

## Top 5 Countries by Revenue in All Years

BOTTOM ↴

EFFICIENT ⚡

Chad

**6.53bn**

Total Revenue

Egypt

**6.52bn**

Total Revenue

Maldives

**6.54bn**

Total Revenue

San Marino

**6.54bn**

Total Revenue

Singapore

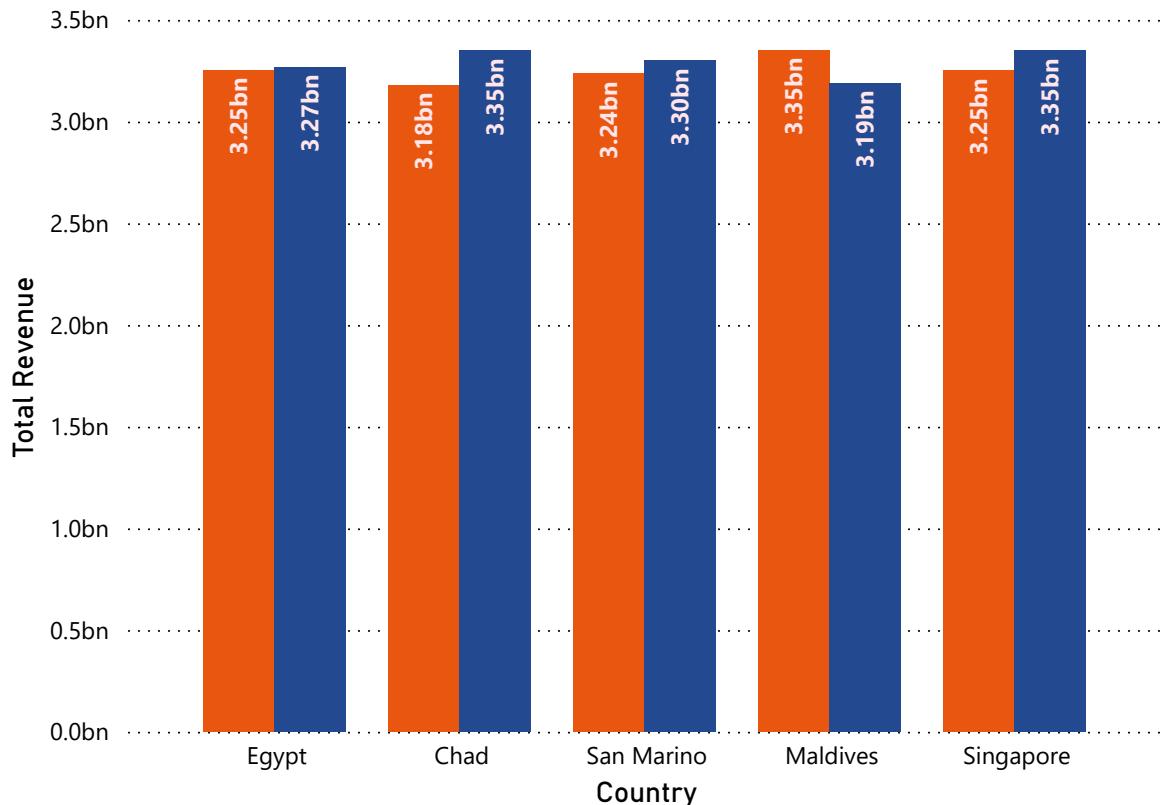
**6.60bn**

Total Revenue

Which countries bring in the most revenue?

### Top 5: Total Revenue + Channel Split

Sales Channel ● Offline ● Online



SELECT YEAR

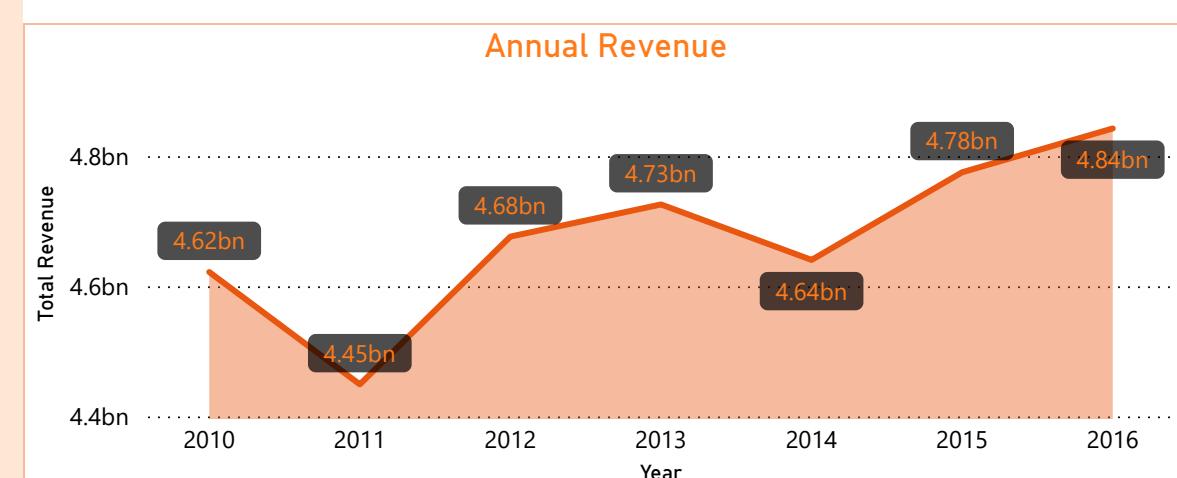
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

SELECT COUNTRY

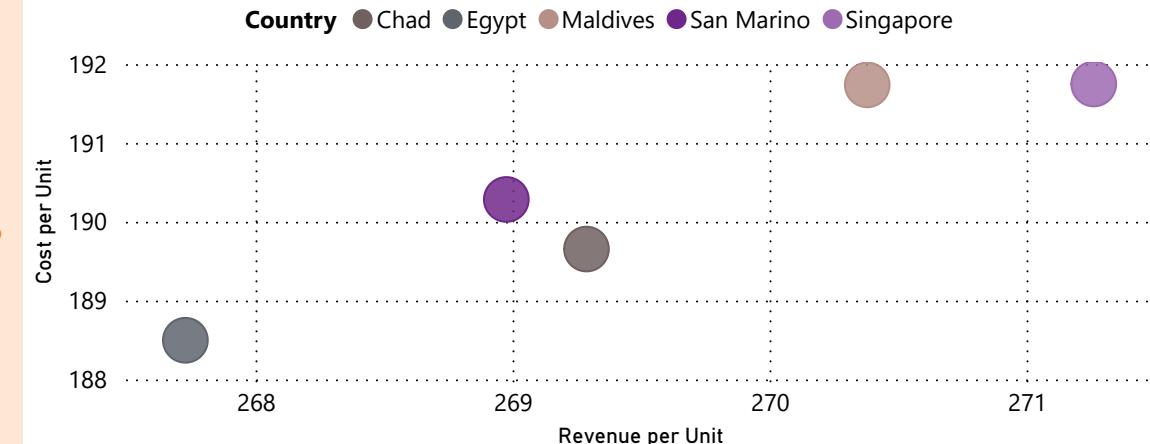
- Chad
- Egypt
- Maldives
- San Marino
- Singapore

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?

SELECT YEAR

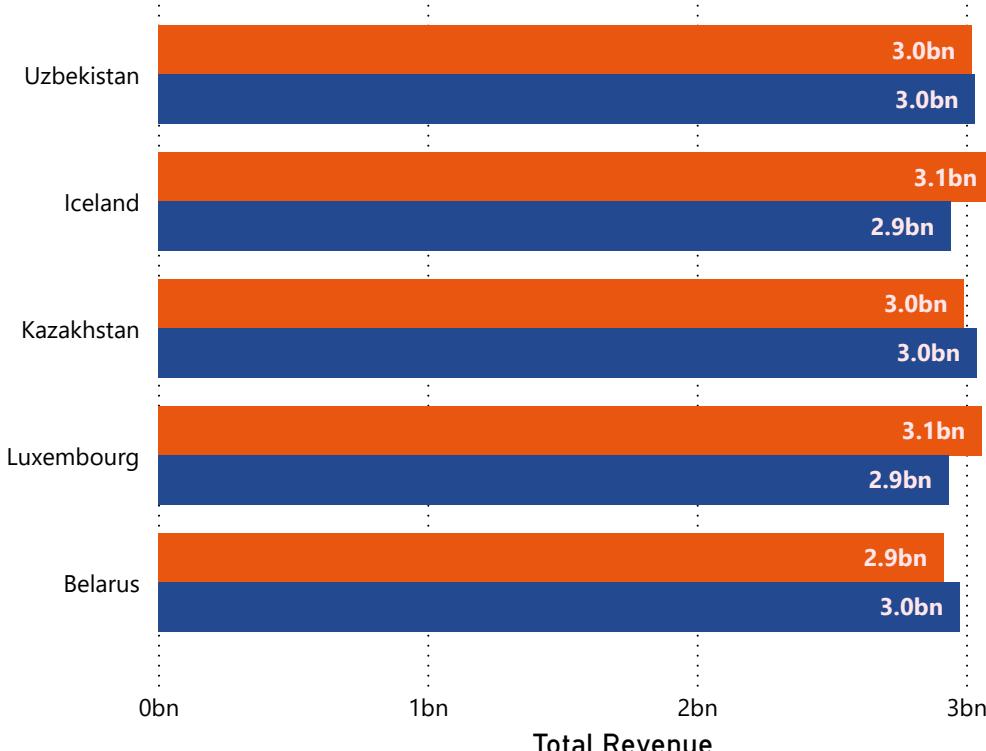
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015
- 2016

How efficient are our bottom markets?

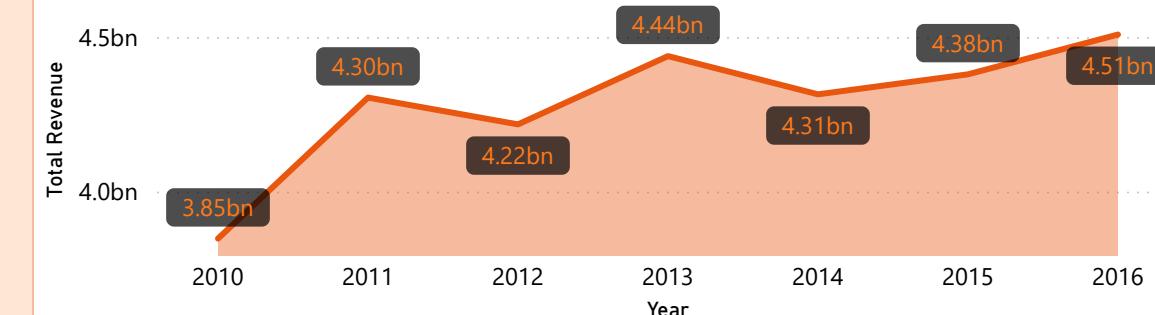
Select a Country

Bottom 5: Total Revenue + Channel Split

Sales Channel ● Offline ● Online



Annual Revenue

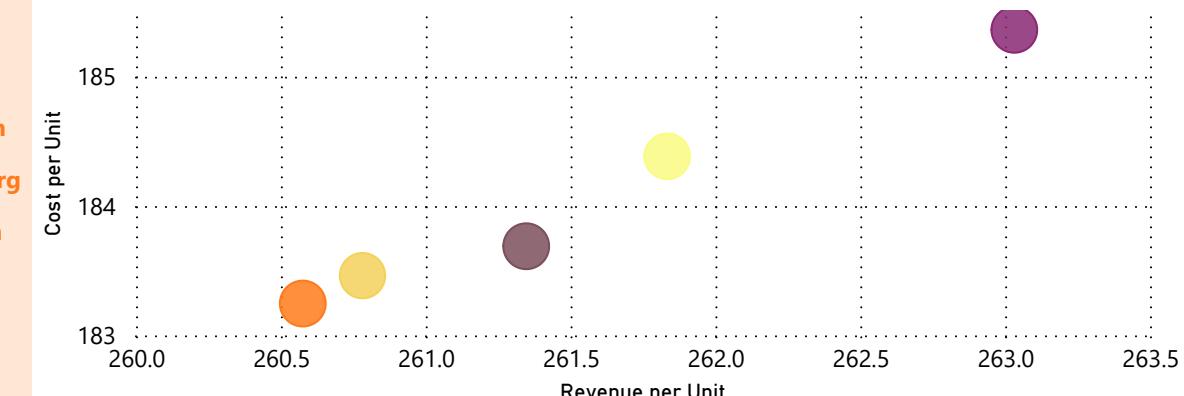


SELECT COUNTRY

- Belarus
- Iceland
- Kazakhstan
- Luxembourg
- Uzbekistan

Unit Economics vs. Units Sold

Country ● Belarus ● Iceland ● Kazakhstan ● Luxembourg ● Uzbekistan



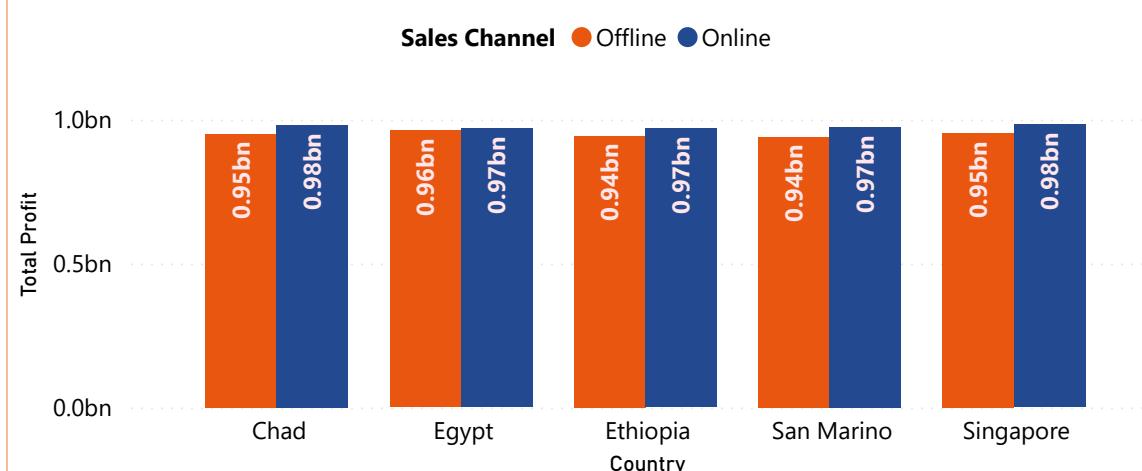


## Top 5 Countries by Efficiency in All Years

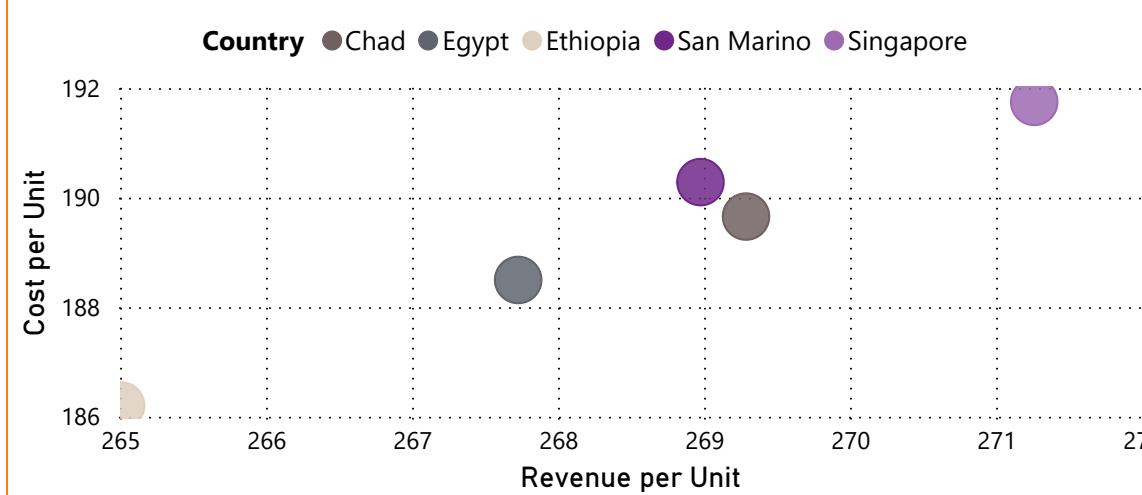


Which countries are producing the most profits?

Top 5: Total Profit + Channel Split



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



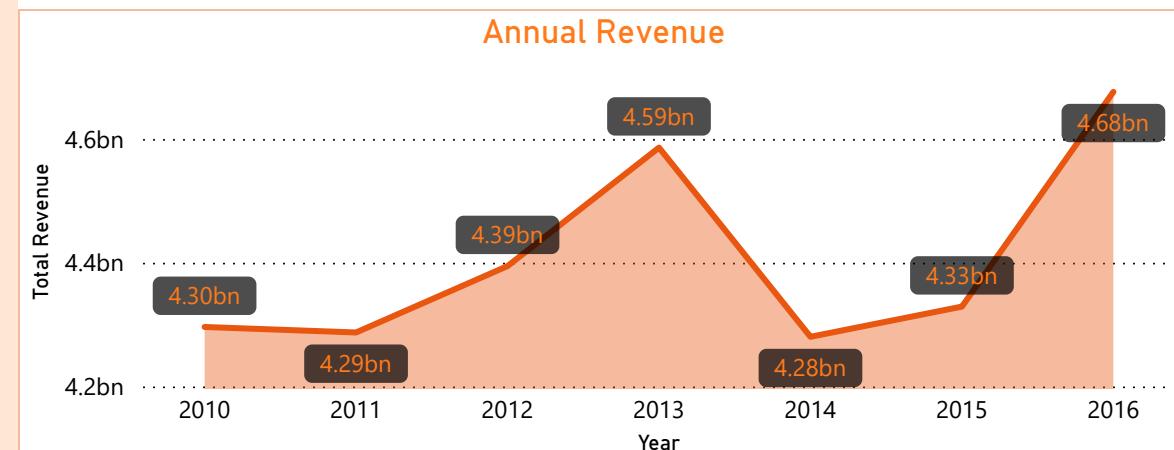
SELECT YEAR

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

SELECT COUNTRY

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

How much revenue are our efficient markets generating?



Select a Country

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

