	Year	Order YTD	Total Revenue	Year	Total Revenue	Revenue LY	%Revenue Growth VS L	Y %MoM Reven	ue Growth (VAR)
	⊕ 2014	80	90,822,023.52	2014	90,822,023.52		0.00%	6	0.00
	⊕ 2015	89	109,751,892.05	2015	109,751,892.05	90,822,023.52	20.849	6	13.90
	⊕ 2016	87	130,274,158.17	2016	130,274,158.17	109,751,892.05	18.70%	6	13.52
Manuf 🗡	⊕ 2017	109	158,982,622.90	2017	158,982,622.90	130,274,158.17	22.049	6	13.60
Abbas	⊕ 2018	121	178,000,427.04	2018	178,000,427.04	158,982,622.91	11.96%	6	14.48
☐ Aliqui	⊕ 2019	124	189,028,152.99	2019	189,028,152.99	178,000,427.04	6.20%	6	13.46
_ `	⊞ 2020	134	200,528,043.53	2020	200,528,043.53	189,028,152.99	6.089	6	11.97
Barba	⊕ 2021	124	224,030,867.90	2021	224,030,867.90		11.729	6	13.45
☐ Currus	Total	124	1,281,418,188.10	Total	1,281,418,188.10	1,057,387,320.20	21.19%	6	0.00
Fama	Year To	otal Orders	Orders LY %Order G	rowth VS LY					
Leo	2014	80		0.00%	Yea	r Total Revenu	e Total Orders Ord	ers LM %MoM	
□ Natura	2015	89	80	11.25%	<b>+</b>	2014 90,822,0	23.52 80		
Delma	2016	87	89	-2.25%	+	2015 109,751,8	92.05 89	70	
Palma	2017	100	97	25 20%	+	2016 130,274,1	58.17 87	74	

2014	80		0.00%
2015	89	80	11.25%
2016	87	89	-2.25%
2017	109	87	25.29%
2018	121	109	11.01%
2019	124	121	2.48%
2020	134	124	8.06%
2021	124	134	-7.46%
Total	174	163	6.75%

rear	iotai kevenue	iotal Orders	Orders Livi	70IVIOIVI
⊕ 2014	90,822,023.52	80		
⊕ 2015	109,751,892.05	89	70	
⊕ 2016	130,274,158.17	87	74	
⊕ 2017	158,982,622.90	109	76	
⊕ 2018	178,000,427.04	121	97	
⊕ 2019	189.028.152.99	124	108	
Total	1,281,418,188.10	174		

Country	Total Revenue	Canada & USA Sales	Canada, USA & Mexico Sales	
		677,615,792.54	698,493,964.6	
Australia	392,213,998.10	677,615,792.54	698,493,964.6	
Canada	7,020,903.17	677,615,792.54	698,493,964.6	
Germany	42,010,762.90	677,615,792.54	698,493,964.6	
Japan	109,965,983.35	677,615,792.54	698,493,964.6	
Mexico	20,878,172.10	677,615,792.54	698,493,964.6	
Nigeria	38,733,479.11	677,615,792.54	698,493,964.6	
USA	670,594,889.37	677,615,792.54	698,493,964.6	
Total	1,281,418,188.10	677,615,792.54	698,493,964.6	

Year ▲	Total Revenue	Revenue LM	%MoM Rev Growth	%MoM Revenue Growth (VAR)
± 20°	14 90,822,023.52		0.00	0.00
± 20°	15 109,751,892.05	7,365,972.06	13.90	13.90
± 20°	16 130,274,158.17	8,972,695.12	13.52	13.52
± 20°	17 158,982,622.90	10,887,927.96	13.60	13.60
± 20°	18 178,000,427.04	11,500,237.52	14.48	14.48
± 20°	19 189,028,152.99	13,069,768.83	13.46	13.46
⊕ 202	200,528,043.53	15,463,311.65	11.97	11.97
± 202	21 224,030,867.90	15,500,075.70	13.45	13.45
To	tal 1,281,418,188.10		0.00	0.00

## MARKET SHARE ANALYTICS

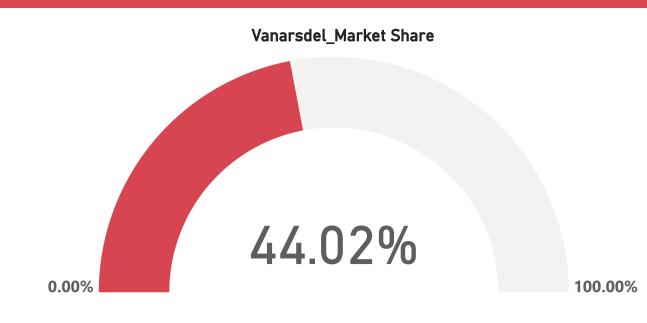










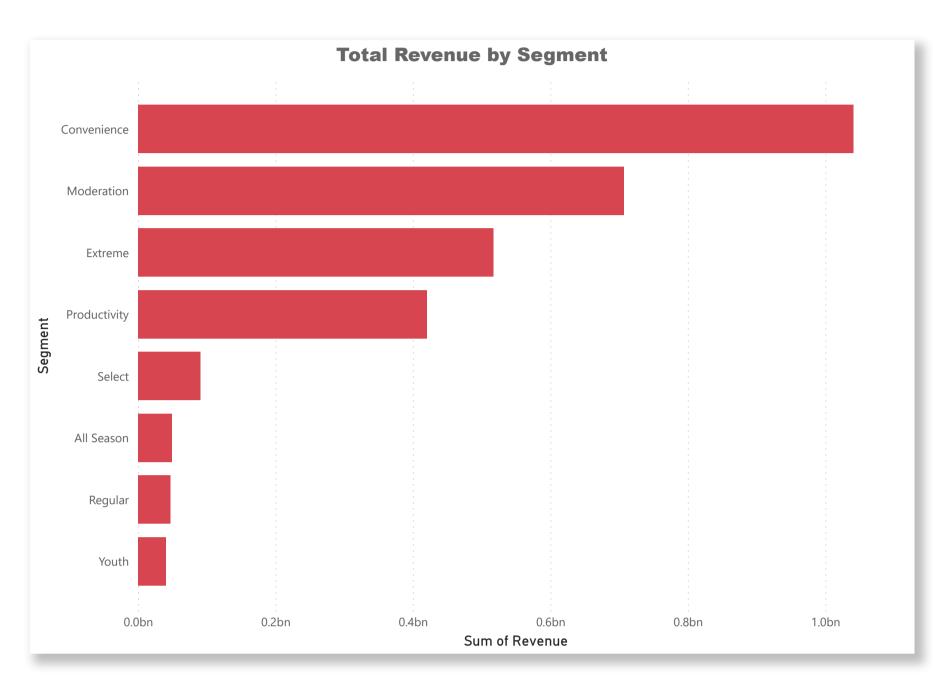


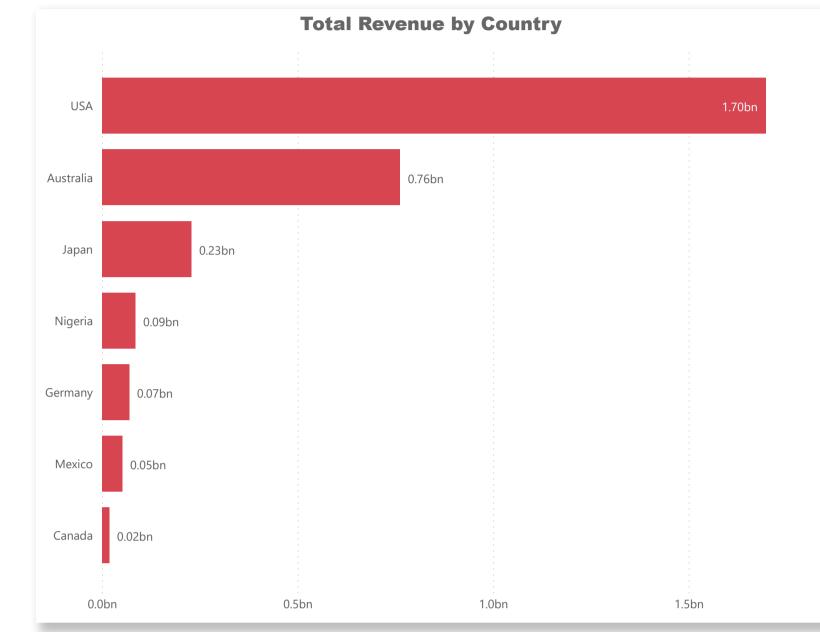
19.95% 0.00 vs LY vs LM

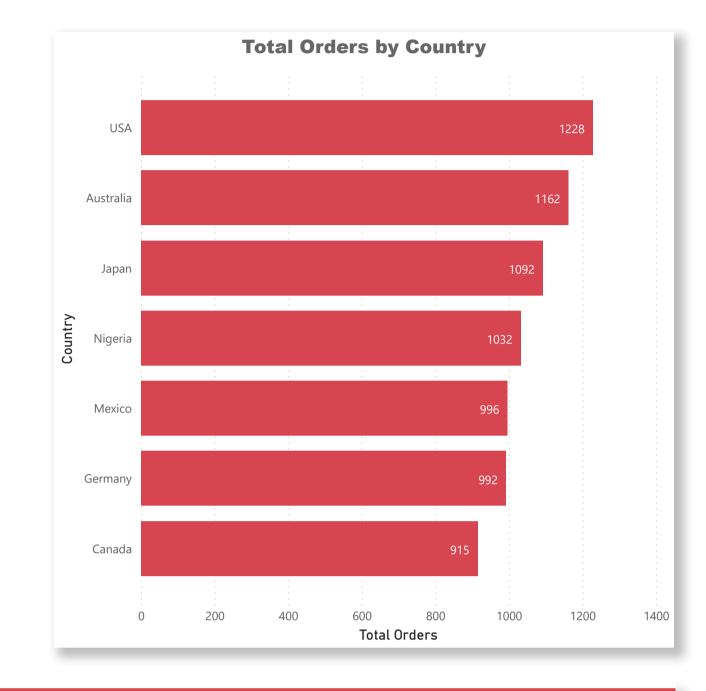
0.00%	
%MoM Orders Growth	%Orde

<b>00%</b> rders Growth	<b>8.12%</b> %Order Growth VS LY	0.00%	44.02%		2020 2021
	<b>G</b> Dirum			S-S- VANADODE	

At ABBAS	E-BARBA-	FAMA	natura	<b>f</b> Pirum	Qubus	• VANARSDEL
ALIOUI	Currus	<b>©</b> Leo	PALMA	Pomumo	SALVUS	<b>\"</b> ictoria







Year

2014

2015

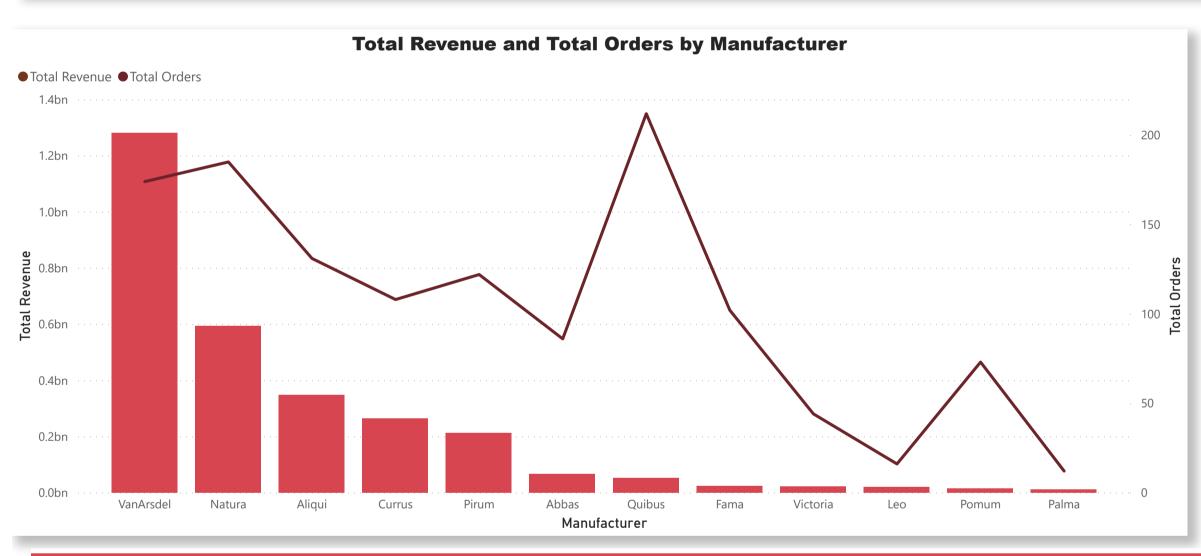
2016

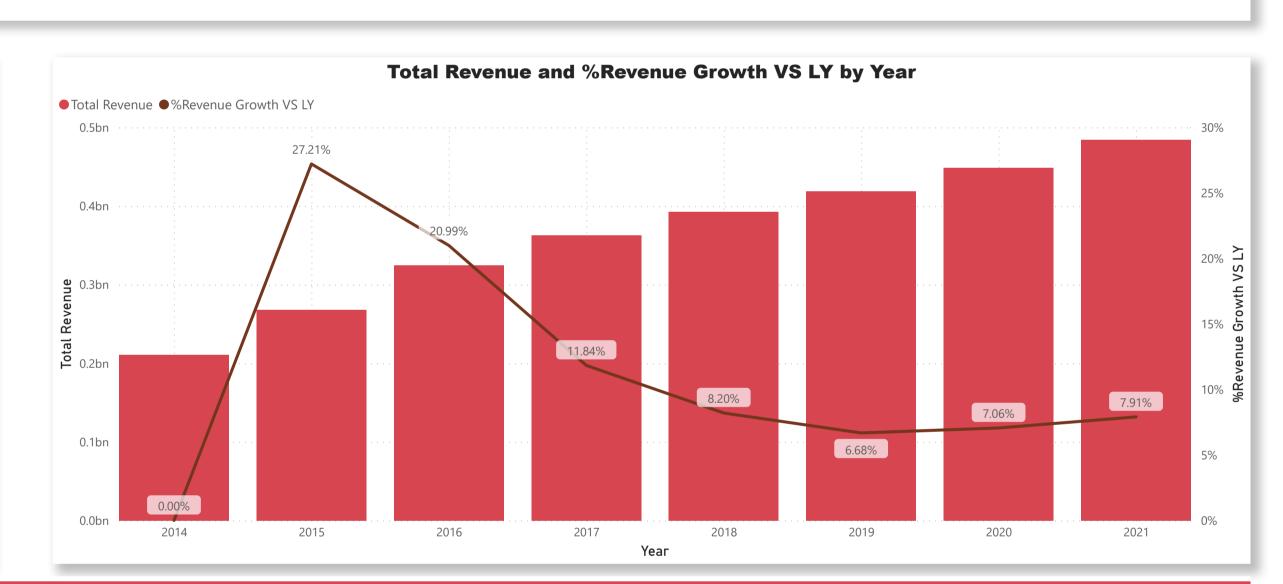
2017

2018

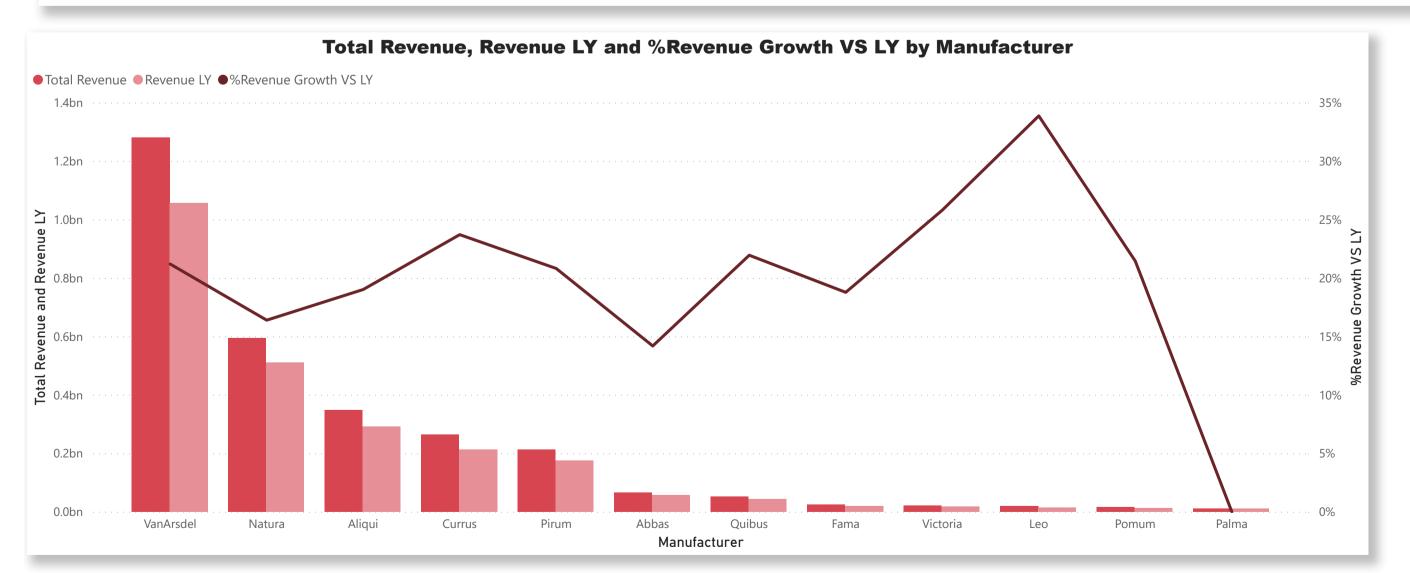
2019

The USA accounts for the highest Orders and highest Revenue made for the manufacturers. While Canada accounts for the Lowest orders and revenue. The convenience segment generally provides the highest revenue for manufacturers. However may defer when individual manufacturers are highlighted. Varnesdel is the manufacturer with the highest market share, manufacturers looking to compete with Vanarsdel will need to look into its best selling products, segments and categories and identify products with the highest revenue. Better branding, customer service, quality improvement, and marketing could be adopted by manufacturers who want to compete with Vanarsdel in the market.

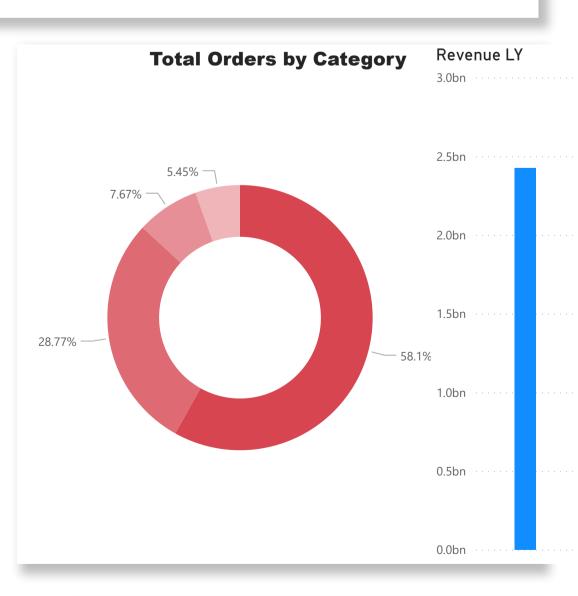


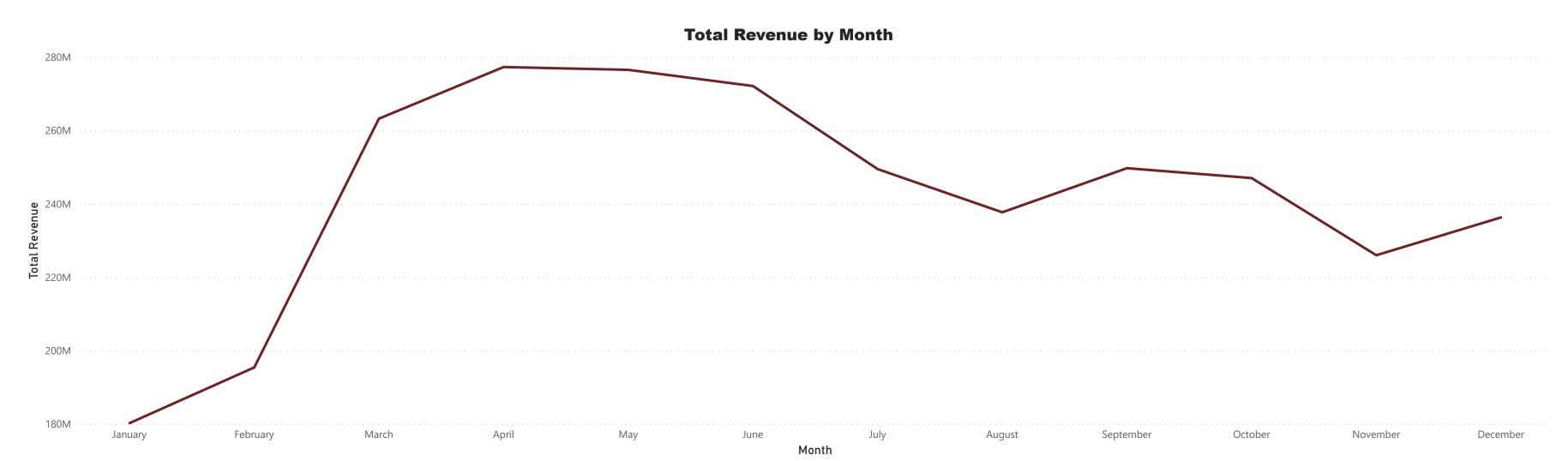


Quebus is identified to have the highest orders in the market, however does not make the highest revenue. They generate most of their revenue from the productivity segment and sell mostly in the Rural category comparede to Varnesdel who sells nearly 98% of their products in the urban category. For the Maufacturers with the lowest revenue, Pomum has the highest orders amongst the last 3, with nearly 50% of its sales in the Urban category. Generally, the market saw a revenue growth from 2014-2021, however the percentage growth of revenue saw a consistent decline from 2015, till 2019, where there has been a slow growth of less than 1%. Natura makes the second highest revenue and also sells up to 50% of its products in the urban category.



The Urban category has the highest orders and highest revenue for all the manufacturers. The top sellers are seen to have majority of their orders and revenue from Urban.





The highest revenue are recorded between March and June. While the lowest points are in January, February, and November.

Varnarsdel makes its highest revenue in the month of June while Natura does in August.

Both manufacturers make the lowest revenue in January and February. Varnarsdel has been able to capture up to 40% of the total market share which is the highest while Natura comes next at 20%.