

SALES AND PROFIT REPORT

\$127.93M

1.13M

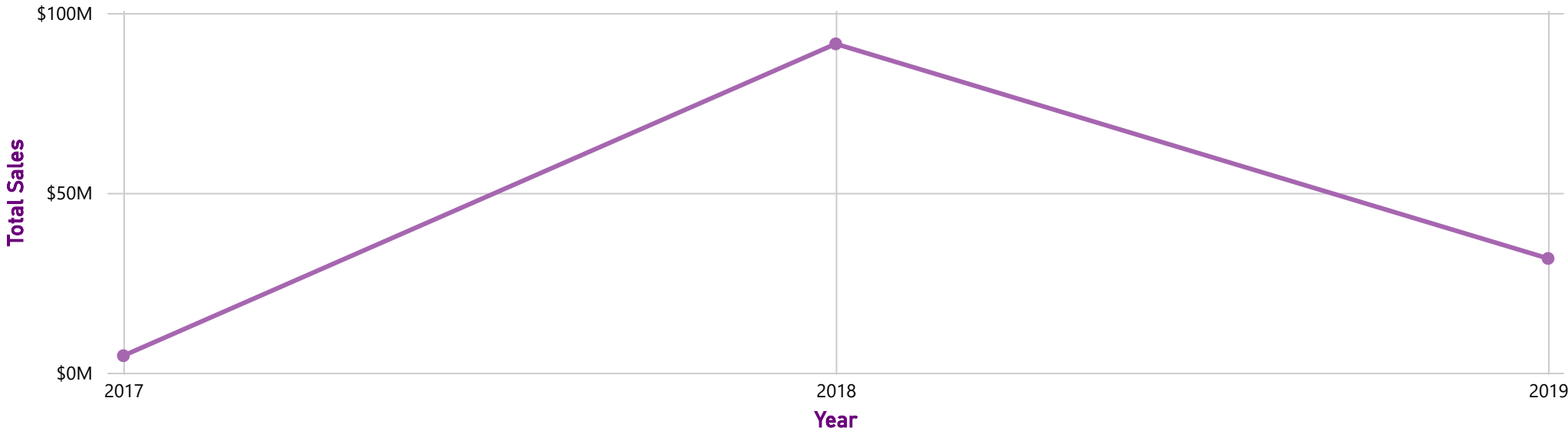
\$16.89M

Sales

Quantity

Profit

Total Sales by Year

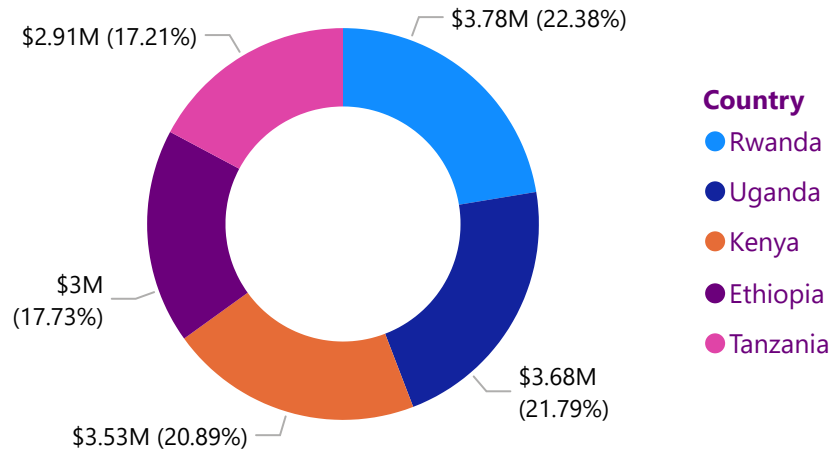


Total Sales by Segment and Country

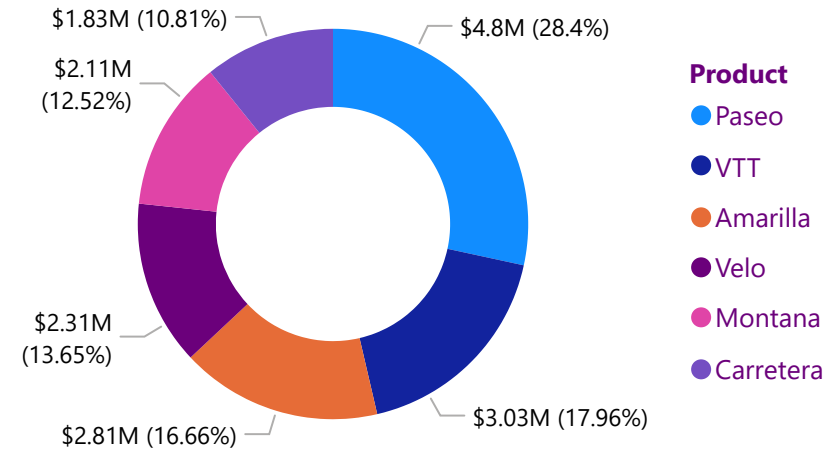
Segment	Ethiopia	Kenya	Rwanda	Tanzania	Uganda	Total
Government	\$9,192,165	\$11,645,357	\$12,916,348.5	\$10,637,844	\$12,011,352	\$56,403,066.5
Small Business	\$12,461,400	\$9,932,100	\$7,966,650	\$7,714,500	\$7,867,050	\$45,941,700
Enterprise	\$4,714,312.5	\$4,259,375	\$4,152,750	\$3,579,750	\$4,362,812.5	\$21,069,000
Midmarket	\$507,322.5	\$566,587.5	\$643,890	\$540,885	\$323,985	\$2,582,670
Channel Partners	\$394,158	\$528,744	\$402,036	\$253,956	\$356,268	\$1,935,162
Total	\$27,269,358	\$26,932,163.5	\$26,081,674.5	\$22,726,935	\$24,921,467.5	\$127,931,598.5

- .The highest number of sales was recorded in 2018
- .Sales through the government account for 44% of the total sales, topping the segment section.
- .Ethiopia, Kenya and Uganda register the top three sales in the East African region.

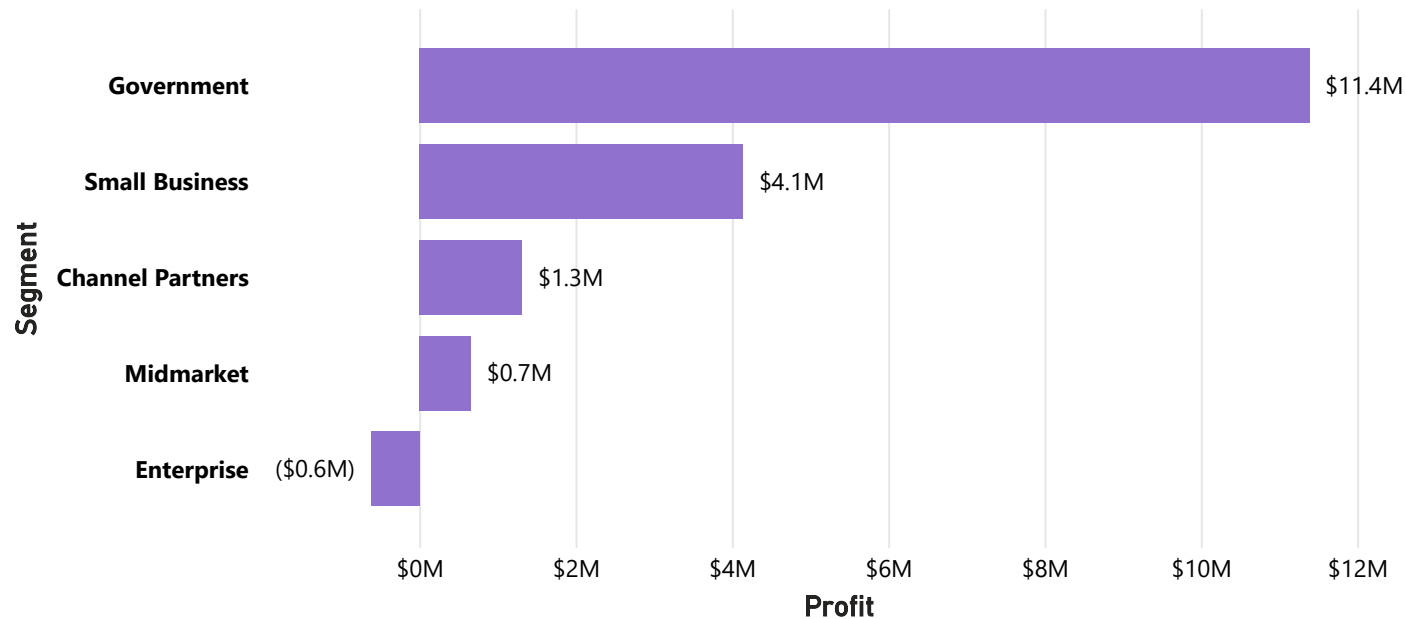
Profit by Country



Profit by Product



Profit by Segment



- Paseo product registered the highest profits, almost double of the other products.
- The enterprise segment registers a loss while sales through the government recorded the most profits, over double that of small business that came second.