Performance FY2002 - FY2004 Select Fiscal Year **Total Sales YoY Growth Total Sales by Country Chart Show Map** Select all \$109M **Sales Type** Offline Online 92% FY 2002 \$30M FY 2003 Sum of Line Total \$10M Total Sales by Fiscal Months FY 2004 **Go to Details** Select Sales Type Sum of LineTotal Select all Offline Online \$0M Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Sep Nov \$0M Select Category FY 2002 FY 2003 FY 2002 FY 2003 FY 2004 Select all Fiscal month name CountryRegionCode Accessories Bikes Total Sales by Fiscal Year Total Sales by Type Clothing **Sales Type** • Offline • Online Components \$6M Sum of LineTotal **Select Country** Sum of LineTotal Select all AU \$2M CA DE \$0M Jul Aug Sep Oct Nov Dec Jan \$0M FR Oct May Jun FY 2002 FY 2003 FYQ 4 FYQ 1 FYQ 2 FYQ 3 GB Fiscal month name Fiscal month name US

Sales Details FY2002 - FY2004



|--|

Select all

FY 2002

FY 2003

FY 2004

Select Sales Type

Select all

Offline

Online

Select Category

Select all

Accessories

Bikes

Clothing

Components

Select Country

Select all

AU

CA

DE

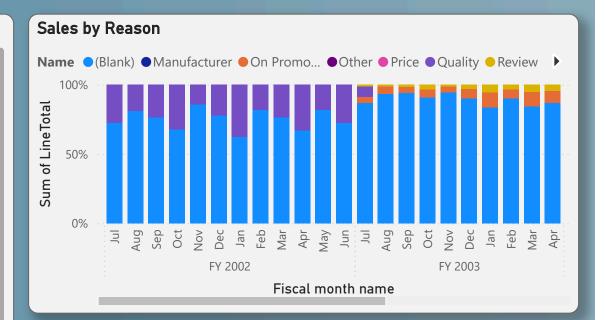
FR

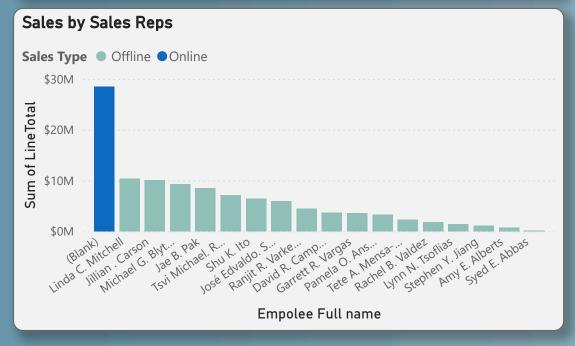
GB

US

Sales by Fiscal Year

Fiscal Year	Total Sales	Total Sales YTD	Total Sales YoY%
□ FY 2002	\$23 049 669	\$23 049 669	
Jul	\$749 262	\$749 262	
Aug	\$2 039 591	\$2 788 853	
Sep	\$1 655 247	\$4 444 099	
Oct	\$1 394 240	\$5 838 339	
Nov	\$2 845 014	\$8 683 353	
Dec	\$2 369 059	\$11 052 412	
Jan	\$1 361 461	\$12 413 873	
Feb	\$2 460 603	\$14 874 476	
Mar	\$2 058 301	\$16 932 777	
Apr	\$1 525 174	\$18 457 951	
May	\$3 002 365	\$21 460 316	
Jun	\$1 589 353	\$23 049 669	
□ FY 2003	\$33 775 743	\$33 775 743	47%
Mar	\$2 095 547	\$25 474 383	2%
May	\$3 379 077	\$31 211 558	13%
Dec	\$2 698 740	\$18 749 290	14%
Feb	\$2 828 243	\$23 378 836	15%
Nov	\$3 407 930	\$16 050 549	20%
Jan	\$1 801 303	\$20 550 593	32%
Apr	\$2 358 098	\$27 832 481	55%
Oct	\$2 185 503	\$12 642 620	57%
Jun	\$2 564 184	\$33 775 743	61%
Sep	\$3 325 373	\$10 457 117	101%
Aug	\$4 114 881	\$7 131 743	102%
Jul	\$3 016 862	\$3 016 862	303%
□ FY 2004	\$52 136 359	\$52 136 359	54%
Total	\$108 961 771	\$52 136 359	92%





Performance FY2002 - FY2004 Select Fiscal Year **Total Profit Average Profit Margin** Total Profit by Fiscal Year Select all \$12M 11,2% FY 2002 FY 2003 Sum of LineProfit 80,5M \$0,0M FY 2004 **Total Profit by Fiscal Months** Select Sales Type Sum of LineProfit Select all Offline Online Select Category Dec Jan Feb FY 2002 FY 2003 FYQ 1 FYQ 2 FYO₃ FYQ 4 Select all Fiscal month name Fiscal month name Accessories Bikes Average Profit Margin by Fiscal Months Total Profit by Type Clothing **Sales Type** • Offline • Online Components Average Profit Margin 20% Sum of LineProfit **Select Country** Select all AU CA DE (\$1M) Aug Sep Oct May Jun Jun Jun Jun Jun Jun Jun Aug Sep Oct Nov May FR FY 2004 FY 2003 FY 2002 FY 2003 GB Fiscal month name Fiscal month name US

Performance FY2002 - FY2004

Select Fiscal Year

- Select all
- FY 2002
- FY 2003
- FY 2004

Select Sales Type

- Select all
- Offline
- Online

Select Category

- Select all
- Accessories
- Bikes
- Clothing
- Components

Select Country

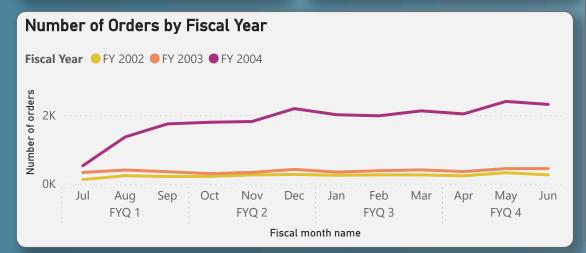
- Select all
- AU
- CA
- DE
- FR
- GB
- US

Total Number of Orders

30K

Average Order Value

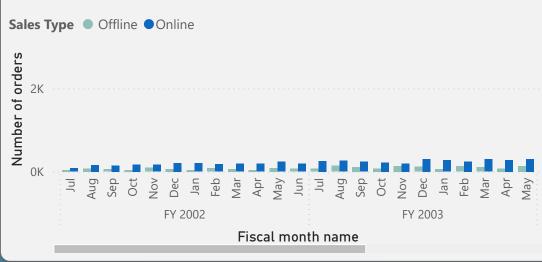
\$3 683

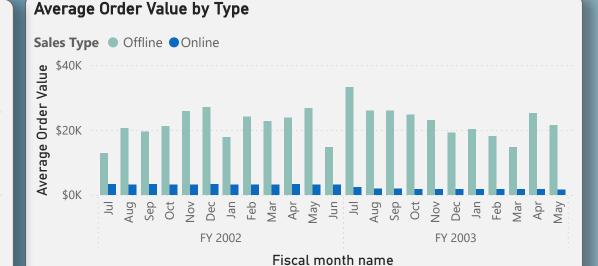


Orders by days of delivery

Group	7	8
⊟ Europe	99,89%	0,11%
France	100,00%	
Germany	99,64%	0,36%
United Kingdom	100,00%	
☐ North America	100,00%	
Canada	100,00%	
Central	100,00%	
Northeast	100,00%	
Northwest	100,00%	
Southeast	100,00%	
Southwest	100,00%	
□ Pacific	100,00%	
Total	99,97%	0,03%







Performance FY2002 - FY2004

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Orders

Select Fiscal Year

- Select all
- FY 2002
- FY 2003
- FY 2004

Select Sales Type

- Select all
- Offline
- Online

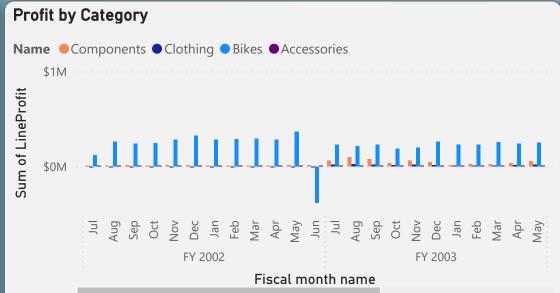
Select Category

- Select all
- Accessories
- Bikes
- Clothing
- Components

Select Country

- Select all
- AU
- CA
- __ DE
- FR
- GB
- US





Product details

Name	Number of orders	Total Sales	Average Order Value	Total Profit	Average Profit Margin
⊟ Bikes	17885	\$93 864 628	\$5 248	\$10 208 837	10,9%
⊞ Road Bikes	9335	\$43 641 655	\$4 675	\$4 278 680	9,8%
	6021	\$36 133 408	\$6 001	\$5 791 105	16,0%
	2529	\$14 089 564	\$5 571	\$139 052	1,0%
⊟ Components	2646	\$11 799 077	\$4 459	\$1 032 966	8,8%
	860	\$4 713 672	\$5 481	\$487 845	10,3%
⊞ Road Frames	1013	\$3 849 853	\$3 800	\$138 871	3,6%
	272	\$1 642 328	\$6 038	(\$5 573)	-0,3%
⊕ Wheels	716	\$679 070	\$948	\$175 340	25,8%
	261	\$203 943	\$781	\$52 779	25,9%
	1010	\$170 591	\$169	\$44 220	25,9%
Total	29587	\$108 961 771	\$3 683	\$12 194 403	11,2%