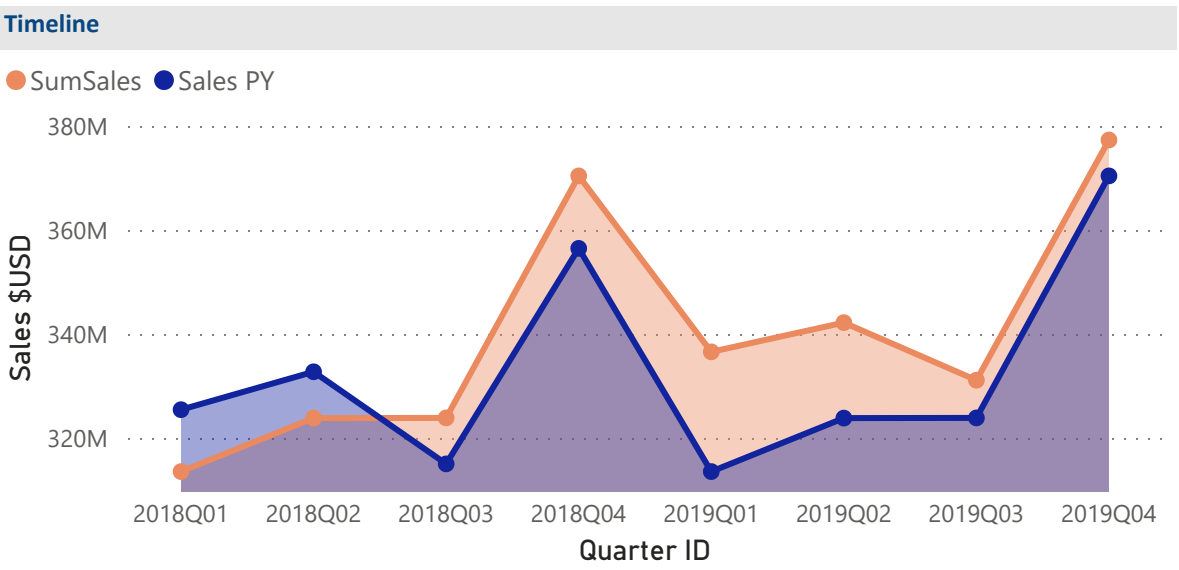
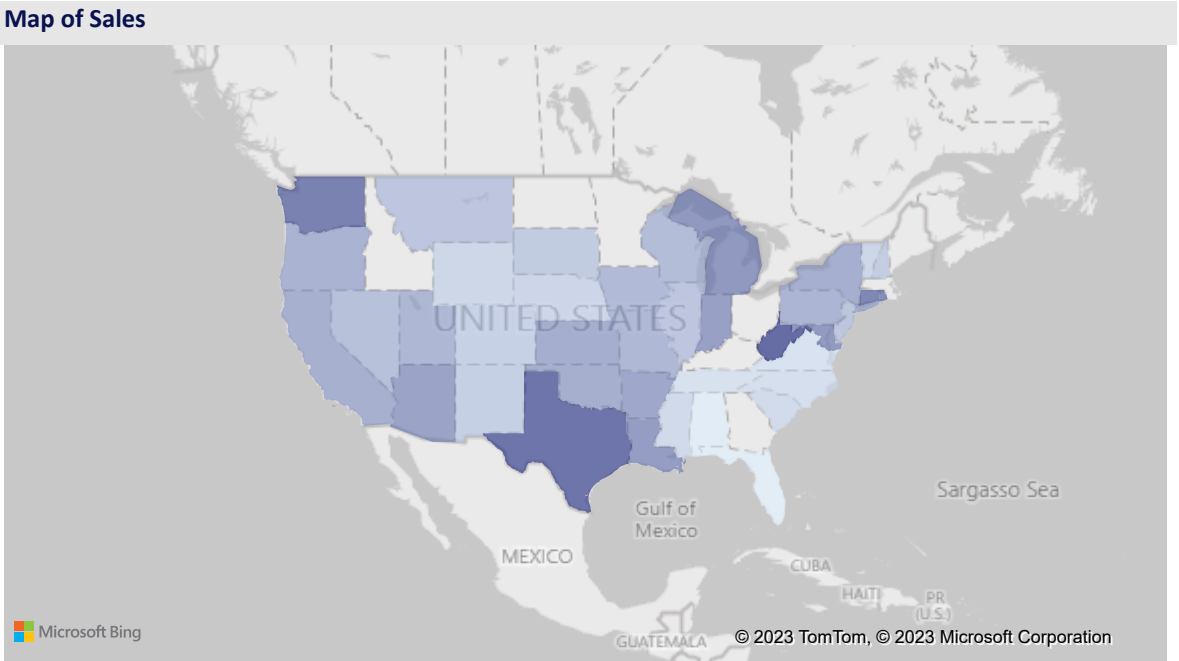


Key KPIs



P&L Breakdown by Period					
	2019Q01	2019Q02	2019Q03	2019Q04	Total
Sales	336,557,733	342,184,247	331,104,385	377,312,045	1,387,158,410
COGS	150,702,583	153,499,904	148,263,188	169,290,018	621,755,693
GM	185,855,150	188,684,343	182,841,197	208,022,027	765,402,717
GM%	55.22%	55.14%	55.22%	55.13%	55.18%
....					
Rent	71,626,057	72,538,707	70,207,847	80,292,688	294,665,299
Wages	56,595,589	58,116,812	56,160,296	63,952,235	234,824,932
Other costs	4,223,309	4,202,704	4,220,245	4,202,510	16,848,768
EBIT	53,410,195	53,826,120	52,252,809	59,574,594	219,063,718
EBIT%	15.87%	15.73%	15.78%	15.79%	15.79%



Store Breakdown By Department and Product Group

2019

Department

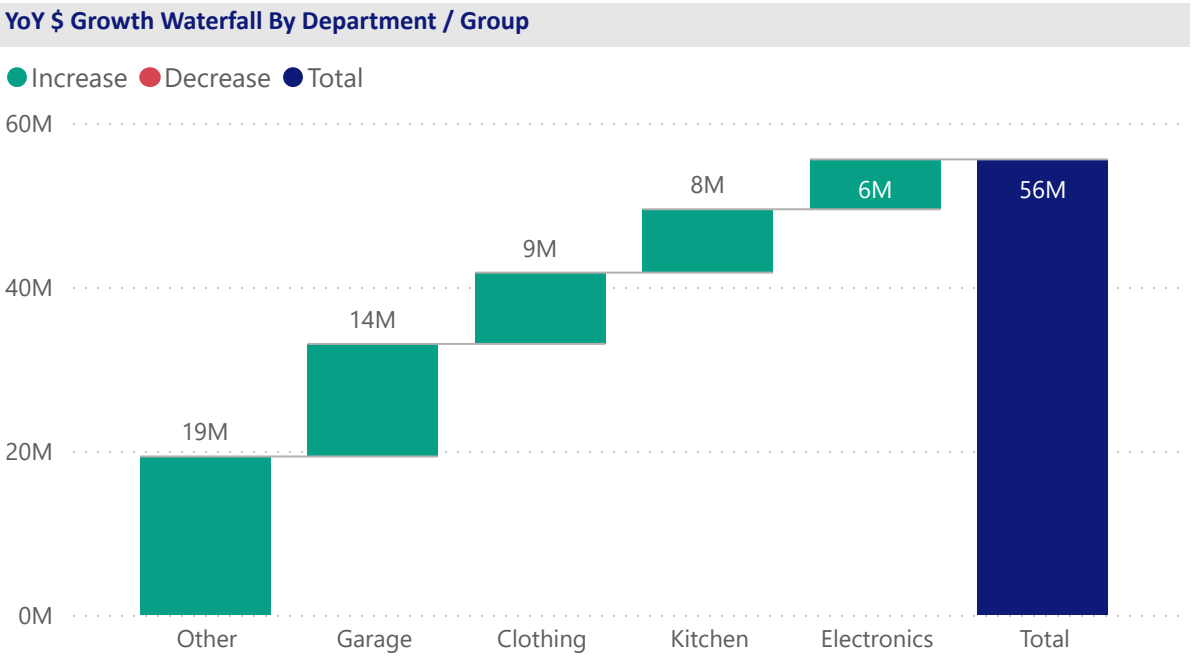
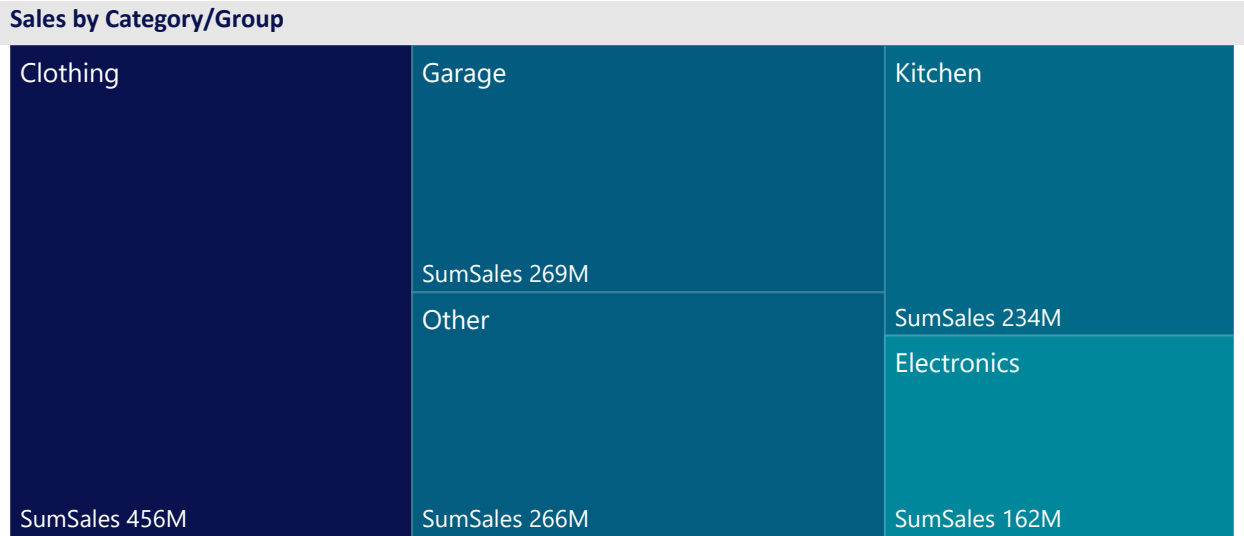
StoreID

State

All

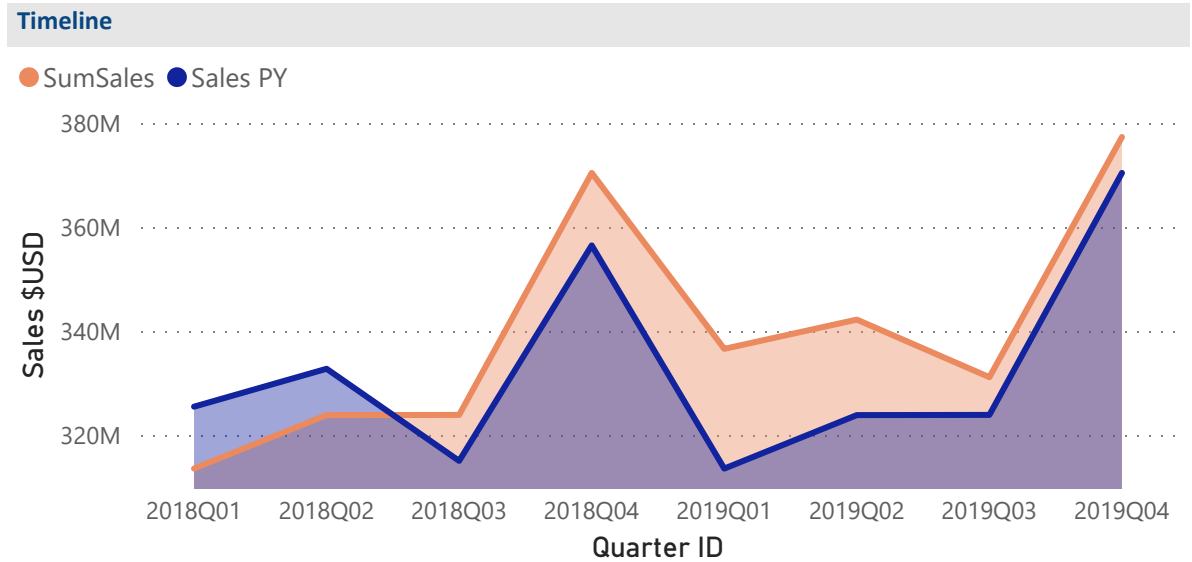
All

All



Sales Breakdown by Department

Department	SumSales	.... Sales PY	YoY Growth %	GM%	GM YoY Grwoth
⊕ Clothing	455,705,968	447,011,658	1.94%	57.00%	2.55%
⊕ Garage	269,438,843	255,709,081	5.37%	52.50%	-3.28%
⊕ Other	266,357,165	247,026,914	7.83%	49.24%	1.09%
⊕ Kitchen	233,681,323	225,957,589	3.42%	58.68%	2.93%
⊕ Electronics	161,975,111	155,888,831	3.90%	59.22%	1.25%
Total	1,387,158,410	1,331,594,073	4.17%	55.18%	1.01%



Top Performing Product Groups

2019

Department

☐ Clothing

☐ Electronics

☐ Garage

☐ Kitchen

☐ Other

StoreID

All

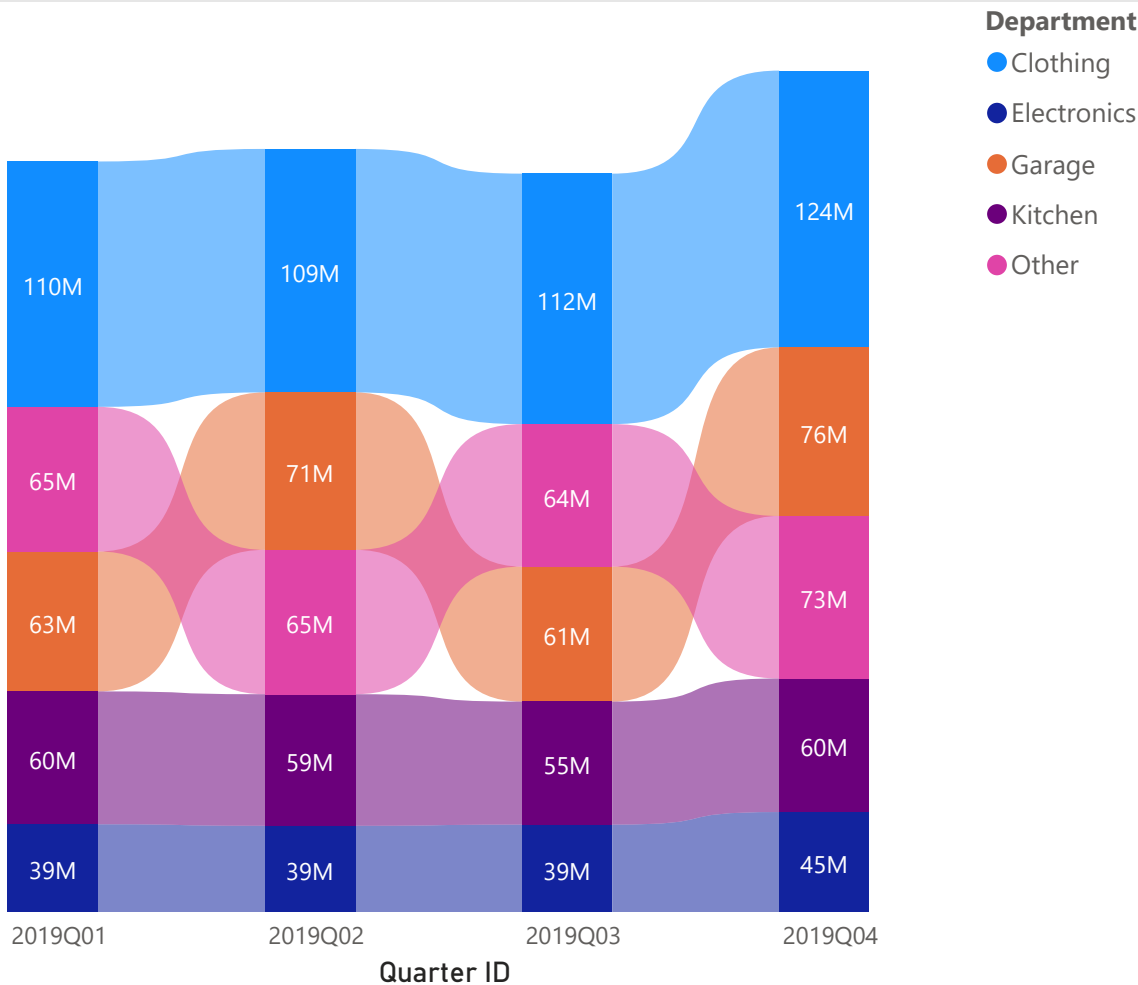
StoreType

All

State

All

Top Performing Product Groups Over Time



Top Product Groups By Sales				
Group & Dept	SumSales	SalesShare	Sales YoY Growth %	Sales YoY Growth\$
Kitchens : Kitchen	138,423,262	10.0%	4.54%	6,005,899
Garden Appliances : Other	107,376,254	7.7%	10.08%	9,828,879
Womens : Clothing	101,591,756	7.3%	4.89%	4,734,123
Bicycle Storage : Garage	72,628,199	5.2%	9.01%	6,004,461
Accessories : Clothing	71,664,804	5.2%	9.28%	6,084,003
Girls : Clothing	59,874,485	4.3%	5.60%	3,175,599
Laptops : Electronics	49,550,361	3.6%	1.20%	587,404
Misc : Clothing	48,588,332	3.5%	12.15%	5,264,509
Mens : Clothing	48,558,871	3.5%	13.49%	5,773,176
Assorted Food : Other	48,254,237	3.5%	8.42%	3,746,277
Total	746,510,560	53.8%	7.36%	51,204,328

Worst Performing Product Groups By % Sales Growth				
Group & Dept	SumSales	SalesShare	Sales YoY Growth %	Sales YoY Growth\$
Infants : Clothing	7,202,501	0.5%	-25.78%	-2,501,571
Sports : Clothing	47,504,070	3.4%	-16.92%	-9,675,590
Food Storage : Kitchen	3,249,846	0.2%	-16.17%	-626,898
Dishware : Kitchen	13,025,413	0.9%	-11.17%	-1,637,285
Small Storage : Garage	29,779,949	2.1%	-8.80%	-2,873,243
Cutlery : Kitchen	4,668,307	0.3%	-8.58%	-438,276
Boys : Clothing	45,261,912	3.3%	-7.31%	-3,570,333
Appliances : Kitchen	9,973,992	0.7%	-4.25%	-442,614
Bicycle Accessories : Garage	32,700,783	2.4%	-3.82%	-1,299,248
Unisex : Clothing	25,459,237	1.8%	-2.26%	-589,605
Total	218,826,010	15.8%	-9.76%	-23,654,664



## **Wyoming Top sellers experiencing decline in YoY Sales Growth**