

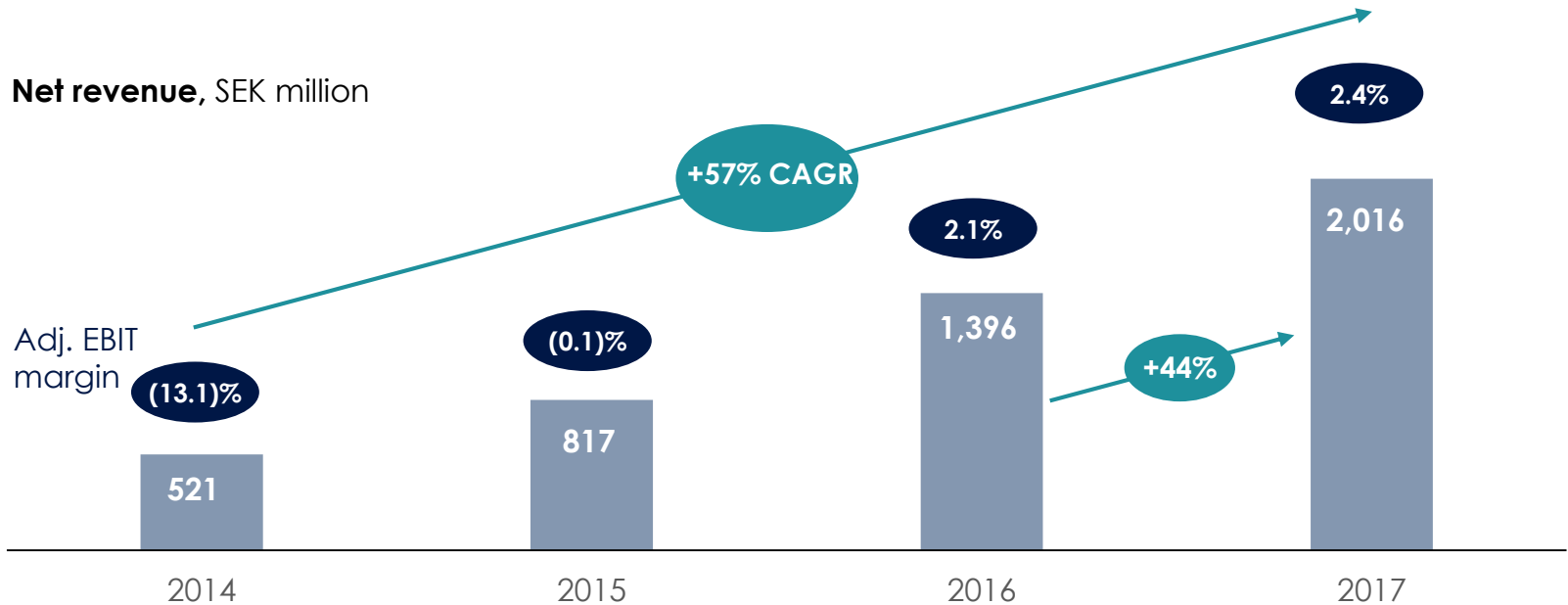


Boozt

Annual General Meeting 2018

27 April 2018

We passed the 2 billion mark



But we are only just getting started

Key highlights 2017

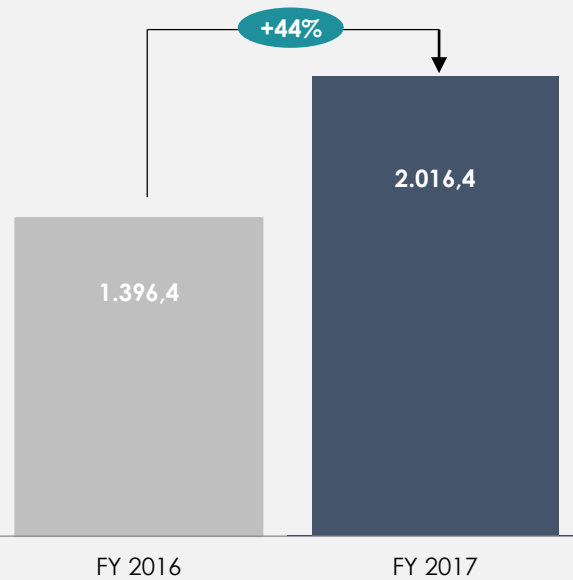
- Warehouse move
- Listing on Nasdaq Stockholm
- Launch of beauty category
 - Black Friday



Financial highlights

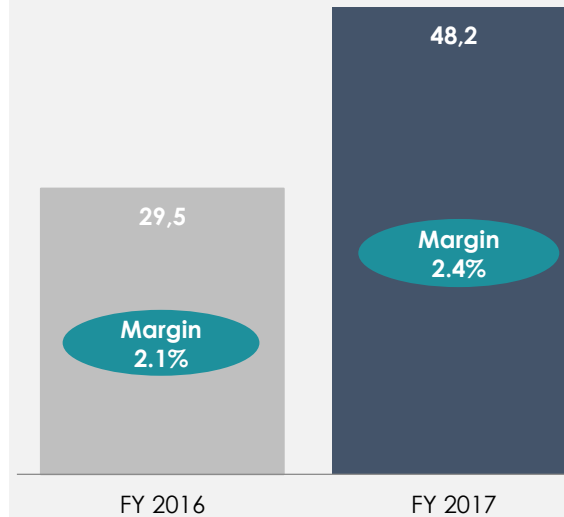
Net revenue - Group

Net revenue in SEK million



Adjusted EBIT - Group

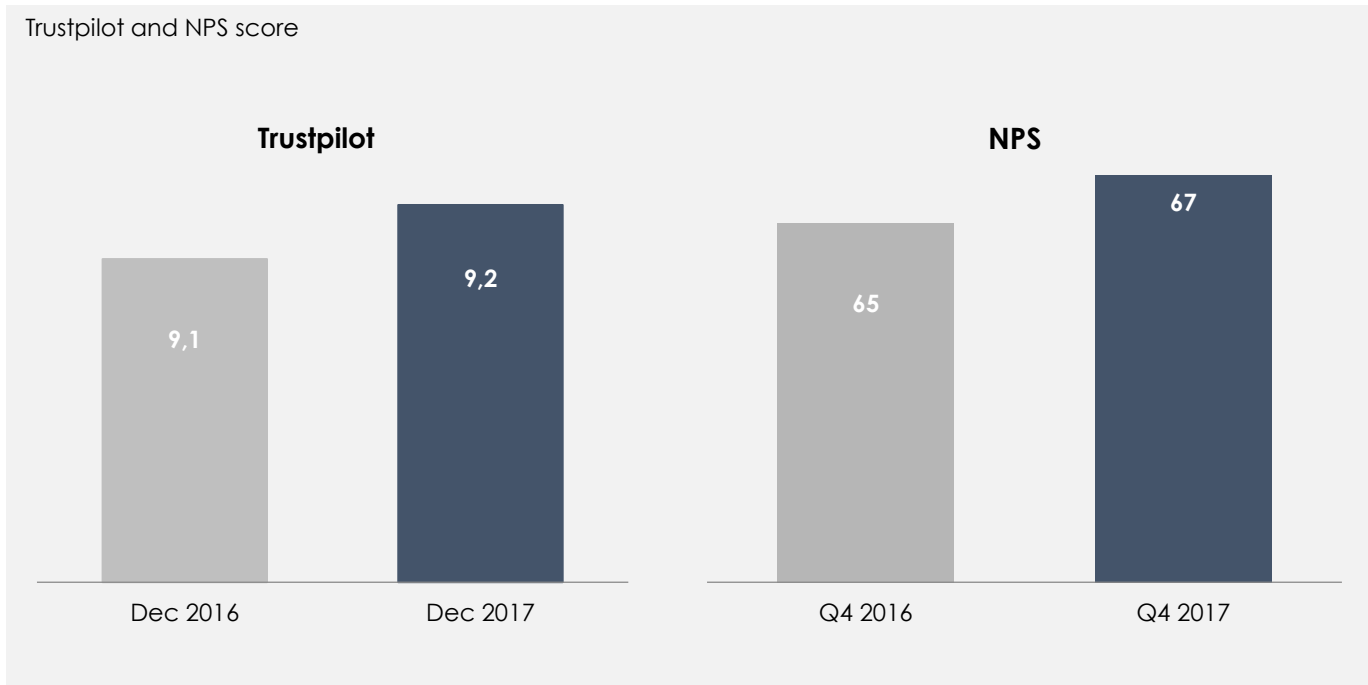
Adjusted EBIT in SEK million



Group

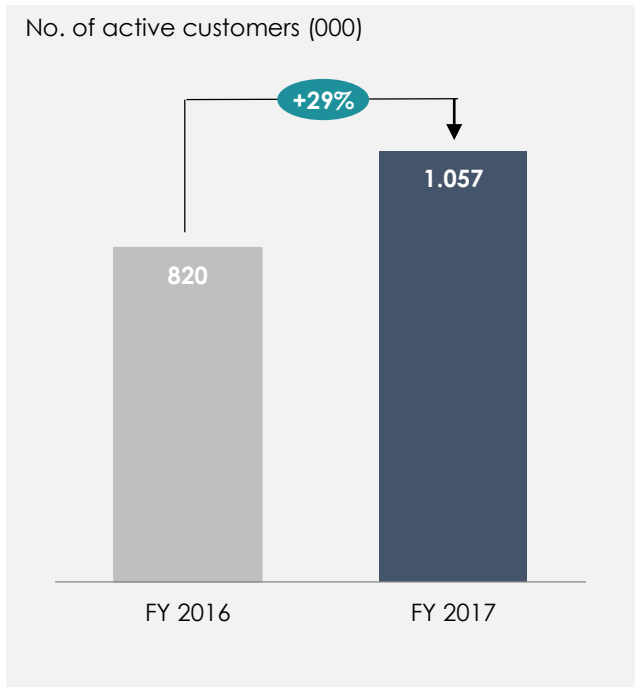
KPI highlights

Customer satisfaction Q4

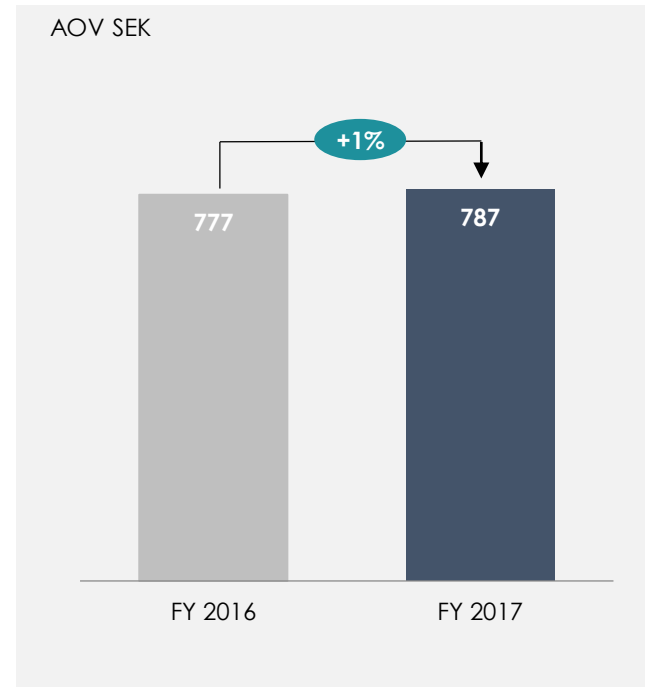


KPI highlights

Active customers



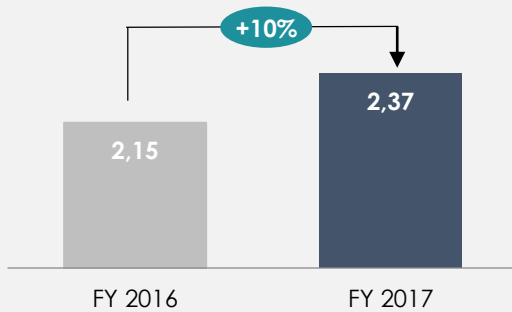
Average order value



KPI highlights

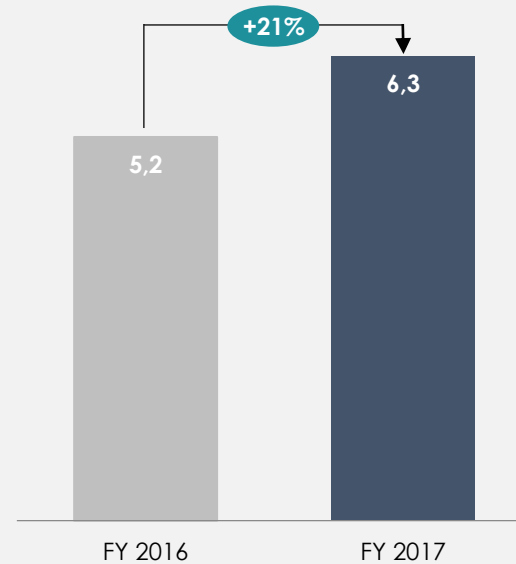
Order frequency

No. of orders per active customer



True frequency

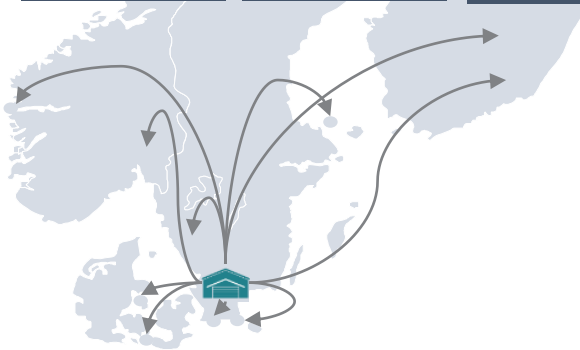
Order frequency not impacted by new customers



Moved to a state-of-the-art automated warehouse

Next day delivery to most Nordic areas

Returns being refunded within 24 hours	>2,500 orders per hour in handling capacity	Based on AutoStore solution
4 days from product arrival to in webstore	450,000+ SKU locations	Capacity of 3,000,000+ items



The new warehouse in operation since end of March 2017



- 180,000 bins¹⁾
- 151 picking robots¹⁾
- ~90% of products to be handled in the “grid”



Custom-built to deliver convenience and designed for >6x net revenue²⁾

1) Estimated capacity based on 43,500 m² in total area is ~500,000 bins and ~500 picking robots. 2) Assuming a constant AOV. Source: Company data.

Beauty is a natural next step with strong synergies

Raising awareness

Strengthening Boozt as beauty destination

- Partnering with L'Oréal Paris to showcase our beauty department on "Guldbaggen", the Swedish movie awards gala.
- Promotional activities by exploring synergies between apparel and beauty

Physical stores

Beauty by Boozt.com Flagship store

- Flagship store to open in summer 2018 in Copenhagen
- Significantly adjusted concept, adding new brands and services

Strengthen offering

Signing of key brands

- Estée Lauder, Clarins, Lancôme, Biotherm, Shiseido and YSL
- Focus on adding Haircare and key brands
- Adding sub-categories, brands and features continuously



Black Friday



Record-breaking weekend

- 140 per cent revenue growth compared to Black Friday 2016
- More than 25,000 new customers on Boozt.com during the Black Friday weekend
- All Black Friday orders delivered within 1-2 days, with high customer satisfaction
- Our operations and systems was tested to maximum – with satisfying results
- Good profitability for the weekend

Growing sustainable

“committed to sustainability and to work with partners to advance solutions to environmental, social and economic problems”



SUSTAINABLE FASHION

Logistics setup efficient and environmental responsible



Energy efficient

- Major investments in efficient and sustainable technology
- Adding solar panels in 2018

Re-cycling

- Efficient re-cycling process
- Biodegradable bags

Engage with partners

- Promote sustainable logistics from distributors
- Ensure sustainability and responsibility from the brands

Award winning logistics setup

During 2017 our fulfilment centre has been awarded "Best logistics establishment in Sweden in 2017" by the trade magazine "Intelligent Logistik" as well as the "PostNord Logistics Award" by PostNord in Sweden.

Amplifying sustainable collections



MILJÖVÄNLIG
Peak Performance
1200 kr



MILJÖVÄNLIG
Gestuz
1299 kr



MILJÖVÄNLIG
Peak Performance
1000 kr



MILJÖVÄNLIG
Filippa K
2900 kr



MILJÖVÄNLIG
Filippa K
2900 kr



MILJÖVÄNLIG
Filippa K
1800 kr



MILJÖVÄNLIG
Filippa K
1800 kr



MILJÖVÄNLIG
RODEBJER
1999 kr



MILJÖVÄNLIG
Gestuz
1299 kr



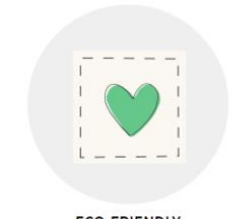
MILJÖVÄNLIG
Röhnisch
799 kr



ORGANIC COTTON
Production of this type of cotton does not involve toxins that can be harmful to the eco-system.



RECYCLED MATERIALS
Brands that use recycled materials reduce the amount of waste while producing their garments.



ECO-FRIENDLY
Eco-friendly products are produced using sustainable materials with minimal impact on the environment.

Outlook

For 2018 the the Group expects a net revenue growth above 30%. The adjusted EBIT margin is expected to improve slightly compared to 2017.

Medium term (3-5 years post IPO) targets remain unchanged

**Net
revenue
growth**

25-30%
medium term

- Boozt targets annual net revenue growth in the range of **25-30%** in the medium term

**Adjusted
EBIT
margin**

>6%
medium term

- Boozt targets an adjusted EBIT margin **exceeding 6%** in the medium term
- Boozt expects to increase the adjusted EBIT margin annually as the cost base is further leveraged by net revenue growth

Employee engagement key to reaching our targets



A strong adaptable team culture ensures success in a fast paced environment