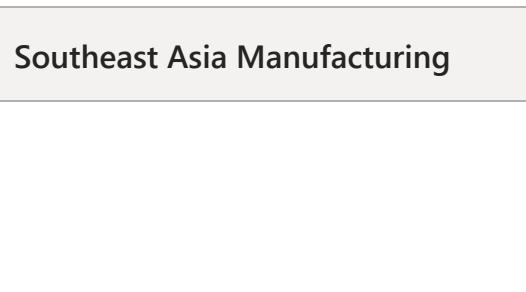
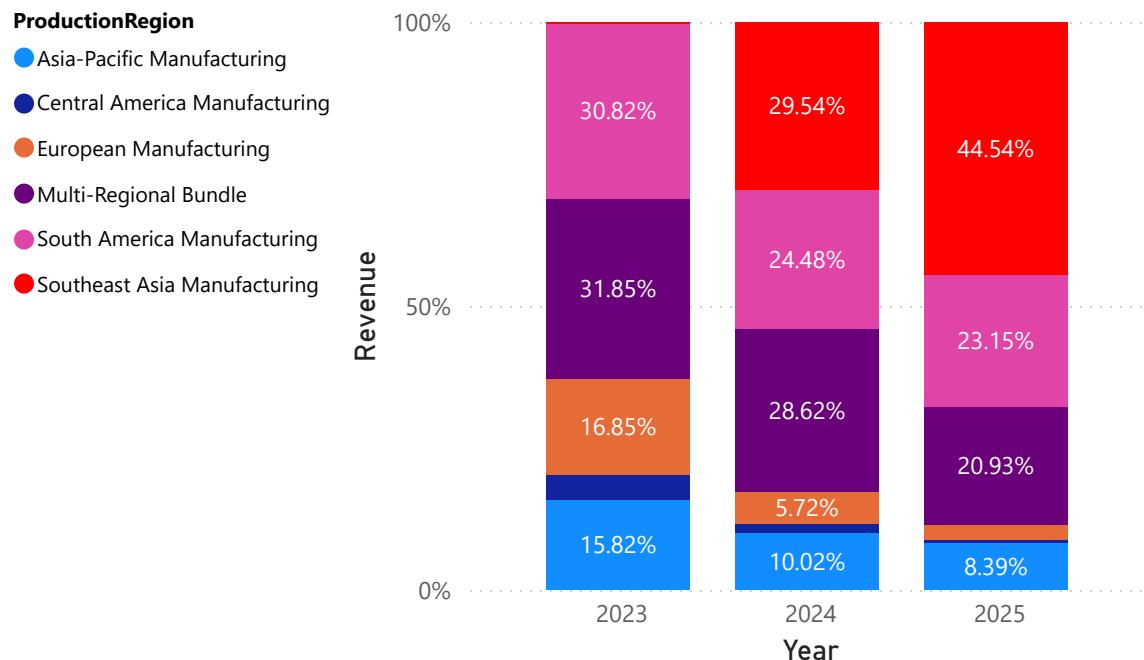
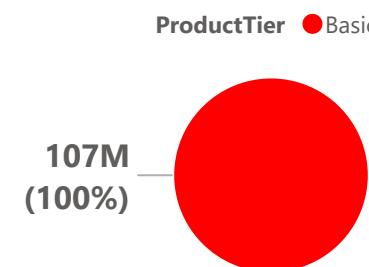


## Revenue by Year and ProductionRegion

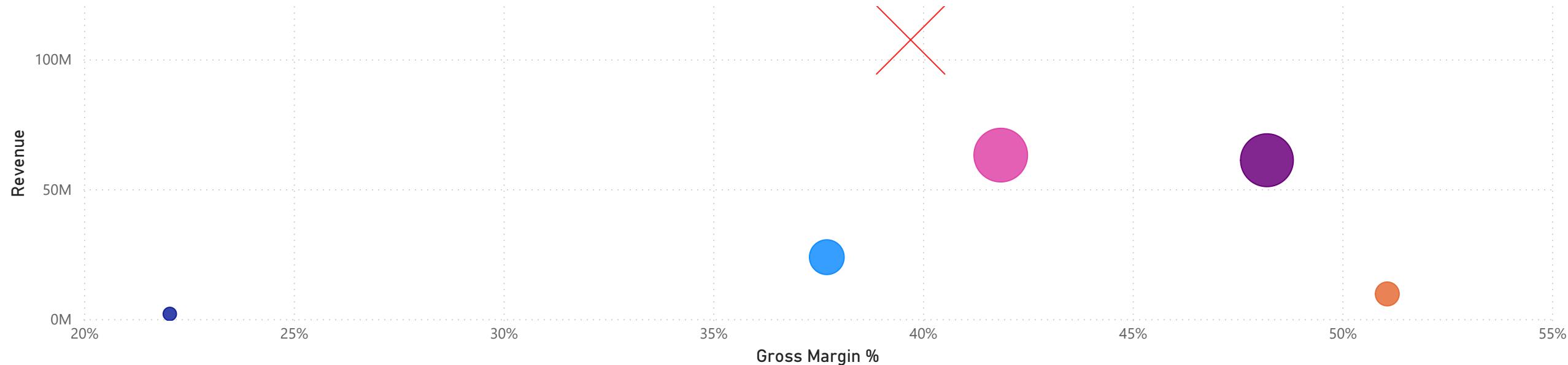


## SE Asia Tier Composition



## Gross Margin % and Revenue by ProductionRegion

**ProductionRegion** ● Asia-Pacific Manufacturing ● Central America Manufacturing ● European Manufacturing ● Multi-Regional Bundle ● South America Manufacturing ✕ Southeast Asia Manufacturing



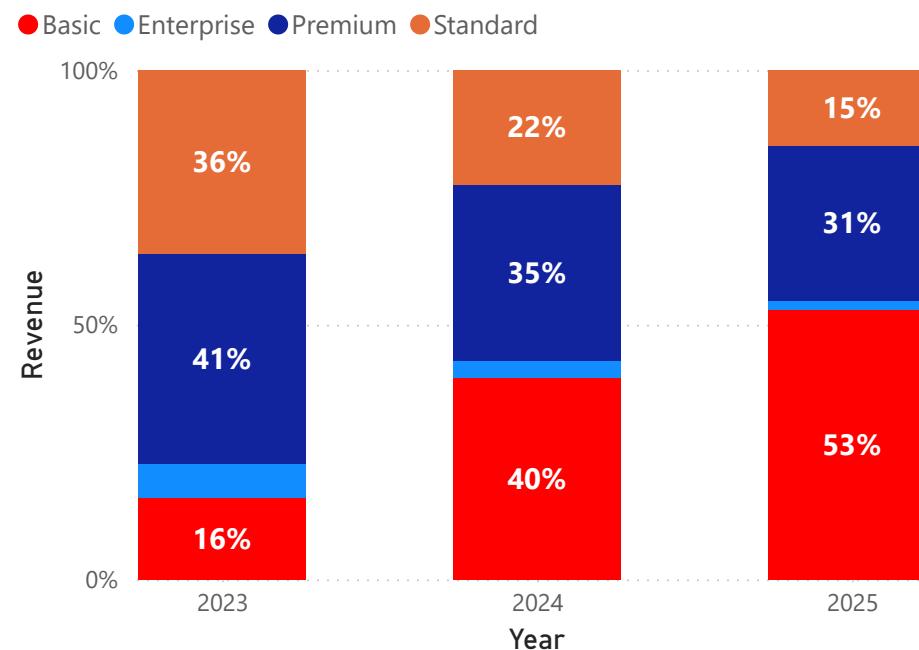
Basic  
39.34%  
Gross Margin %

Enterprise  
55.65%  
Gross Margin %

Premium  
40.54%  
Gross Margin %

Standard  
52.20%  
Gross Margin %

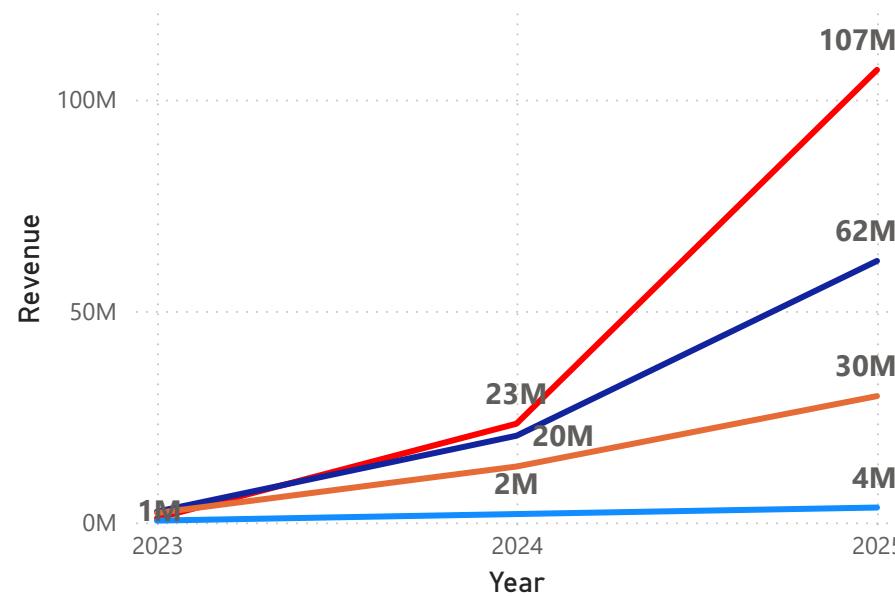
Yearly Revenue Composition by ProductTier



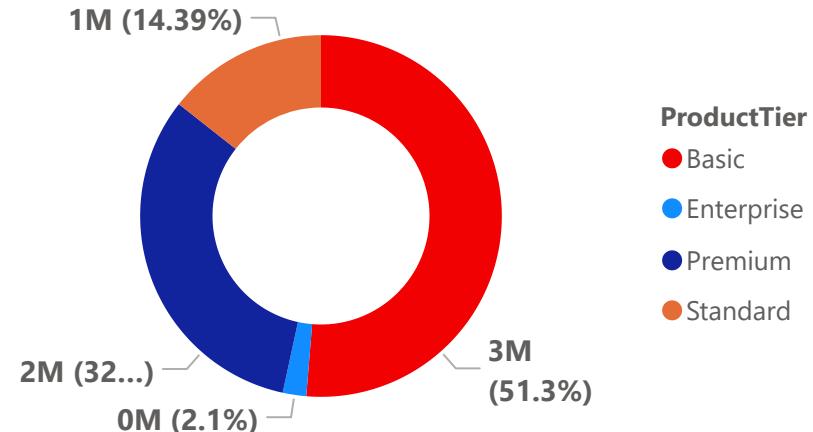
The basic product tier has the lowest gross % but has increased in % of revenue every year since launch, while every other tier has decreased.

Revenue by Year and ProductTier

ProductTier ● Basic ● Enterprise ● Premium ● Standard



Total Sales Composition By Product Tier

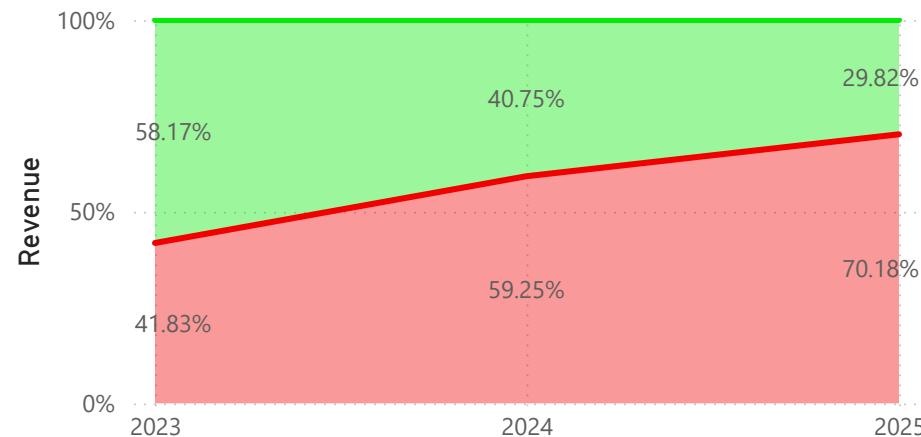


The basic tier contains 4 products.

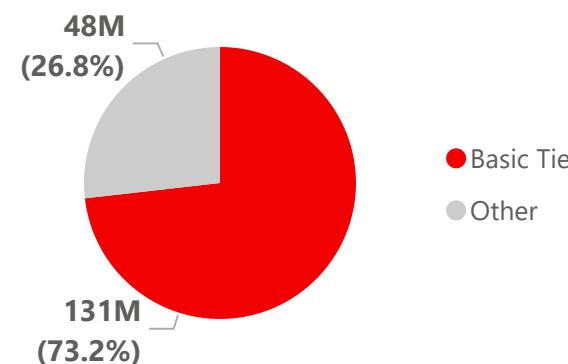
ProductID	Gross Margin %
100	38.89%
150	34.38%
800	42.86%
850	35.14%
Total Gross Margin %	39.34%

## Revenue by Year and Gross Margin Groups

Gross Margin Gr... ● Bottom Half Margin ● Top Half Margin

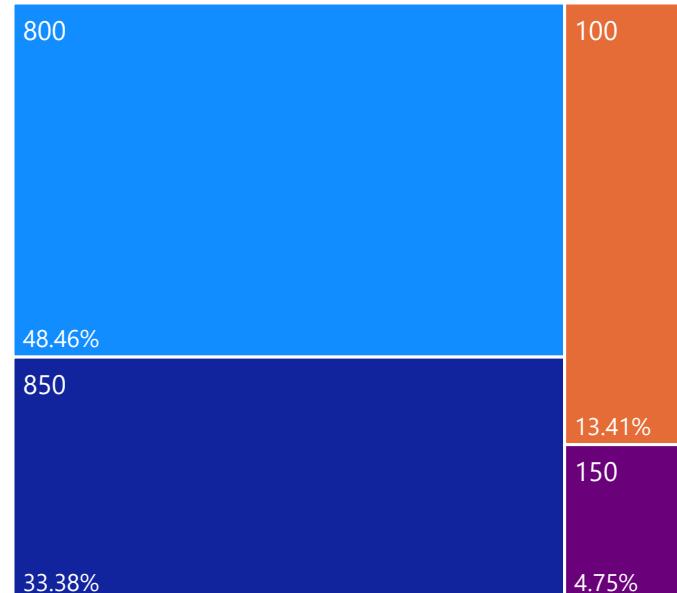


## Bottom Half Revenue Composition



Of the bottom half gross margin products, the basic tier products make up 73% of the revenue. These same products rank high in cost, but low in margin %.

## Basic Tier Revenue Composition



ProductID	Gross Margin %	COGSRank	GMRank	RevenueRank
250	16.67%	16	15	16
400	57.89%	15	2	14
200	25.00%	14	14	15
600	58.14%	13	1	12
450	54.29%	12	3	13
500	53.33%	11	5	11
550	49.09%	10	6	10
150	34.38%	9	13	9
700	44.44%	8	7	8
750	37.50%	7	11	7
100	38.89%	6	9	6
650	53.85%	5	4	4
300	42.86%	4	8	5
350	38.46%	3	10	3
850	35.14%	2	12	2
800	42.86%	1	8	1