**United Kingdom (UK, Ireland)**

**2024 Performance Analysis**

* **Total Sales: €309,687.5k (Stable monthly growth: +3%).**
* **Total Costs: €89,761.9k (Minimal fluctuations: +1% monthly).**
* **Net Margin: 71% (Best-performing region).**

**2025 Targets**

* **Sales Growth: €318,978.1k.**
* **Cost Control: €91,108.3k.**
* **Net Margin: 72% (+1 point).**

**Operational Recommendations**

1. **AI-Driven Route Optimization rollout in Q1 (Jan-Mar).  
   *Key Indicator*: General Costs (-2%).**
2. **Business Mobility Pass launch in March for corporate clients.  
   *Key Indicator*: Commercial Revenues - Contractual Commitment (+5%).**