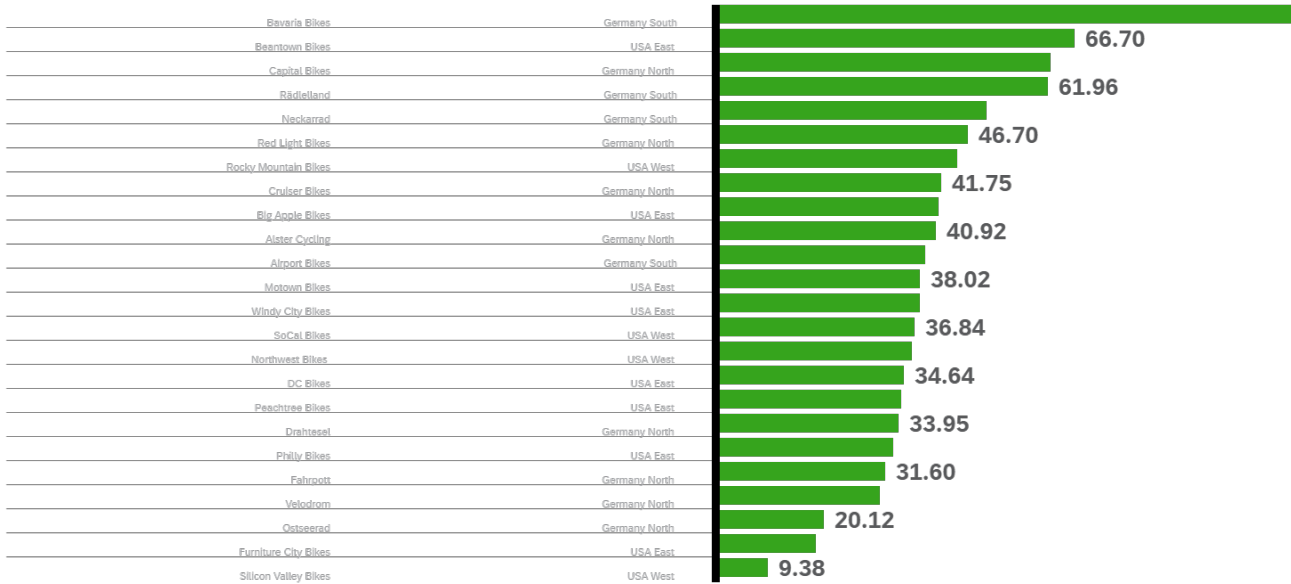


Revenue per Customer and Sales organization

Revenue per Customer, Sales Organization

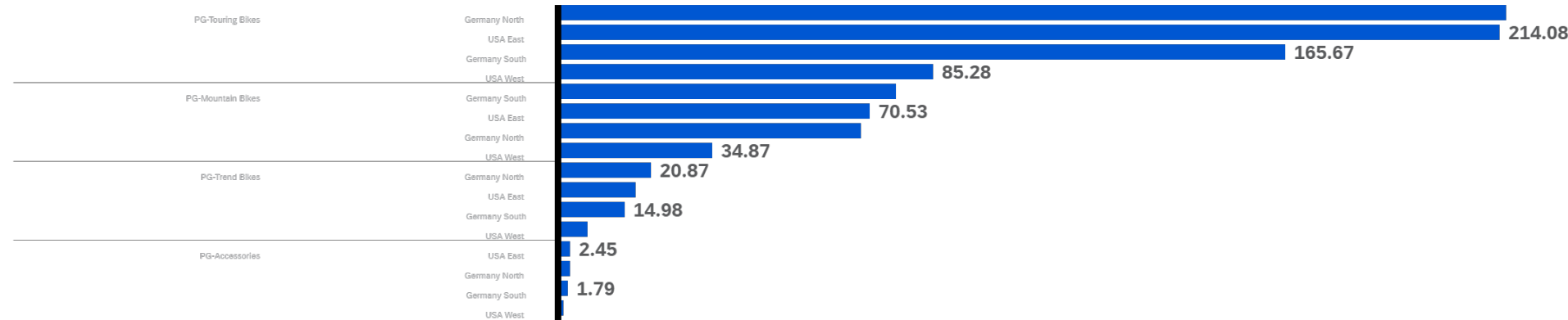
in \$, €



Revenue per product and Sales organization

Revenue per Product, Sales Organization

in €, \$



Customer Measures Analysis					
		Revenue	Cost	Discount	Price
Germany North /Alster Cycling	Whole Sale	40,923,448.53 €	21,565,726.73 €	1,227,703.76 €	18,130,018.04
Germany North /Capital Bikes	Whole Sale	62,477,209.54 €	32,871,977.15 €	1,874,316.40 €	27,730,915.99
Germany North /Cruiser Bikes	Whole Sale	41,750,947.51 €	21,927,367.44 €	1,252,528.35 €	18,571,051.72
Germany North /Drahtesel	Whole Sale	33,951,758.79 €	17,991,801.52 €	0.00 €	15,959,957.27
Germany North /Fahrpott	Internet	31,595,644.29 €	16,534,388.90 €	0.00 €	15,061,255.39
Germany North /Ostseerad	Whole Sale	20,119,166.92 €	10,542,757.92 €	0.00 €	9,576,409.00
Germany North /Red Light Bikes	Whole Sale	46,703,093.46 €	24,662,144.75 €	1,401,092.61 €	20,639,856.10
Germany North /Velodrom	Internet	30,270,700.36 €	15,863,048.69 €	0.00 €	14,407,651.67
Germany South /Airport Bikes	Internet	38,784,796.39 €	20,483,667.79 €	1,163,543.46 €	17,137,585.14
Germany South /City Bikes	Whole Sale	100,000,000.00 €	50,000,000.00 €	5,000,000.00 €	45,000,000.00

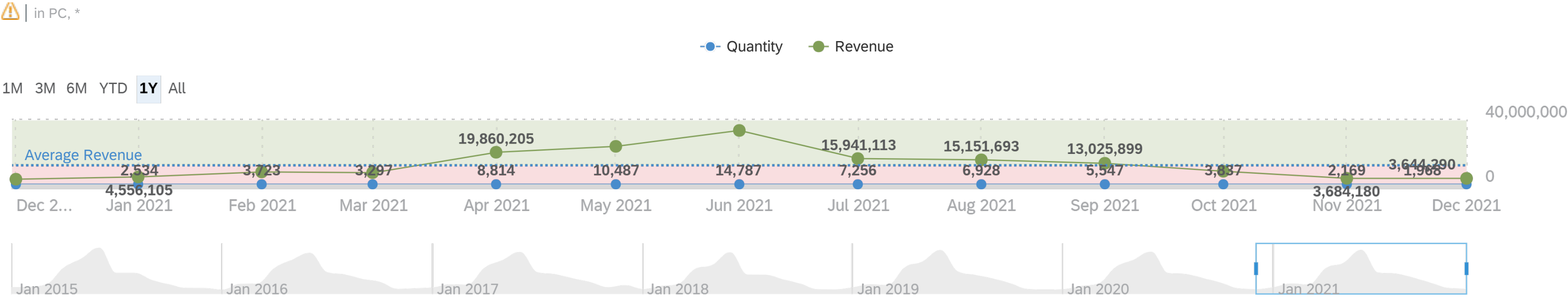
Product Measures Analysis					
		Revenue	Revenue Internet	Revenue Internet 2021	Forecast
Product Group Bikes	Germany North	307,791,969.40 €	146,405,479.73 €	30,988,431.28 €	
	Germany South	259,306,083.78 €	127,041,699.16 €	25,174,418.90 €	
	USA East	304,614,757.04 \$	184,228,935.34 \$	33,145,610.86 \$	
	USA West	127,338,215.18 \$	75,211,132.21 \$	13,526,867.16 \$	
PG-Accessories	Germany North	2,409,722.99 €	1,156,113.14 €	254,013.60 €	
	Germany South	1,786,333.35 €	866,332.08 €	169,466.31 €	
	USA East	2,453,938.29 \$	1,494,143.43 \$	257,101.91 \$	
	USA West	891,546.60 \$	543,315.87 \$	93,180.39 \$	
PG-Mountain Bikes	Germany North	68,862,310.53 €	32,220,017.14 €	6,563,227.70 €	
	Germany South	70,000,000.00 €	30,000,000.00 €	5,000,000.00 €	

fx

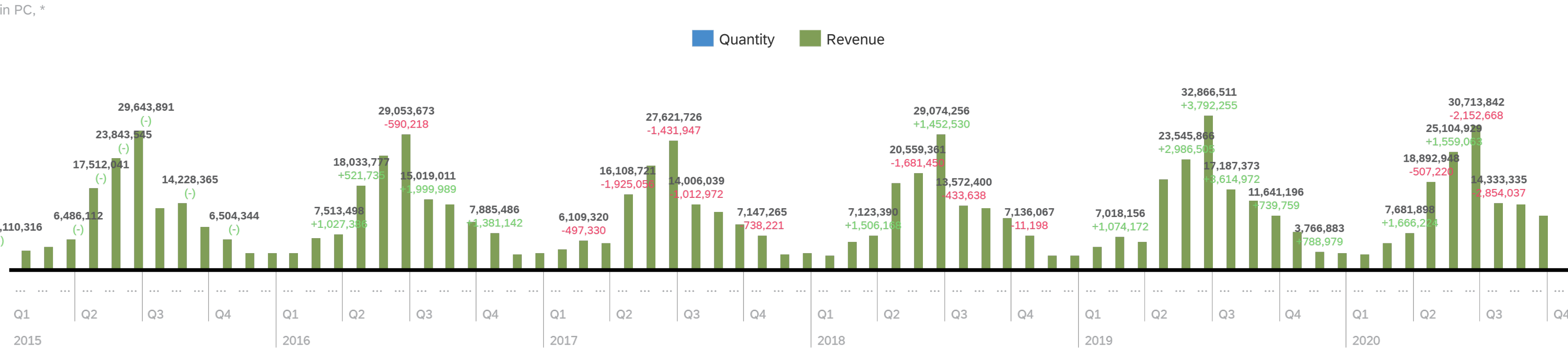
Growth_Factor

1.5

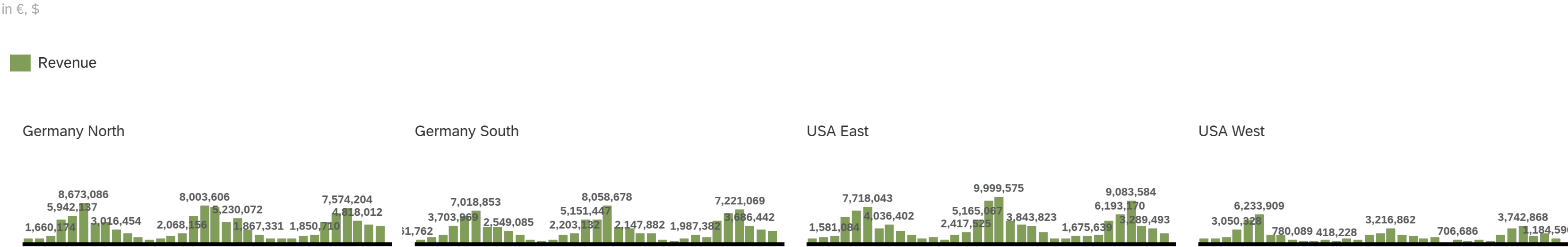
Quantity, Revenue per Date



Key Figure Variance over Time



Trellis Chart



Revenue Growth Internet Sales by Sales Organization



 | 1 Filter

Measures	Revenue Internet				Revenue Growthh			
Sales Organization	Germany North	Germany South	USA East	USA West	Germany North	Germany South	USA East	USA West
Date								
▼ (all)	146,405,479.73 €	127,041,699.16 €	184,228,935.34 \$	75,211,132.21 \$	–	–	–	–
➤ 2015	15,019,672.17 €	11,950,077.31 €	19,546,924.04 \$	13,284,192.36 \$	–	–	–	–
➤ 2016	16,185,674.73 €	14,488,928.89 €	24,751,487.58 \$	9,073,217.28 \$	7.76%	21.25%	26.63%	-31.70%
➤ 2017	14,891,180.76 €	12,897,795.18 €	21,786,746.14 \$	9,802,834.54 \$	-8.00%	-10.98%	-11.98%	8.04%

Year-on-Year Comparison Internet

in € |  | 1 Filter

	Structure	Internet CY	Whole Sale CY	IN-WS CY	Internet PY	Internet CY-PY	Internet CM
Sales Organization	Measures						
Germany South	Revenue	24,876,327	15,822,747	9,053,580.52	14,488,929	10,387,398.22	3,523,065
	Cost	12,401,164.03	7,877,911.43	4,523,252.60	7,715,138.74	4,686,025.29	1,712,444.88
	Discount	925,095.91	592,109.35	332,986.56	561,601.23	363,494.68	136,772.68
	Profit	11,550,067.17	7,352,725.81	4,197,341.36	6,212,188.92	5,337,878.25	1,673,847.89

 Previous_Year_PY	 Currentt_Year_CY
<input type="radio"/> 2015	<input type="radio"/> 2015
<input checked="" type="radio"/> 2016	<input type="radio"/> 2016
<input type="radio"/> 2017	<input type="radio"/> 2017
<input type="radio"/> 2018	<input type="radio"/> 2018
<input type="radio"/> 2019	<input checked="" type="radio"/> 2019
<input type="radio"/> 2020	<input type="radio"/> 2020
<input type="radio"/> 2021	<input type="radio"/> 2021