

CUSTOMER OVERVIEW

Period

Fiscal Year

Month

Territory

Products

Year

FY 2025

Feb

All

All

Sales MTD

19.7M

28.1% v PY

Sales QTD

19.7M

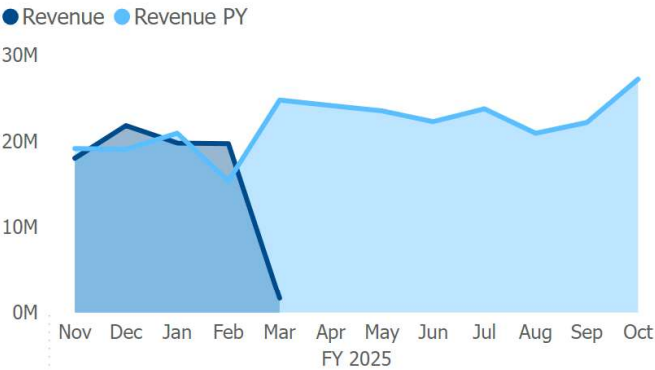
28.1% v PY

Sales YTD

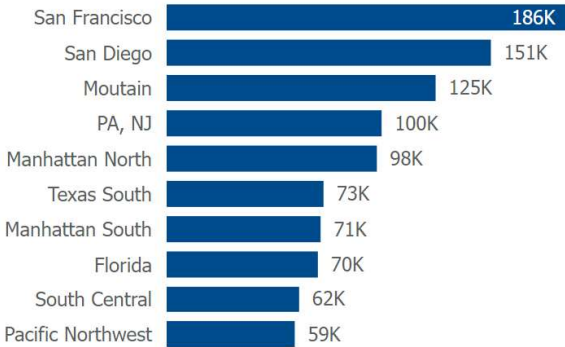
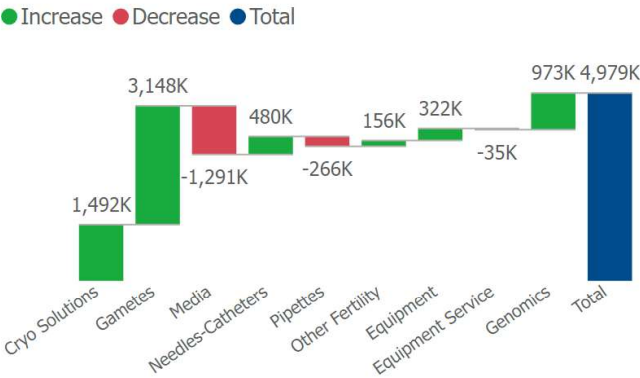
79.2M

6.4% v PY

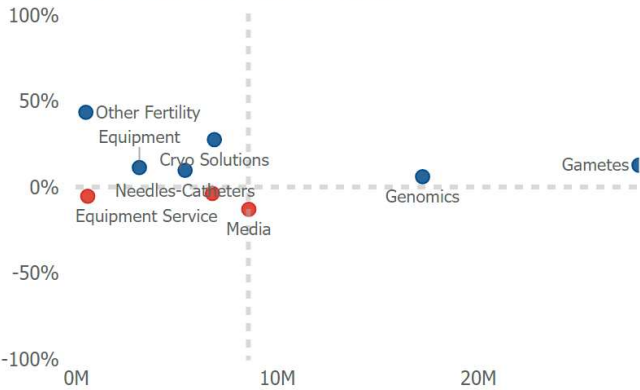
REVENUE TREND



PRODUCT WATERFALL



PRODUCT GROWTH MATRIX



CUSTOMER ANALYSIS



Customer	Revenue
	40,150
	39,000
	37,500
	37,300
	33,600
	32,850
	30,000
	30,000
	28,800
	26,910
Total	1,293,049

CUSTOMER OVERVIEW

Period

Fiscal Year

Month

Territory

Customer

Products

Year

FY 2025

Feb

All

All

All

LOSING CUSTOMERS

-1,284,595

-414,542

-371,822

-344,522

-337,316

CUSTOMER SEGMENTATION

Reduction

599

Lost customer

1240

New customer

1283

Stable

68

Growth

586

5 YEAR TREND

0.3bn

0.2bn

0.1bn

0.0bn

0.22bn

0.24bn

0.26bn

0.08bn

FY 2022

FY 2023

FY 2024

FY 2025

Fiscal Year

All

Reduction

New

Stable

Lost

Growth

Customer Name	Prior year	Revenue	% of Revenue	vs. PY (%)	vs. PY (\$)	Quantity	ASP	Discount %	Location
	2,062,465	777,870	0.98%	-62.3%	-1,284,595	0			
	1,427,259	1,012,717	1.28%	-29.0%	-414,542	6,120	165.5	44.6%	
	788,049	416,228	0.53%	-47.2%	-371,822	5,085	81.9	4.1%	
	451,346	106,824	0.13%	-76.3%	-344,522	315	339.1	37.0%	
	572,512	235,196	0.30%	-58.9%	-337,316	1,202	195.7	37.9%	
	445,746	190,976	0.24%	-57.2%	-254,770	4,978	38.4	34.2%	
	229,710			-100.0%	-229,710				
	88,395	-135,783	-0.17%	-253.6%	-224,178	14,864	-9.1		
	220,180			-100.0%	-220,180				
	383,884	176,187	0.22%	-54.1%	-207,696	987	178.5	36.7%	
	241,525	64,246	0.08%	-73.4%	-177,279	7,968	8.1	2.0%	
Total	74,426,392	79,217,339	100.00%	6.4%	4,790,947	995,327	79.6	34.7%	

CUSTOMER FOCUS

Period

Fiscal Year

Month

Territory

Customer

Products

Year

FY 2025

Feb

All

All

All

Sales MTD

19.7M

↑ 28.1% v PY

Sales QTD

19.7M

↑ 28.1% v PY

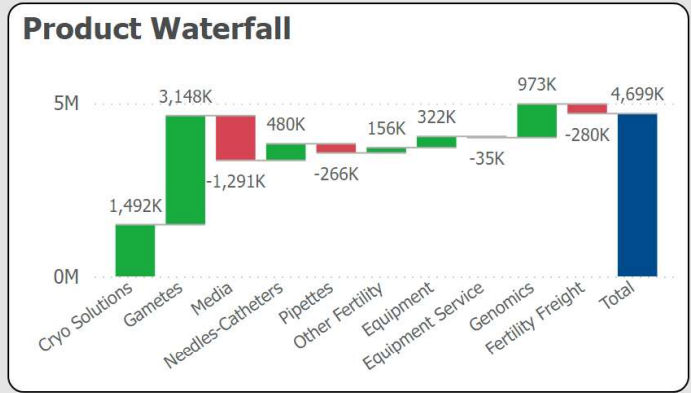
Sales YTD

79.2M

↑ 6.4% v PY

ACCOUNTS

Number & Ship To	Location	Revenue
	Los Angeles	4,537,185
		4,273,930
	Waltham	3,279,322
	New York	2,643,139
	New York	2,466,508
	Rockville	2,356,089
Total		267,673,165



Level2	PY Revenue	Revenue	vs. PY (%)	vs. PY (\$)	Quantity	ASP	Discount
+	10,532	37,432	255.4%	26,900	287	130.4	
+	Cryo Solutions	5,416,457	6,908,177	27.5%	1,491,720	711,627	9.7
+	Gametes	24,881,946	28,029,594	12.7%	3,147,648	29,397	953.5
+	Media	9,911,139	8,620,595	-13.0%	-1,290,544	60,817	141.7 32.5%
-	Needles-Catheters	4,971,867	5,451,720	9.7%	479,853	18,368	296.8 41.7%
+	Embryo Transfer Catheters	4,358,282	4,680,721	7.4%	322,439	12,961	361.1 42.1%
+	IVF IUI Catheters	198,658	374,150	88.3%	175,492	3,938	95.0 45.2%
+	Needles	414,927	396,848	-4.4%	-18,078	1,469	270.1 35.1%
+	Pipettes	7,075,505	6,809,501	-3.8%	-266,004	48,833	139.4 35.3%
+	Other Fertility	359,193	515,184	43.4%	155,991	12,346	41.7 22.3%
+	Equipment	2,855,435	3,177,007	11.3%	321,573	8,417	377.5 28.8%
+	Equipment Service	643,863	608,971	-5.4%	-34,891	1,877	324.4 12.3%
+	Genomics	16,291,397	17,264,739	6.0%	973,342	76,020	227.1
+	Fertility Freight	1,074,063	794,018	-26.1%	-280,045	15,902	49.9 0.0%
	Total	74,426,392	79,217,339	6.4%	4,790,947	995,327	79.6 34.7%

Products Not Purchasing

Level2	Territory Revenue	Territory Discount
+	Genomics	0
+	Fertility Freight	0
Total	0	

CUSTOMER ANALYSIS

Period

12 Months

Fiscal Year

FY 2025

Month

Feb

Territory

All

Customer

All

Products

All

Churn

-1.69M ▼ -2.25%

New Business: 6.5M | 8.6%

Lost Business: -8.2M | -10.8%

Like-for-Like

5.25M ▲ 6.96%

Price Effect: 1.6M | 2.1%

Volume Effect: 3.7M | 4.9%

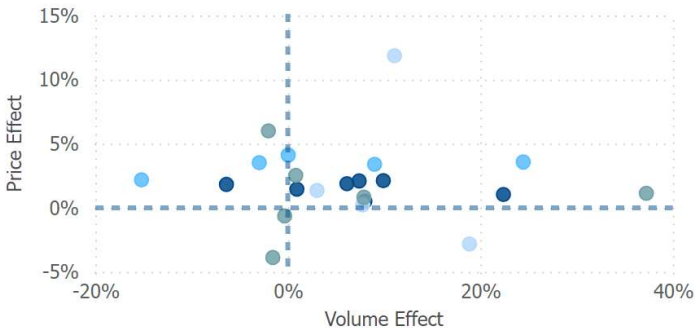


Waterfall



Like-for-Like Growth

District name ● Central ● Northeast ● Southeast ● Western



Products

Level2	vs. PY (\$)	vs. PY (%)	New	New %	Lost	Lost %	Price Effect	Price Effect %	Volume Effect	Volume Effect %
Needles-Catheters	2,084,973	13.3%	1,096,604	7.0%	-971,389	-6.2%	361,341	2.30%	1,630,423	10.40%
Equipment	762,085	30.5%	233,722	9.3%	-192,641	-7.7%	22,776	0.91%	652,484	26.10%
Pipettes	643,455	2.7%	1,745,175	7.4%	-2,284,876	-9.6%	901,489	3.81%	297,481	1.26%
Other Fertility	-34,856	-2.3%	400,290	26.0%	-448,781	-29.1%	26,787	1.74%	-16,322	-1.06%
Media	-205,002	-0.6%	2,998,497	9.4%	-4,270,541	-13.3%	274,373	0.86%	1,098,581	3.43%
Total	3,250,656	4.3%	6,474,288	8.6%	-8,168,229	-10.8%	1,586,766	2.10%	3,662,647	4.86%

PRODUCT OVERVIEW

Period

Fiscal Year

Month

Territory

Customer

Products

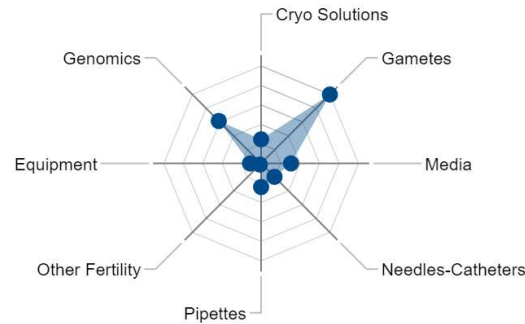
Year FY 2025 Feb All All

All

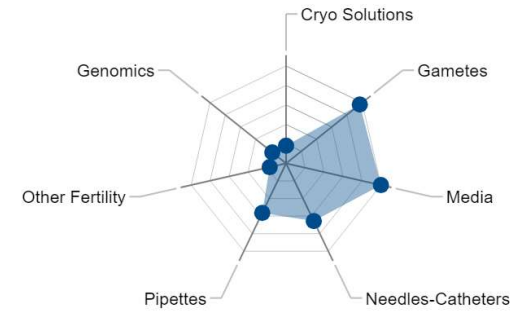
Products with Biggest Loss YoY



Revenue Spread



Customer Spread



Level2	Prior year	Revenue	vs. PY (%)	vs. PY (\$)	% of Total Revenue	Quantity	ASP	ASP vs PY	Discount %
+	Gametes	24,881,946	28,029,594	12.7%	3,147,648	35.38%	29,397	953.5	-12.0%
+	Genomics	16,291,397	17,264,739	6.0%	973,342	21.79%	76,020	227.1	-17.9%
+	PGT	16,105,868	17,072,596	6.0%	966,728	21.55%	63,182	270.2	-3.4%
+	ERPeak	183,381	181,054	-1.3%	-2,327	0.23%	343	527.9	4.8%
+	Other Genomics	2,147	11,089	416.4%	8,942	0.01%	59	187.9	19.1%
+	Genomic Kits	0	0		0	0.00%	12,436	0.0	
+	Media	9,911,139	8,620,595	-13.0%	-1,290,544	10.88%	60,817	141.7	-9.9%
+	Cryo Solutions	5,416,457	6,908,177	27.5%	1,491,720	8.72%	711,627	9.7	52.3%
+	Pipettes	7,075,505	6,809,501	-3.8%	-266,004	8.60%	48,833	139.4	3.5%
+	Needles-Catheters	4,971,867	5,451,720	9.7%	479,853	6.88%	18,368	296.8	-6.1%
+	Equipment	2,855,435	3,177,007	11.3%	321,573	4.01%	8,417	377.5	-52.4%
+	Genomics Freight	934,996	1,000,354	7.0%	65,358	1.26%	11,435	87.5	-13.5%
+	Fertility Freight	1,074,063	794,018	-26.1%	-280,045	1.00%	15,902	49.9	-65.2%
+	Equipment Service	643,863	608,971	-5.4%	-34,891	0.77%	1,877	324.4	9.6%
+	Other Fertility	359,193	515,184	43.4%	155,991	0.65%	12,346	41.7	-58.0%
+		10,532	37,432	255.4%	26,900	0.05%	287	130.4	
+	Not Mapped	0	49		49	0.00%	1	48.8	
	Total	74,426,392	79,217,339	6.4%	4,790,947	100.00%	995,327	79.6	33.0%

PRODUCT FOCUS

Period

Year

Fiscal Year

FY 2025

Month

Feb

Territory

All

Customer

All

Products

All

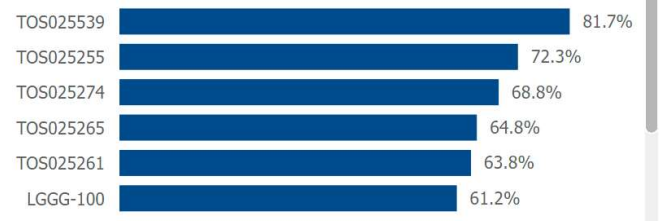
NOT Products

All

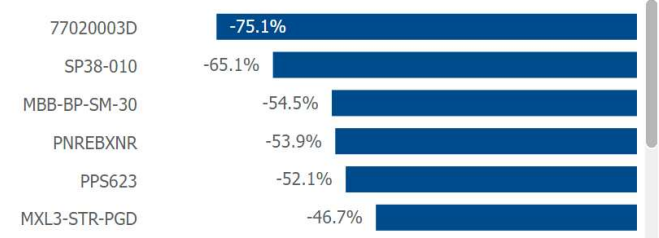
Product Price Decreases



Largest Product Discounts



Product Price Decreases



(i)

Customers Purchasing						
Updated Customer Name	Prior year	Actual	vs. PY (%)	Quantity	ASP	Potential Revenue
	1,631,874	1,958,097	20.0%	2,105	1,115.14	
	998,069	1,557,235	56.0%	1,715	635.66	
	1,119,929	1,306,961	16.7%	4,824	216.35	
	1,080,861	1,302,153	20.5%	6,956	181.92	
	913,969	1,069,818	17.1%	66,507	17.37	
	1,427,259	1,012,717	-29.0%	6,120	150.85	
	1,175,019	1,007,841	-14.2%	128,548	54.34	
	247,515	921,900	272.5%	420	2,195.00	
	888,875	915,817	3.0%	5,259	158.38	
	505,205	781,554	54.7%	35,127	24.84	
	2,062,465	777,870	-62.3%	0		
	786,167	751,161	-4.5%	10,465	49.18	
	50,160	610,198	1,116.5%	0		
	577,826	586,864	1.6%	2,594	240.67	
	465,390	583,013	25.3%	3,442	170.99	
	387,684	565,770	45.9%	1,640	376.22	
	680,101	559,912	-17.7%	8,874	88.51	
	396,458	554,229	39.8%	2,989	460.55	
	296,100	548,529	85.3%	6,456	87.77	
	314,039	536,164	70.7%	16,199	149.01	
Total	74,426,392	79,217,339	6.4%	995,327	96.22	

PIVOT TABLE

Fiscal Year, Month

FY 2025

Territory

All

Customer

All

Products

All

VALUES FOR TABLE

- ☐ Select all
- ☒ Revenue \$
- ☐ Revenue vs PY
- ☐ Quantity
- ☐ Quantity vs PY
- ☐ ASP
- ☐ AS vs PY
- ☐ Discount
- ☐ Customers

ROWS FOR TABLE

- ☐ Select all
- ☐ District
- ☐ Territory
- ☒ Product family
- ☐ Product category
- ☐ Product main group
- ☐ Product group
- ☐ Item Number
- ☐ Item number - description
- ☐ Customer name & number &...
- ☐ Customer name
- ☐ Customer number
- ☐ Customer number & ShipTo
- ☐ Key Account Manager
- ☐ Super Chain
- ☐ Chain
- ☐ Sub Chain
- ☐ Invoice number

Fiscal Year

Calendar Year

Product family	FY 2025
	37,432
Cryo Solutions	7,141,590
Gametes	28,069,109
Media	9,098,307
Needles-Catheters	5,683,869
Pipettes	7,163,213
Other Fertility	521,043
Equipment	3,287,258
Equipment Service	660,349
Genomics	17,407,086
Fertility Freight	830,874
Genomics Freight	1,000,354
Not Mapped	49
Total	80,900,532