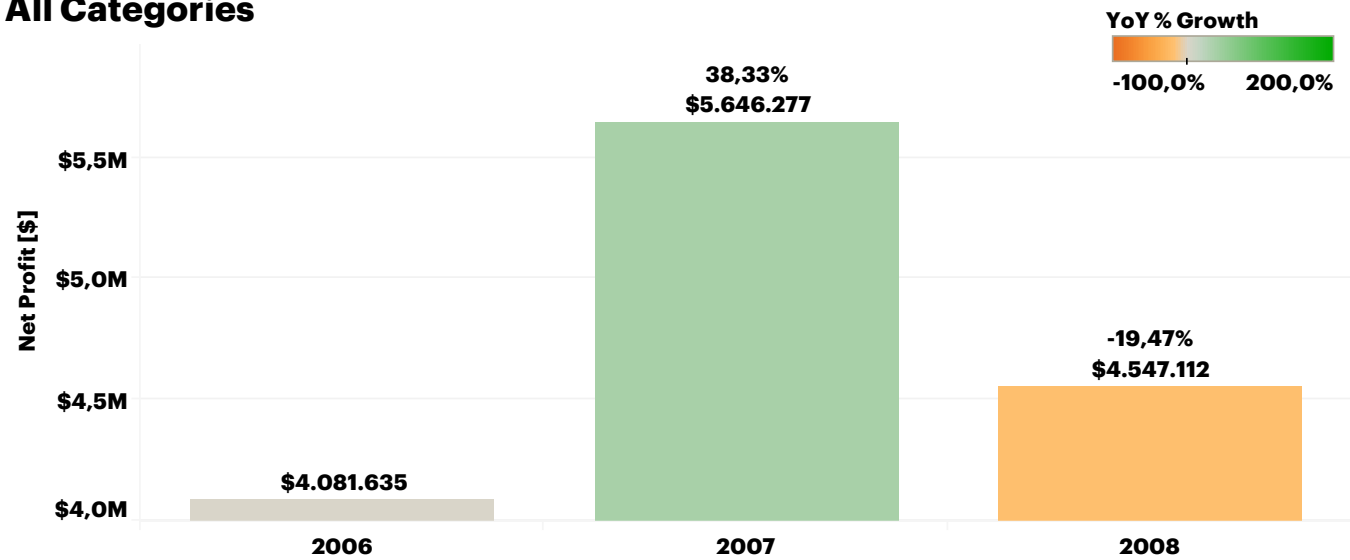


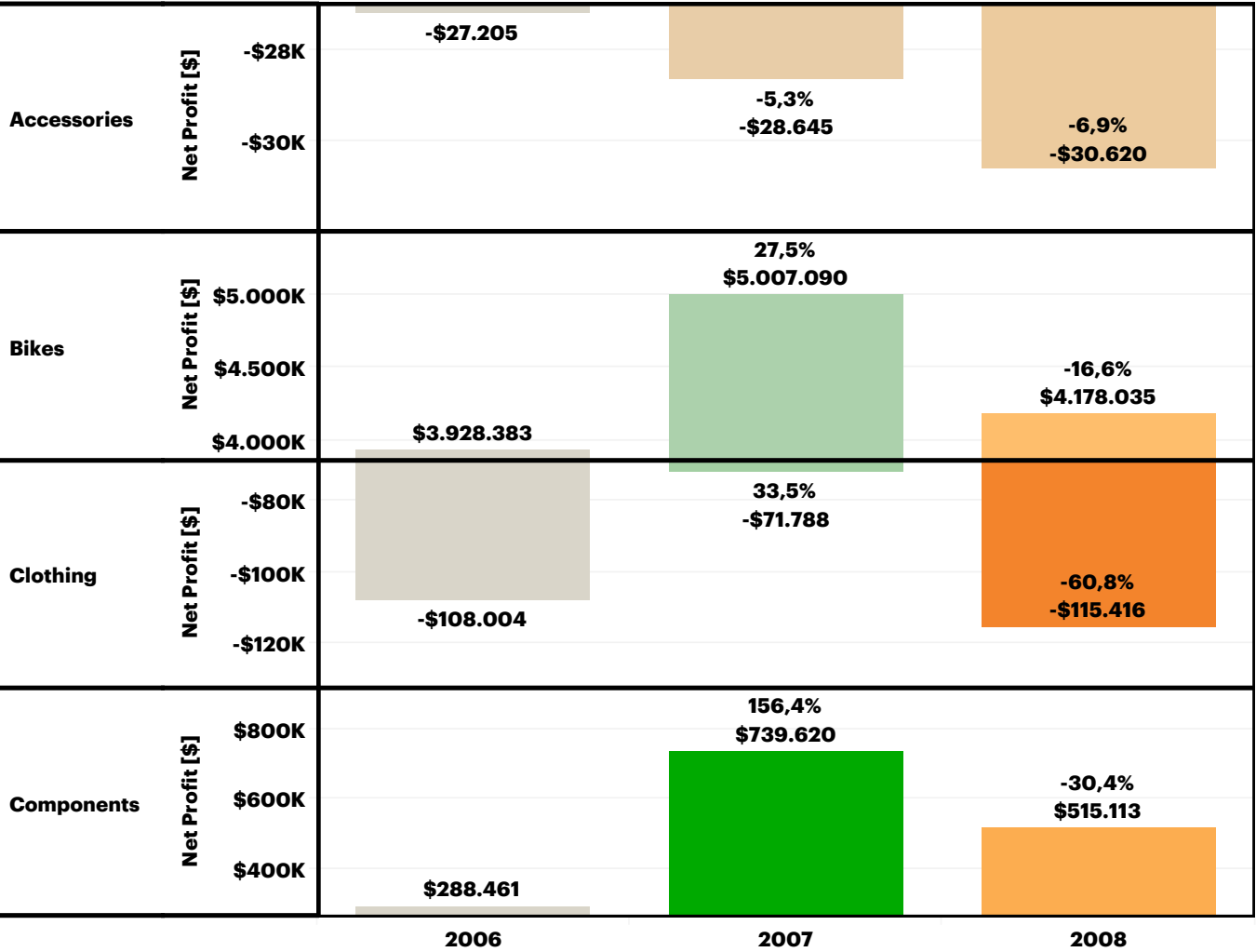
Total Profits in 2008 fell by 19,47% compared to the year prior. Breaking down per Product Category, it is notecable that the decline mostly came from the falling Bike sale profits. Accessories and Clothing categories generating negative returns Year over Year.

YoY Profit growth

All Categories



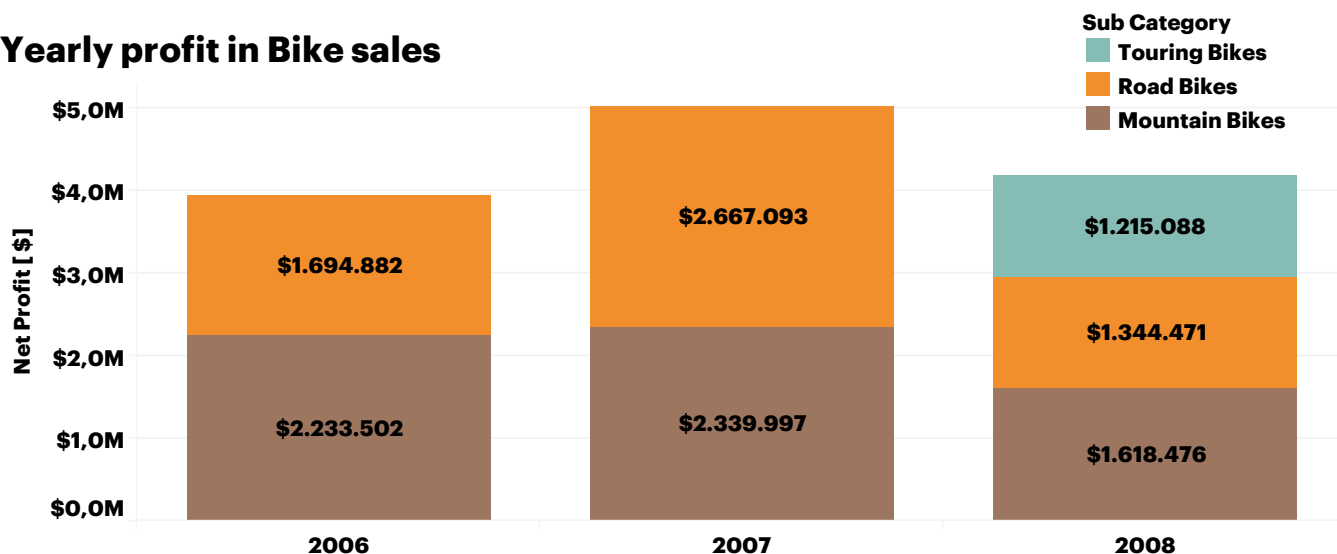
Product Categories



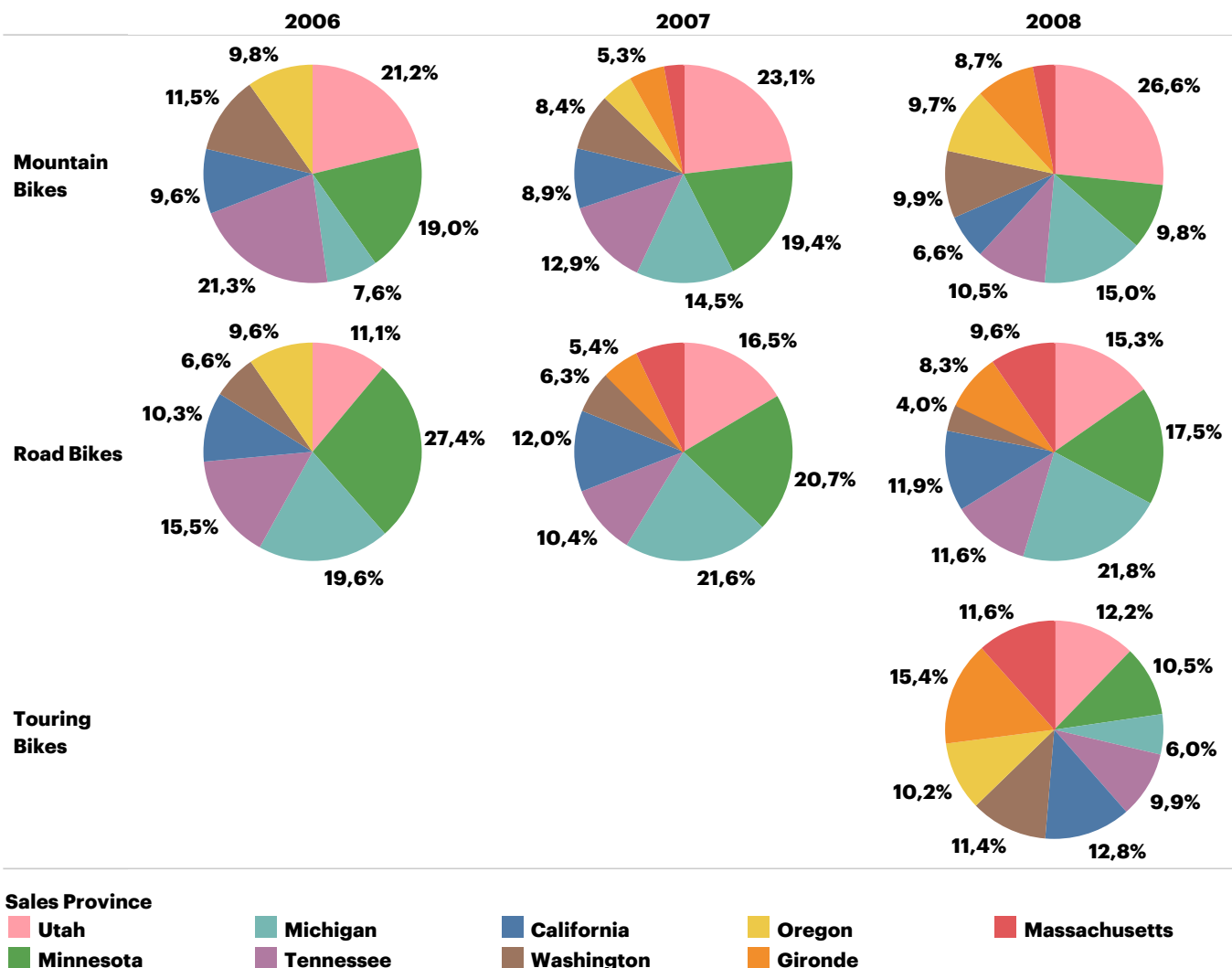
Despite falling Bike profits in 2008, Touring Bikes appeared as a new category that kept the profit mark at around 4 Milion \$. Emergence of new markets in Gironde (France) gave a boost to Bike sales with that province having the highest profit share in Touring Bikes Category at around 15.4%.

Bike sales overview

Yearly profit in Bike sales



Bike Category profit share per Province



During 2007 and on a couple of days of 2008, Cost to Income Ratio (division of Total Costs and Total Income) have remained relatively stable, at around 63%. From 4. of January, Total Cost increase has outpaced Income growth, with the Cost to Income ratio reaching almost 80%. The lower the Cost to Income Ratio, the higher the Profit Margin.

Total Cost and Income Ratio per Day in Bikes Category

