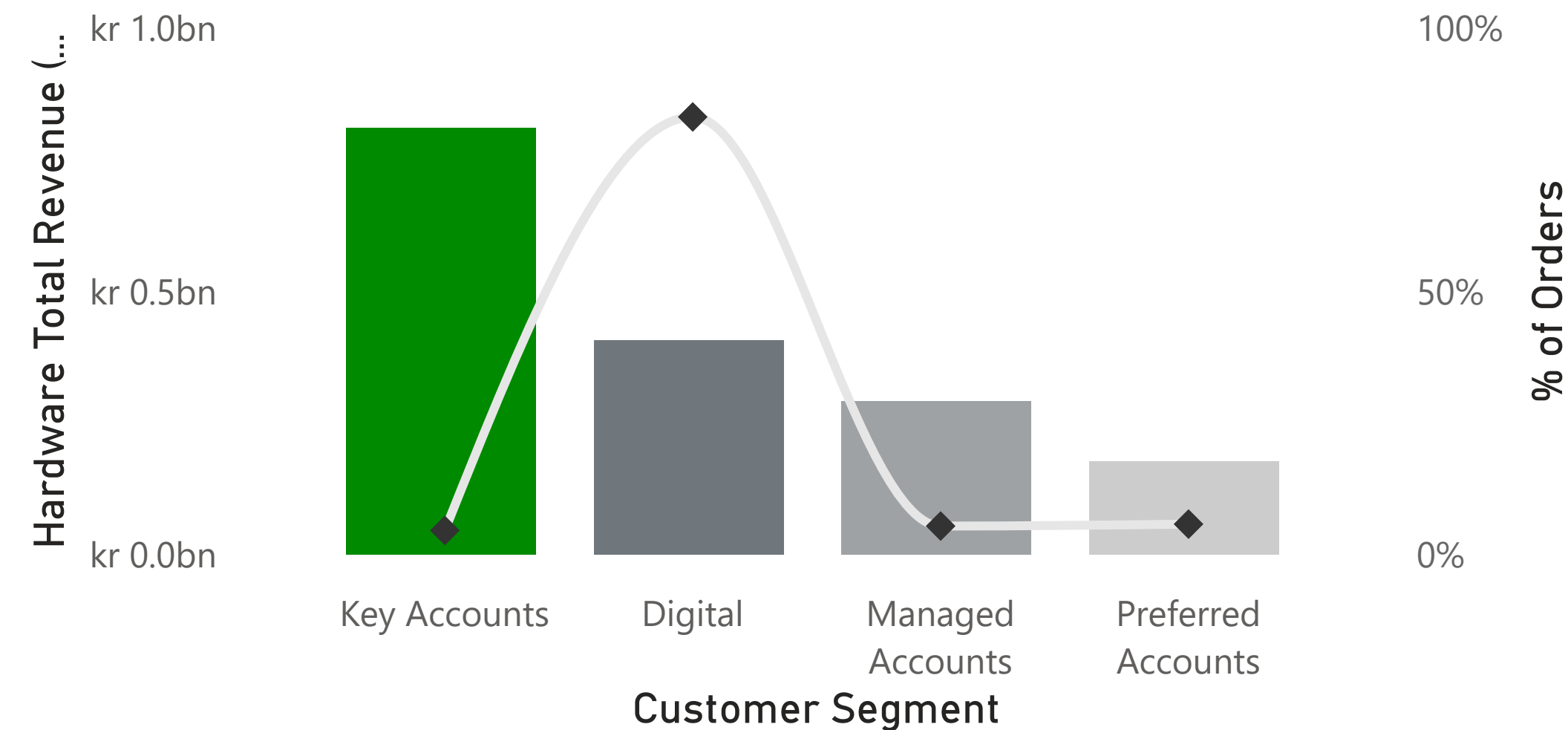


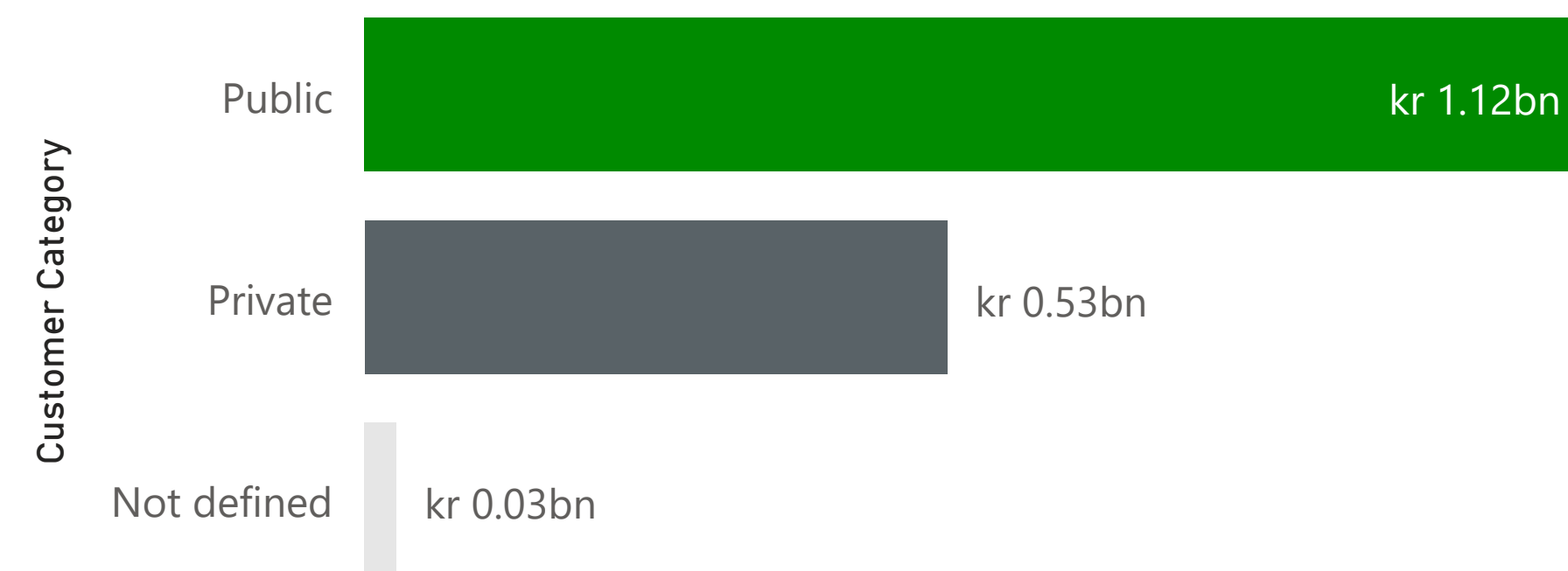


Total Customers (Hardware Segment)

Hardware Total Revenue (Ecommerce) by Customer Segment



Hardware Total Revenue (Ecommerce) by Customer Category



Prev Month:: kr 50.8K (-6.86%)



Hardware Total Revenue (field)

kr 351.3M

Hardware Gross Profit Field

Hardware Gross Profit Margin (field)

Total Customers (Hardware Segment)

The chart displays the total revenue from ecommerce over a seven-month period. The actual revenue (solid green line) starts at approximately kr 0.48bn in July 2020, peaks at kr 0.66bn in August, dips to kr 0.42bn in October, and then rises to kr 0.88bn in December. A dashed grey line shows a steady upward trend from kr 0.46bn in July to kr 0.72bn in December. A grey shaded area represents the forecast, starting from the end of the trend line in December and projecting a decline to approximately kr 0.18bn by January 2021.

Month	Actual Revenue (kr bn)	Trend Line (kr bn)	Forecast (kr bn)
Jul 2020	0.48	0.46	-
Aug 2020	0.66	0.52	-
Sep 2020	0.49	0.58	-
Oct 2020	0.42	0.62	-
Nov 2020	0.58	0.68	-
Dec 2020	0.88	0.72	0.88
Jan 2021	-	-	0.18

Fiscal year/period

The chart displays the relationship between revenue and order volume across different customer segments. The left Y-axis represents Hardware Total Revenue in billions of Swedish Krona (kr), ranging from 0 to 3. The right Y-axis represents the percentage of orders, ranging from 0% to 100%. The X-axis lists the Customer Segments: Key Accounts, Managed Accounts, Digital, and Preferred Accounts.

Customer Segment	Hardware Total Revenue (field) [kr bn]	% of Orders
Key Accounts	~2.8	~10%
Managed Accounts	~0.5	~15%
Digital	~0.3	~80%
Preferred Accounts	~0.2	~10%

Customer Segment

Customer Category	Value
Public	kr 2.9bn
Private	kr 0.5bn
Not defined	kr 0.1bn

Hardware Total Revenue (field)

kr 889.0M

Prev Month:: kr 583.3M (+52.42%)

kr 91.5M

Prev Month:: kr 49.7M (+83.94%)

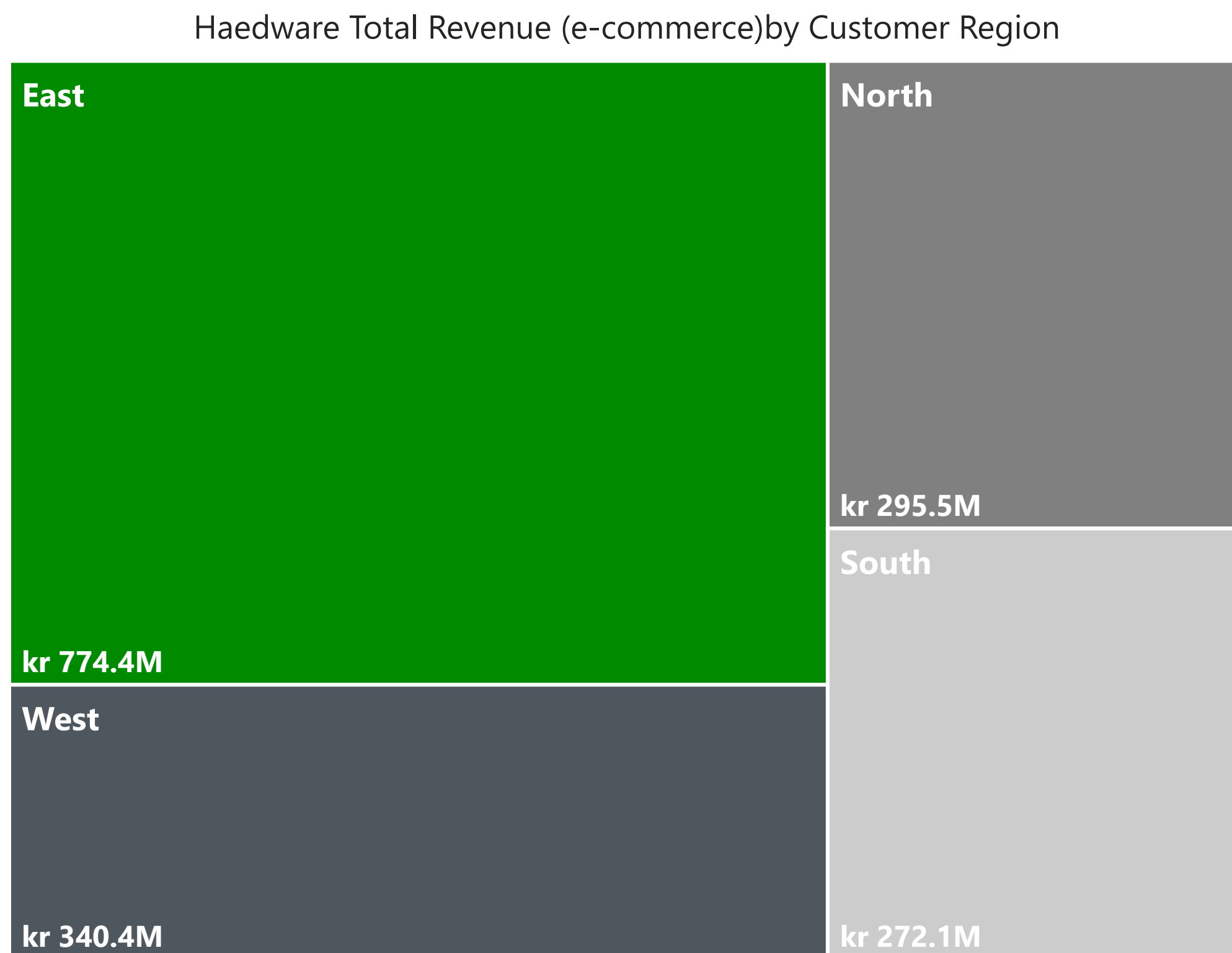
kr 285.7K

Prev Month:: kr 188.0K (+51.95%)

Hardware Total Revenue (Ecommerce) by Product Category



Hardware Total Revenue (ecommerce)



Top 20 Customers

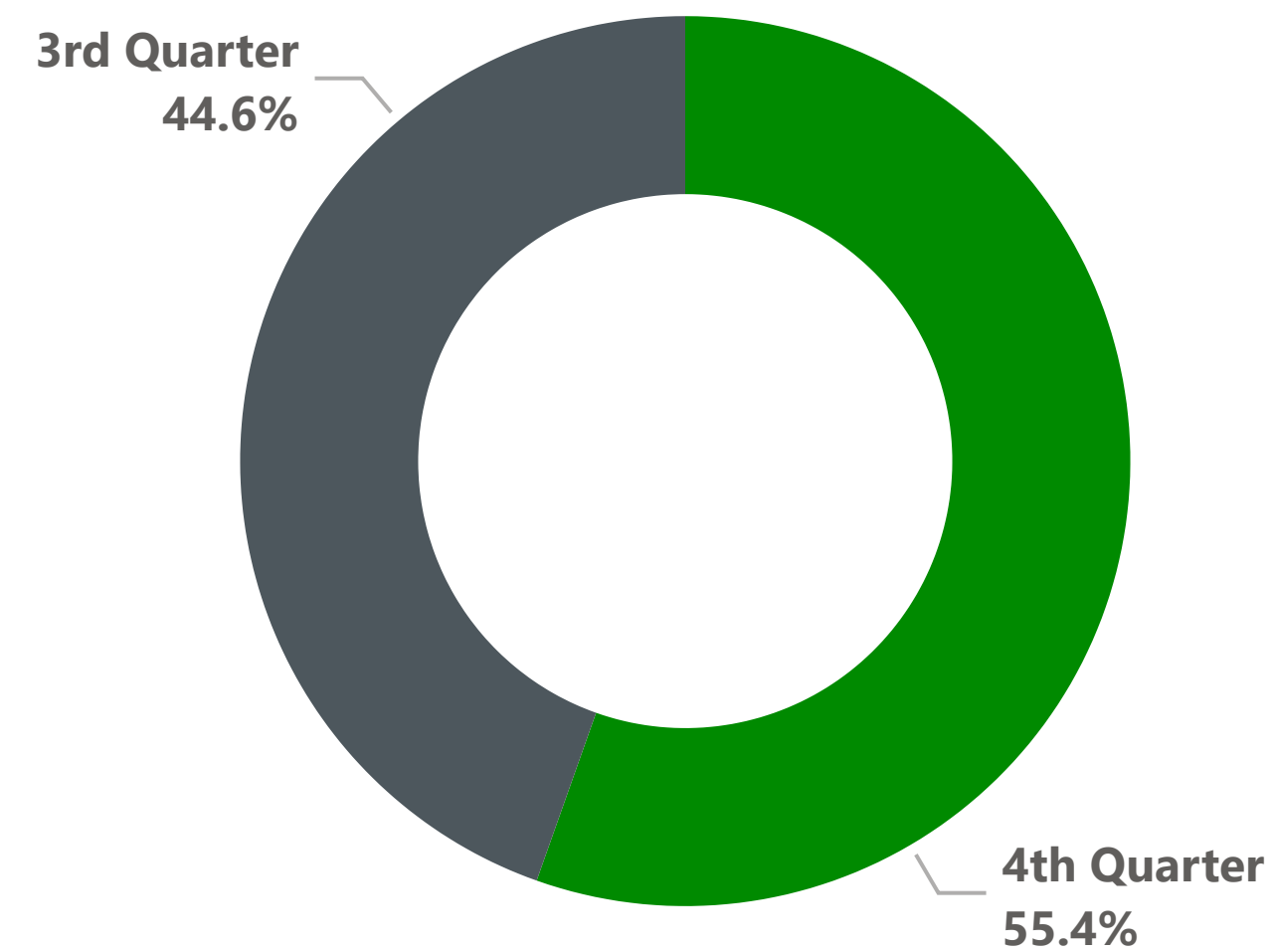
Hardware Total Revenue (ecommerce)

Hardware Gross Profit (Ecommerce)

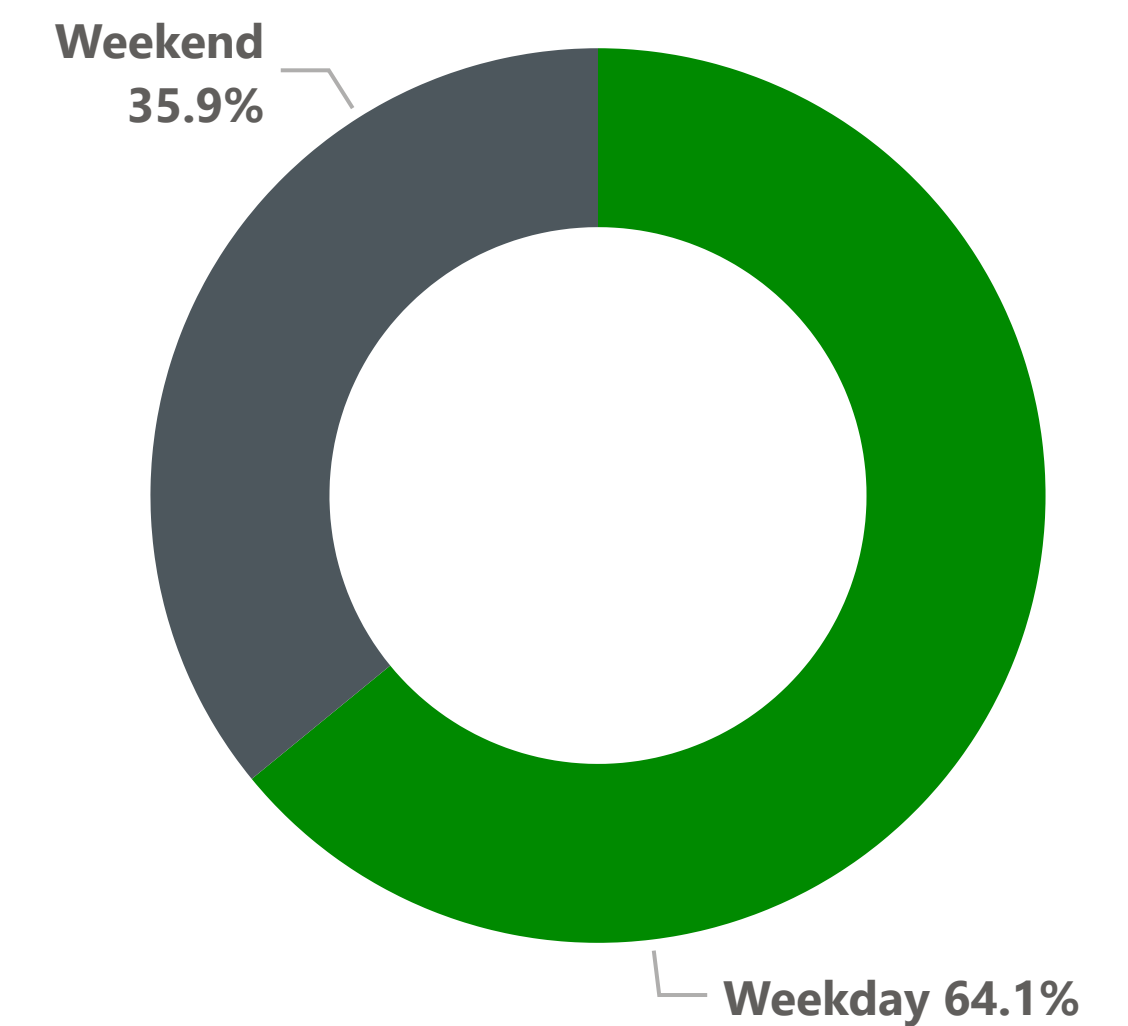
Hardware Gross Profit % (ecommerce)

1000956	kr 47,040,310.50	kr 6,124,396.36	9.98%
1209831	kr 9,459,188.00	kr 1,618,107.84	8.55%
1002608	kr 12,395,327.20	kr 2,021,773.46	8.14%
1240536	kr 11,141,132.00	kr 1,258,972.12	5.67%
1202883	kr 12,623,856.00	kr 1,279,301.92	5.11%
1002024	kr 10,227,257.38	kr 985,160.68	4.95%
1002810	kr 20,239,689.80	kr 1,992,855.74	4.93%
1009090	kr 8,755,180.00	kr 856,263.30	4.90%
1246654	kr 8,625,943.20	kr 840,317.06	4.87%
1204190	kr 11,088,194.14	kr 989,530.12	4.47%
1227414	kr 8,914,086.00	kr 772,244.26	4.33%
1002346	kr 9,463,504.00	kr 801,005.98	4.28%
1206785	kr 9,808,982.88	kr 693,714.12	3.58%
1001748	kr 33,312,486.62	kr 2,161,721.10	3.26%
1001653	kr 10,630,414.08	kr 634,956.66	3.11%

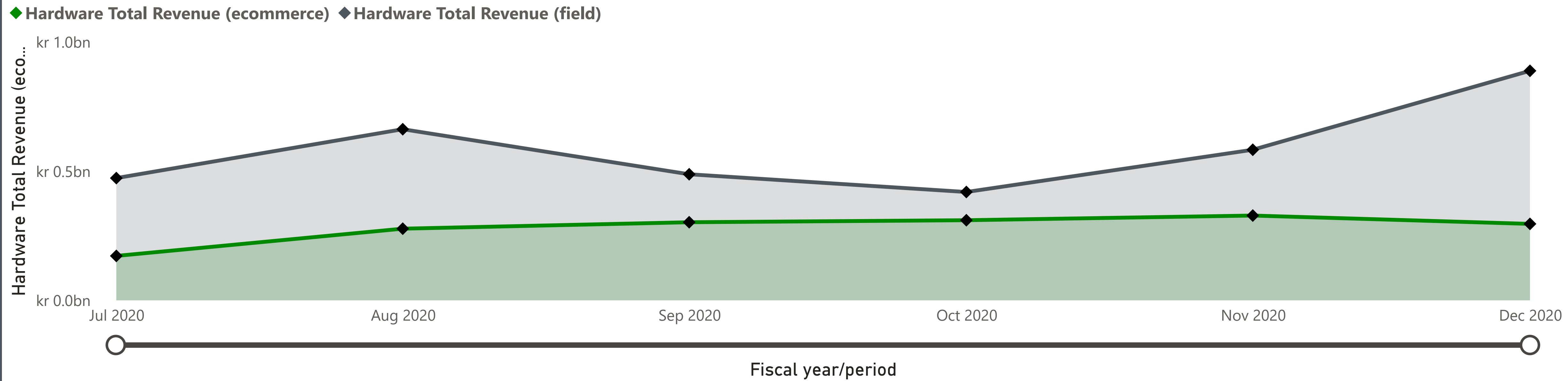
Hardware Total Revenue (ecommerce) by Quarter



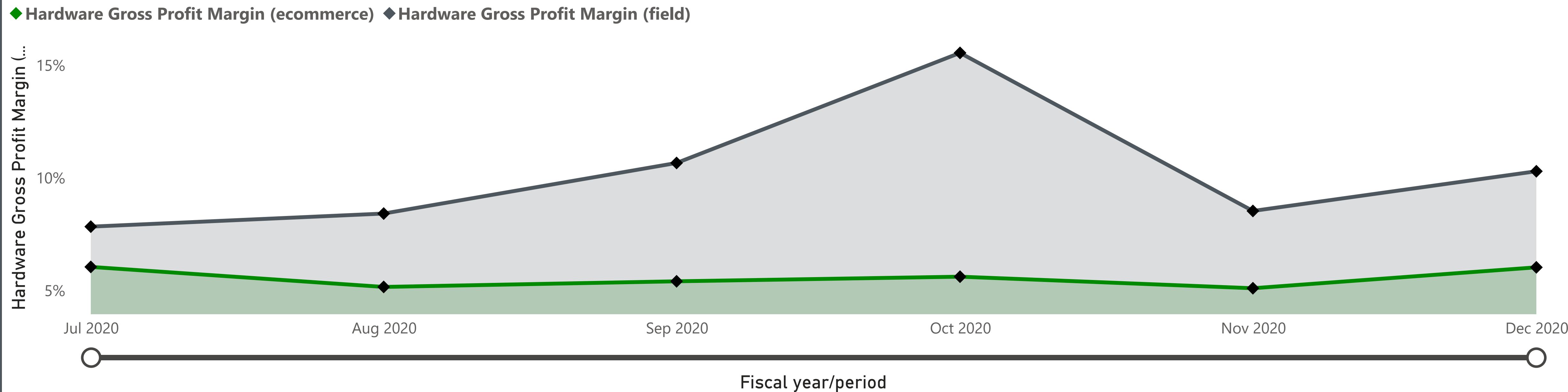
Hardware Total Revenue (ecommerce) by Week



Hardware Total Revenue (Field & Ecommerce) by fiscal periods



Hardware Profit Margin (Field & Ecommerce) by fiscal periods



Quick Insights:

- 1) Among the six fiscal periods, the November 2020 fiscal period had the highest hardware revenue (e-commerce) of 19.5%, which is equivalent to selling 195 more hardware units in that month, while the July 2020 fiscal period had the lowest hardware revenue (e-commerce) of 10.2%.
- 2) There was a sharp drop in hardware sales (field) by 11.9% for the October 2020 fiscal period. We need to investigate and understand why there was a sharp drop in sales for the month.
- 3) The Key Account customer segment is the most profitable segment of our customers, accounting for 47.9% of hardware revenue in the e-commerce section and 75.5% of revenue in the field section, while the Preferred Account segment is the least profitable, accounting for 10.5% of hardware revenue in the e-commerce section and 5.9% of revenue in the field section.
- 4) The Public customer category is the most profitable category of our customers, accounting for 66.4% of hardware revenue in the e-commerce section and 82.8% of hardware revenue in the field section meaning that 83 out of 125 hardware revenue (e-commerce) came from the Public customer category and vice versa.
- 5) The East region is the most profitable region, accounting for 45.9% of hardware revenue in the e-commerce section and 55% of hardware revenue in the field section which means 459 out of 1000 hardware revenue (e-commerce) came from the East and vice versa.