

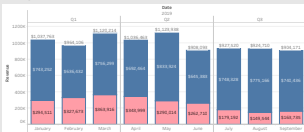


EXECUTIVE DASHBOARD

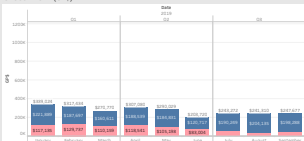
KEY PERFORMANCE INDICATORS - FINANCIAL

CableOrganizer
Crowd Control Store

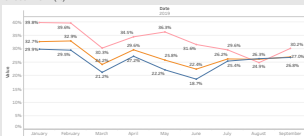
REVENUE



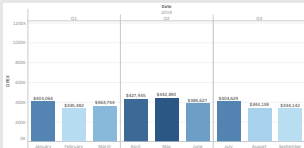
GROSS PROFIT (GP\$)



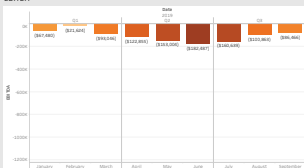
GROSS PROFIT (%)



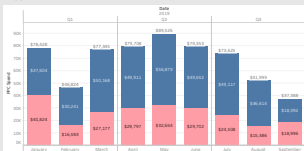
OPEX



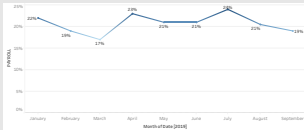
EBITDA



PPC SPEND



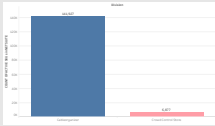
PAYROLL % of Total REVENUE



EXECUTIVE DASHBOARD

KEY PERFORMANCE INDICATORS - INVENTORY

TOTAL PRODUCT ASSORTMENT



WEBSITE SKUs



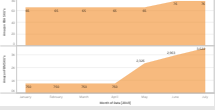
NUMBER OF STOCKED SKUs



NUMBER OF STOCKED PRIVATE BRAND SKUs



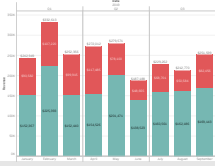
AMAZON SKUs(FBA & FBM)



INVENTORY VALUE(\$)



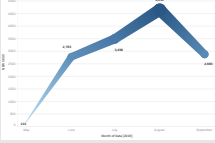
PRIVATE BRAND REVENUE



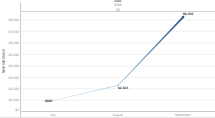
PRIVATE BRAND REVENUE % of TOTAL REVENUE



NEW SKU'S



NEW SKU SALES(JULY'19 FORWARD)



EXECUTIVE DASHBOARD

KEY PERFORMANCE INDICATORS - CUSTOMERS

NUMBER of NEW CUSTOMERS



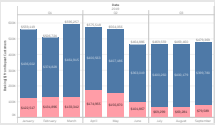
NUMBER of REPEAT CUSTOMERS



BOOKING \$ from NEW CUSTOMERS



BOOKING \$ from REPEAT CUSTOMERS



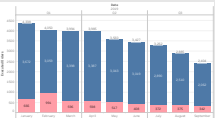
TOTAL TRANSACTIONS



UNIQUE CUSTOMER TRANSACTIONS



EXECUTED ORDERS



AVERAGE ORDER VALUE



EXECUTED ORDERS VS REVENUE



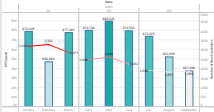
EXECUTIVE DASHBOARD

KEY PERFORMANCE INDICATORS - WEB

PPC SPEND



PPC SPEND VS NUMBER of NEW CUSTOMERS



PPC SPEND VS TOTAL CUSTOMERS



PPC SPEND VS BOOKINGS(TOTAL)



ADWORDS CPC



ORGANIC TRAFFIC



DIRECT TRAFFIC



PAID SEARCH TRAFFIC



GPS RETURN on AD SPEND



ROAS



CONVERSION RATE

