

60K

Total Quantity Sold

12M

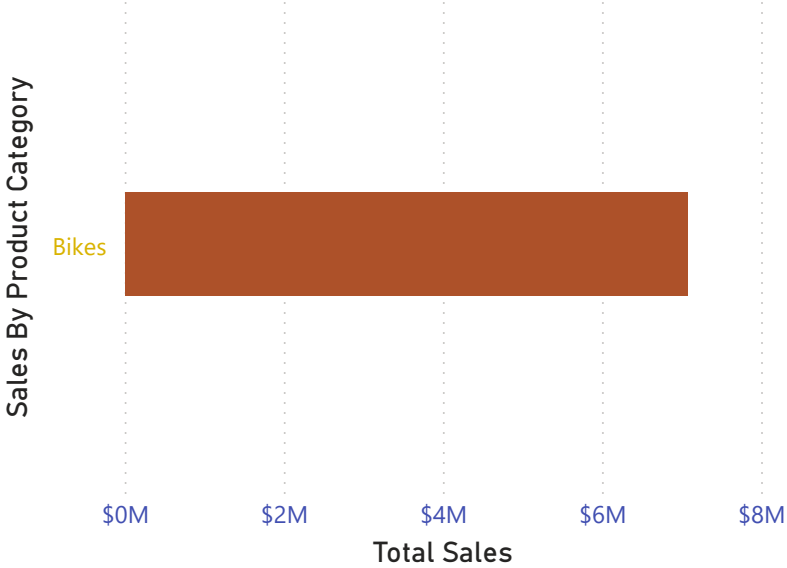
Total Profit

\$29.36M

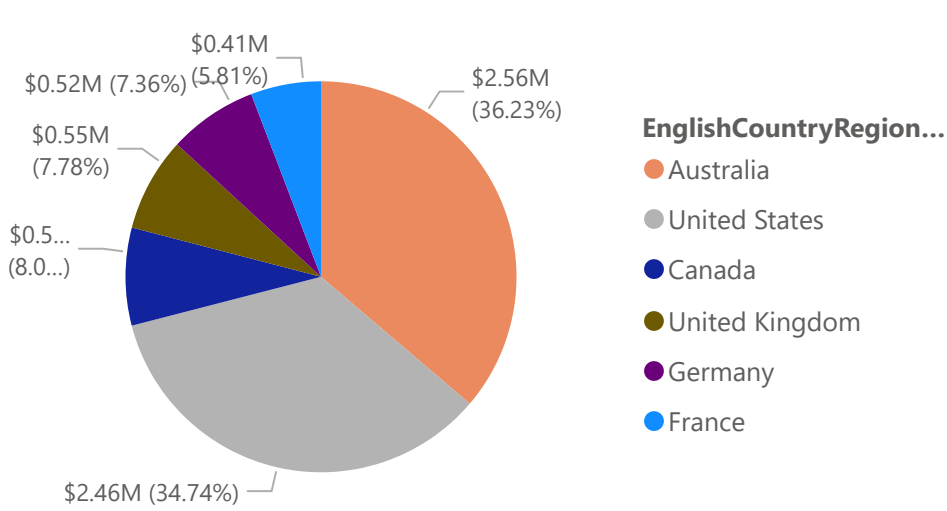
TotalSales

| Year | TotalSales | Sales Last Year | Sales Growth | Sales YTD |
|-----------|-------------------|------------------|--------------|------------------|
| 2010 | \$43,421.0364 | | | \$43,421.0364 |
| 2011 | \$7,075,525.9291 | \$43,421.0364 | 161.95 | \$7,075,525.9291 |
| January | \$469,823.9148 | | | \$469,823.9148 |
| February | \$466,334.903 | | | \$936,158.8178 |
| March | \$485,198.6594 | | | \$1,421,357.4772 |
| April | \$502,073.8458 | | | \$1,923,431.323 |
| May | \$561,681.4758 | | | \$2,485,112.7988 |
| June | \$737,839.8214 | | | \$3,222,952.6202 |
| July | \$596,746.5568 | | | \$3,819,699.177 |
| August | \$614,557.935 | | | \$4,434,257.112 |
| September | \$603,083.4976 | | | \$5,037,340.6096 |
| October | \$708,208.0032 | | | \$5,745,548.6128 |
| November | \$660,545.8132 | | | \$6,406,094.426 |
| December | \$669,431.5031 | \$43,421.0364 | 14.42 | \$7,075,525.9291 |
| 2012 | \$5,842,485.1952 | \$7,075,525.9291 | -0.17 | \$5,842,485.1952 |
| January | \$495,364.1261 | \$469,823.9148 | 0.05 | \$495,364.1261 |
| Total | \$29,358,677.2207 | \$16,351,550.34 | 0.80 | \$45,694.72 |

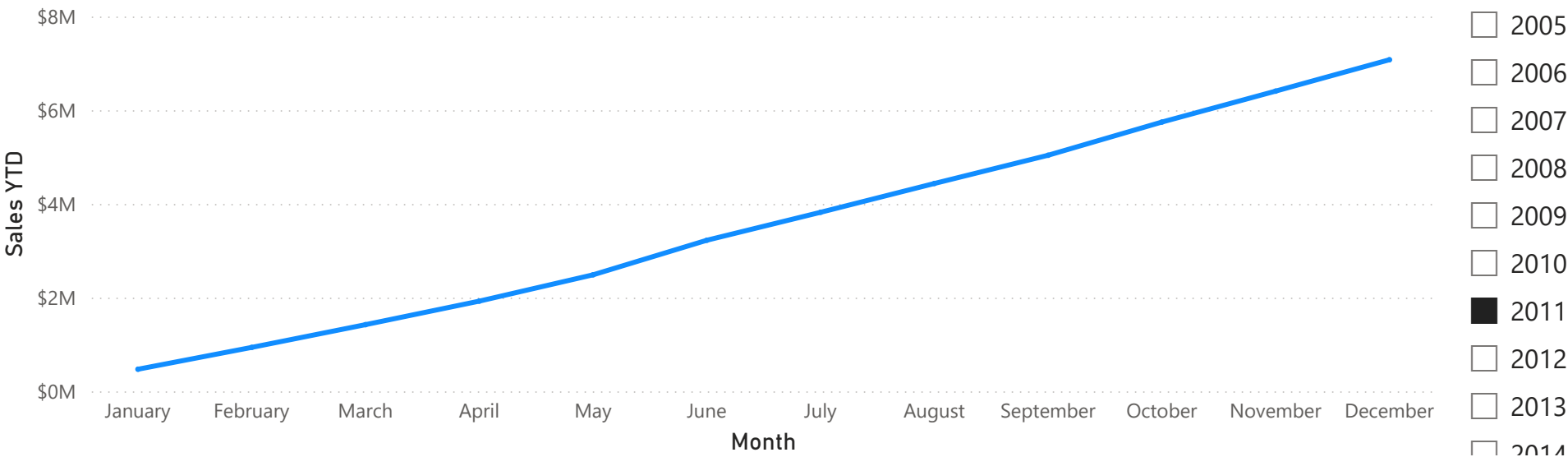
TotalSales by EnglishProductCategoryName



TotalSales by EnglishCountryRegionName

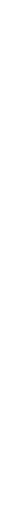


Sales YTD by Month



Year

- ☐ 2005
- ☐ 2006
- ☐ 2007
- ☐ 2008
- ☐ 2009
- ☐ 2010
- ☒ 2011
- ☐ 2012
- ☐ 2013
- ☐ 2014



Total Profit and TotalSales

Total Profit by FiscalYear



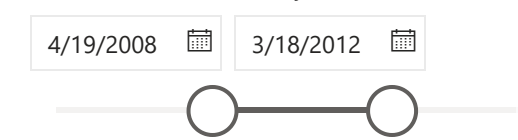
Sales Growth by CalendarYear



TotalSales by FiscalYear



FullDateAlternateKey



EnglishProductCategoryName

- ☐ (Blank)
- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

EnglishCountryRegionName

- ☒ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ United Kingdom
- ☐ United States