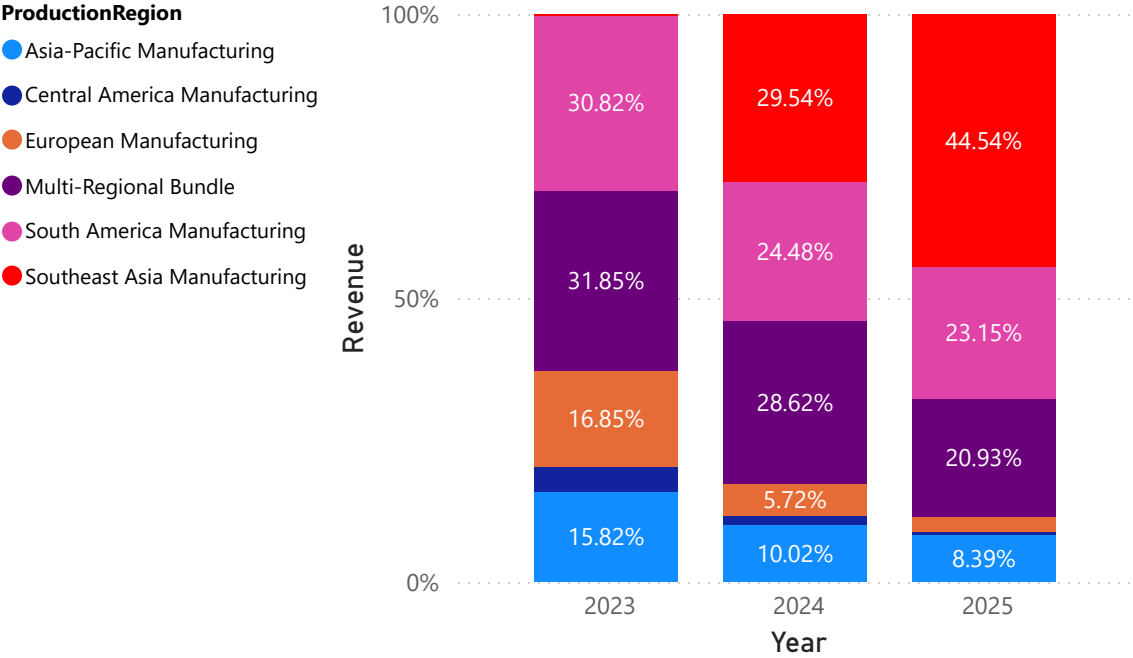


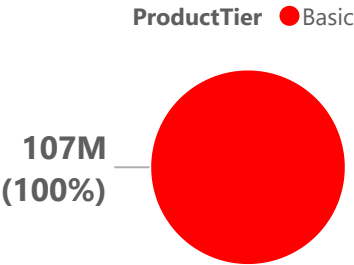
Revenue by Year and ProductionRegion



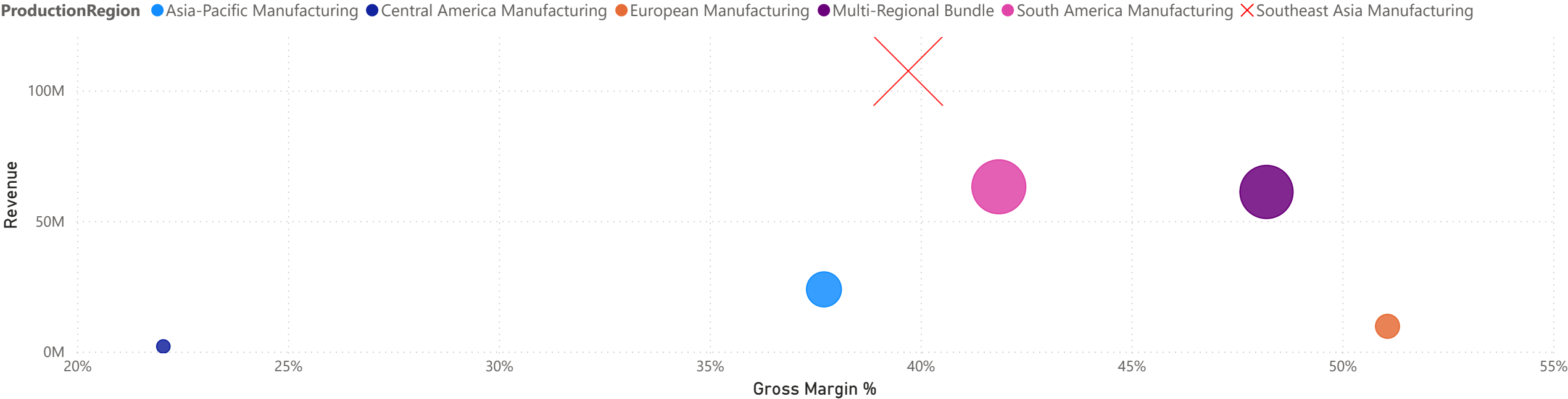
Southeast Asia Manufacturing

On the production region level, high margin regions such as the Multi-Regional (48.20%) has decreased yearly in percentage of revenue while the low margin Southeast Asia Manufacturing (39.71%) region has grown. This region only sells "basic" tier products.

SE Asia Tier Composition

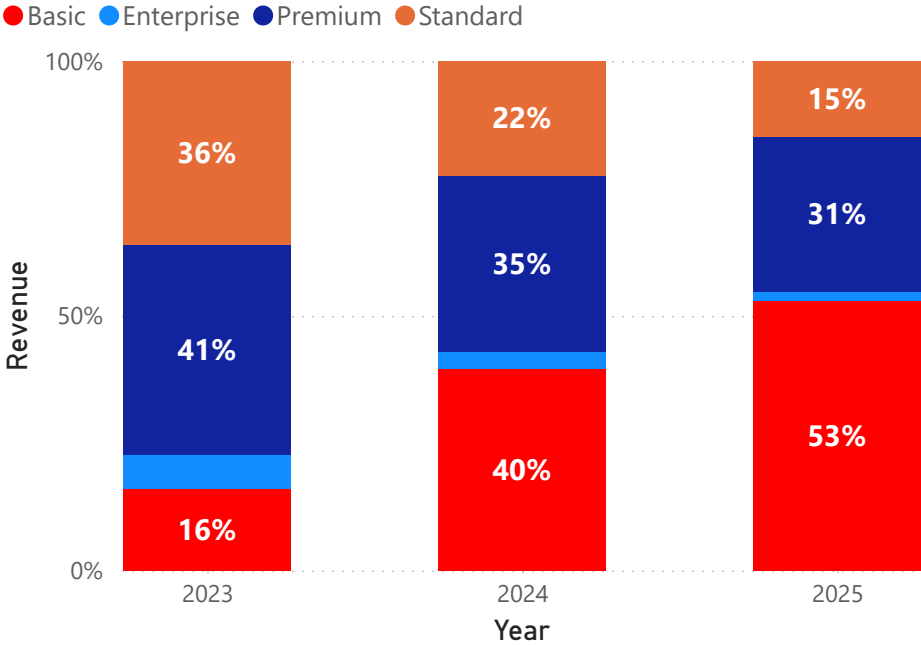


Gross Margin % and Revenue by ProductionRegion



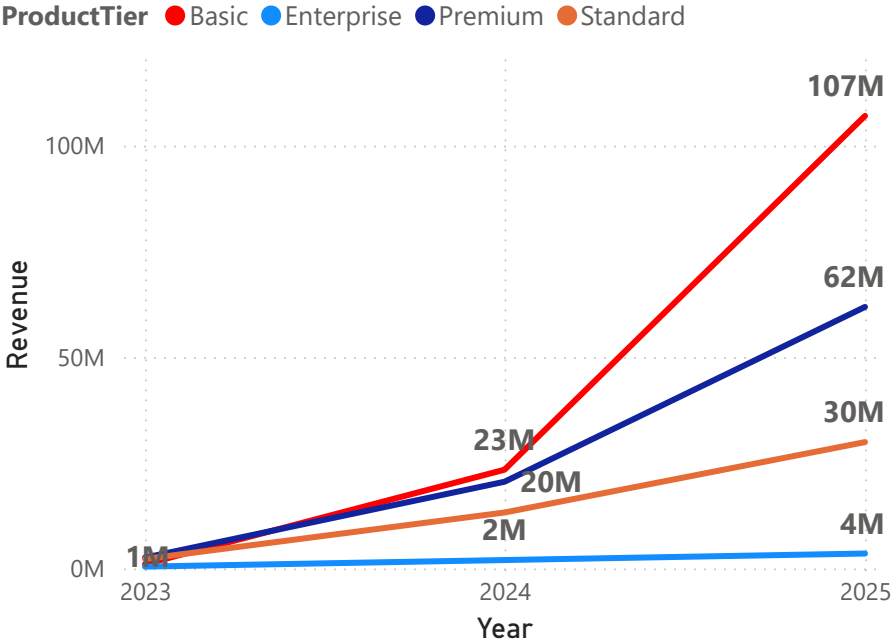
Basic
39.34%
Gross Margin %
Enterprise
55.65%
Gross Margin %
Premium
40.54%
Gross Margin %
Standard
52.20%
Gross Margin %

Yearly Revenue Composition by ProductTier

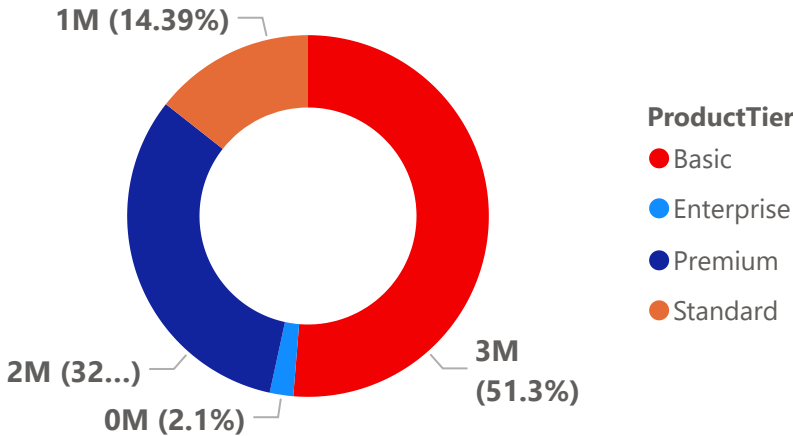


The basic product tier has the lowest gross % but has increased in % of revenue every year since launch, while every other tier has decreased.

Revenue by Year and ProductTier



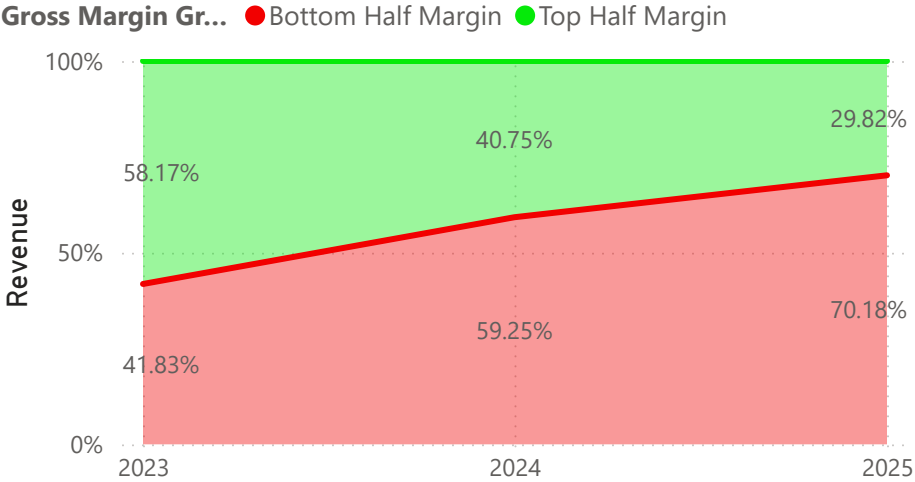
Total Sales Composition By Product Tier



The basic tier contains 4 products.

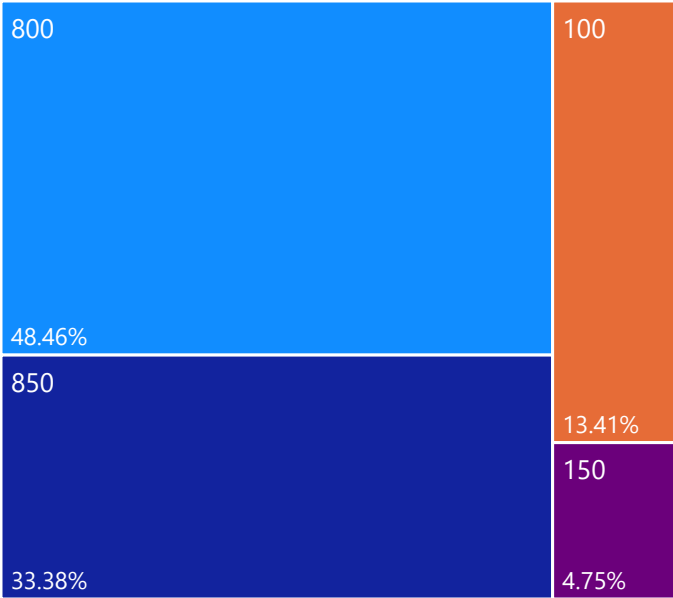
ProductID	Gross Margin %
100	38.89%
150	34.38%
800	42.86%
850	35.14%
Total Gross Margin %	39.34%

Revenue by Year and Gross Margin Groups

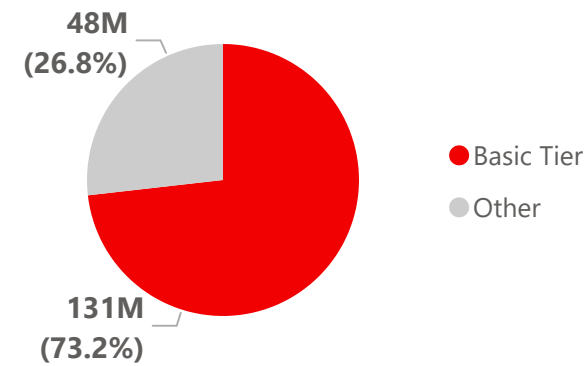


Year	Bottom Half Margin	Top Half Margin
2023	3M	4M
2024	35M	24M
2025	142M	60M

Basic Tier Revenue Composition



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 %.

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