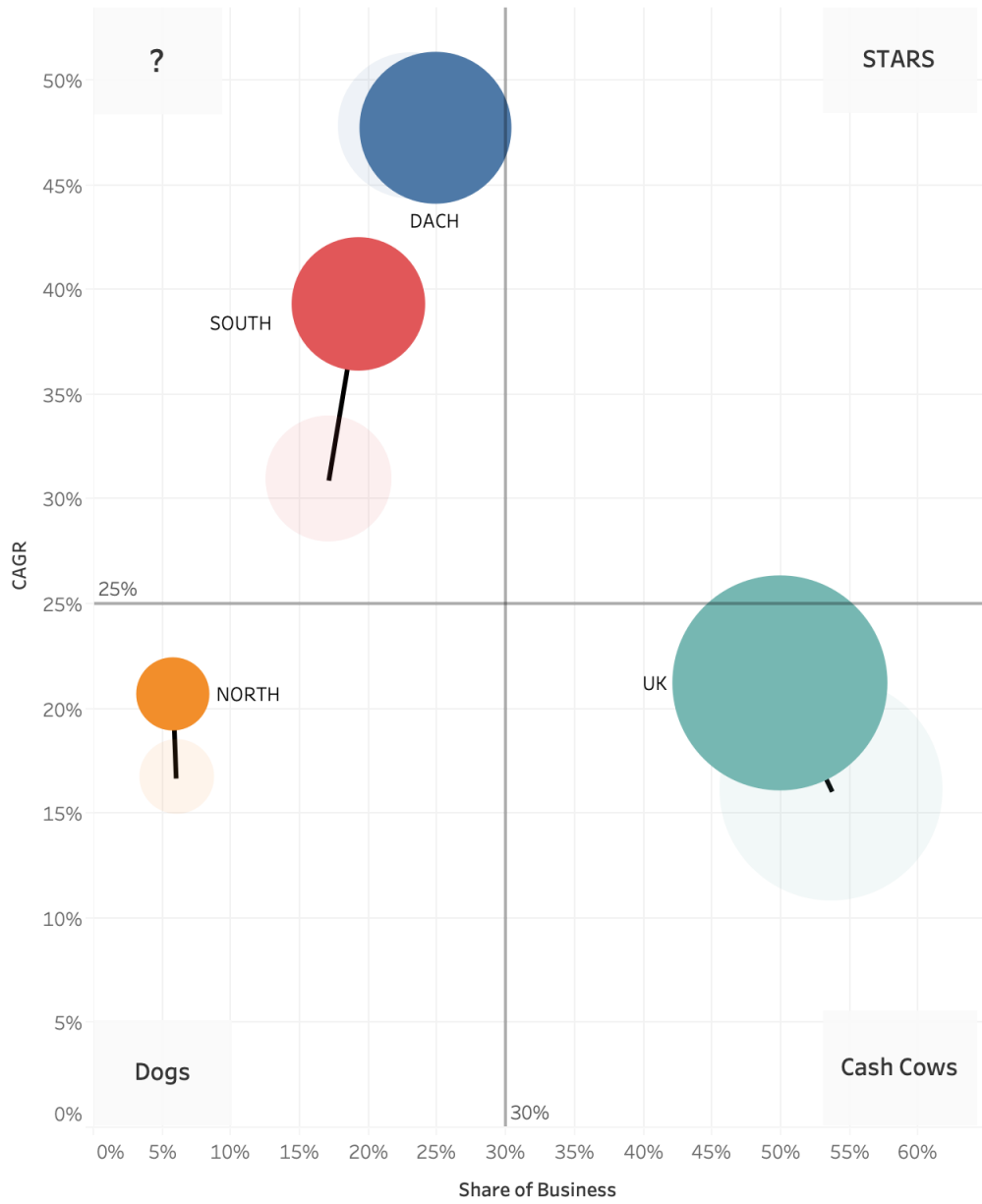
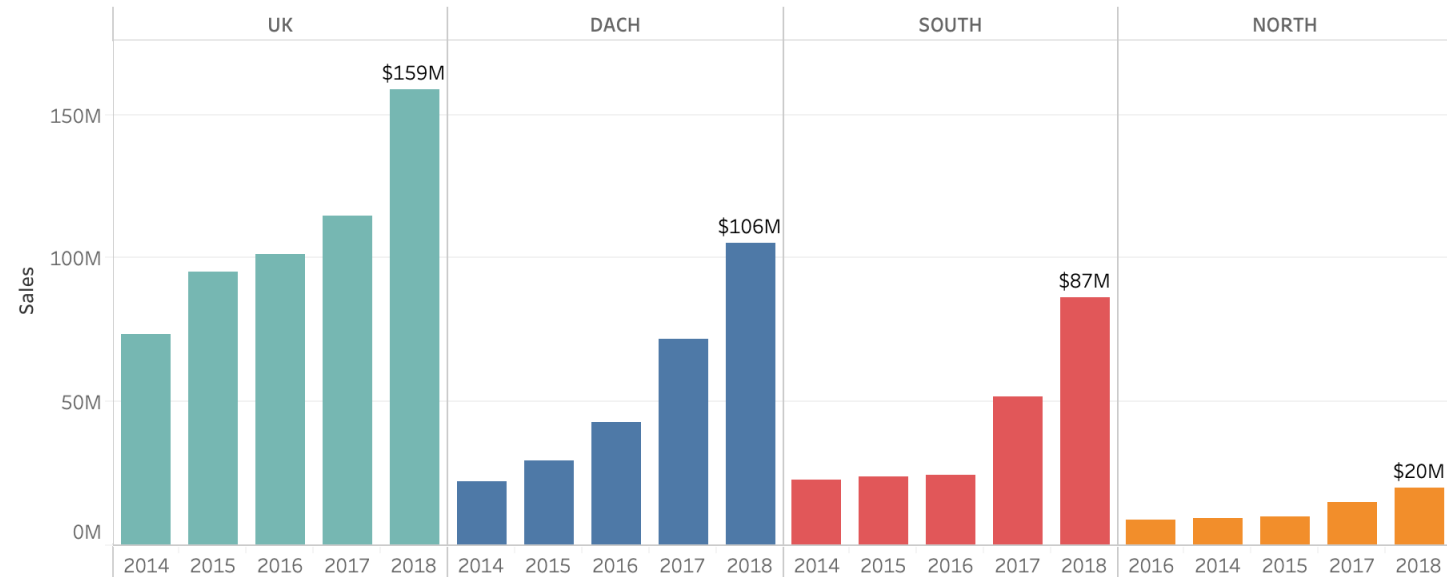


EXECUTIVE SUMMARY

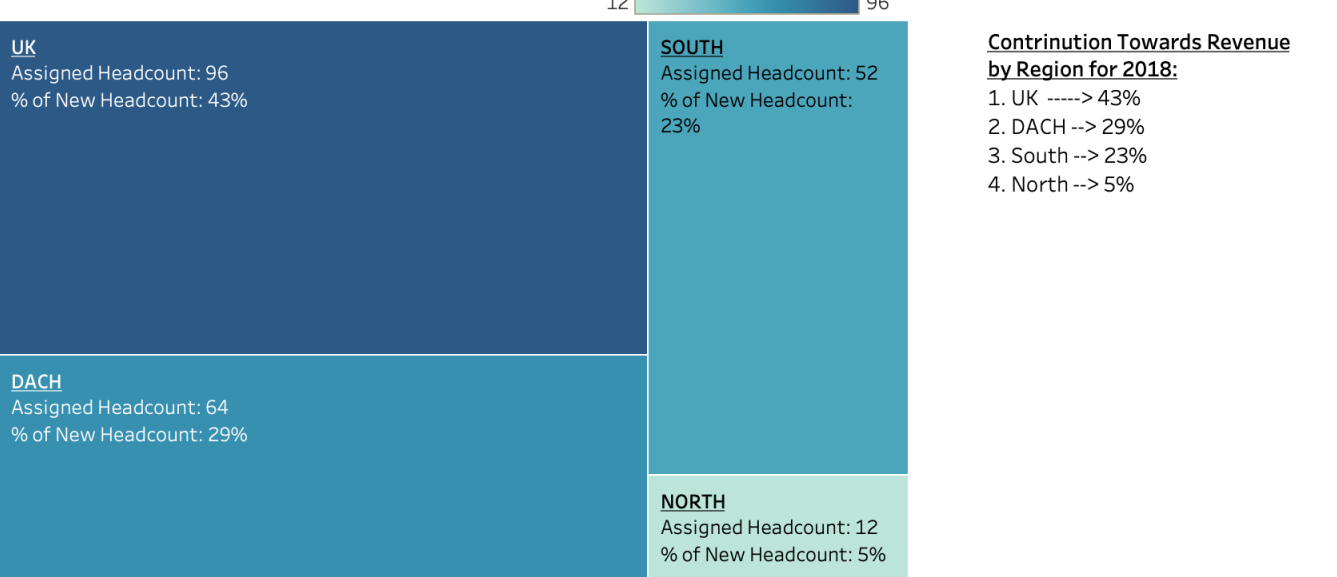
Impact of Forecast on BCG Matrix



Sales Forecast



Headcount Allocation for 2018



**Contrinution Towards Revenue
by Region for 2018:**

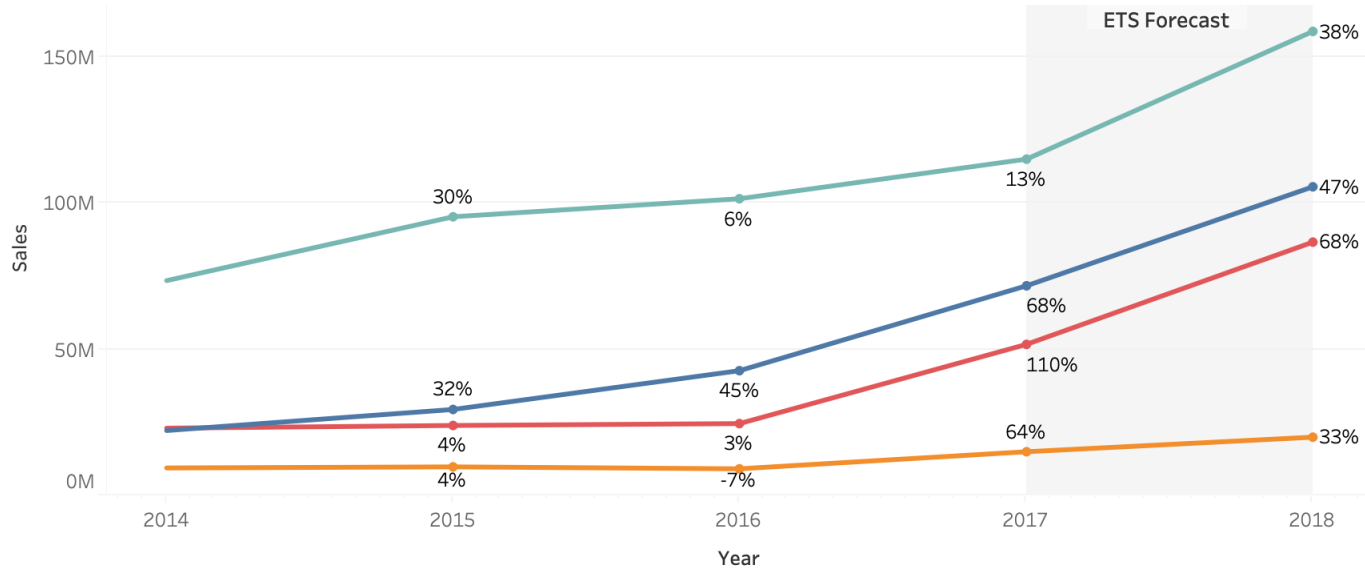
- 1. UK -----> 43%
- 2. DACH --> 29%
- 3. South --> 23%
- 4. North --> 5%

Sales Performance Trends

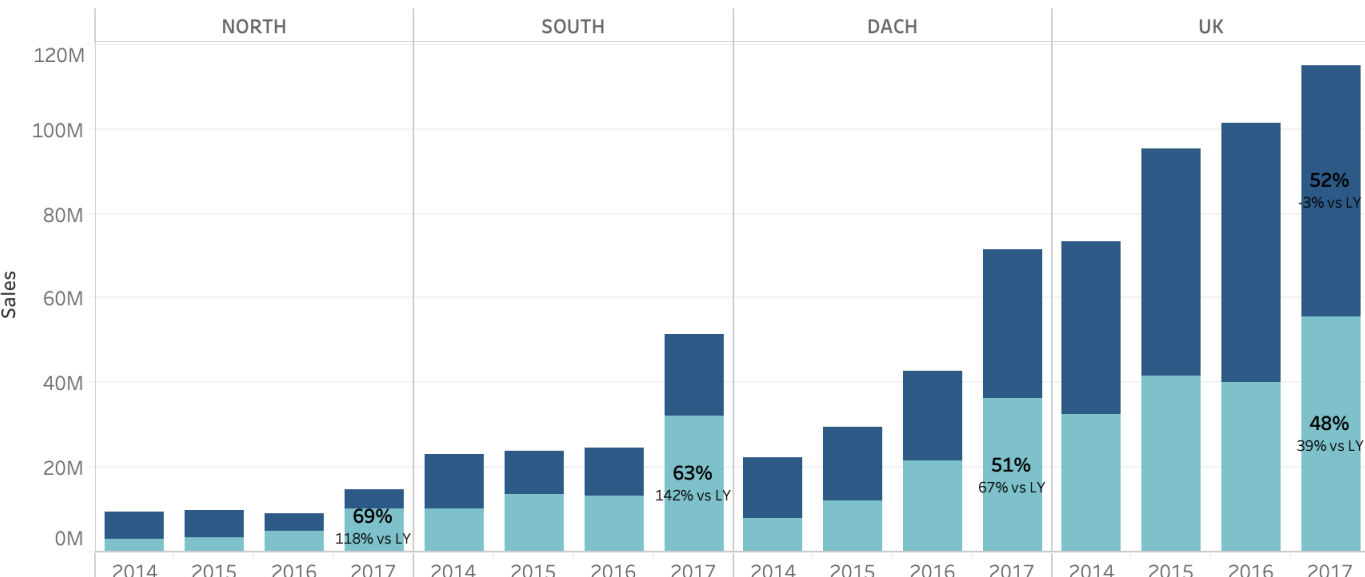
BCG Matrix as of 2017



Sales Trend by Country

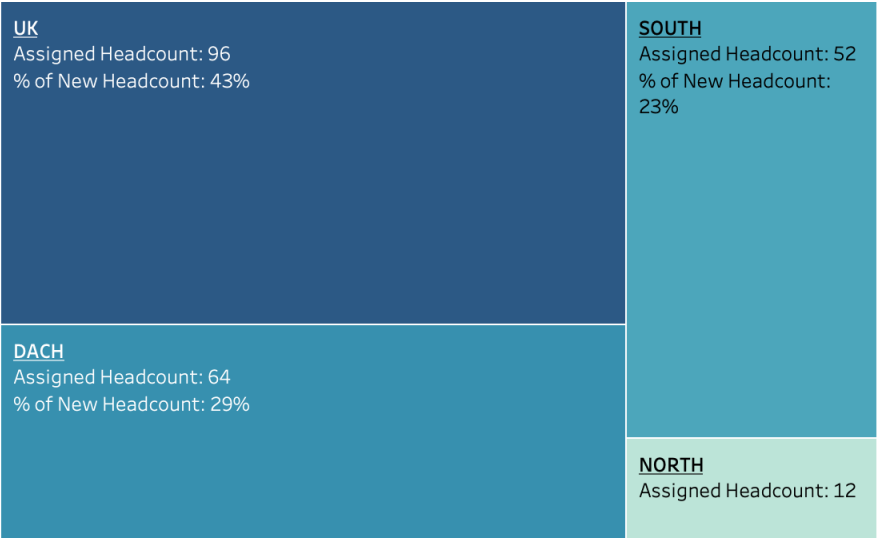


Main Sales Driver - NB vs Add-Ons

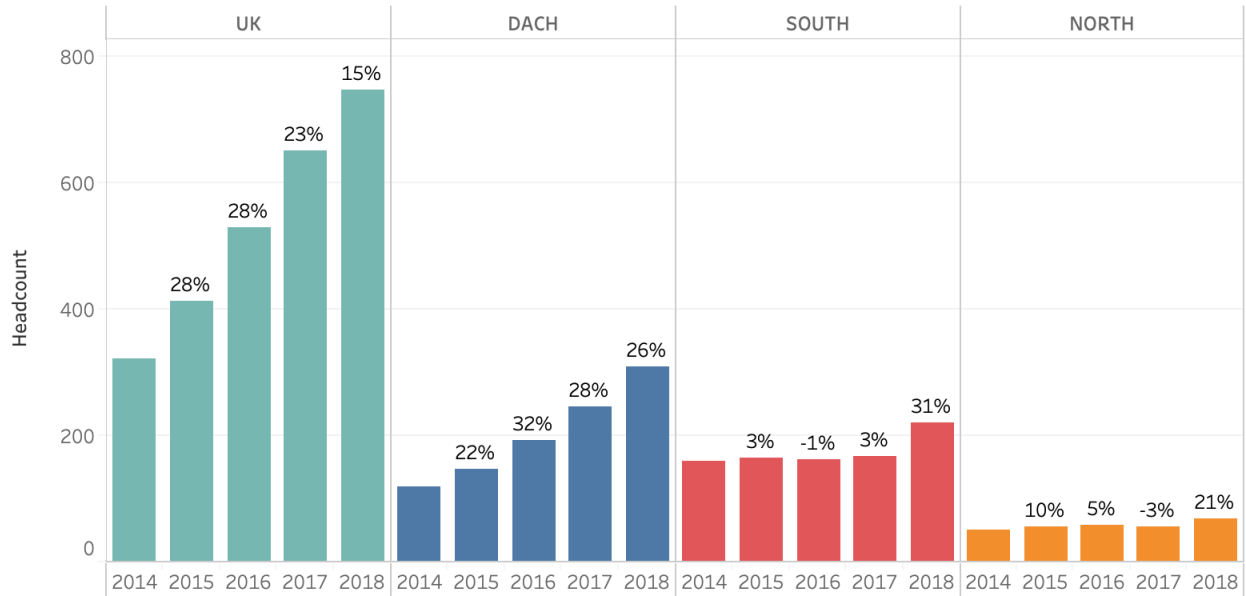


Recommendations & Allocation of Resources

Headcount Allocation for 2018



Headcount Growth by Region



Product Forecast & Allocation

