



Total Sales  
**899.90M**

Total Units Sold  
**2.48M**

Avg Operating Margin  
**42.30%**

Avg Operating Profit  
**34.43K**

Top 5 states  
5

#### Top 5 states by total sales

| State          |        |
|----------------|--------|
| New York       | 64.23M |
| California     | 60.17M |
| Texas          | 46.36M |
| Florida        | 59.28M |
| South Carolina | 29.29M |

#### Top 5 states by total units sold

| State          |         |
|----------------|---------|
| New York       | 169.14K |
| California     | 163.28K |
| Texas          | 159.50K |
| Florida        | 133.43K |
| South Carolina | 72.61K  |

#### Top 5 states by avg operating margin

| State          |        |
|----------------|--------|
| Texas          | 44.91% |
| South Carolina | 43.31% |
| New York       | 40.83% |
| Florida        | 39.02% |
| California     | 38.69% |

#### Bottom 5 States by Total Sales

| State        |       |
|--------------|-------|
| Nebraska     | 5.93M |
| Minnesota    | 7.38M |
| Iowa         | 7.42M |
| Wisconsin    | 7.73M |
| North Dakota | 7.74M |

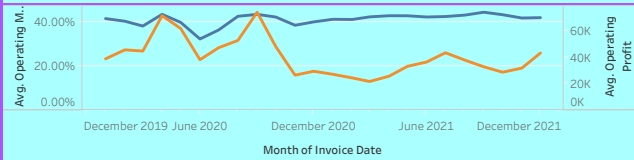
#### Bottom 5 States by Total Units Sold

| State        |        |
|--------------|--------|
| Iowa         | 23.45K |
| Minnesota    | 20.84K |
| Nebraska     | 19.15K |
| North Dakota | 22.78K |
| Wisconsin    | 23.95K |

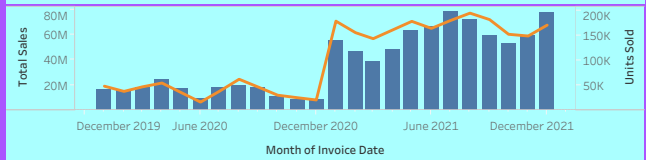
#### Bottom 5 States by avg operating margin

| State        |        |
|--------------|--------|
| North Dakota | 39.86% |
| Minnesota    | 40.81% |
| Iowa         | 42.09% |
| Wisconsin    | 42.42% |
| Nebraska     | 45.79% |

#### Operating Margin and Operating Profit distribution



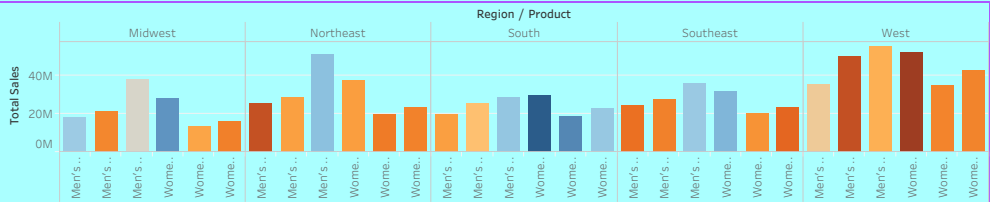
#### Total Sales and Units Sold by Month



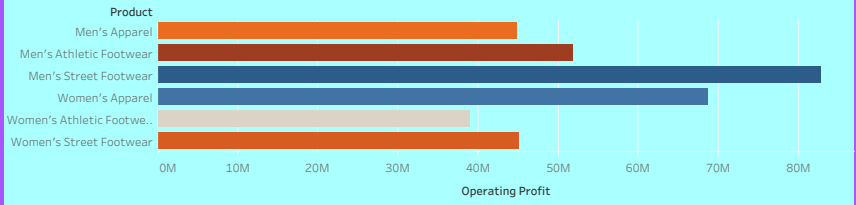
Price point by product

| Product                   |       |
|---------------------------|-------|
| Men's Apparel             | 50.32 |
| Men's Athletic Footwear   | 43.78 |
| Men's Street Footwear     | 44.24 |
| Women's Apparel           | 51.60 |
| Women's Athletic Footwear | 41.11 |
| Women's Street Footwear   | 40.25 |

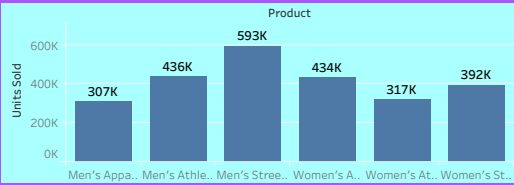
Sales/Operating Margin by Region/Product



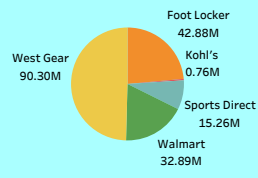
Operating Profit & Operating Margin by Product



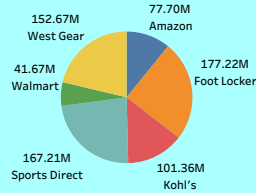
Units by Product



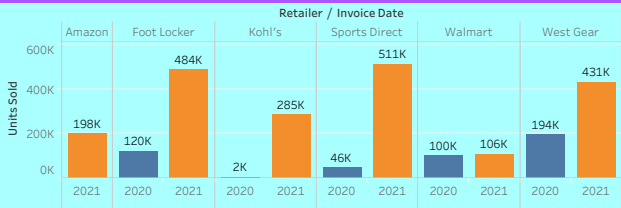
Total Sales by Retailer for year 2020



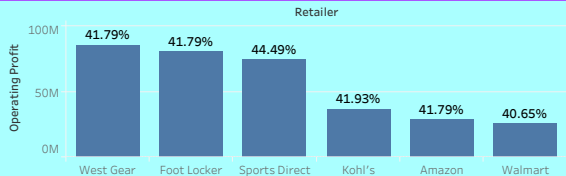
Total Sales by Retailer for 2021



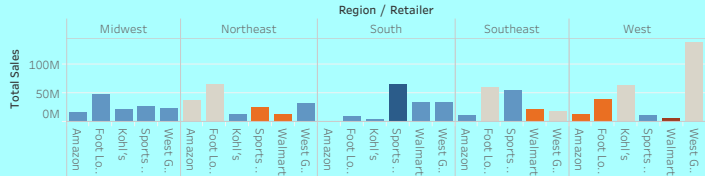
Units Sold by Retailer



Operating Profit and Operating Margin by Retailer



Sales/Operating Margin by Region & Retailer





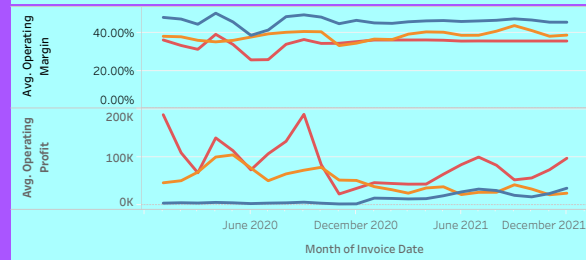
## Sales by States and Sales Method

| State       | Invoice Date / Sales Method |        |        |          |        |        |
|-------------|-----------------------------|--------|--------|----------|--------|--------|
|             | 2020                        |        |        | 2021     |        |        |
|             | In-store                    | Online | Outlet | In-store | Online | Outlet |
| Alabama     |                             |        |        |          | 0.44M  | 17.19M |
| Alaska      |                             |        |        |          | 0.37M  | 14.38M |
| Arizona     |                             |        |        |          | 15.43M | 0.36M  |
| Arkansas    |                             |        |        |          | 12.35M | 0.28M  |
| California  |                             | 0.22M  | 8.49M  |          | 1.27M  | 50.20M |
| Colorado    | 20.48M                      | 0.52M  |        |          |        |        |
| Connecticut |                             |        |        | 11.03M   | 0.28M  | 0.26M  |
| Delaware    |                             |        |        | 11.99M   | 0.31M  |        |
| Florida     | 30.81M                      | 0.79M  |        | 21.00M   | 0.68M  | 6.00M  |
| Georgia     |                             |        |        |          | 18.58M | 0.42M  |
| Hawaii      |                             |        |        |          | 0.56M  | 21.72M |

## Sales and Units Sold by Product and Sales Method

|             | Product / Year of Invoice Date |      |                  |      |                  |      |
|-------------|--------------------------------|------|------------------|------|------------------|------|
|             | Men's Apparel                  |      | Men's Athleti... |      | Men's Street ... |      |
|             | 2020                           | 2021 | 2020             | 2021 | 2020             | 2021 |
| Total Sales |                                |      |                  |      |                  |      |
| Units Sold  |                                |      |                  |      |                  |      |

## OM and OP by month and sales method



Sales Method

Retailer All

Product All

Avg. Operating Margin

Month, Year...

## Sales and Units Sold by Retailer and Sales Method

|             | Retailer / Year of Invoice Date |      |             |      |        |      |
|-------------|---------------------------------|------|-------------|------|--------|------|
|             | Amazon                          |      | Foot Locker |      | Kohl's |      |
|             | 2020                            | 2021 | 2020        | 2021 | 2020   | 2021 |
| Total Sales |                                 |      |             |      |        |      |
| Units Sold  |                                 |      |             |      |        |      |