

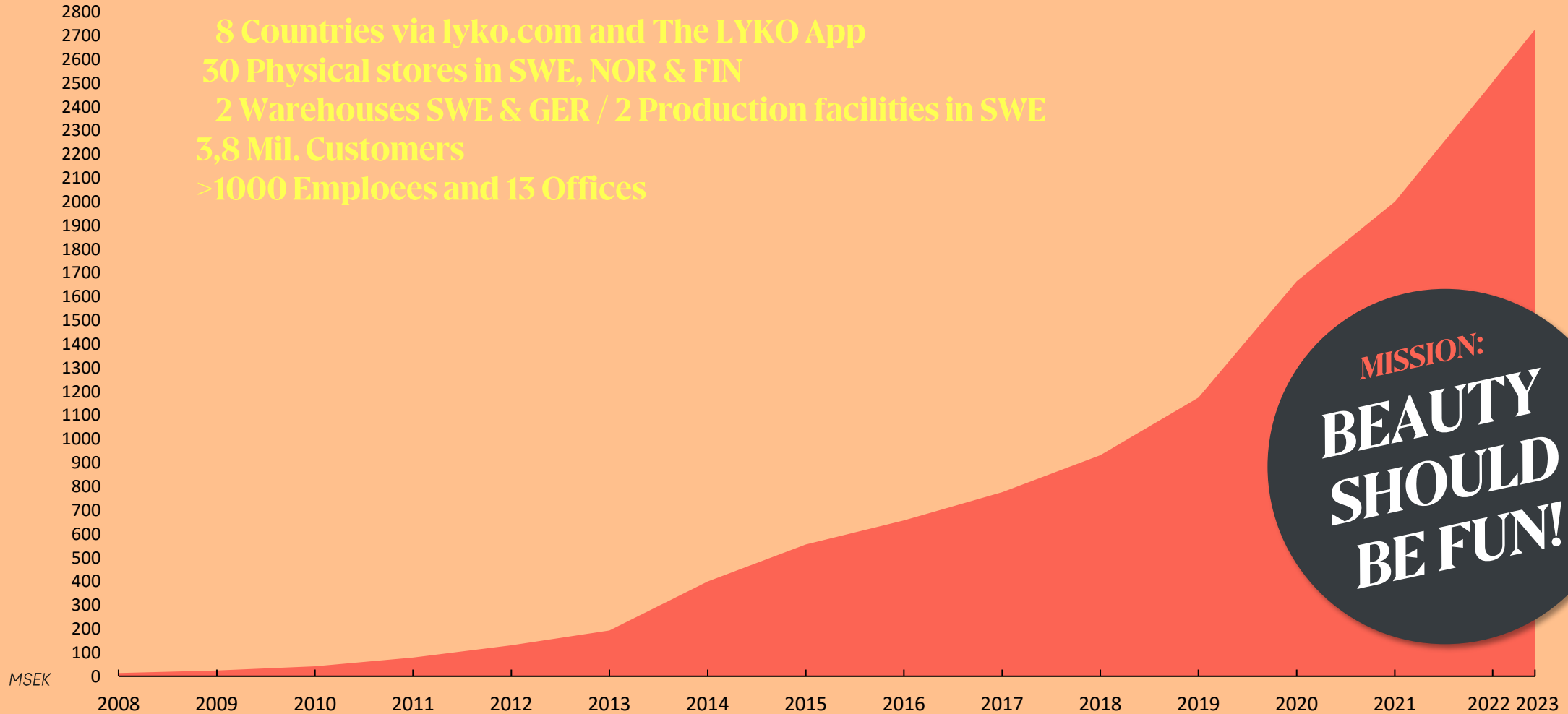
# Q3 2023

**Rickard Lyko, VD & Grundare**  
**Pontus Andersson, CFO**



# LYKO - FASTEST GROWING BEAUTY SPECIALIST\*

IN THE NORDICS



8 Countries via lyko.com and The LYKO App  
 30 Physical stores in SWE, NOR & FIN  
 2 Warehouses SWE & GER / 2 Production facilities in SWE  
 3,8 Mil. Customers  
 >1000 Employees and 13 Offices

**MISSION:**  
**BEAUTY SHOULD BE FUN!**



# A BEAUTY ECOSYSTEM

**VISION:**  
A SPECIALIST  
AND  
THE BEST  
PARTNER



**VISION:**  
THE NATURAL  
STARTING POINT  
FOR BEAUTY IN  
ALL OUR  
MARKETS

SEARCH FOR FRICTION  
AND MINIMIZE IT  
THROUGH TECHNOLOGY AND SCALE

MASALA  
POLITICS

PARADIS · Iskrembar

PARADIS  
GELATERIA



LYKO



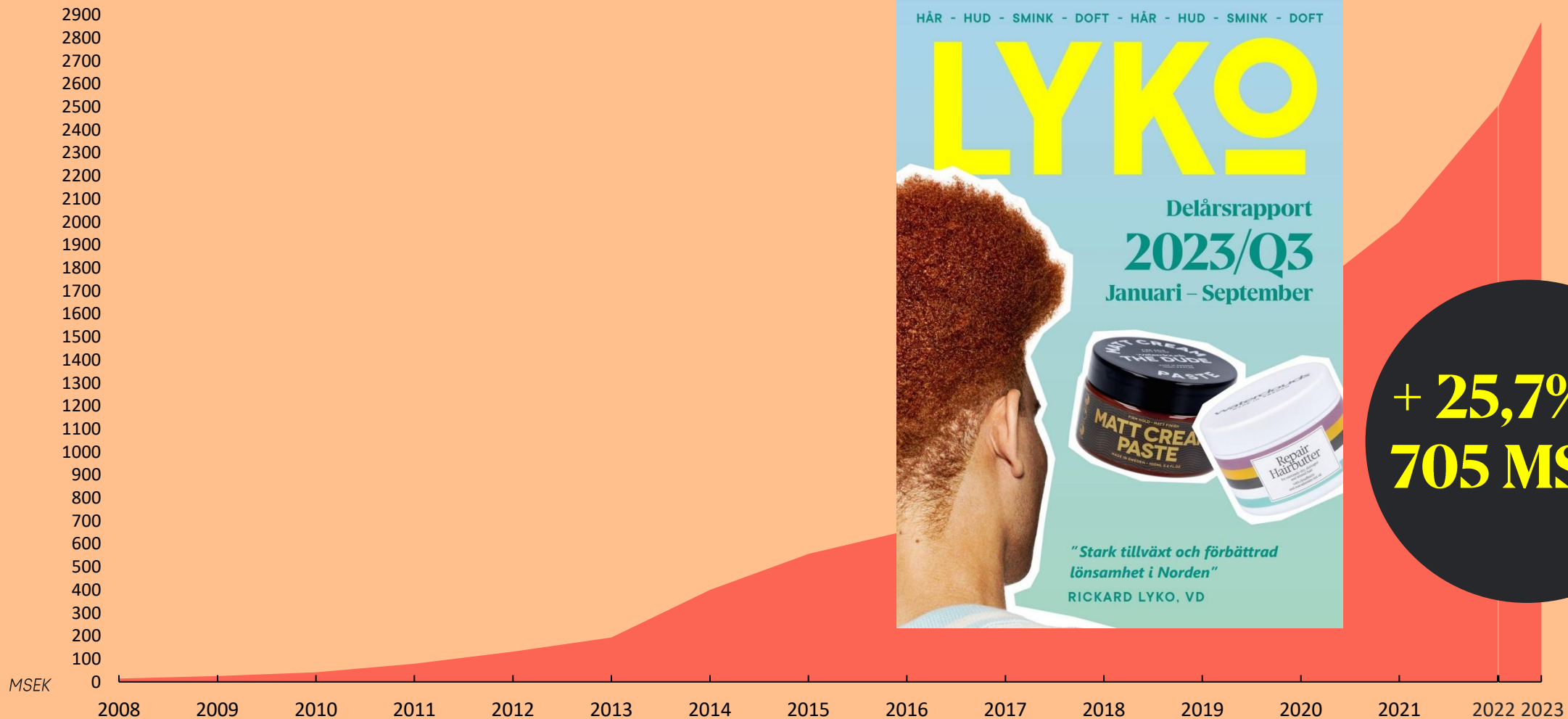
YOUR BEAUTY  
RAY  
GROUND



LAST THURSDAY  
IN OSLO

Last

# OUR GROWTH JOURNEY



**+ 25,7%**  
**705 MSEK**



**STRONG BRAND**



**OKAY**

# OUR MEDIA MIX

TV

RADIO

OUT OF HOME

INFLUENCERS

SEARCH

SOM

LYKO  
MAGAZINE

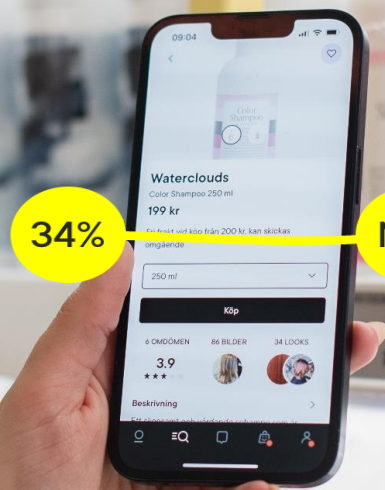
NEWS-  
LETTER

SMS

POINT OF  
SALES



# CONSUMERS -TOP OF MIND



34%

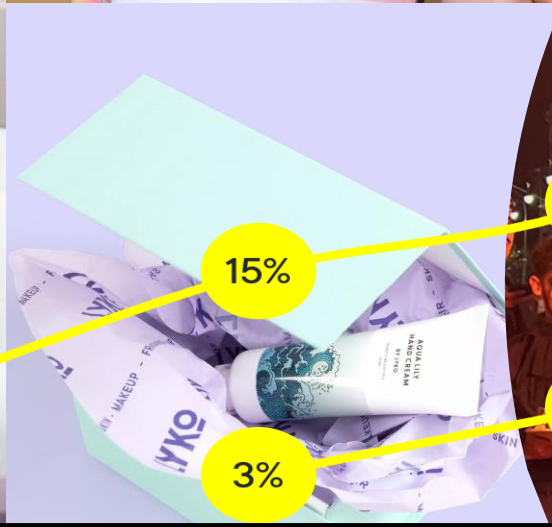
N/A



39%



41%



8%

15%

3%

19%

7%

45%

46%



32%



30%

17%



19%

2022  
JAN

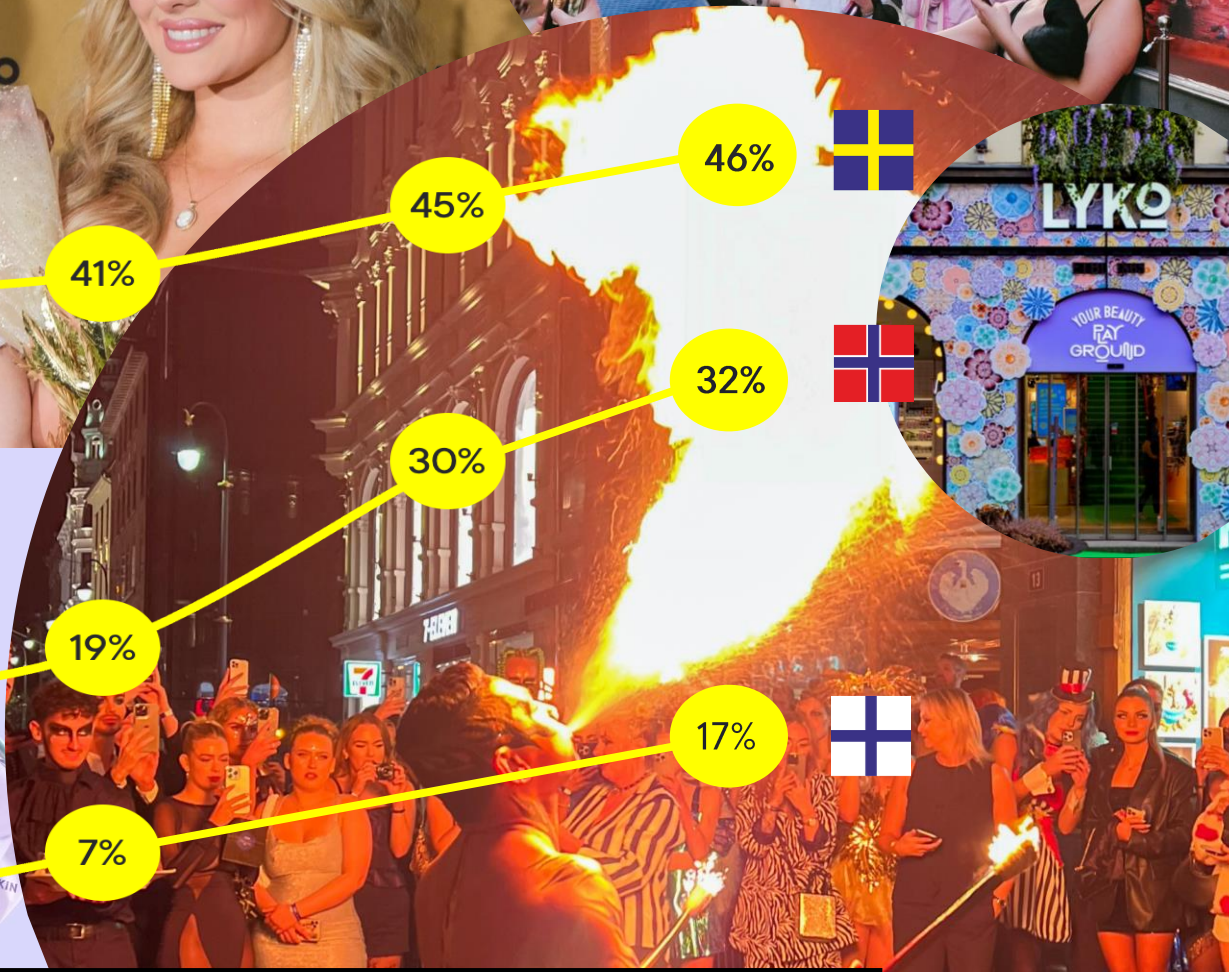
2022  
JUN

2023  
OCT

2019

2020

2021







**your  
beauty  
playground**

**IRL**



# STOCKHOLM

# OPENING

# 11/11





**VANDERLANDE**





BY LYKO

GRAZETTE  
SWEDISH BEAUTY SINCE 1974

MAKE UP STORE

REBECCA STELLA  
BEAUTY

waterclouds  
MADE IN SWEDEN

NECCIN<sup>®</sup>

waterclouds  
THE DUDE  
*are you ready?*

ADD SOME  
RE-BOOST

ACASIA  
SKINCARE

Happy  
Crazy  
Mine

BEARD  
JUNK  
BY WATERCLOUDS



XL<sup>®</sup>  
CONCEPT

LOVE'N LAYER  
EYRACURE

estelle & thild  
ORGANIC BEAUTY



2020 R12  
33 MSEK  
2023 R12  
158 MSEK



LYKO

Co-Lab

**MOOMIN<sup>®</sup>**

×

**BY LYKO**



© Moomin Characters™



PROUDLY MANUFACTURED AT GRAZETTE® THE BEAUTY FACTORY ON THE SWEDISH WEST COAST

# XL

Brand new design,  
same old secret\*



\*Professional hair products, straight from the factory.

PROUDLY MANUFACTURED AT GRAZETTE® THE BEAUTY FACTORY ON THE SWEDISH WEST COAST

# XL

Kvalitet till ett bra pris går aldrig ur tiden. När vi introducerade varumärket XL 1990, gjorde vi professionella hårprodukter tillgängliga för alla. Nu tar vi XL in i framtiden med en helt ny design, ny vegansk formula men med samma hemlighet: *Professionell hårvård direkt från vår egen fabrik.*



PROUDLY MANUFACTURED AT GRAZETTE® THE BEAUTY FACTORY ON THE SWEDISH WEST COAST

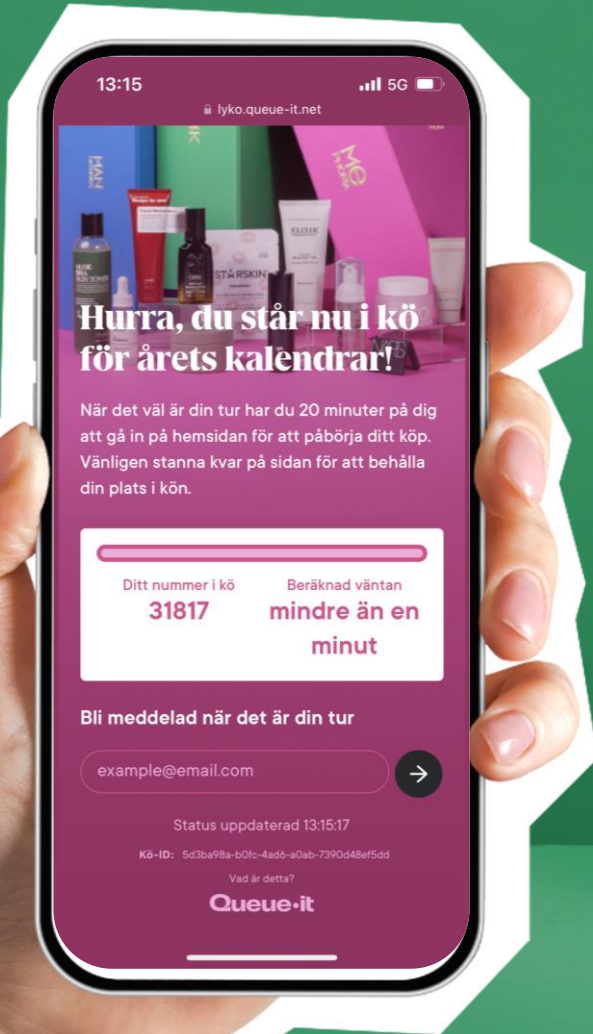


Brand new design,  
same old secret.

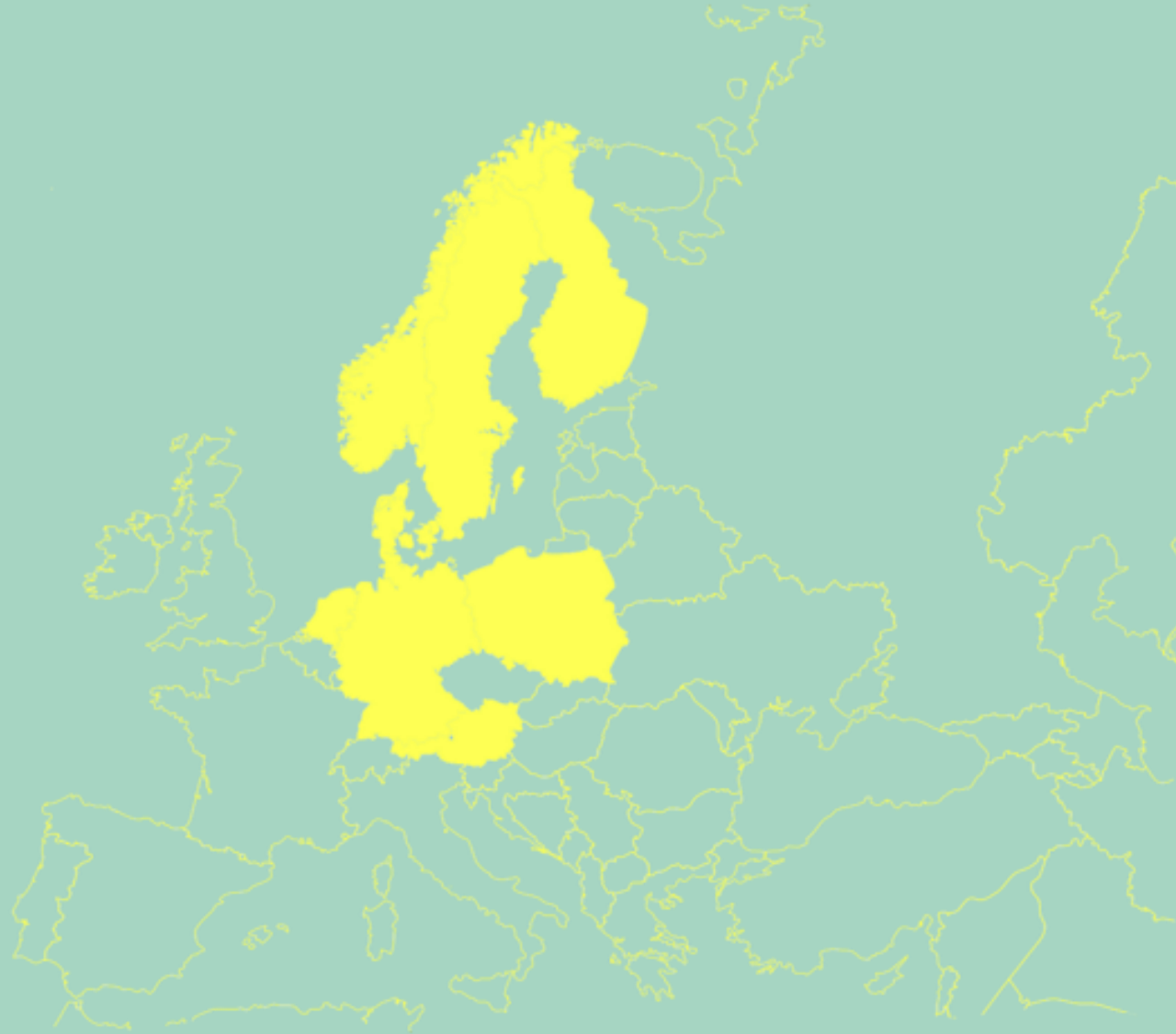
\*Professional hair products, straight from the factory.



# Christmas Calendars



**Lyko's ambition  
is to become the  
leading beauty  
player in Europe**



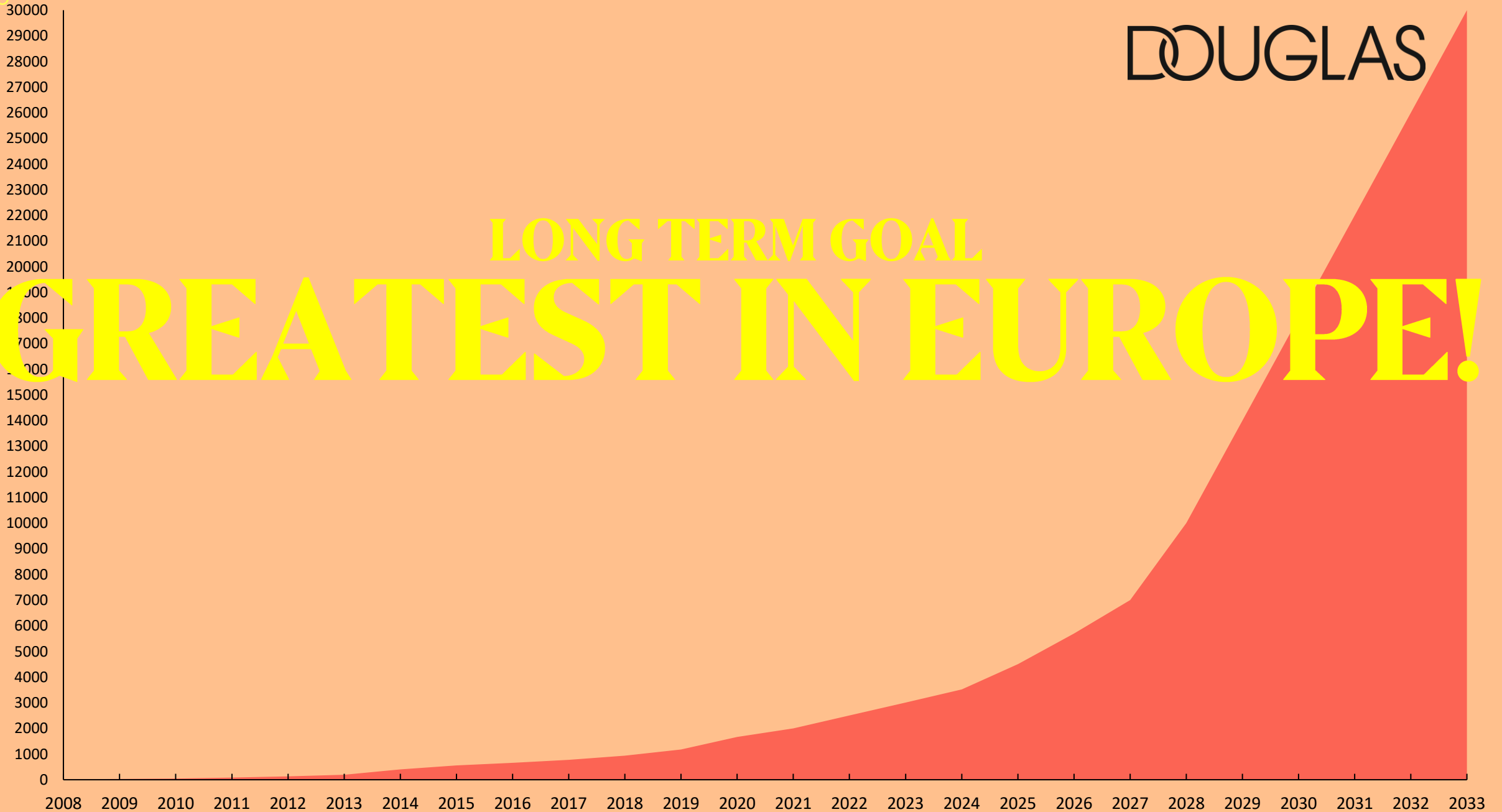


LYKO

DOUGLAS

LONG TERM GOAL

GREATEST IN EUROPE!



# Say hi to Lyko's first - Country Managers



**GERMANY**

**Marie-Luise Frickel**

**Former: Flaconi and Zalando**



**THE NETHERLANDS**

**Marie-Claire Krayenhoff**

**Former: Beiersdorf and L'Oréal**



**POLAND**

**Magdalena Wasilewska**

**Former: Douglas**



# Focus forward

**LYKO**  
Mullistavaan  
muotoiluun!  
dyson airwrap

PLAYGROUND - YOUR BEAUTY PLAYGROUND - YOUR BEAUTY

**LYKO**  
Over 60.000  
skönheds-  
produkter  
på nettet.

Velkommen  
til lyko.com

LANCÔME  
BALMAIN  
Ordinary

OLAPLEX  
N°7  
BONDING OIL

CLEMENRIKSEN

1. Customers
2. Business
3. Local / Global ownership

**LYKO**  
Fresh opp  
høsten med  
Lancôme!

Opp til  
25%

LANCÔME

PLAYGROUND - YOUR BEAUTY PLAYGROUND - YOUR BEAUTY

**LYKO**  
20% på  
Kevin  
Murphy

Hairliga  
priser!

PLAYGROUND - YOUR BEAUTY PLAYGROUND - YOUR BEAUTY

LYKO

# Q3 | IN NUMBERS

HÅR - HUD - SMINK - DOFT - HÅR - HUD - SMINK - DOFT

# LYKO

Delårsrapport  
**2023/Q3**  
Januari - September



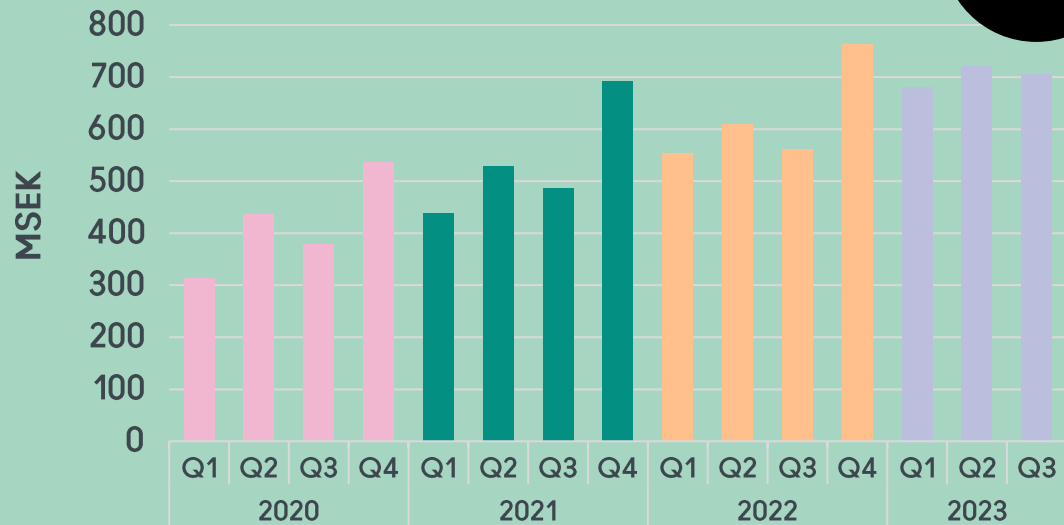
*"Stark tillväxt och förbättrad lönsamhet i Norden"*  
RICKARD LYKO, VD



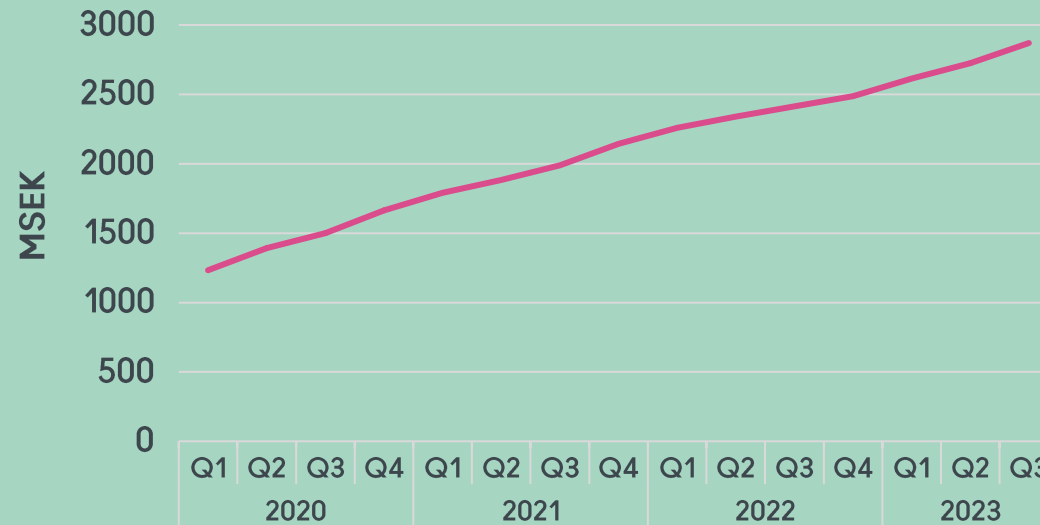
# NETSALES | STRONG GROWTH

NET SALES PER QUARTER

**+25,7%**

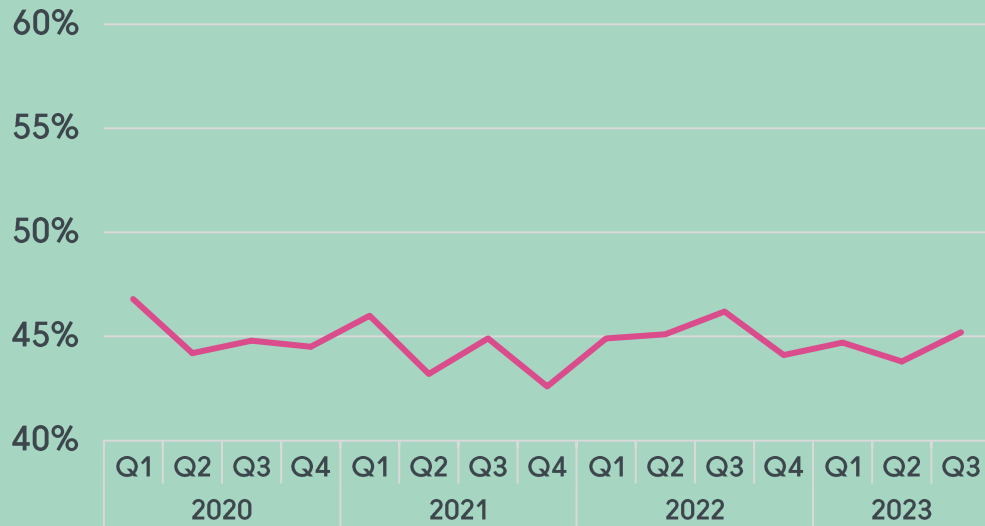


NET SALES ROLLING 12 MONTHS

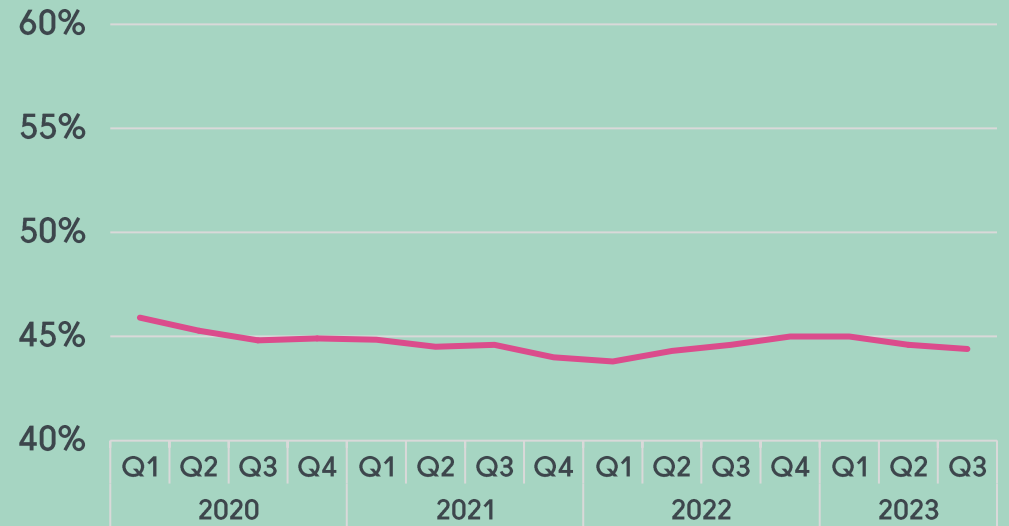


# GROSS MARGIN | THE GROUP

GROSS MARGIN % PER QUARTER



GROSS MARGIN % ROLLING 12 MONTHS

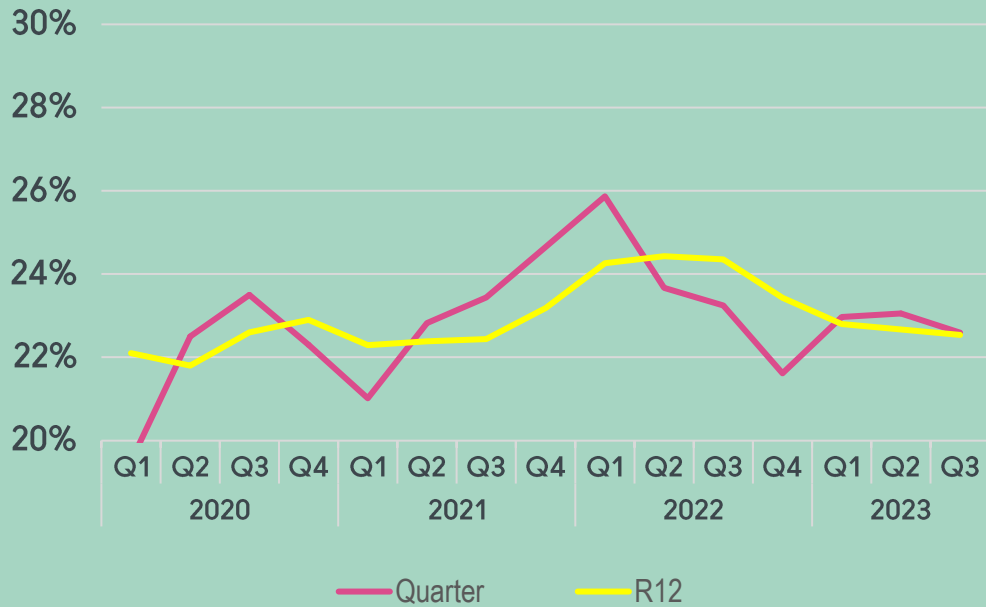




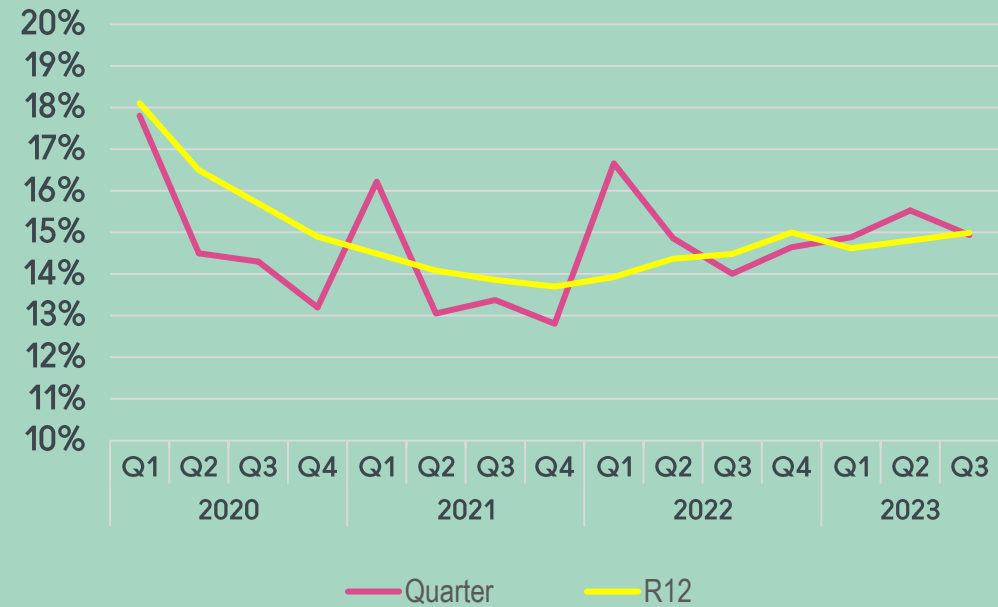
# PERSONELL & OTHER EXTERNAL COSTS

## THE GROUP

Other external costs % Net Sales

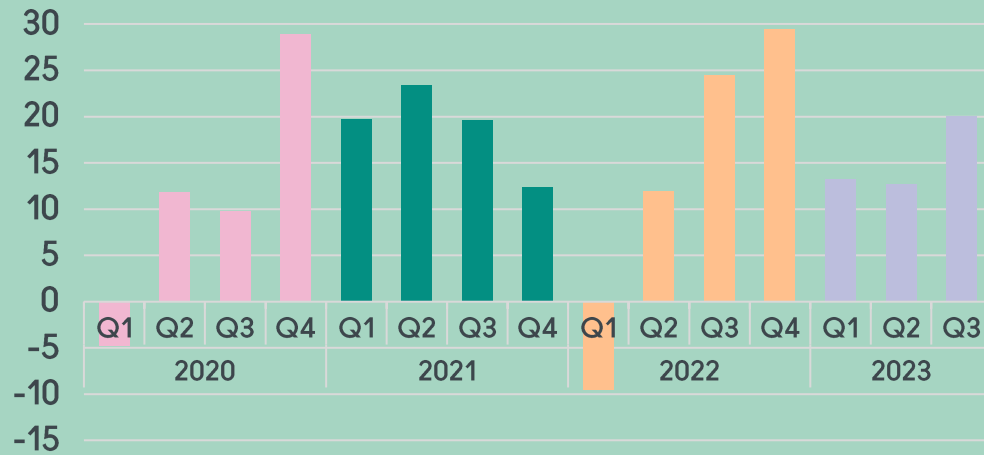


Personell costs % Net Sales

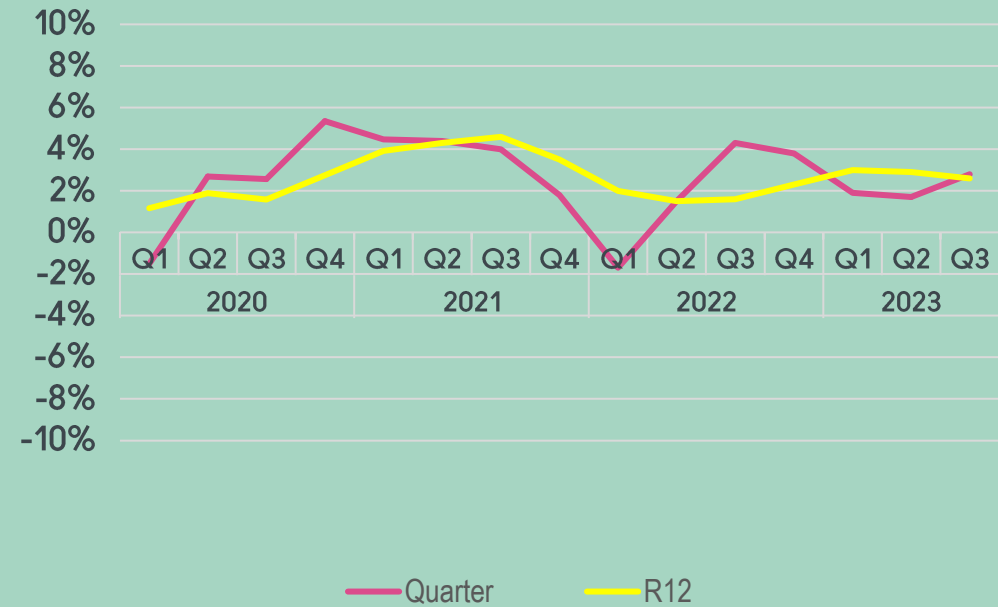


# EBIT | THE GROUP

EBIT PER QUARTER



EBIT%

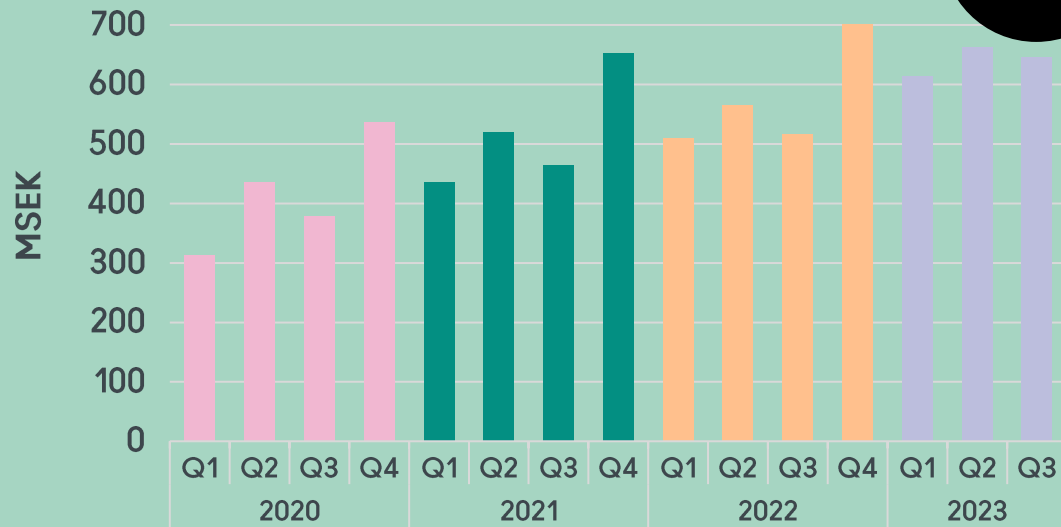




# NETSALES | NORDICS

NET SALES PER QUARTER

**+25,3%**



NET SALES ROLLING 12 MONTHS



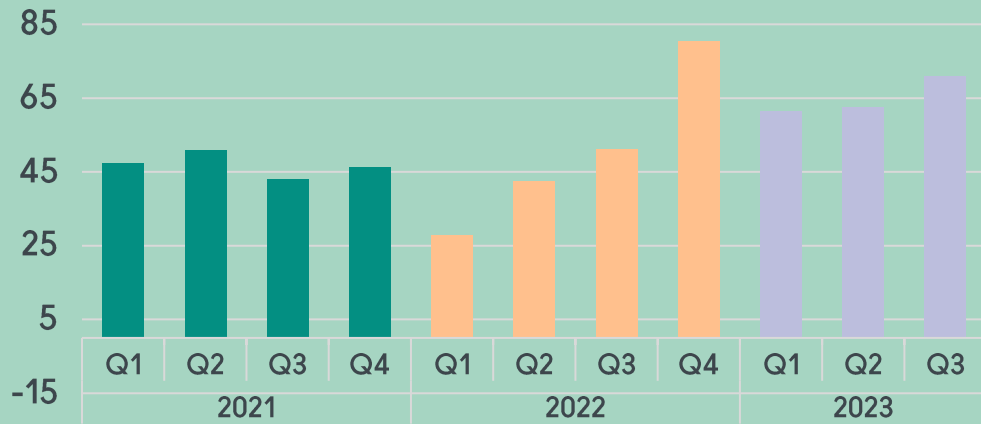
# COMMENTS | NORDICS

- Strong growth on all markets
- Brand marketing on all markets inclusive Denmark in the quarter
- The stores continues to develop positively
- The launch of the new store in Helsinki has boosted Finland overall
- Regional Nordic manager onboard

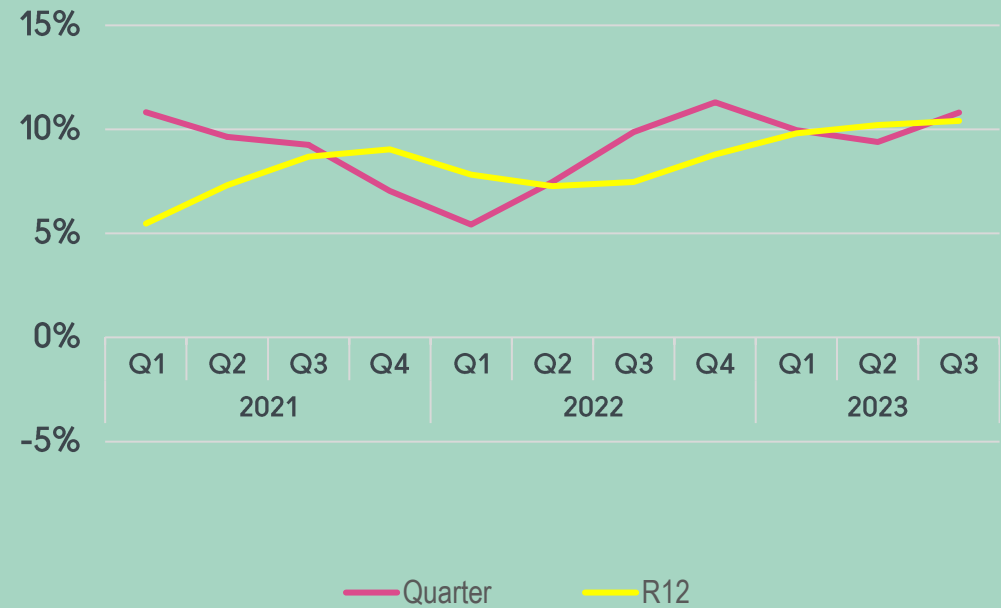


# EBIT|NORDICS

EBIT PER QUARTER



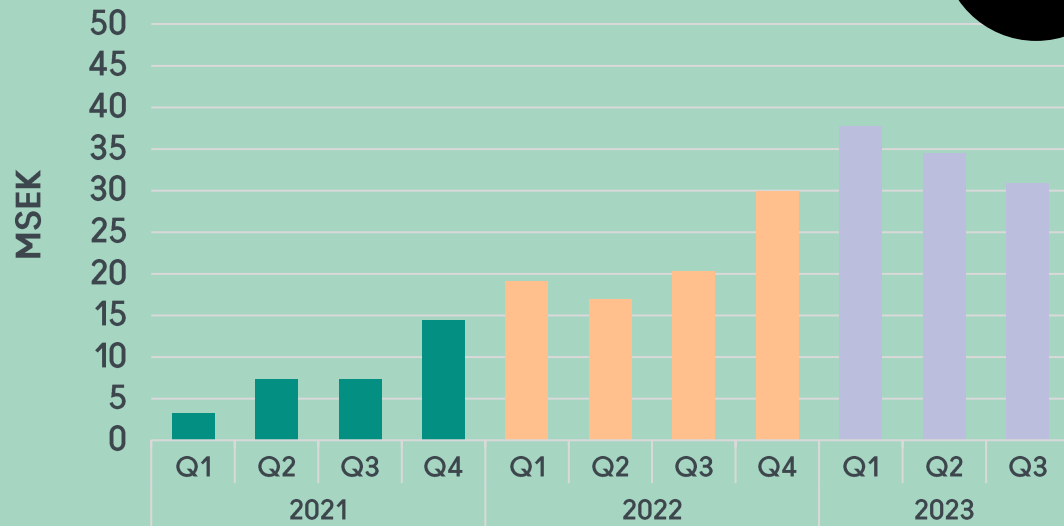
EBIT%



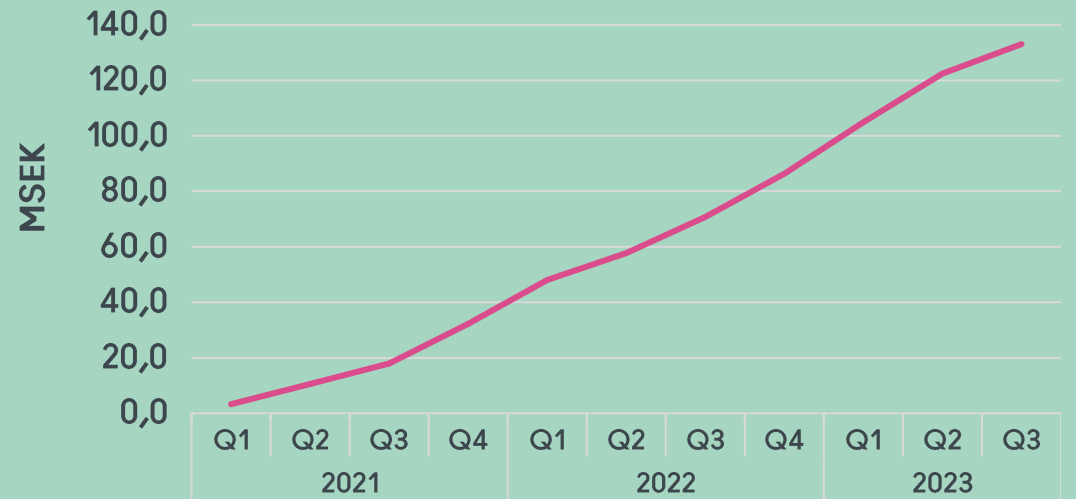
# NETSALES | EUROPE

NET SALES PER QUARTER

**+52,2%**



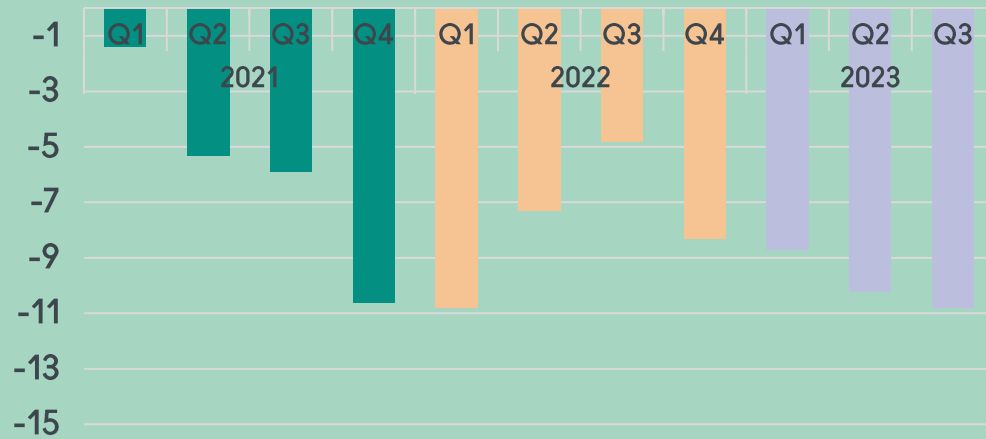
NET SALES ROLLING 12 MONTHS



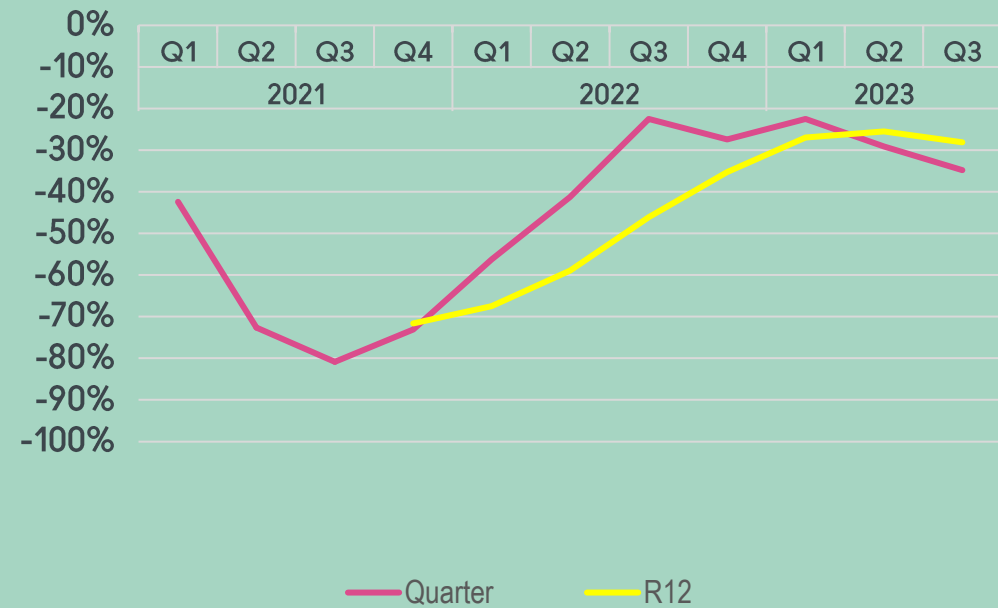


# EBIT|EUROPE

EBIT PER QUARTER



EBIT%



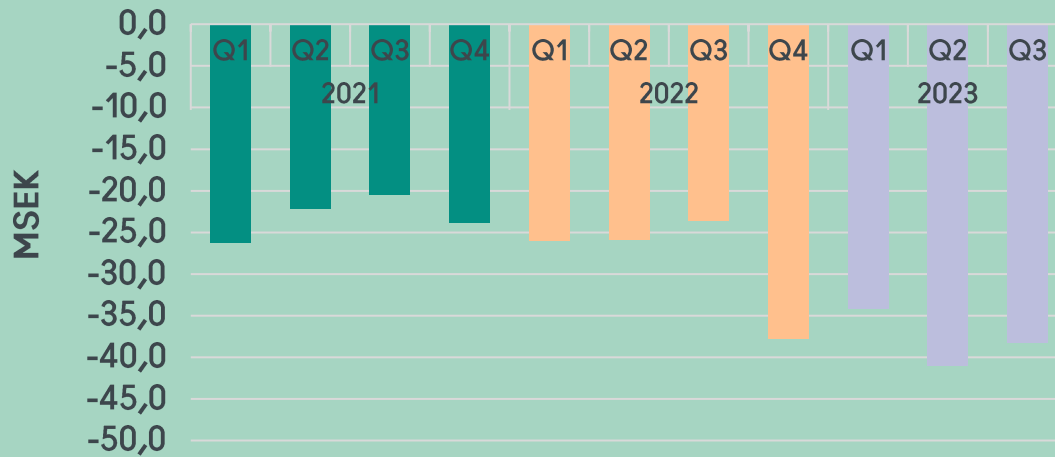
# COMMENTS | EUROPE

- Growth slowed down vs previous quarter due to internal focus and performance marketing
- The Berlin logistic hub opened before the summer and the number of orders for Europe going from there increases. Important for bringing the freight costs down
- Country managers on all European markets now onboard



# GROUP FUNCTIONS

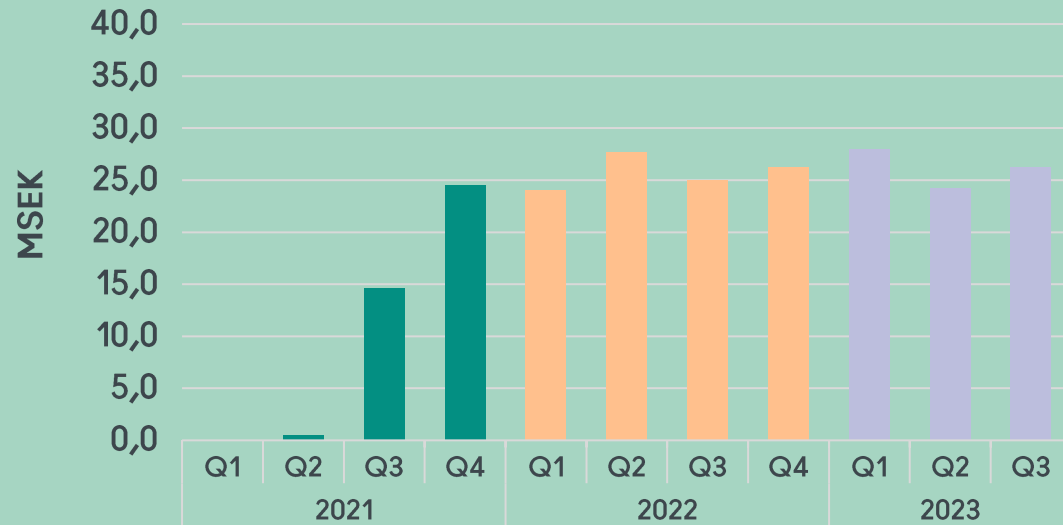
## EBIT(COST) PER QUARTER



- Costs for common functions within Logistics, IT, Marketing, Finance, HR, Purchasing, CEO and Board
- Ca 2/3 staff costs and rest other costs
- We have during the quarter started our 3PL business

# OTHER BUSINESS

## NET SALES PER QUARTER



## EBIT PER QUARTER

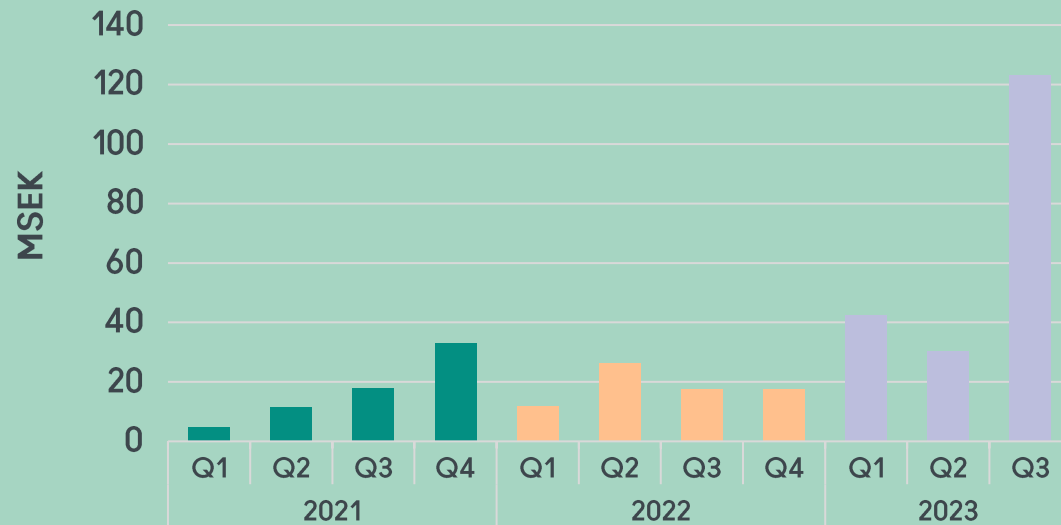


- LYKO Production, LYKO Professional, Own brands
- Including internal eliminations, meaning there are only external revenues in the presented Net Sales
- Results will be dependent on what we produce, external or internal



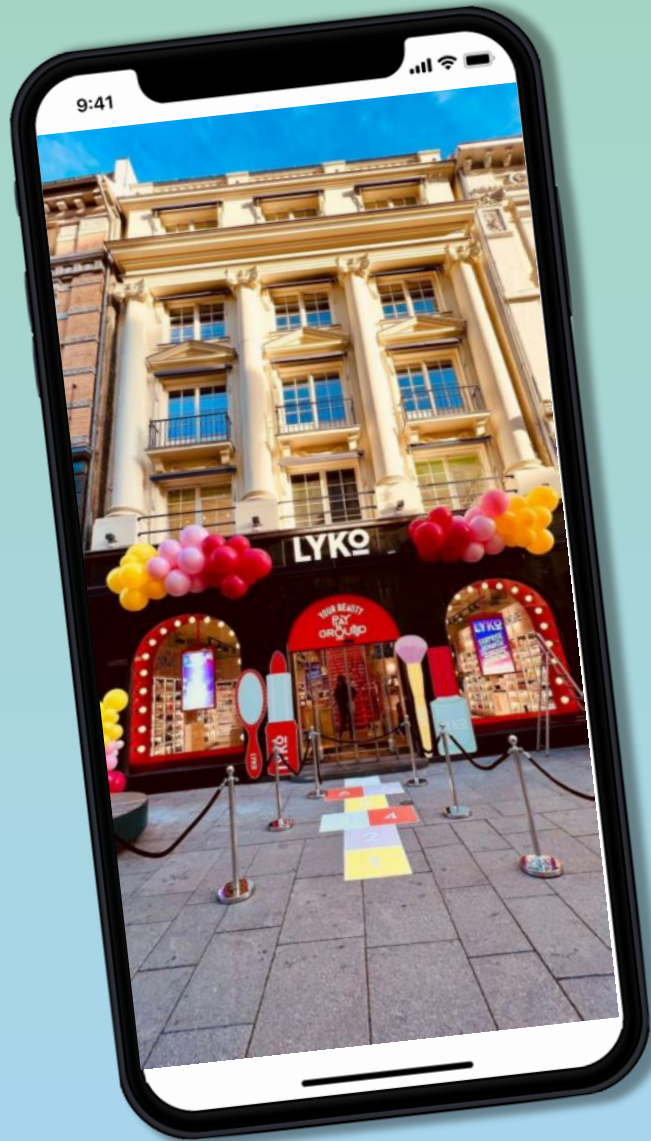
# INVESTMENTS

## INVESTMENTS PER QUARTER



High investments during the quarter due to:

- First payment made relating to new automation in Vansbro made after the summer, 91 MSEK
- Final payment relating to Grazette made
- The new store on Drottninggatan



# Q&A



# FINANCIAL CALENDAR

**12 FEB 2024 - BOKSLUTSKOMMUNIKÉ 2023**

**Rickard Lyko, CEO**

+46 (0)76-026 74 28

**Tom Thörnblom, Head of IR & Communication**

+46 (0)72-555 01 90

