

# Financial Analysis

## Sales Revenue

Class	2018	2019	2020
<b>Trading account</b>			
Sales	3,575,428	5,697,845	7,835,369
Cost of Sales	-1,192,182	-1,729,299	-2,494,009
<b>Total</b>	<b>2,383,246</b>	<b>3,968,546</b>	<b>5,341,360</b>
<b>Operating account</b>			
<b>Operating Expenses</b>			
Sales & Distribution	-260,004	-374,412	-527,436
Marketing	-343,088	-580,923	-959,128
Administration	-632,349	-1,005,467	-1,617,790
<b>Total</b>	<b>-1,235,441</b>	<b>-1,960,802</b>	<b>-3,104,354</b>
<b>Depreciation &amp; Amortization</b>			
Depreciation	-387,996	-516,600	-698,880
Amortization	-19,008	-15,456	-15,960
<b>Total</b>	<b>-407,004</b>	<b>-532,056</b>	<b>-714,840</b>
<b>Total</b>	<b>-1,642,445</b>	<b>-2,492,858</b>	<b>-3,819,194</b>
<b>Non-operating</b>			
Interest Income	13,496	16,621	30,868
Gain/Loss on Sales of Asset	4,850	5,085	6,351
Exchange Loss/Gain	2,214	3,705	5,016
Dividend Income	15,917	21,751	30,030
<b>Total</b>	<b>36,477</b>	<b>47,162</b>	<b>72,265</b>
<b>Interest &amp; Tax</b>			
Taxation	-137,582	-198,103	-279,082
<b>Interest Expense</b>			
Interest Expense	-15,840	-21,600	-25,404
<b>Total</b>	<b>-15,840</b>	<b>-21,600</b>	<b>-25,404</b>
<b>Total</b>	<b>-153,422</b>	<b>-219,703</b>	<b>-304,486</b>
<b>Total</b>	<b>623,856</b>	<b>1,303,147</b>	<b>1,289,945</b>

## Sales Revenue TTD

17,108,642

## Sales FTP

7,835,369

## Operating Profit

2018	2019	2020
740,801	1,475,688	1,522,166

## PBIT

2018	2019	2020
777,278	1,522,850	1,594,431

## EBITDA

2018	2019	2020
1,147,805	2,007,744	2,237,006

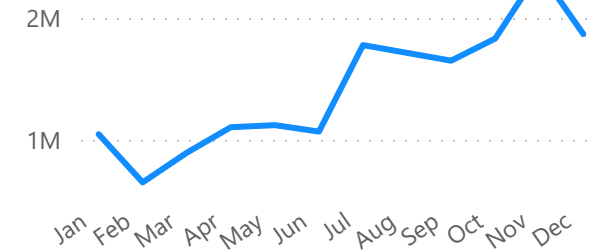
## Gross Profit

2018	2019	2020
2,383,246	3,968,546	5,341,360

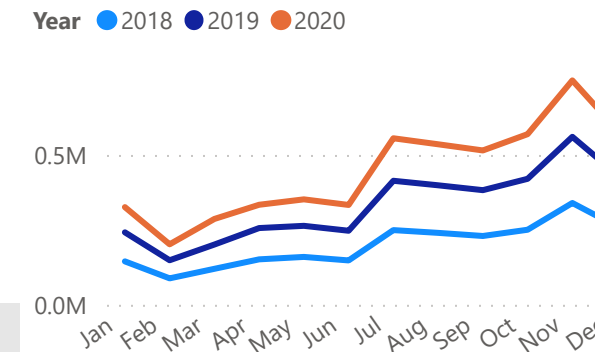
## Net Profit

2018	2019	2020
623,856	1,303,147	1,289,945

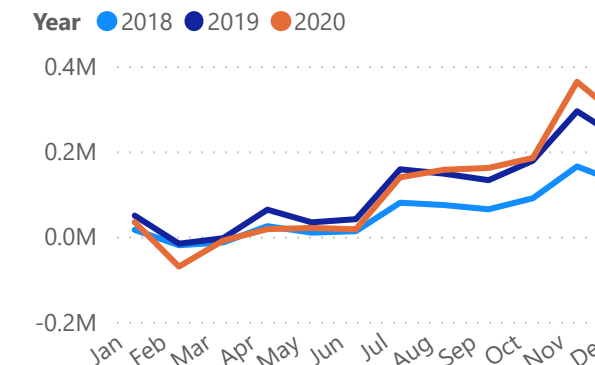
## Sales Revenue



## Gross Profit



## Net Profit



## Country

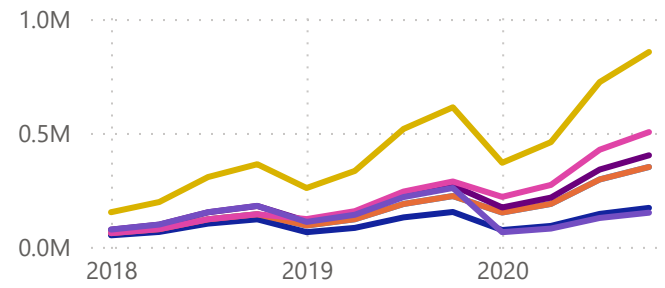
- ☐ Australia
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ New Zealand
- ☐ UK
- ☐ USA

## Year

- ☐ 2018
- ☐ 2019
- ☐ 2020

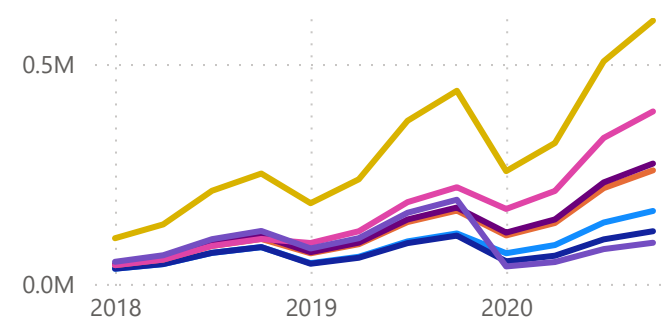
## Sales Revenue

Country ● Australia ● Canada ● France ● Germany ●



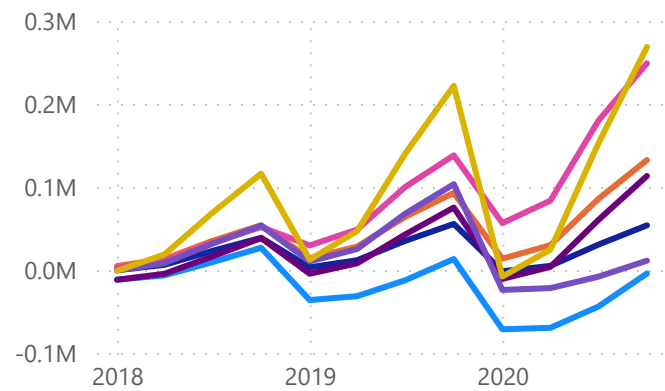
## Gross Profit

Country ● Australia ● Canada ● France ● Germany ●



## Net Profit

Country ● Australia ● Canada ● France ● Germany ●





### Gross Profit Margin

2018	2019	2020
66.66%	69.65%	68.17%

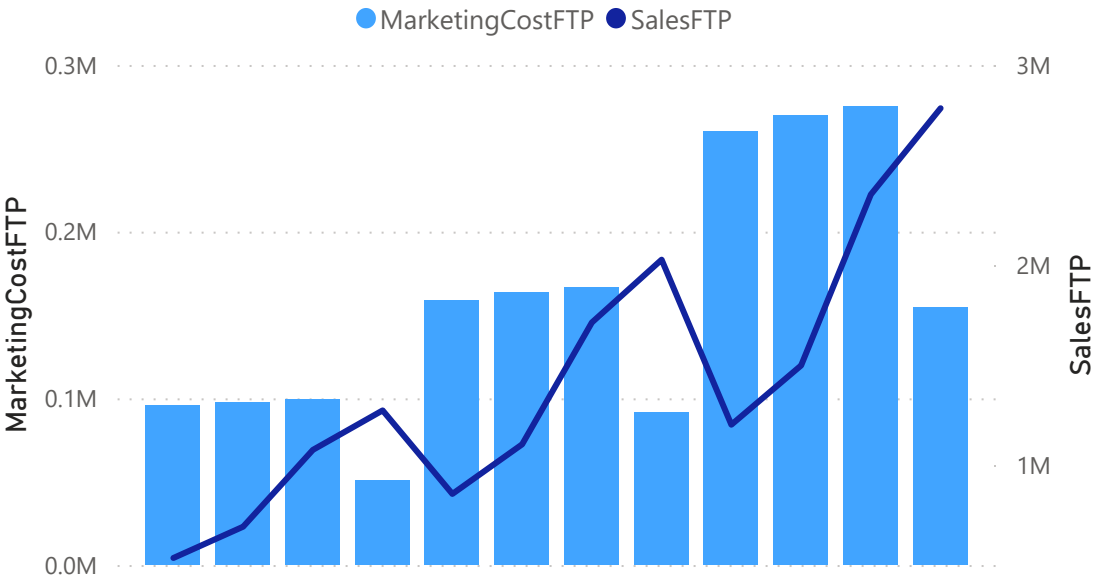
### Net Profit Margin

2018	2019	2020
17.45%	22.87%	16.46%

### Balance sheet running dates

2018					2019		
Qtr 1	Qtr 2	Qtr 3	Qtr 4	Total	Qtr 1	Qtr 2	Qtr 3
1/1/2018	4/1/2018	7/1/2018	10/1/2018	1/1/2018	1/1/2019	4/1/2019	7/1/2019

### Sales to Marketing Cost



### Balance Sheet using Filters

Class	2018	2019	2020	Total
<input checked="" type="checkbox"/> Assets				
<input checked="" type="checkbox"/> Assets				
Current Assets	3,023,806	7,056,506	8,405,635	8,405,635
Non-Current Assets	851,996	2,181,590	3,914,366	3,914,366
Total	3,875,802	9,238,096	12,320,001	12,320,001
Total	3,875,802	9,238,096	12,320,001	12,320,001
<input checked="" type="checkbox"/> Liabilities and Owners Equity				
<input checked="" type="checkbox"/> Liabilities				
Current Liabilities	584,946	860,393	1,040,448	1,040,448
Long Term Liabilities	260,000	567,500	931,197	931,197
Total	844,946	1,427,893	1,971,645	1,971,645
<input checked="" type="checkbox"/> Owners Equity				
Total	7,751,604	18,476,192	24,640,002	24,640,002

### Balance Sheet Using DAX Measures

Class	2018	2019	2020	Total
<input checked="" type="checkbox"/> Assets				
<input checked="" type="checkbox"/> Assets				
Current Assets	3,023,806	7,056,506	8,405,635	8,405,635
Non-Current Assets	851,996	2,181,590	3,914,366	3,914,366
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# Financial Analysis

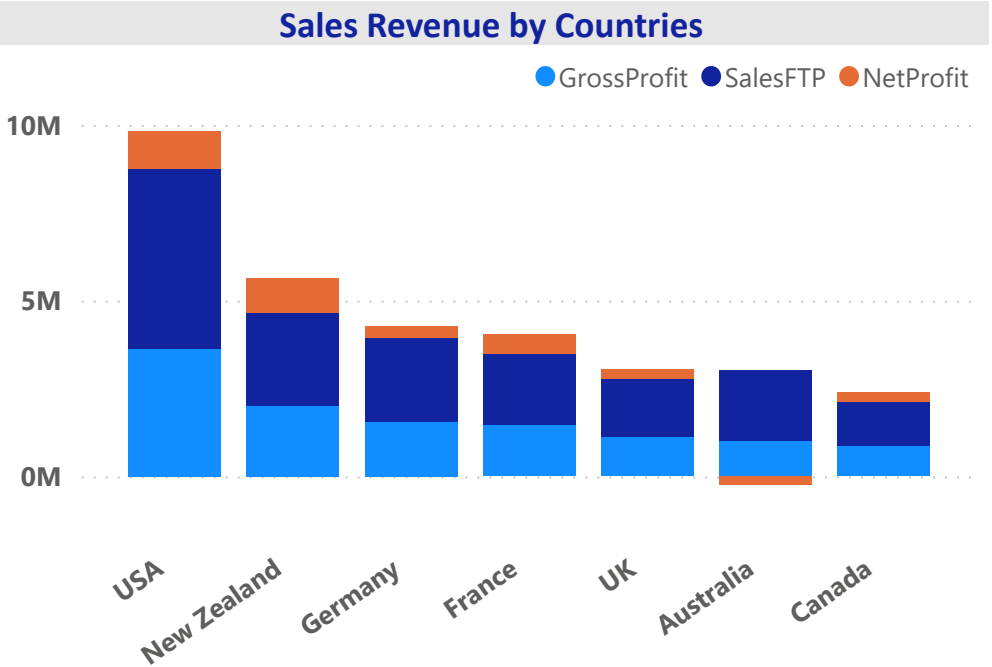
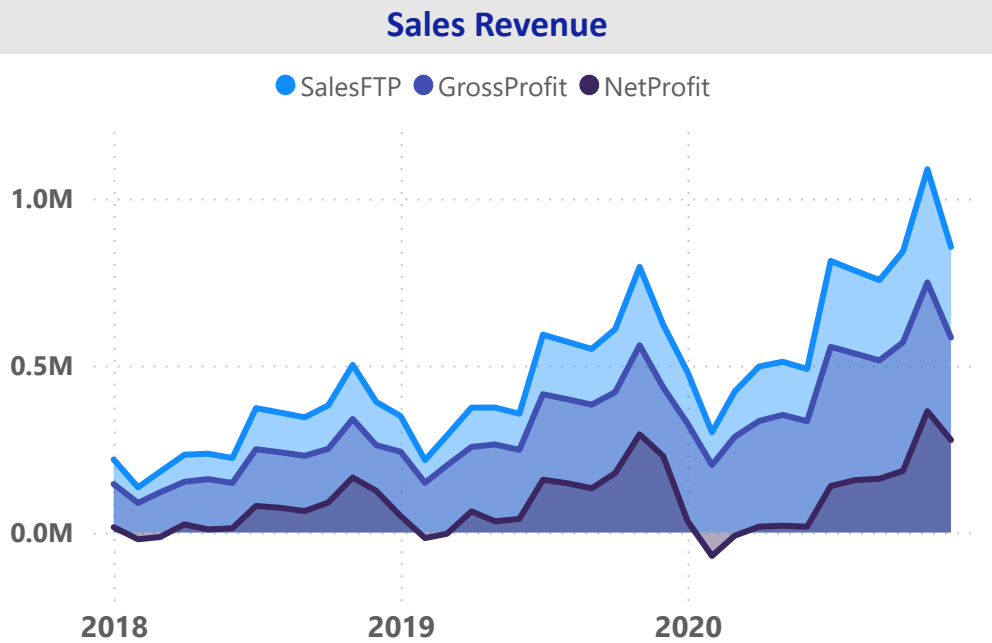
Country

All

2018

2020

Sales Revenue			
Class	2018	2019	2020
⊕ Adjusting	-623,856	-1,303,147	-1,289,945
⊕ Assets	3,875,802	5,362,294	3,081,905
⊖ Interest & Tax			
⊖ Interest Expense			
Interest Expense	-15,840	-21,600	-25,404
Total	-15,840	-21,600	-25,404
Total	-15,840	-21,600	-25,404
⊕ Taxation	-137,582	-198,103	-279,082
Total	-153,422	-219,703	-304,486
⊕ Liabilities and Owners Equity	3,875,802	5,362,294	3,081,905
⊖ Non-operating			
⊕ Dividend Income	15,917	21,751	30,030
⊕ Exchange Loss/Gain	2,214	3,705	5,016
⊕ Gain/Loss on Sales of Asset	4,850	5,085	6,351
⊕ Interest Income	13,496	16,621	30,868
Total	36,477	47,162	72,265
⊖ Operating account			
⊖ Depreciation & Amortization			
⊕ Amortization	-19,008	-15,456	-15,960
⊕ Depreciation	-387,996	-516,600	-698,880
Total	-407,004	-532,056	-714,840
⊖ Operating Expenses			
⊕ Administration	-632,349	-1,005,467	-1,617,790
⊕ Marketing	-343,088	-580,923	-959,128
⊕ Sales & Distribution	-260,004	-374,412	-527,436
Total	-1,235,441	-1,960,802	-3,104,354
Total	-1,642,445	-2,492,858	-3,819,194
⊖ Trading account			
⊕ Cost of Sales	-1,192,182	-1,729,299	-2,494,009
⊕ Sales	3,575,428	5,697,845	7,835,369
Total	7,751,604	10,724,588	6,163,810



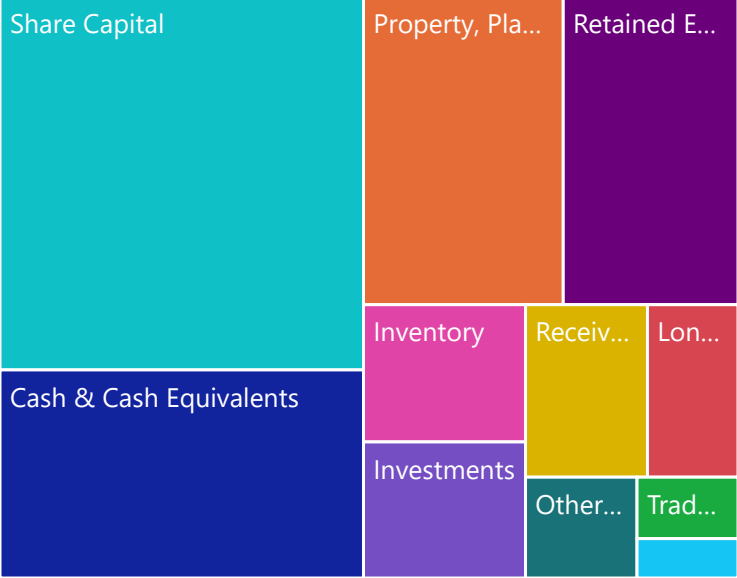
Sales FTP		
		7,835,369
Sales Revenue TTD		
		17,108,642
Gross Profit		
2018	2019	2020
2,383,246	3,968,546	5,341,360
Operating Profit		
2018	2019	2020
740,801	1,475,688	1,522,166
Net Profit		
2018	2019	2020
623,856	1,303,147	1,289,945
PBIT		
2018	2019	2020
777,278	1,522,850	1,594,431
EBITDA		
2018	2019	2020
1,147,805	2,007,744	2,237,006



### Balance Sheet

Class	2018	2019	2020
<b>Assets</b>			
<b>Assets</b>			
Current Assets	3,023,806	7,056,506	8,405,635
Non-Current Assets	851,996	2,181,590	3,914,366
<b>Total</b>	<b>3,875,802</b>	<b>9,238,096</b>	<b>12,320,001</b>
<b>Total</b>	<b>3,875,802</b>	<b>9,238,096</b>	<b>12,320,001</b>
<b>Liabilities and Owners Equity</b>			
<b>Liabilities</b>			
Current Liabilities	584,946	860,393	1,040,448
Long Term Liabilities	260,000	567,500	931,197
<b>Total</b>	<b>844,946</b>	<b>1,427,893</b>	<b>1,971,645</b>
<b>Owners Equity</b>			
Retained Earnings	364,189	1,347,536	2,242,489
Share Capital	2,666,667	6,462,667	8,105,867
<b>Total</b>	<b>3,030,856</b>	<b>7,810,203</b>	<b>10,348,356</b>
<b>Total</b>	<b>3,875,802</b>	<b>9,238,096</b>	<b>12,320,001</b>
<b>Total</b>	<b>7,751,604</b>	<b>18,476,192</b>	<b>24,640,002</b>

### Balance Sheet Values by Account



#### Receivables

2018	2019	2020
551,614	780,462	1,253,991

#### Receivable Days

2018	2019	2020
56.31	50.00	58.42

#### Payables

2018	2019	2020
137,668	238,818	369,984

#### Payable Days

2018	2019	2020
42.15	50.41	54.15

#### Current Ratio

8.08

#### Quick Ratio

6.80

#### Gearing

19.05...

#### Gearing

2018	2019	2020
27.88%	18.28%	19.05%

#### Asset Turnover

2018	2019	2020
92.25%	61.68%	63.60%

#### Capital Employed

2018	2019	2020
3,290,856	8,377,703	11,279,553

#### Total Equity

2018	2019	2020
3,030,856	7,810,203	10,348,356

#### Total Debt

2018	2019	2020
844,946	1,427,893	1,971,645

#### Return of Capital Employed

2018	2019	2020
23.62%	18.18%	14.14%

#### Return Of Equity

2018	2019	2020
20.58%	16.69%	12.47%

#### Interest Cover

2018	2019	2020
49.07	70.50	62.76

#### Quick Ratio

2018	2019	2020
4.99	7.59	6.80

#### Current Ratio

2018	2019	2020
5.17	8.20	8.08

#### Inventory Turnover Period

2018	2019	2020
32.40	110.25	194.10



EntryNo	Date	SubAccount	Details	Total_FTP
1.10	1/1/2018	Cost of Sales	Cost of Sales	-3,034
1.20	1/1/2018	Cost of Sales	Cost of Sales	-295
2.10	1/1/2018	Cost of Sales	Cost of Sales	-4,218
6.10	1/1/2018	Cost of Sales	Cost of Sales	-16,464
14.10	1/5/2018	Cost of Sales	Cost of Sales	-1,489
19.10	1/13/2018	Cost of Sales	Cost of Sales	-4,387
22.10	1/13/2018	Cost of Sales	Cost of Sales	-17,394
30.10	1/25/2018	Cost of Sales	Cost of Sales	-4,112
33.10	1/25/2018	Cost of Sales	Cost of Sales	-17,083
35.10	1/26/2018	Cost of Sales	Cost of Sales	-3,461
38.10	1/29/2018	Cost of Sales	Cost of Sales	-1,548
54.10	2/6/2018	Cost of Sales	Cost of Sales	-4,046
57.10	2/6/2018	Cost of Sales	Cost of Sales	-16,211
72.10	2/18/2018	Cost of Sales	Cost of Sales	-4,250
74.10	2/18/2018	Cost of Sales	Cost of Sales	-17,542
76.10	2/19/2018	Cost of Sales	Cost of Sales	-1,449
85.10	2/27/2018	Cost of Sales	Cost of Sales	-3,247
98.10	3/2/2018	Cost of Sales	Cost of Sales	-3,856
100.10	3/2/2018	Cost of Sales	Cost of Sales	-16,478
112.10	3/12/2018	Cost of Sales	Cost of Sales	-1,427
116.10	3/14/2018	Cost of Sales	Cost of Sales	-3,989
118.10	3/14/2018	Cost of Sales	Cost of Sales	-16,095
131.10	3/26/2018	Cost of Sales	Cost of Sales	-4,024
133.10	3/26/2018	Cost of Sales	Cost of Sales	-15,790
145.10	4/1/2018	Cost of Sales	Cost of Sales	-3,194
153.10	4/5/2018	Cost of Sales	Cost of Sales	-5,178
156.10	4/5/2018	Cost of Sales	Cost of Sales	-19,930
167.10	4/15/2018	Cost of Sales	Cost of Sales	-5,002
169.10	4/15/2018	Cost of Sales	Cost of Sales	-19,237
175.10	4/21/2018	Cost of Sales	Cost of Sales	-1,499
182.10	4/23/2018	Cost of Sales	Cost of Sales	-3,353

**Total** **11,693,152**

Country

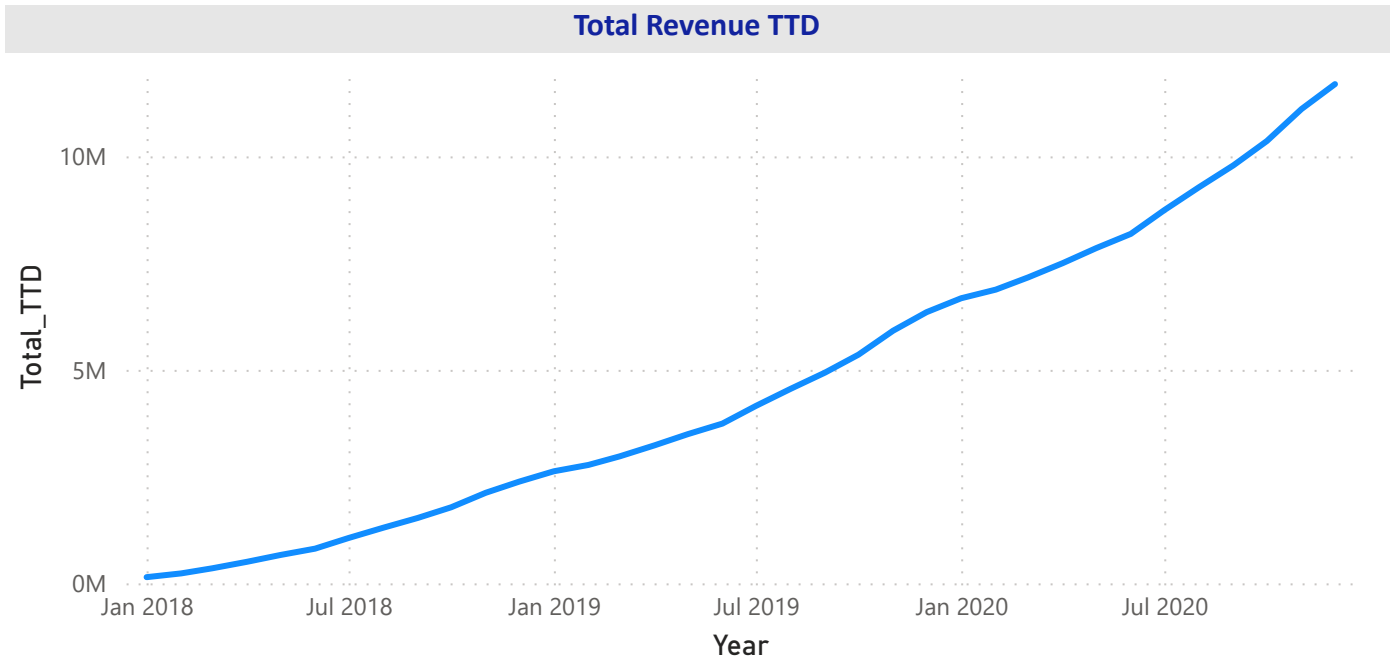
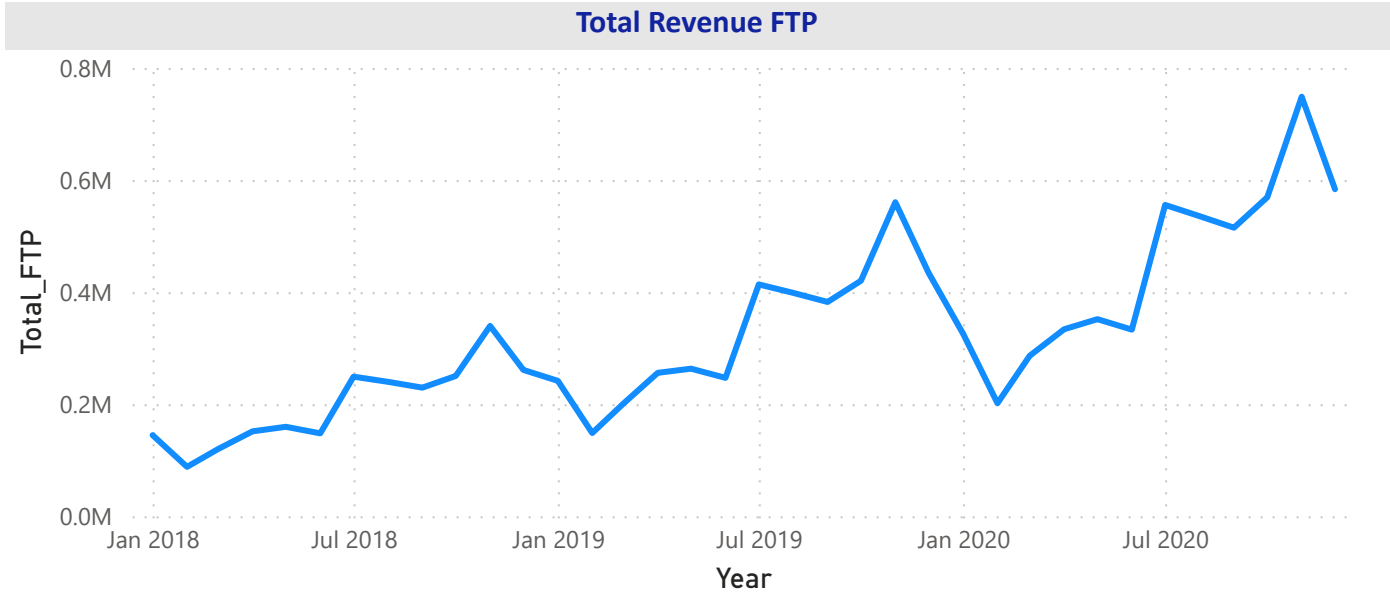
All

Date

All

Category

All





Region	Class	SubClass
Europe	Adjusting	Adjusting
Europe	Assets	Assets
Europe	Assets	Assets
Europe	Assets	Assets
Europe	Assets	Assets
Europe	Assets	Assets
Europe	Assets	Assets
Europe	Assets	Assets
Europe	Interest & Tax	Interest Expense
Europe	Interest & Tax	Taxation
Europe	Liabilities and Owners Equity	Liabilities
Europe	Liabilities and Owners Equity	Liabilities
Europe	Liabilities and Owners Equity	Liabilities
Europe	Liabilities and Owners Equity	Liabilities
Europe	Liabilities and Owners Equity	Liabilities
Europe	Liabilities and Owners Equity	Liabilities
Europe	Liabilities and Owners Equity	Owners Equity
Europe	Liabilities and Owners Equity	Owners Equity
Europe	Liabilities and Owners Equity	Owners Equity

Total