Q3 Customer Review: Northwind Outdoor

Agenda

- Results for the quarter
- What customers told us
- Plans for the winter season
- Next steps

Results for the quarter

- Revenue up 14 percent compared with the same quarter last year
- Online share of sales reached 38 percent
- Return rate fell from 11 to 8 percent
- Average delivery time cut to two days

Sales by channel

Channel	Q3 2025	Q3 2024
Own stores	52 MSEK	49 MSEK
Webshop	41 MSEK	31 MSEK
Retail partners	15 MSEK	15 MSEK

What customers told us

- Sizing guides were the most requested improvement
- Free returns matter more than fast delivery
- Customers want repair services for jackets and tents

Plans for the winter season

- Launch a repair service in three stores
- Publish new sizing guides for all outerwear
- Extend free returns to sixty days

Next steps

- Agree on repair pilot stores by 15 October
- Review winter campaign budget at the next meeting