

BOTTOM

EFFICIENT

## Top 5 Countries by Revenue in All Years

Chad

6.53bn

Total Revenue

Egypt

6.52bn

Total Revenue

Maldives

6.54bn

Total Revenue

San Marino

6.54bn

Total Revenue

Singapore

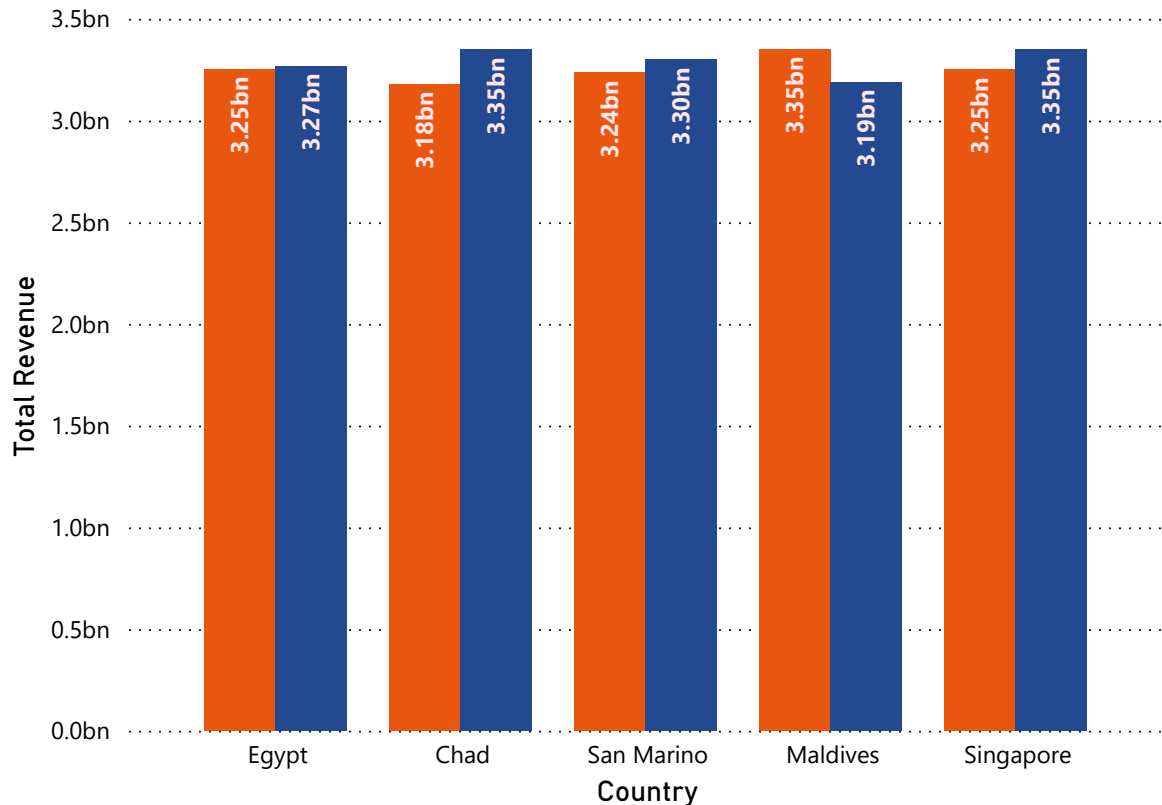
6.60bn

Total Revenue

Which countries bring in the most revenue?

### Top 5: Total Revenue + Channel Split

Sales Channel ● Offline ● Online



SELECT YEAR

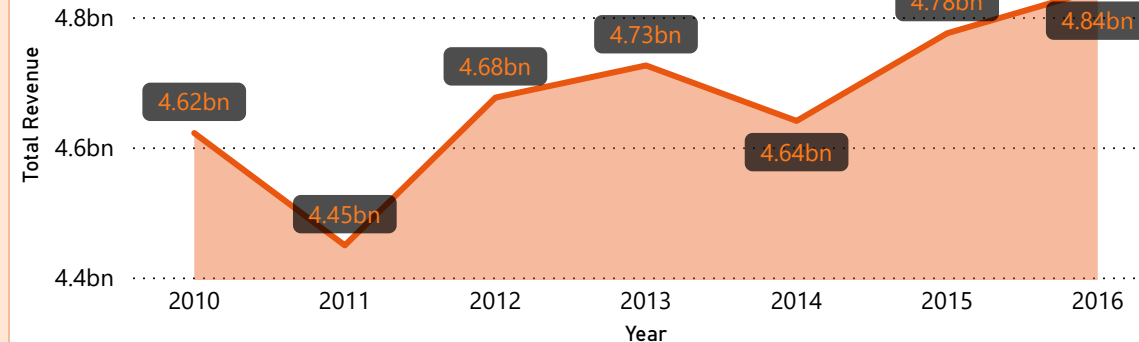
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016

SELECT COUNTRY

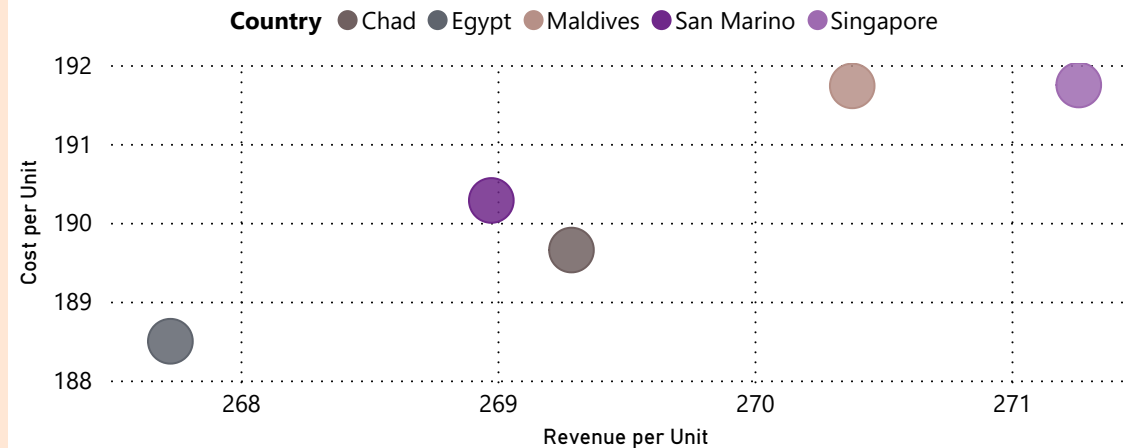
- ☐ Chad
- ☐ Egypt
- ☐ Maldives
- ☐ San Marino
- ☐ Singapore

How efficient are our top markets? Select a Country

### Annual Revenue



### Unit Economics vs. Units Sold





Bottom 5 Countries by Revenue in All Years

TOP 🏆

EFFICIENT ⚡

Belarus

5.89bn

Total Revenue

Iceland

6.04bn

Total Revenue

Kazakhstan

6.03bn

Total Revenue

Luxembourg

5.99bn

Total Revenue

Uzbekistan

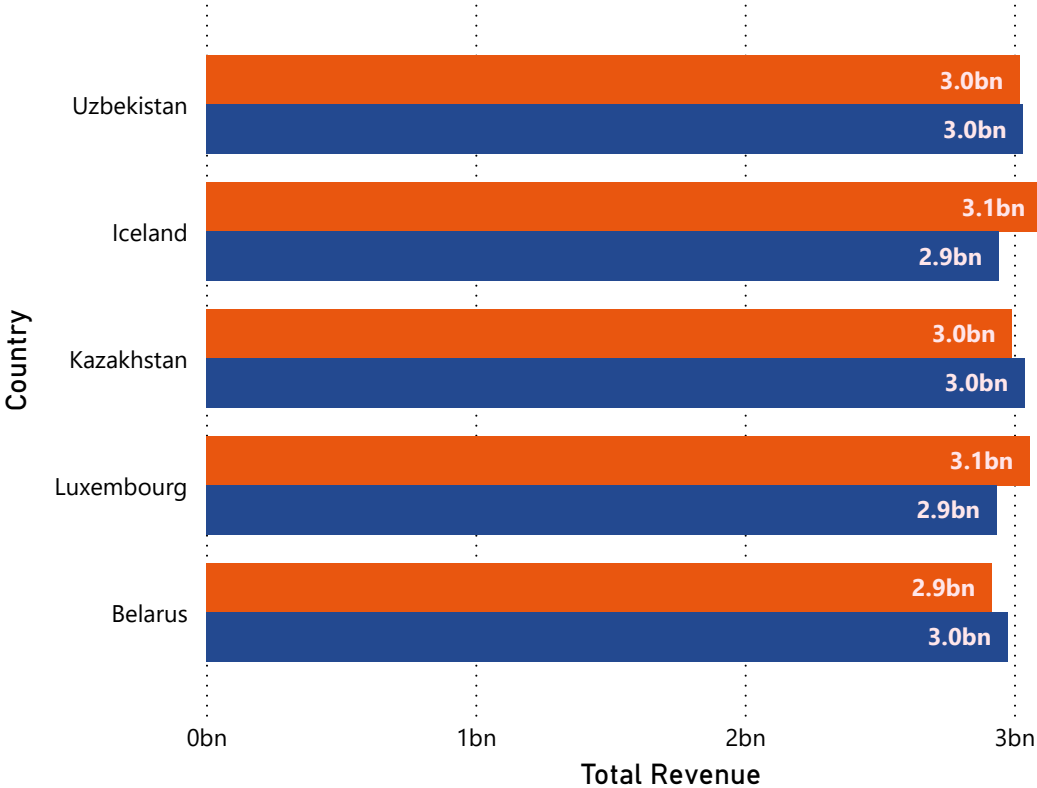
6.05bn

Total Revenue

Which countries bring in the least revenue?

Bottom 5: Total Revenue + Channel Split

Sales Channel ● Offline ● Online



SELECT YEAR

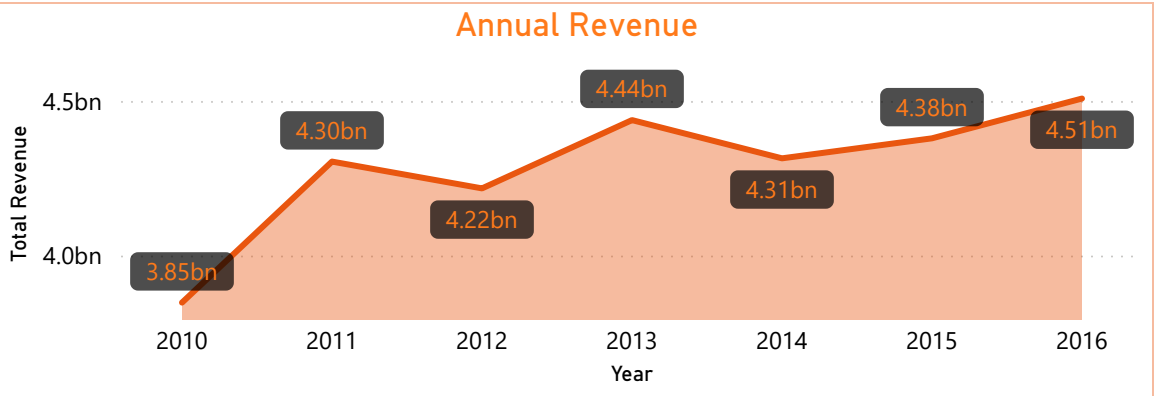
- ☐ 2010
- ☐ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014
- ☐ 2015
- ☐ 2016

SELECT COUNTRY

- ☐ Belarus
- ☐ Iceland
- ☐ Kazakhstan
- ☐ Luxembourg
- ☐ Uzbekistan

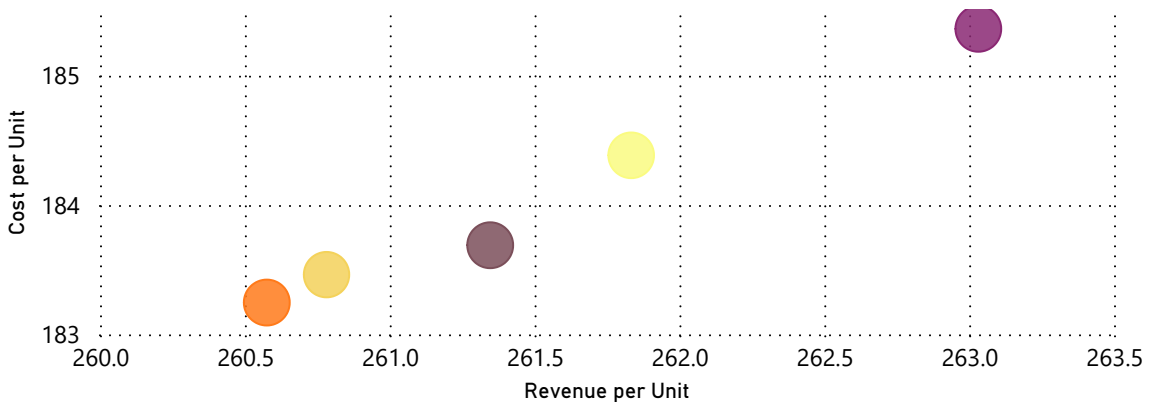
How efficient are our bottom markets?

Select a Country



Unit Economics vs. Units Sold

Country ● Belarus ● Iceland ● Kazakhstan ● Luxembourg ● Uzbekistan





## Top 5 Countries by Efficiency in All Years

TOP 🏆

BOTTOM 📉

Barbados

59.85%

Profit Efficiency Score

Cameroon

60.64%

Profit Efficiency Score

Guinea

59.96%

Profit Efficiency Score

Iran

59.78%

Profit Efficiency Score

Lesotho

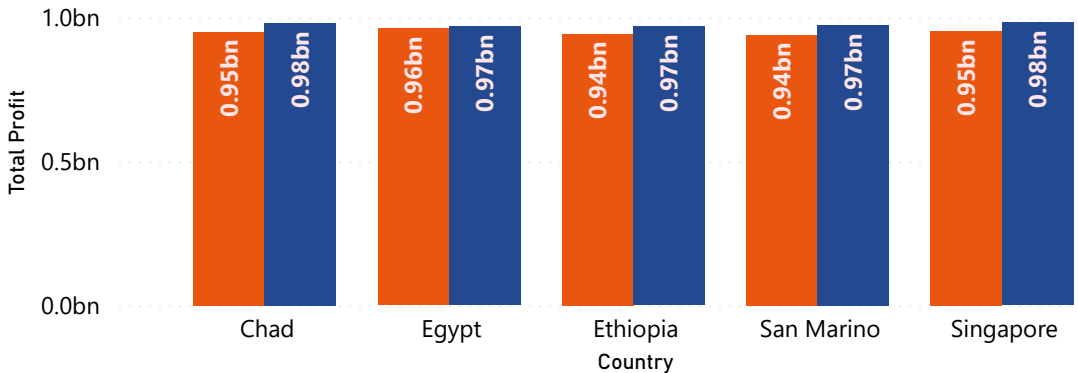
59.90%

Profit Efficiency Score

Which countries are producing the most profits?

Top 5: Total Profit + Channel Split

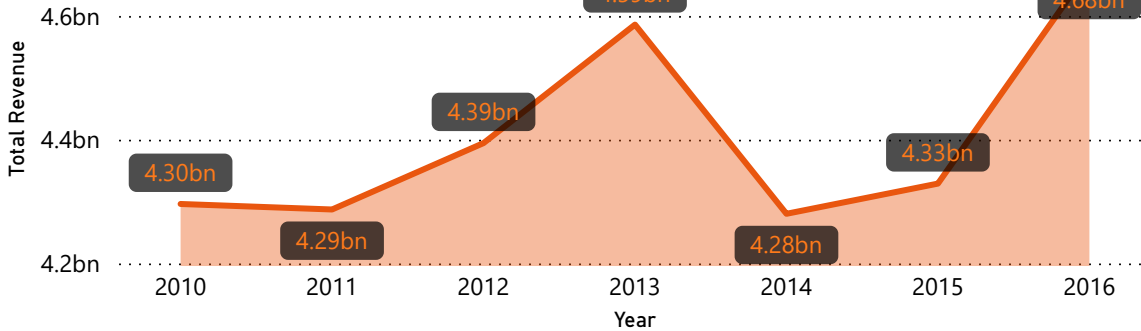
Sales Channel ● Offline ● Online



How much revenue are our efficient markets generating?

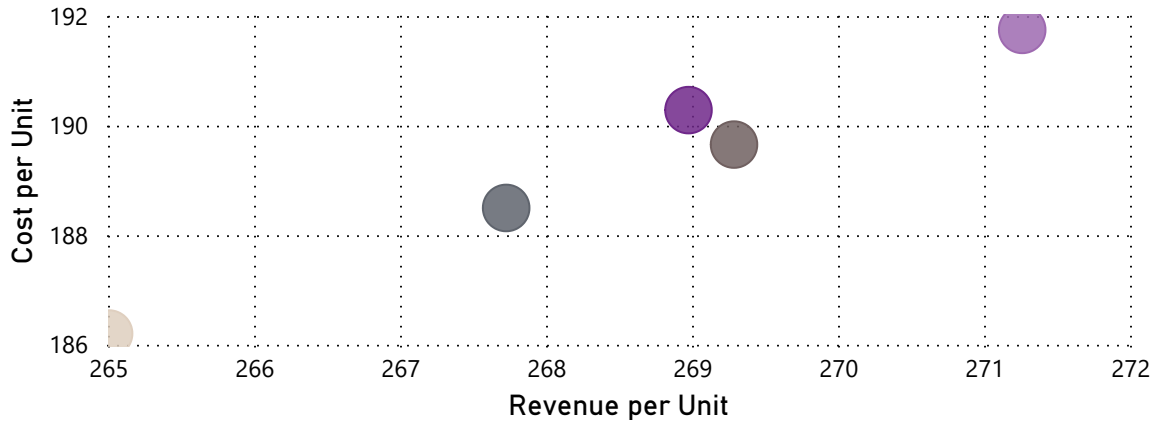
Select a Country

Annual Revenue



Top 5 by Profit Producing: Unit Economics vs. Units Sold

Country ● Chad ● Egypt ● Ethiopia ● San Marino ● Singapore



SELECT YEAR

- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

SELECT COUNTRY

- Barbados
- Cameroon
- Guinea
- Iran
- Lesotho
- Chad
- Egypt
- Ethiopia
- San Marino
- Singapore

Top 5 by Profit Efficiency: Unit Economics vs. Units Sold

Country ● Barbados ● Cameroon ● Guinea ● Iran ● Lesotho

