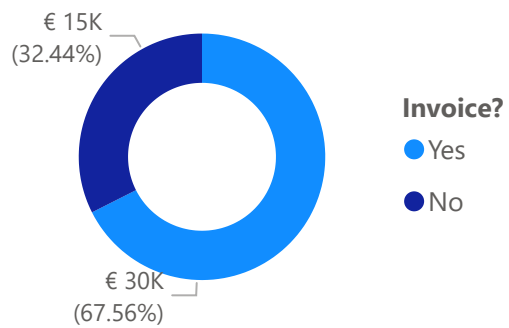
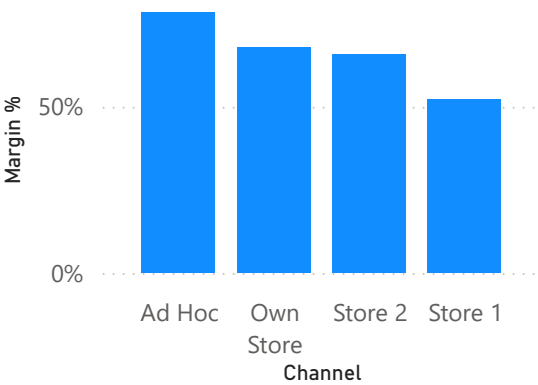


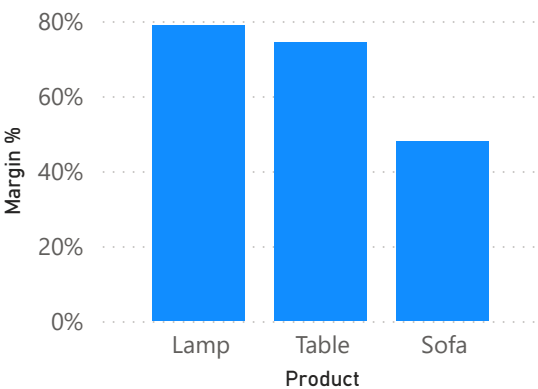
Revenue With & Without Invoice



Margin % by Channel



Margin % by Product



€ 45K

Total Revenue

€ 30K

Total Profit

66.69%

Margin %

200.2%

Mark Up %

26

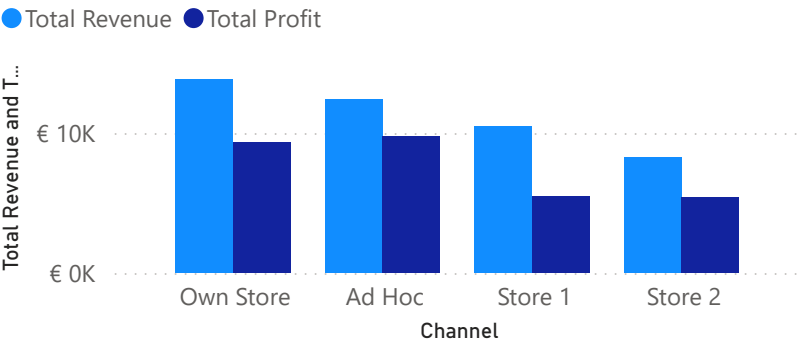
Total Units Sold

2.24K

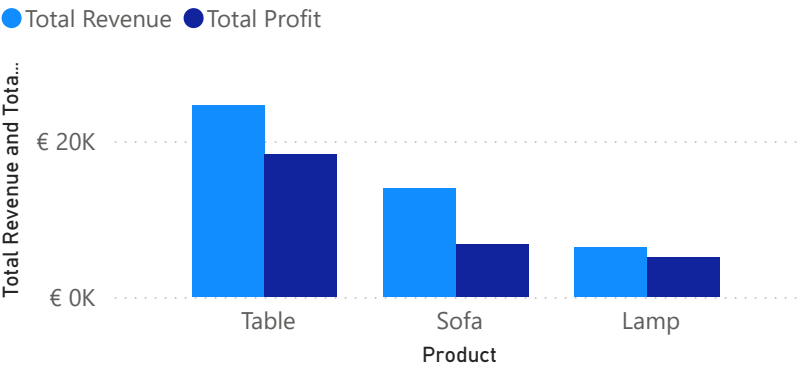
Average Sale

| Year | Units Sold | Total Revenue | Profit | Margin % |
|----------|------------|---------------|----------|----------|
| 2024 | 4 | € 6,990 | € 5,073 | 72.58% |
| 2025 | 22 | € 37,890 | € 24,858 | 65.61% |
| January | 5 | € 7,100 | € 5,422 | 76.37% |
| February | 3 | € 3,860 | € 2,518 | 65.23% |
| March | 6 | € 10,760 | € 5,970 | 55.48% |
| April | 3 | € 6,100 | € 4,758 | 78.00% |
| May | 5 | € 10,070 | € 6,190 | 61.47% |
| Total | 26 | € 44,880 | € 29,931 | 66.69% |

Total Revenue and Total Profit by Channel



Total Revenue and Total Profit by Product



Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

No

Yes

Choose Date

All

Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

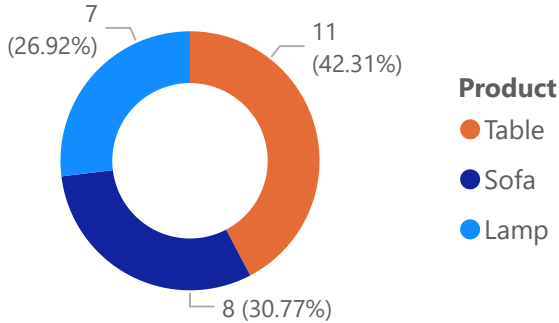
No

Yes

Choose Date

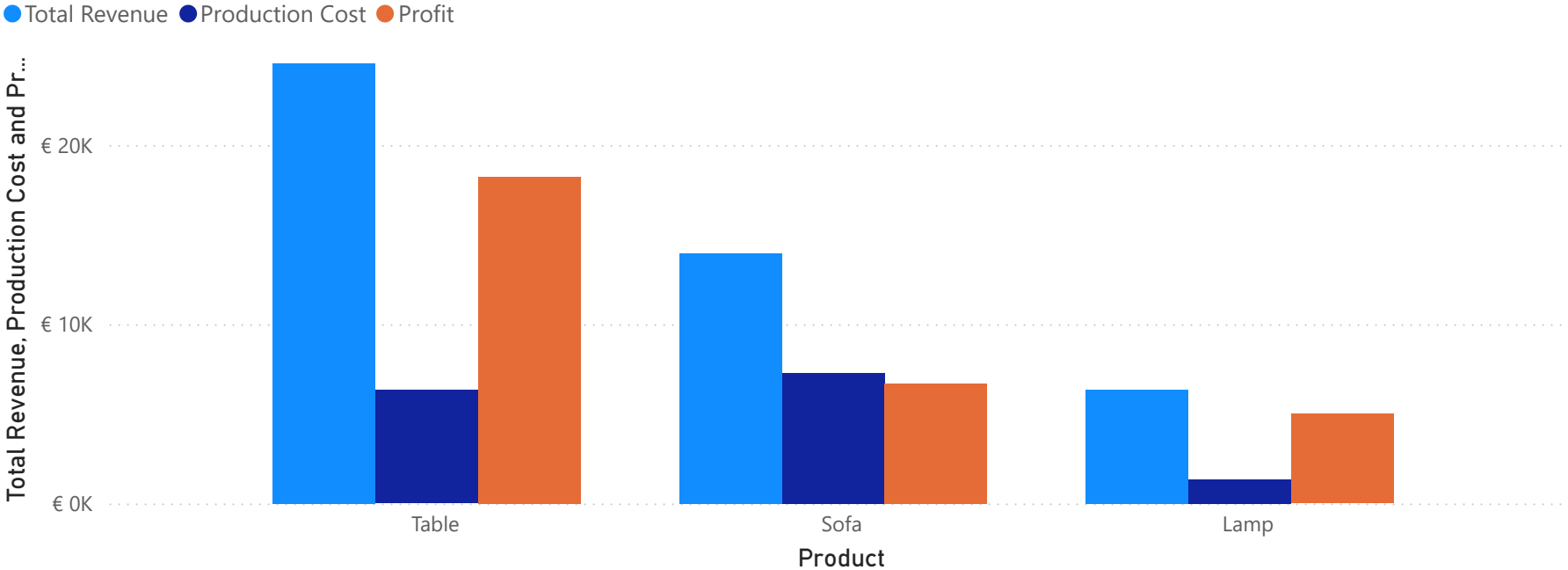
All

Total Units Sold by Product



| Product | Total Revenue | Production Cost | Profit | Margin % |
|---------|---------------|-----------------|----------|----------|
| Lamp | € 6,350 | € 1,344 | € 5,006 | 78.83% |
| Sofa | € 13,970 | € 7,280 | € 6,690 | 47.89% |
| Table | € 24,560 | € 6,325 | € 18,235 | 74.25% |
| Total | € 44,880 | € 14,949 | € 29,931 | 66.69% |

Total Revenue, Production Cost and Profit by Product



Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

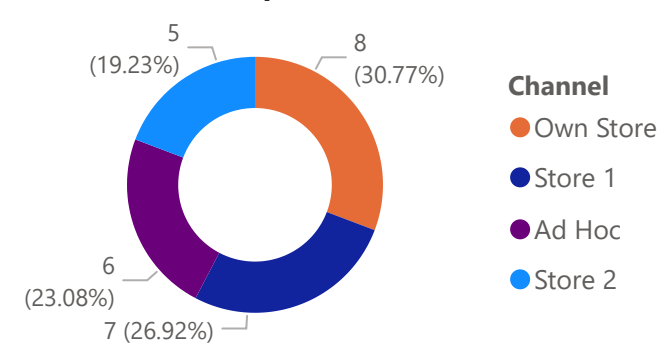
No

Yes

Choose Date

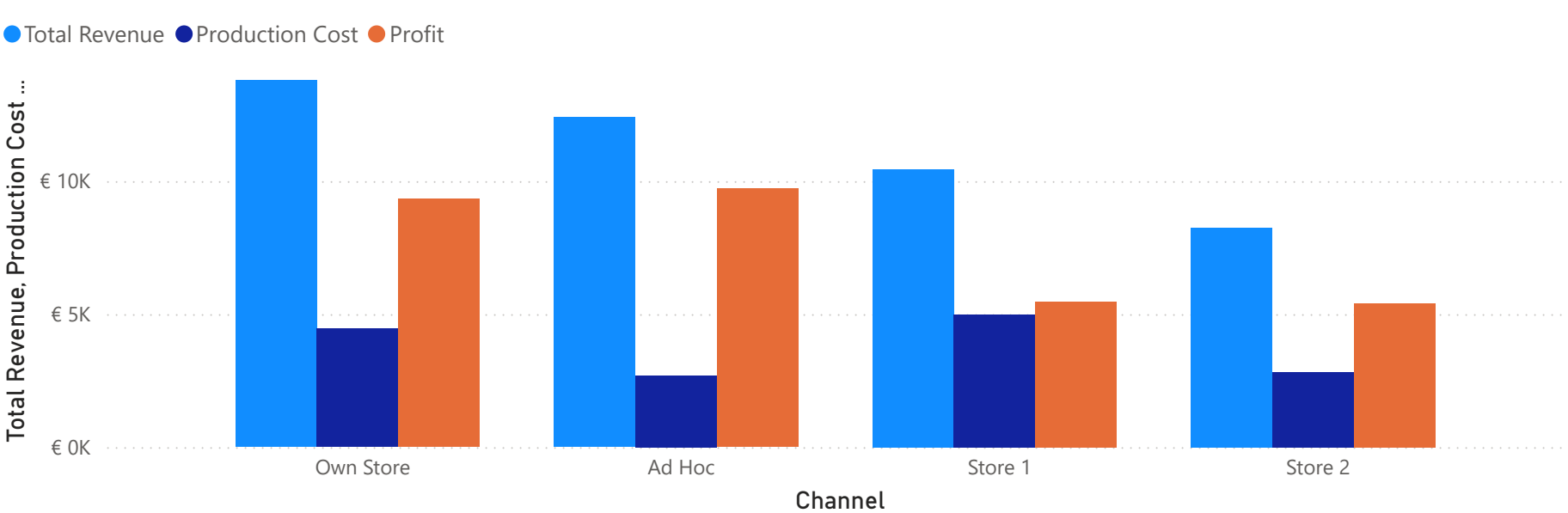
All

Total Units Sold by Channel



| Channel | Total Revenue | Production Cost | Profit | Margin % |
|-----------|---------------|-----------------|----------|----------|
| Own Store | € 13,790 | € 4,456 | € 9,334 | 67.69% |
| Ad Hoc | € 12,400 | € 2,684 | € 9,716 | 78.35% |
| Store 1 | € 10,450 | € 4,982 | € 5,468 | 52.33% |
| Store 2 | € 8,240 | € 2,827 | € 5,413 | 65.69% |
| Total | € 44,880 | € 14,949 | € 29,931 | 66.69% |

Total Revenue, Production Cost and Profit by Channel



Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

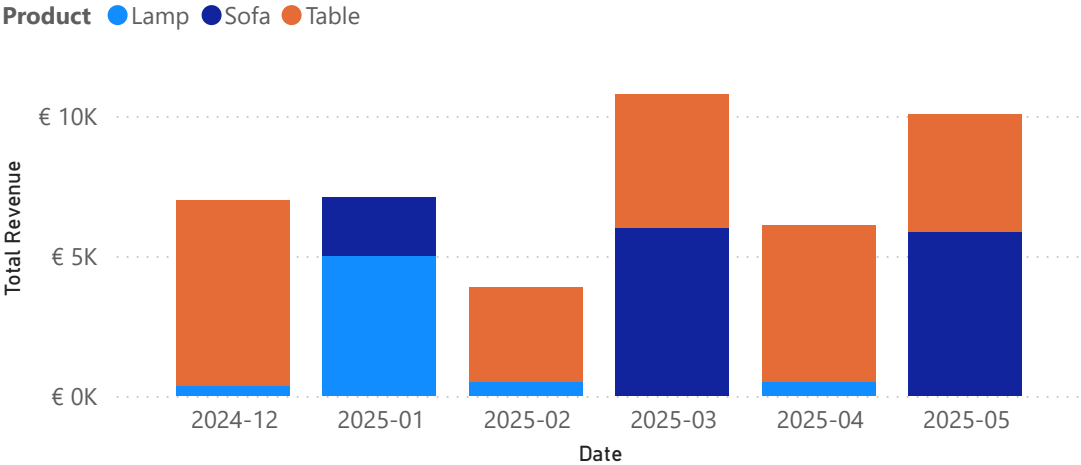
No

Yes

Choose Date

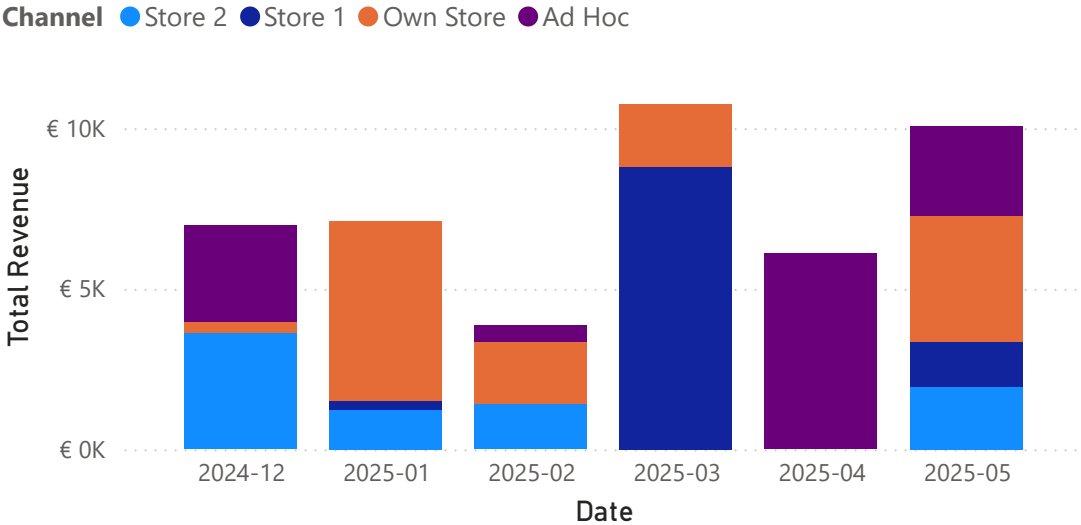
All

Total Revenue by Date and Product



| Date | Lamp | Sofa | Table | Total |
|---------|---------|----------|----------|----------|
| 2024-12 | € 350 | | € 6,640 | € 6,990 |
| 2025-01 | € 5,000 | € 2,100 | | € 7,100 |
| 2025-02 | € 500 | | € 3,360 | € 3,860 |
| 2025-03 | | € 6,000 | € 4,760 | € 10,760 |
| 2025-04 | € 500 | | € 5,600 | € 6,100 |
| 2025-05 | | € 5,870 | € 4,200 | € 10,070 |
| Total | € 6,350 | € 13,970 | € 24,560 | € 44,880 |

Total Revenue by Date and Channel



| Date | Ad Hoc | Own Store | Store 1 | Store 2 | Total |
|---------|----------|-----------|----------|---------|----------|
| 2024-12 | € 3,000 | € 350 | | € 3,640 | € 6,990 |
| 2025-01 | | € 5,600 | € 250 | € 1,250 | € 7,100 |
| 2025-02 | € 500 | € 1,960 | | € 1,400 | € 3,860 |
| 2025-03 | | € 1,960 | € 8,800 | | € 10,760 |
| 2025-04 | € 6,100 | | | | € 6,100 |
| 2025-05 | € 2,800 | € 3,920 | € 1,400 | € 1,950 | € 10,070 |
| Total | € 12,400 | € 13,790 | € 10,450 | € 8,240 | € 44,880 |

Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

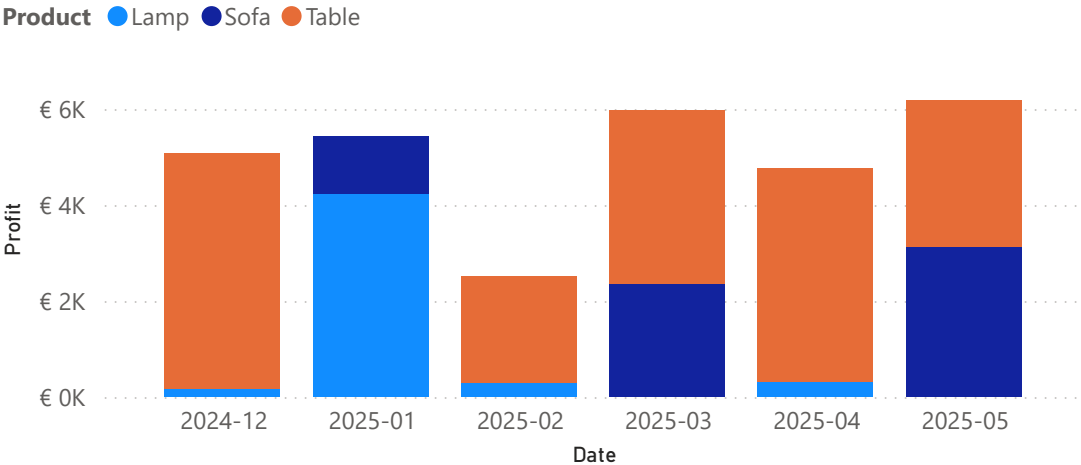
No

Yes

Choose Date

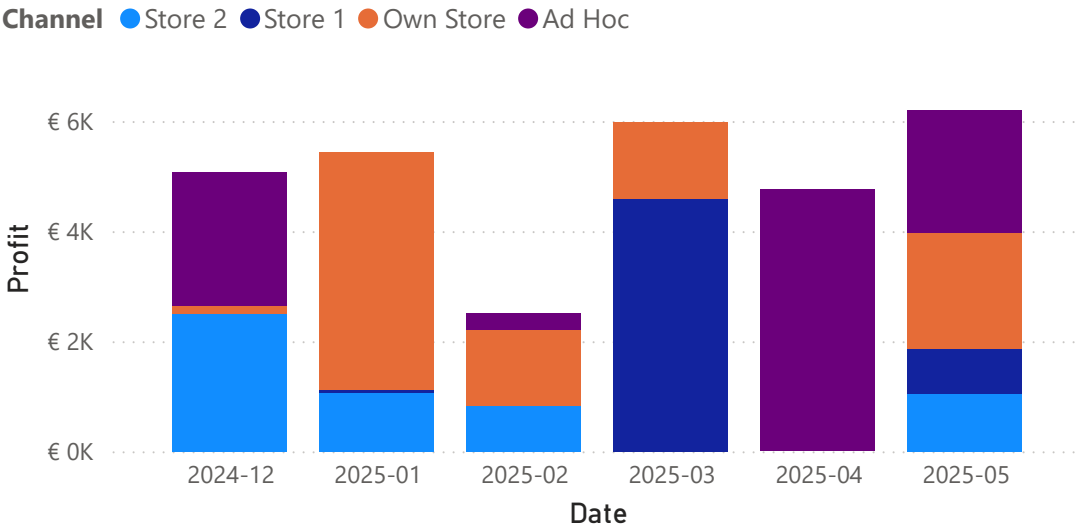
All

Profit by Date and Product



| Date | Lamp | Sofa | Table | Total |
|---------|---------|---------|----------|----------|
| 2024-12 | € 158 | | € 4,915 | € 5,073 |
| 2025-01 | € 4,232 | € 1,190 | | € 5,422 |
| 2025-02 | € 308 | | € 2,210 | € 2,518 |
| 2025-03 | | € 2,360 | € 3,610 | € 5,970 |
| 2025-04 | € 308 | | € 4,450 | € 4,758 |
| 2025-05 | | € 3,140 | € 3,050 | € 6,190 |
| Total | € 5,006 | € 6,690 | € 18,235 | € 29,931 |

Profit by Date and Channel



| Date | Ad Hoc | Own Store | Store 1 | Store 2 | Total |
|---------|---------|-----------|---------|---------|----------|
| 2024-12 | € 2,425 | € 158 | | € 2,490 | € 5,073 |
| 2025-01 | | € 4,306 | € 58 | € 1,058 | € 5,422 |
| 2025-02 | € 308 | € 1,385 | | € 825 | € 2,518 |
| 2025-03 | | € 1,385 | € 4,585 | | € 5,970 |
| 2025-04 | € 4,758 | | | | € 4,758 |
| 2025-05 | € 2,225 | € 2,100 | € 825 | € 1,040 | € 6,190 |
| Total | € 9,716 | € 9,334 | € 5,468 | € 5,413 | € 29,931 |

Channel

Ad Hoc

Store 1

Own Store

Store 2

Product

Lamp

Table

Sofa

INVOICE?

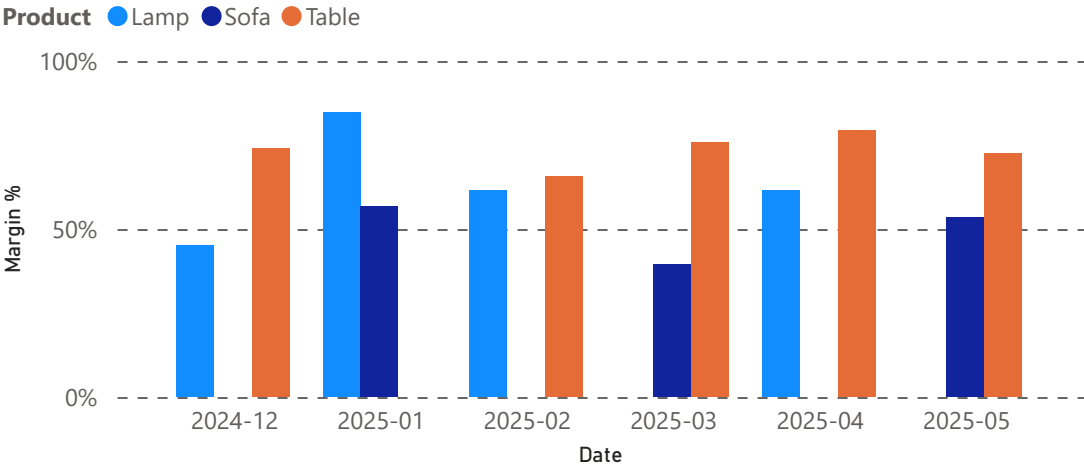
No

Yes

Choose Date

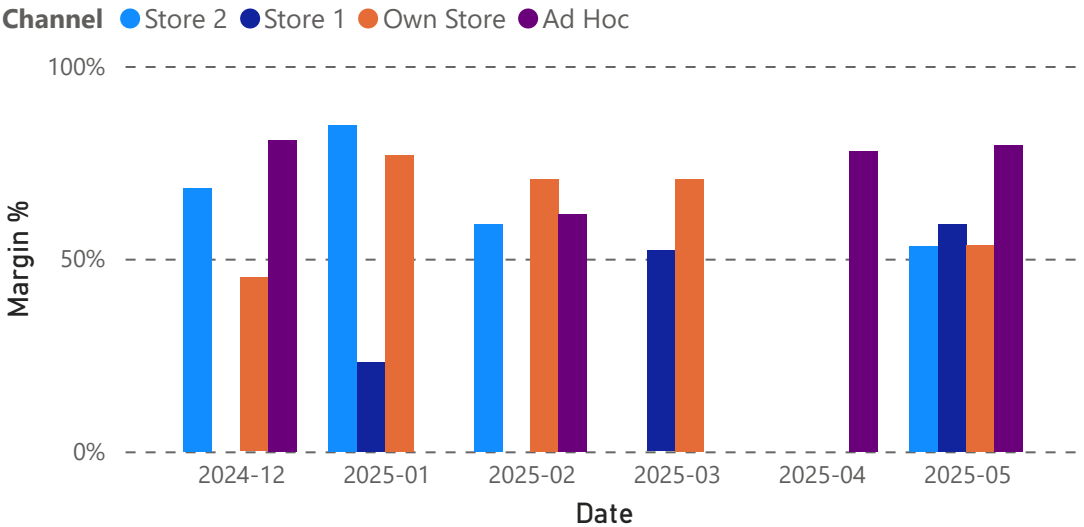
All

Margin % by Date and Product



| Date | Lamp | Sofa | Table | Total |
|---------|--------|--------|--------|--------|
| 2024-12 | 45.14% | | 74.02% | 72.58% |
| 2025-01 | 84.64% | 56.67% | | 76.37% |
| 2025-02 | 61.60% | | 65.77% | 65.23% |
| 2025-03 | | 39.33% | 75.84% | 55.48% |
| 2025-04 | 61.60% | | 79.46% | 78.00% |
| 2025-05 | | 53.49% | 72.62% | 61.47% |
| Total | 78.83% | 47.89% | 74.25% | 66.69% |

Margin % by Date and Channel



| Date | Ad Hoc | Own Store | Store 1 | Store 2 | Total |
|---------|--------|-----------|---------|---------|--------|
| 2024-12 | 80.83% | 45.14% | | 68.41% | 72.58% |
| 2025-01 | | 76.89% | 23.20% | 84.64% | 76.37% |
| 2025-02 | 61.60% | 70.66% | | 58.93% | 65.23% |
| 2025-03 | | 70.66% | 52.10% | | 55.48% |
| 2025-04 | 78.00% | | | | 78.00% |
| 2025-05 | 79.46% | 53.57% | 58.93% | 53.33% | 61.47% |
| Total | 78.35% | 67.69% | 52.33% | 65.69% | 66.69% |