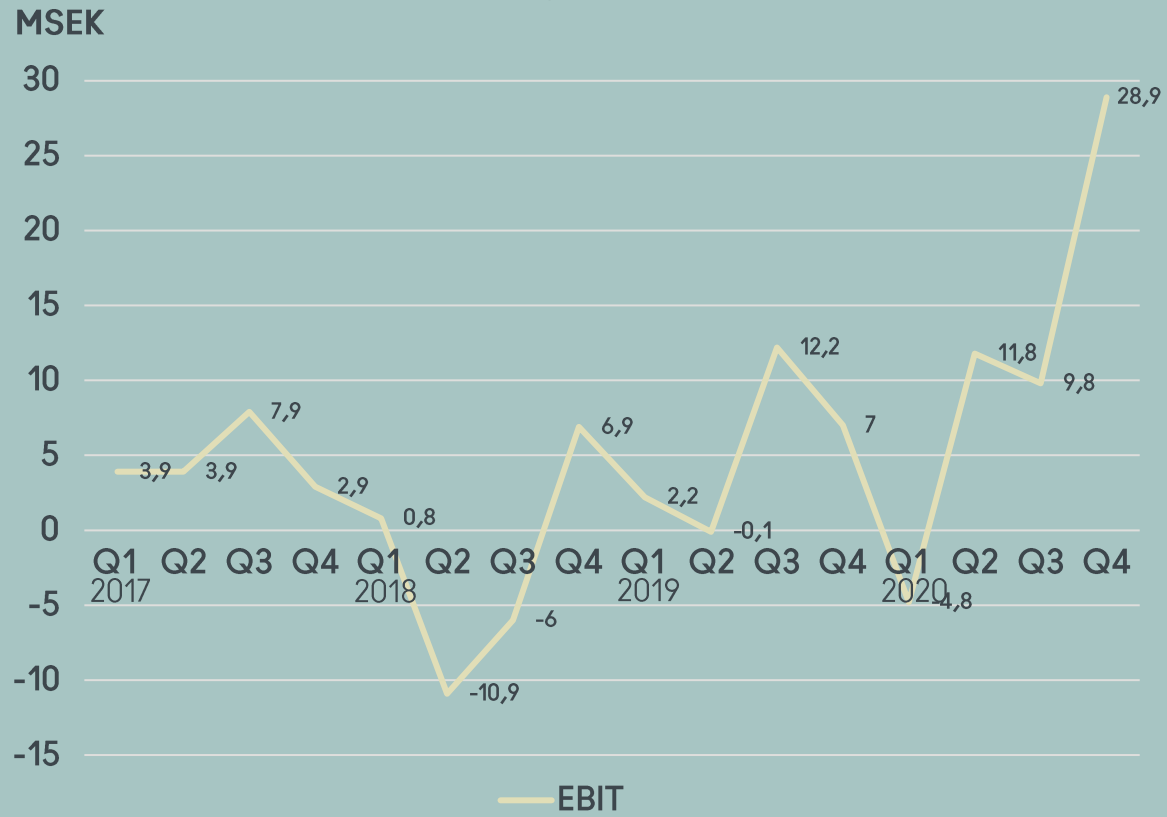
- Online 44,2% (43,9%)
- Retail 46,0 % (45,0%)

Gross profit margin, %

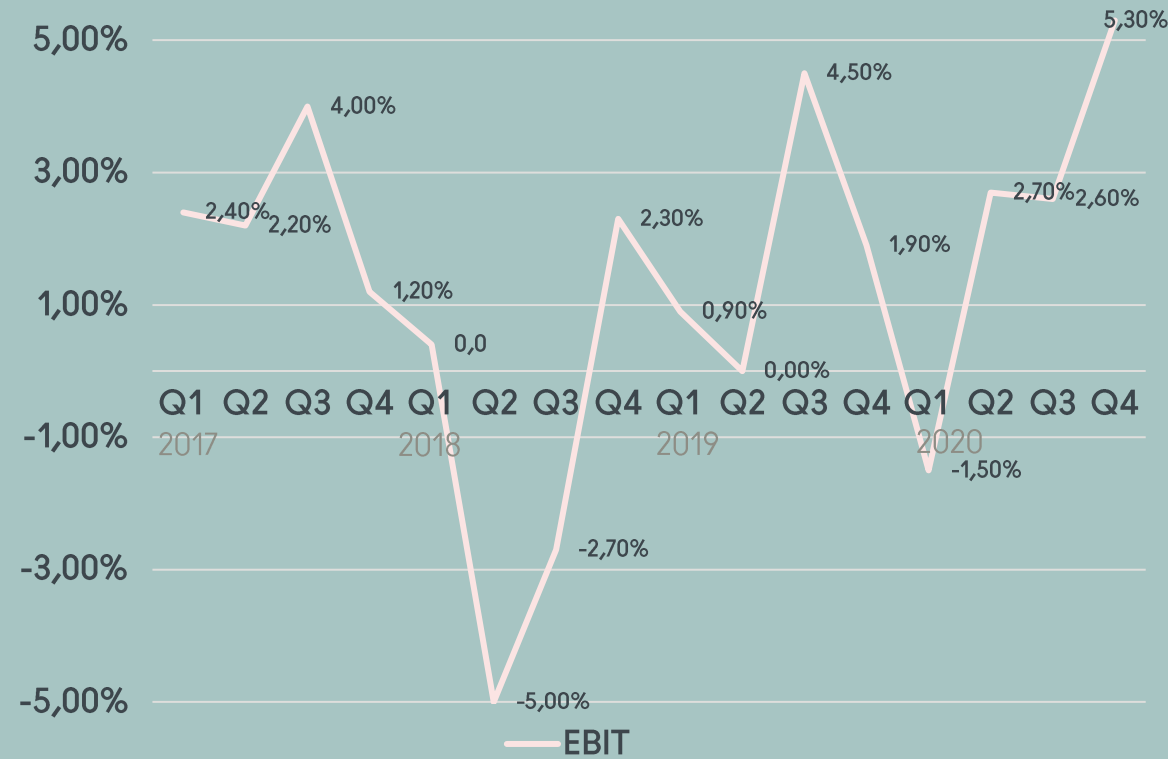


EBIT | THE GROUP

EBIT, MSEK

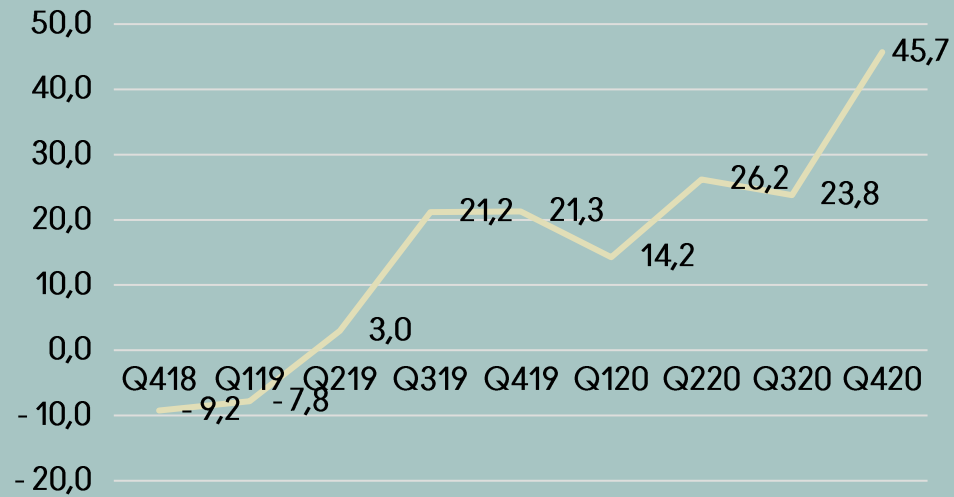


EBIT %

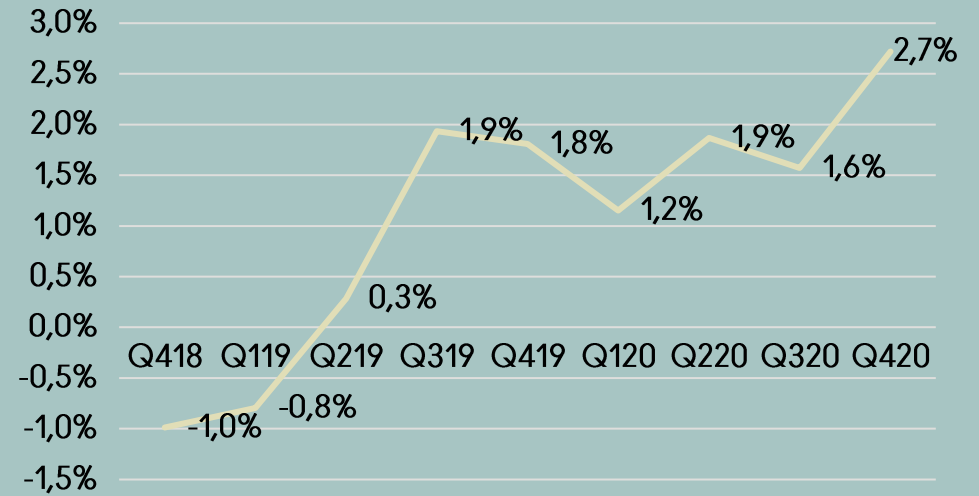


EBIT | DEVELOPMENT

EBIT, MSEK



EBIT, MSEK

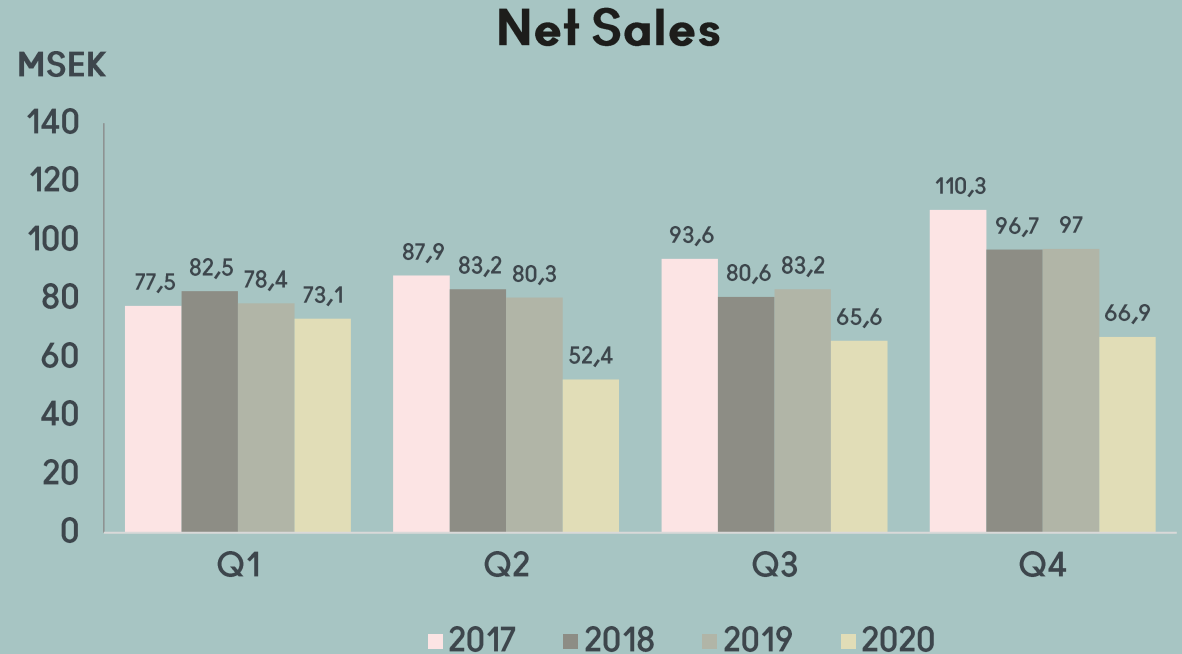
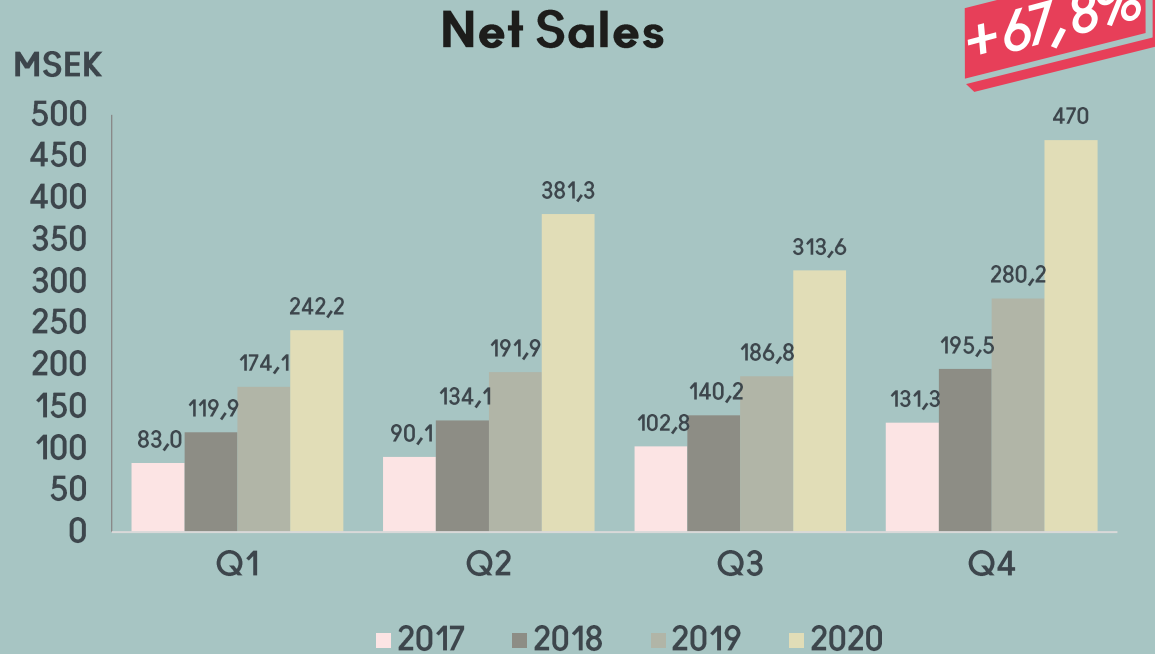


ONLINE

- Sales growth Q4 +67,8%
- YoY +68,9%

RETAIL

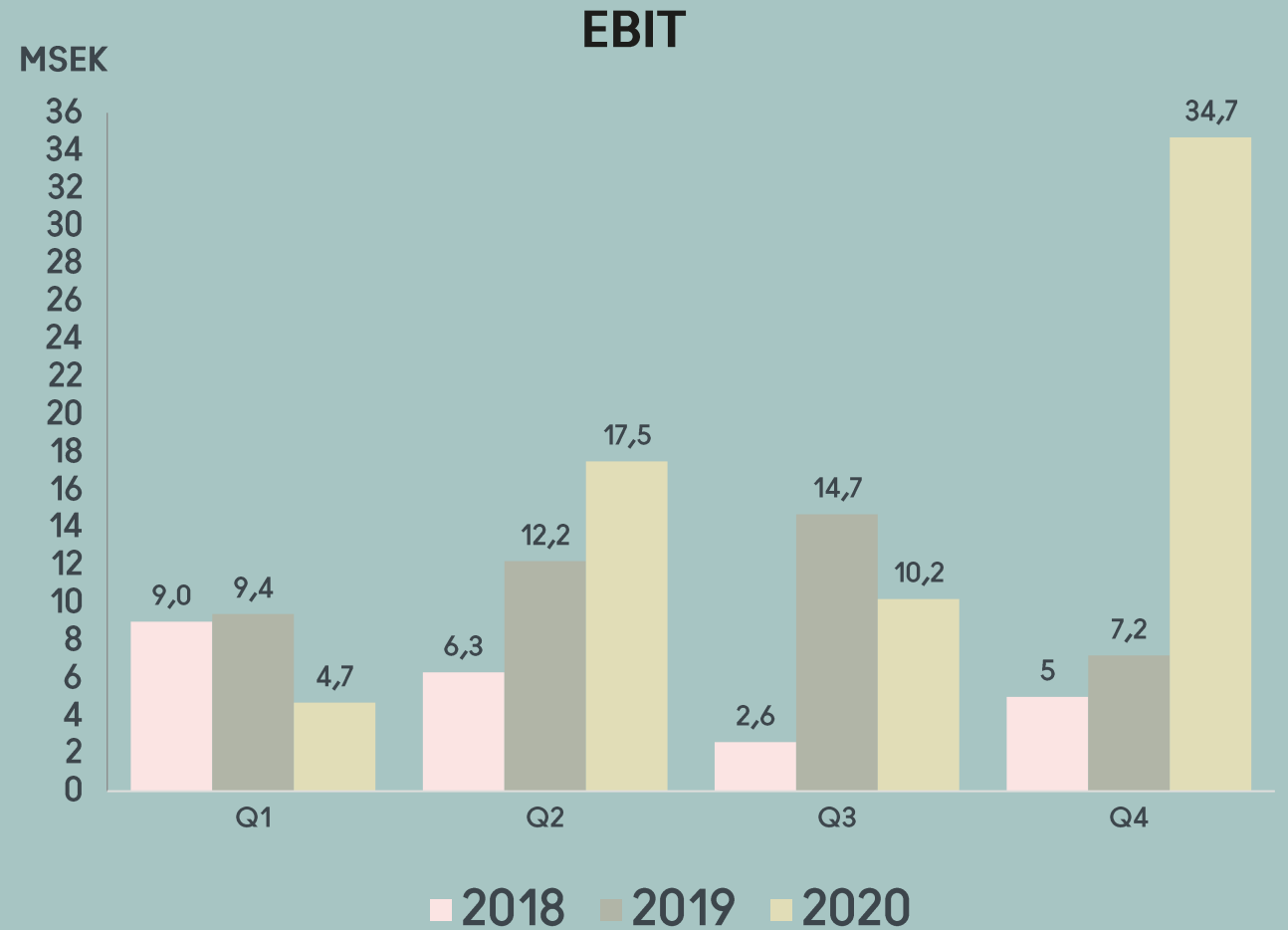
- Sales Q4 -27,9%
- YoY -23,9%
- Down -33,2% in comparable stores



EBIT | ONLINE

EBIT-profit amounted to 34,7 MSEK (17,5)

- EBIT-margin amounted to 7,4% (2,6%)

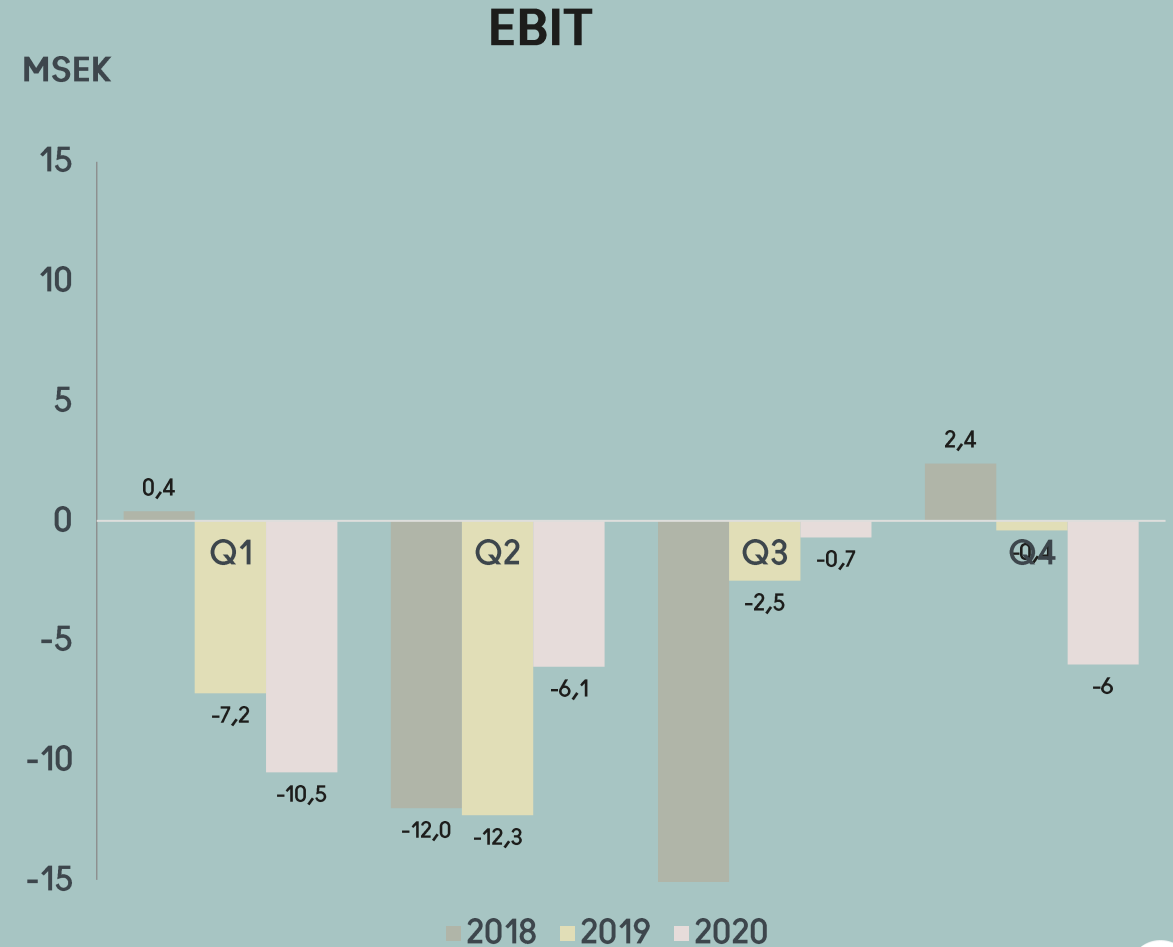


EBIT | RETAIL

Positive development over the quarters during the year, but in Q4 the restrictions impacted heavily

EBIT-profit decreased to -6,0 MSEK (-0,4)

- EBIT-margin decreased to -8,5% (-0,4%)



GROWTH | STRATEGY



LEK LOSS MED
55.000
SKÖNHETSPRODUKTER

YOUR BEAUTY PLAYGROUND

LYKO SOCIAL
TIPS • INSPIRATION • FRÅGOR • RECENSIONER

1000
BRANDS

MÅNAD

oktober 2019

Fre

Lör

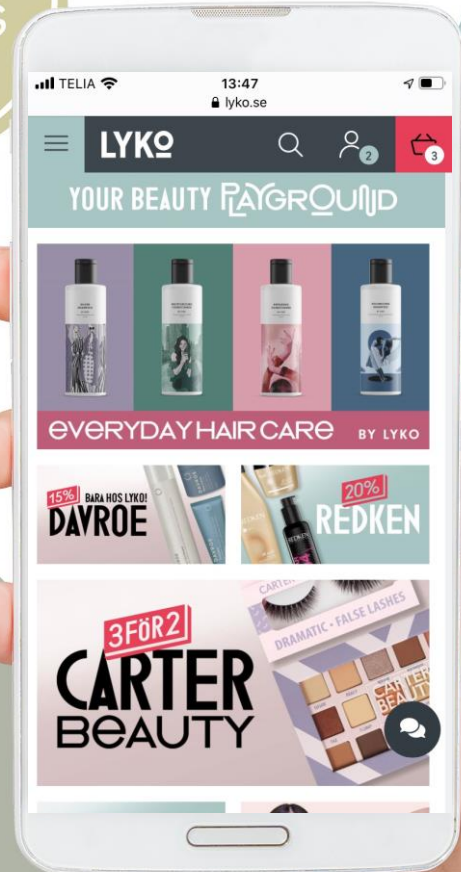
Sön

LYKO BOOKING

a in dina medlem

CLUB

79 M
VISITORS
2020



55.000
PRODUCTS

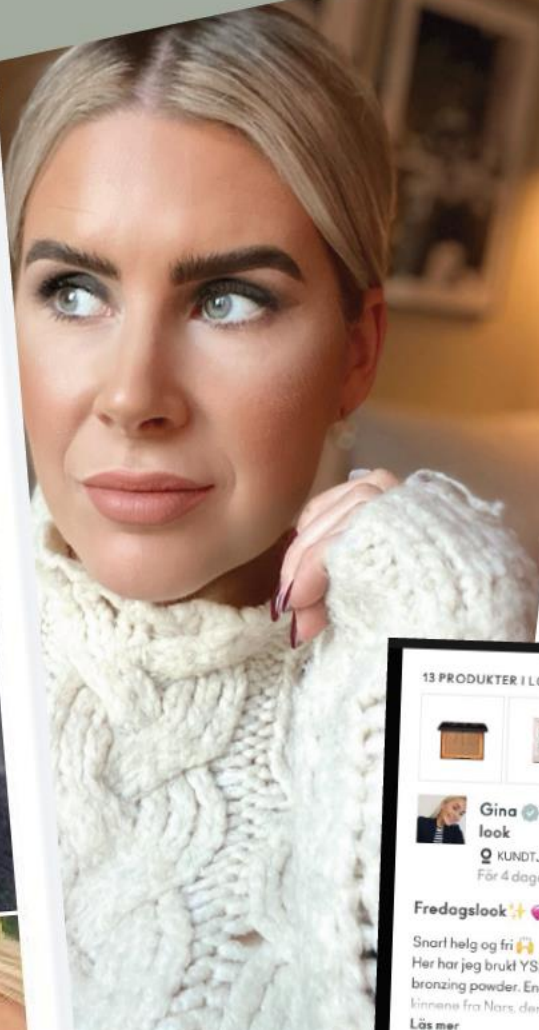
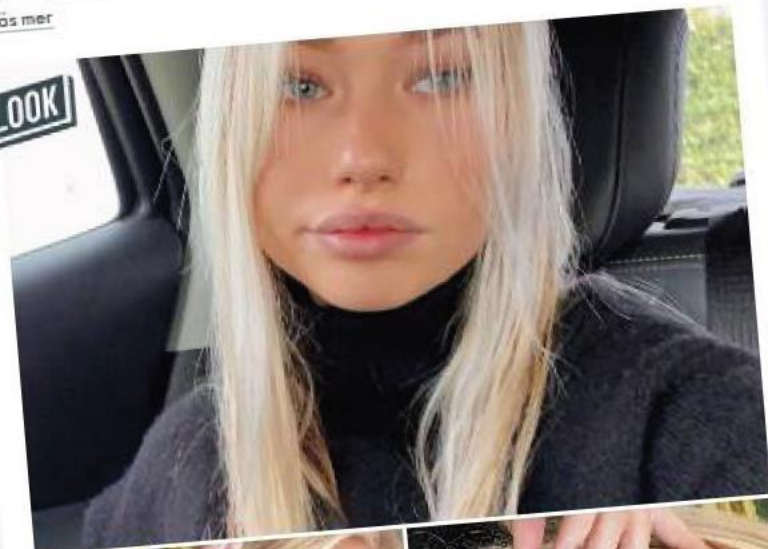
LYKO
MAGAZINE

io

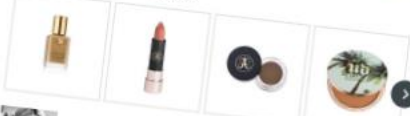
LYKO SOCIAL

har skapat en ny look
För 2 dagar sedan

natural Is Key ✨
Jag har jeg gått for en naturlig soft look 🍷 elsker virkelig naturlig glød. For en naturlig look bruker jeg kun litt av hvert base produkt. TIPS!! bruk kun litt produkt for å fremheve din naturlige skjønnhet gjennom sminken. Liquid highlighter under basen for en naturlig glød!!
Läs mer



6 PRODUKTER I LOOKEN



Anne Hilde har skapat en ny look
För 2 veckor sedan

Party look!
Her har jeg brukt en medium dekkende foundation, Estee Lauder double wear. Liker ett rent «palette» når jeg skal sote øyne. Brukte Urban Decay Naked basic 2 øyenskyggene. I alobalen brukte jeg FRISK for en dus

Läs mer
16 gillar 4 kommentarer

Jes: För 1
Vilken pingla snygg!

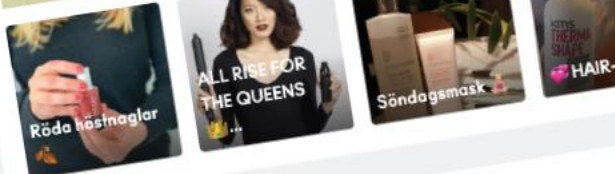
13 PRODUKTER I LOOKEN



Gina har skapat en ny look
KUNDTJÄNST PÅ LYKO
För 4 dagar sedan

Fredagslook 🍷
Snart helg og fri 🍷
Her har jeg brukt YSL sin foundation og Nars sin bronzing powder. En god match vil jeg si 🍷
Linnene fra Nars, denne er så fin og ikke for m
Läs mer

LOOKS



Camilla har skapat en ny look
MEDARBETARE PÅ LYKO
Igår 12:00

Röda höstnaglar 🍷
Lite extra färg på måndagen? Men JA! Essie In Stiches är den perfekta röda hösten enligt mig! Jag kombinerar den med Essie Base Coat Here To Stay för ska hålla lite längre. Innan användning har jag fixat naglarna med en nagelnappelfil från Lykos eget varumärke 🍷 Som sista touch miukgör jag händerna
Läs mer

#MEDO

33 inlägg

ANVÄNDARBILDER



Friday look





Lyko Premium Brands



Vi har sagt det förut – du förtjänar det bästa. Därför lanserar vi nu Lyko Premium. En kräsen skara varumärken med en sak gemensamt: ständigt hög kvalitet, oavsett produkt. Välkommen att botanisera bland exklusiva ingredienser och innovativa koncept. Omsorgsfullt utval, bara för dig.

[START](#) / [FLER](#) / [PREMIUM](#)

The brands

CLARINS

GIORGIO ARMANI

UD
URBAN DECAY
PRETTY DIFFERENT

SENSAI
THE CARE OF YOUR HAIR

ESTÉE LAUDER

NARS

VERSACE

Aēsop.
www.aesop.com



Yves Saint Laurent
Black Opium Eau De Parfum 30 ml
512 kr (-20%)



Yves Saint Laurent
Libre Eau De Parfum 30 ml
536 kr (-20%)



Yves Saint Laurent
Black Opium Eau De Parfum 50 ml
716 kr (-20%)



Yves Saint Laurent
Libre Eau De Parfum 90 ml
964 kr (-20%)



Yves Saint Laurent
L'Homme Eau De Toilette 60 ml
560 kr (-20%)



Yves Saint Laurent
Black Opium Eau De Parfum 90 ml
876 kr (-20%)

BRAND OF THE MONTH

KÉRASTASE
PARIS



INSTABOX

33
STORES

HAIRDRESSERS
IN EVERY
STORE!

STORES

SALES PERCENTAGE
RETAIL 16%
84% ONLINE

5.000
ONLINE ORDERS PER MONTH





WOW
THE CUSTOMER

PHONE
NUMBER

PERSONAL
TOUCH

CUSTOMER SERVICE

MARKETING STRATEGY



LYKO

LÆK LOSS MED
55.000
SKÖNHETSPRODUKTER

YOUR BEAUTY **PLAYGROUND**

LYKO
20%
PÅ ALLT FRÅN
BIOThERM

YOUR BEAUTY **PLAYGROUND**

LYKO
LÆK LOSS MED
55.000
SKÖNHETSPRODUKTER

YOUR BEAUTY **PLAYGROUND**

LYKO
20%
PÅ ALLT FRÅN
LOREAL

YOUR BEAUTY **PLAYGROUND**

HITTA DEN RÄTTA

DU ÄR ETT KAP!
OCH HÄR ÄR DET TILL
20%
PÅ NÄSTAN ALL DOFT

YOUR BEAUTY **PLAYGROUND**

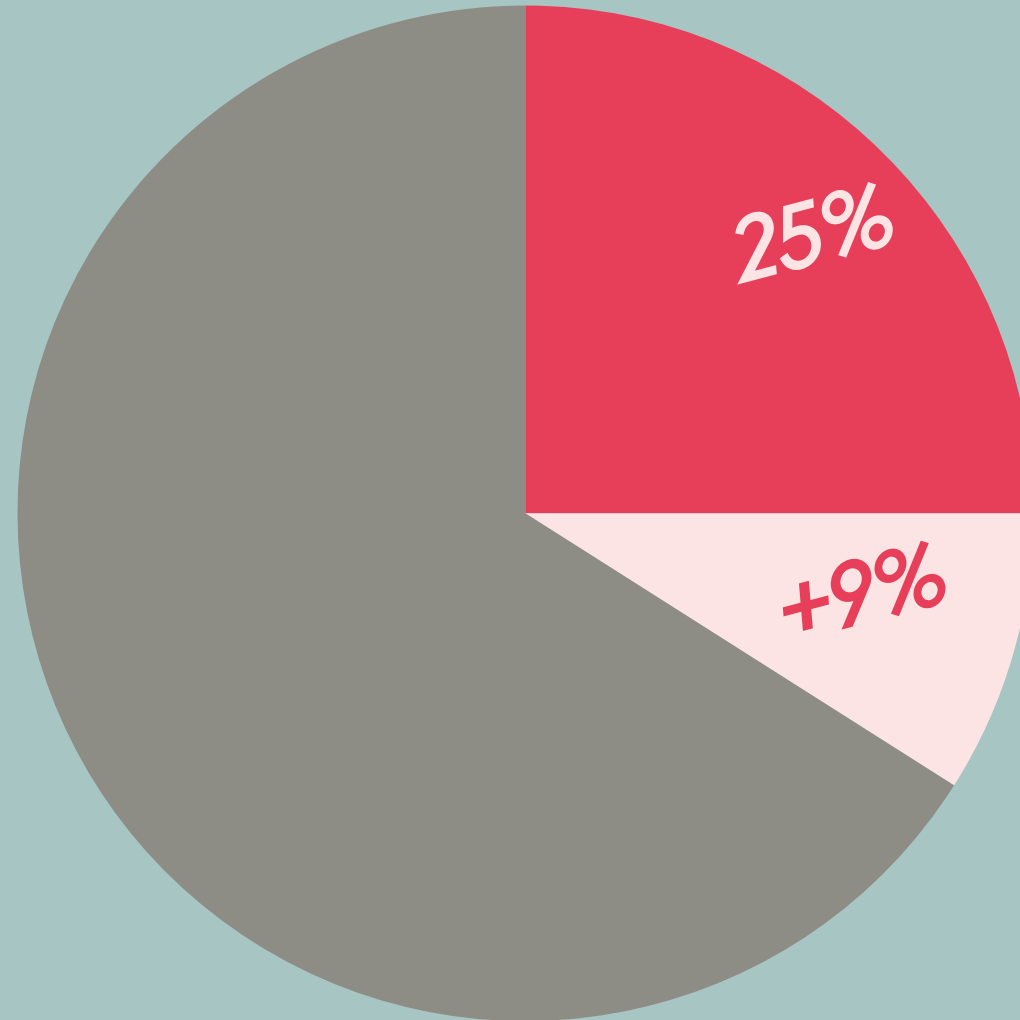
LYKO

GE NÅGON EN GOD DOFT!
20%
PÅ NÄSTAN ALL
PARFYM

YOUR BEAUTY **PLAYGROUND**

JCDecaux

AWARENESS OF LYKO



■ Awareness 2018 ■ Awareness 2020 ■ Unaware

**EXPRESS
SHIPPING &
SAME DAY DELIVERY**

DISTRIBUTION THE KEY TO OUR SUCCESS

**SHIPPING TO
ALL MARKETS
FROM VANSBRO**

**LESS THAN
1%
RETURN RATE**

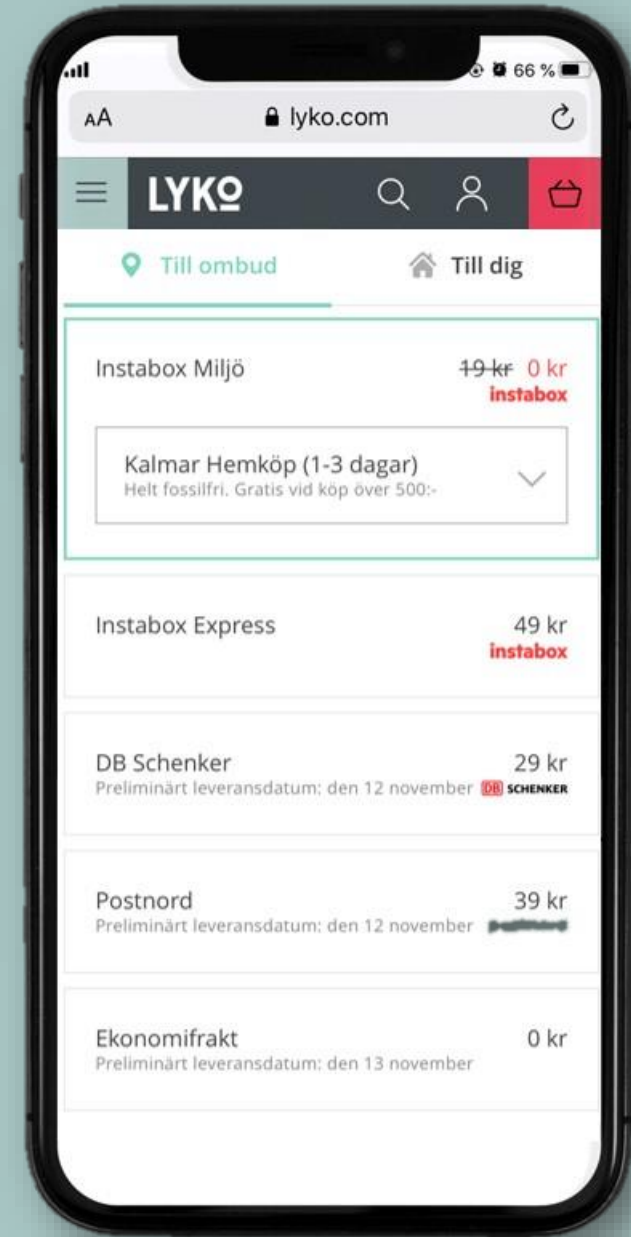
**23 000
PACKAGES PER DAY**

● Vansbro

**7 DIFFERENT
SHIPPING
OPTIONS**

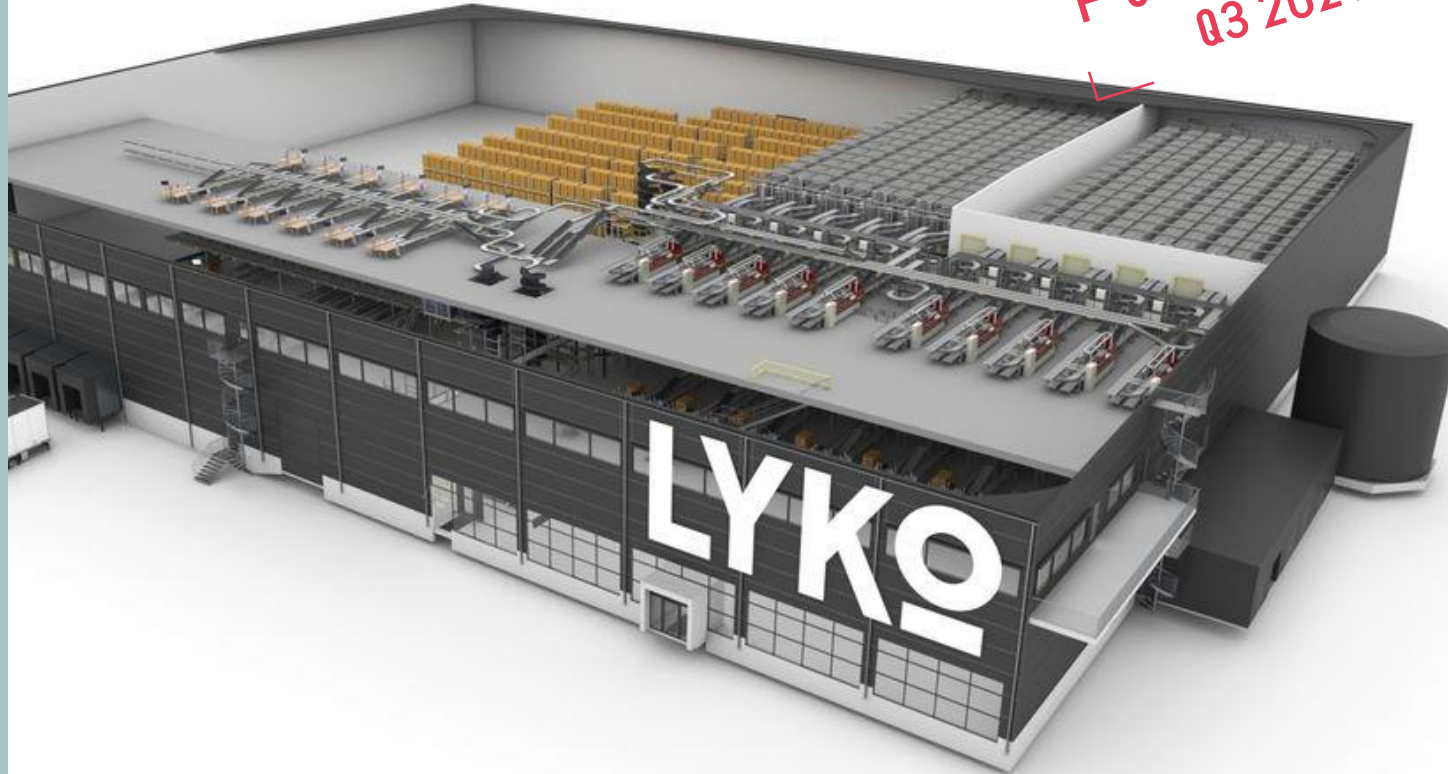
INSTABOX ENVIRONMENT

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



DOUBLE OUR AUTOMATION AT THE WAREHOUSE

FULL OPERATION
Q3 2021



GROWTH STRATEGY



STRONG BRAND

PLATFORM DEVELOPMENT

SHAREHOLDERS I

Name	Num. of shares	Capital
LYKO HOLDING AB	7 672 087	50,10%
FAMILJEN HAMRIN	2 264 293	14,80%
BELLBOX HOLDING AB	1 986 246	13,00%
LÄNSFÖRSÄKRINGAR SMÅBOLAG SVERIGE	667 450	4,40%
AMF AKTIEFOND SMÅBOLAG	540 000	3,50%
SEB AB, LUXEMBOURG BRANCH, W8IMY	462 684	3,00%
SWEDBANK ROBUR SMÅBOLAGSFOND NORDEN	380 000	2,50%
BROWN BROTHERS HARRIMAN & CO., W9	262 421	1,70%
BNP PARIBAS SEC SERV LUXEMBOURG, W8IMY	135 410	0,90%
FÖRSÄKRINGSAKTIEBOLAGET, AVANZA PENSION	68 817	0,50%
LÄNSFÖRSÄKRINGAR MIX	65 808	0,40%
FE SMÅBOLAG SVERIGE	29 056	0,20%
HH I GÖTEBORG AB	25 000	0,20%
CACEIS BANK, IRELAND BRANCH, W8IMY	22 500	0,20%

(31 Jan 2021)



FINANCIAL CALENDAR

- 11 FEB 2021 - Interim Report January - December, Q4 2020
- 21 APR 2021 - Interim Report January - March, Q1 2021
- 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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Head of Sustainability & Communication
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YOUR BEAUTY

PLAY
GROUND

