

|           |                                 |                |                |                |  |         |            |
|-----------|---------------------------------|----------------|----------------|----------------|--|---------|------------|
|           |                                 |                |                |                |  |         |            |
| June 2025 | Materials                       | Table          | Sofa           | Lamp           |  | Product | Unit Price |
|           | Wood                            | 180€           | 100€           |                |  | Table   | €575.00    |
|           | Legs                            | 60€            | 15€            |                |  | Sofa    | €910.00    |
|           | Amount of Legs                  | 3              | 4              |                |  | Lamp    | €192.00    |
|           | Total Price of Legs             | 180€           | 60€            |                |  |         |            |
|           | Vernis                          | 70€            |                |                |  |         |            |
|           | Extra Raw materials (estimated) | €20.00         | €200.00        | 50€            |  |         |            |
|           | Textile                         |                | 300            |                |  |         |            |
|           | Aluminium                       |                |                | €60.00         |  |         |            |
|           | Bulb                            |                |                | €7.00          |  |         |            |
|           | <b>Total cost of Materials</b>  | <b>€450.00</b> | <b>€660.00</b> | <b>€117.00</b> |  |         |            |
|           |                                 |                |                |                |  |         |            |
|           | Labor Hour                      | €25.00         | €25.00         | €25.00         |  |         |            |
|           | Hours                           | 5              | 10             | 3              |  |         |            |
|           | <b>Total Production Cost</b>    | <b>€125.00</b> | <b>€250.00</b> | <b>€75.00</b>  |  |         |            |
|           |                                 |                |                |                |  |         |            |
|           | <b>Unit Cost</b>                | <b>€575.00</b> | <b>€910.00</b> | <b>€192.00</b> |  |         |            |
|           |                                 |                |                |                |  |         |            |
|           | Unit Price                      | €2,800.00      | €3,000.00      | €500.00        |  |         |            |
|           | Profit per Unit                 | €2,225.00      | €2,090.00      | €308.00        |  |         |            |
|           | Margin                          | 79.46%         | 69.67%         | 61.60%         |  |         |            |

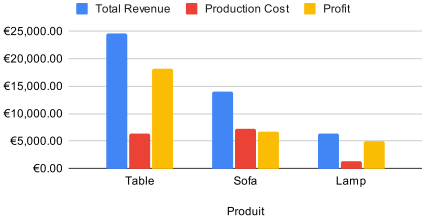
| 📅 Date     | Date (Month) | Product | Channel   | Invoice? | Units Sold | 💶 Unit Price | Channel Commission | Total Revenue | Production Cost | Profit    | % Mark Up | % Margin     |  |  |  |  |  |  |  |  |
|------------|--------------|---------|-----------|----------|------------|--------------|--------------------|---------------|-----------------|-----------|-----------|--------------|--|--|--|--|--|--|--|--|
| 12/23/2024 | 2024-12      | Table   | Ad Hoc    | No       | 1          | €3,000.00    | 0%                 | €3,000.00     | €575.00         | €2,425.00 | 421.7%    | 80.83333333% |  |  |  |  |  |  |  |  |
| 5/16/2025  | 2025-05      | Table   | Ad Hoc    | Yes      | 1          | €2,800.00    | 0%                 | €2,800.00     | €575.00         | €2,225.00 | 387.0%    | 79.46428571% |  |  |  |  |  |  |  |  |
| 3/6/2025   | 2025-03      | Sofa    | Store 1   | Yes      | 2          | €3,000.00    | 50%                | €3,000.00     | €1,820.00       | €1,180.00 | 205.2%    | 39.33333333% |  |  |  |  |  |  |  |  |
| 2/9/2025   | 2025-02      | Table   | Own Store | Yes      | 1          | €2,800.00    | 30%                | €1,960.00     | €575.00         | €1,385.00 | 240.9%    | 70.66326531% |  |  |  |  |  |  |  |  |
| 1/1/2025   | 2025-01      | Sofa    | Own Store | Yes      | 1          | €3,000.00    | 30%                | €2,100.00     | €910.00         | €1,190.00 | 207.0%    | 56.66666667% |  |  |  |  |  |  |  |  |
| 3/18/2025  | 2025-03      | Table   | Own Store | No       | 1          | €2,800.00    | 30%                | €1,960.00     | €575.00         | €1,385.00 | 240.9%    | 70.66326531% |  |  |  |  |  |  |  |  |
| 12/10/2024 | 2024-12      | Lamp    | Own Store | No       | 1          | €500.00      | 30%                | €350.00       | €192.00         | €158.00   | 27.5%     | 45.14285714% |  |  |  |  |  |  |  |  |
| 3/25/2025  | 2025-03      | Sofa    | Store 1   | Yes      | 2          | €3,000.00    | 50%                | €3,000.00     | €1,820.00       | €1,180.00 | 205.2%    | 39.33333333% |  |  |  |  |  |  |  |  |
| 1/25/2025  | 2025-01      | Lamp    | Store 1   | Yes      | 1          | €500.00      | 50%                | €250.00       | €192.00         | €58.00    | 10.1%     | 23.2%        |  |  |  |  |  |  |  |  |
| 4/29/2025  | 2025-04      | Lamp    | Ad Hoc    | No       | 1          | €500.00      | 0%                 | €500.00       | €192.00         | €308.00   | 53.6%     | 61.6%        |  |  |  |  |  |  |  |  |
| 12/30/2024 | 2024-12      | Table   | Store 2   | Yes      | 2          | €2,800.00    | 35%                | €3,640.00     | €1,150.00       | €2,490.00 | 433.0%    | 68.40659341% |  |  |  |  |  |  |  |  |
| 5/25/2025  | 2025-05      | Sofa    | Store 2   | Yes      | 1          | €3,000.00    | 35%                | €1,950.00     | €910.00         | €1,040.00 | 180.9%    | 53.33333333% |  |  |  |  |  |  |  |  |
| 4/3/2025   | 2025-04      | Table   | Ad Hoc    | No       | 2          | €2,800.00    | 0%                 | €5,600.00     | €1,150.00       | €4,450.00 | 773.9%    | 79.46428571% |  |  |  |  |  |  |  |  |
| 2/28/2025  | 2025-02      | Lamp    | Ad Hoc    | No       | 1          | €500.00      | 0%                 | €500.00       | €192.00         | €308.00   | 53.6%     | 61.6%        |  |  |  |  |  |  |  |  |
| 1/17/2025  | 2025-01      | Lamp    | Store 2   | No       | 1          | €2,500.00    | 50%                | €1,250.00     | €192.00         | €1,058.00 | 184.0%    | 84.64%       |  |  |  |  |  |  |  |  |
| 2/28/2025  | 2025-02      | Table   | Store 2   | Yes      | 1          | €2,800.00    | 50%                | €1,400.00     | €575.00         | €825.00   | 143.5%    | 58.92857143% |  |  |  |  |  |  |  |  |
| 5/24/2025  | 2025-05      | Table   | Store 1   | No       | 1          | €2,800.00    | 50%                | €1,400.00     | €575.00         | €825.00   | 143.5%    | 58.92857143% |  |  |  |  |  |  |  |  |
| 3/17/2025  | 2025-03      | Table   | Store 1   | Yes      | 1          | €2,800.00    | 0%                 | €2,800.00     | €575.00         | €2,225.00 | 387.0%    | 79.46428571% |  |  |  |  |  |  |  |  |
| 5/18/2025  | 2025-05      | Sofa    | Own Store | Yes      | 2          | €2,800.00    | 30%                | €3,920.00     | €1,820.00       | €2,100.00 | 365.2%    | 53.57142857% |  |  |  |  |  |  |  |  |
| 1/19/2025  | 2025-01      | Lamp    | Own Store | Yes      | 2          | €2,500.00    | 30%                | €3,500.00     | €384.00         | €3,116.00 | 541.9%    | 89.02857143% |  |  |  |  |  |  |  |  |
|            |              |         |           |          |            |              |                    |               |                 | 0         |           | #DIV/0!      |  |  |  |  |  |  |  |  |

| Product | Units Sold | Total Revenue | Production Cost | Profit     | % Mark Up | % Margin     |
|---------|------------|---------------|-----------------|------------|-----------|--------------|
| Table   | 11         | €24,560.00    | €6,325.00       | €18,235.00 | 288.3%    | 74.24674267% |
| Sofa    | 8          | €13,970.00    | €7,280.00       | €6,690.00  | 91.9%     | 47.88833214% |
| Lamp    | 7          | €6,350.00     | €1,344.00       | €5,006.00  | 372.5%    | 78.83464567% |
| TOTAL   | 26         | €44,880.00    | €14,949.00      | €29,931.00 | 200.2%    | 66.69117647% |

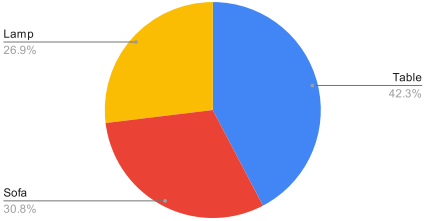
| Channel   | Units Sold | Total Revenue | Production Cost | Profit     | % Mark Up | % Margin     |
|-----------|------------|---------------|-----------------|------------|-----------|--------------|
| Ad Hoc    | 6          | €12,400.00    | €2,684.00       | €9,716.00  | 362.0%    | 78.35483871% |
| Own Store | 8          | €13,790.00    | €4,456.00       | €9,334.00  | 209.5%    | 67.68672951% |
| Store 1   | 7          | €10,450.00    | €4,982.00       | €5,468.00  | 109.8%    | 52.32535885% |
| Store 2   | 5          | €8,240.00     | €2,827.00       | €5,413.00  | 191.5%    | 65.69174757% |
| TOTAL     | 26         | €44,880.00    | €14,949.00      | €29,931.00 | 200.2%    | 66.69117647% |

| Product | With Invoice | Without Invoice |
|---------|--------------|-----------------|
| Table   | €12,600.00   | €11,960.00      |
| Sofa    | €13,970.00   | €0.00           |
| Lamp    | €3,750.00    | €2,600.00       |
| TOTAL   | €30,320.00   | €14,560.00      |
|         | 67.56%       | 32.44%          |

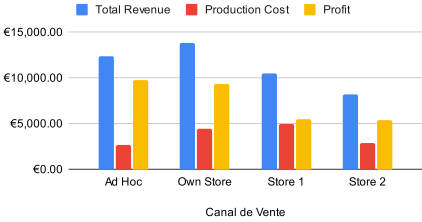
Revenue, Costs & Profit per Product



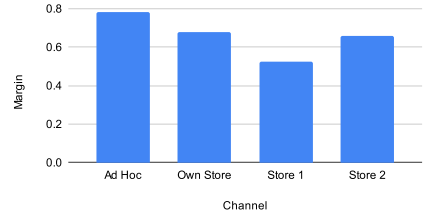
Units Sold per Product



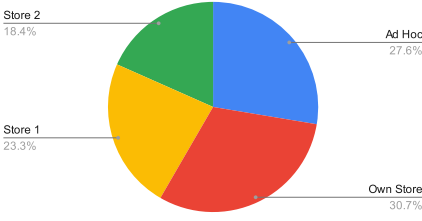
Revenue, Cost & Profit per Channel



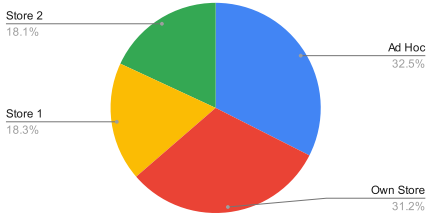
Margin by Sales Channel



Channel Sales vs Total Revenue



Channel Profit vs Total Profit



| Revenu par mois | Channel   |           |           |           |
|-----------------|-----------|-----------|-----------|-----------|
| Date (Month)    | Ad Hoc    | Own Store | Store 1   | Store 2   |
| 2024-12         | €3,000.00 | €350.00   |           | €3,640.00 |
| 2025-01         |           | €5,600.00 | €250.00   | €1,250.00 |
| 2025-02         | €500.00   | €1,960.00 |           | €1,400.00 |
| 2025-03         |           | €1,960.00 | €8,800.00 |           |
| 2025-04         | €6,100.00 |           |           |           |
| 2025-05         | €2,800.00 | €3,920.00 | €1,400.00 | €1,950.00 |

| Date (Month) | Revenue    | Cost      | Profit    | Margin  |
|--------------|------------|-----------|-----------|---------|
|              | 0          | 0         | 0         | #DIV/0! |
| 2024-12      | €6,990.00  | €1,917.00 | €5,073.00 | 72.58%  |
| 2025-01      | €7,100.00  | €1,678.00 | €5,422.00 | 76.37%  |
| 2025-02      | €3,860.00  | €1,342.00 | €2,518.00 | 65.23%  |
| 2025-03      | €10,760.00 | €4,790.00 | €5,970.00 | 55.48%  |
| 2025-04      | €6,100.00  | €1,342.00 | €4,758.00 | 78.00%  |
| 2025-05      | €10,070.00 | €3,880.00 | €6,190.00 | 61.47%  |

