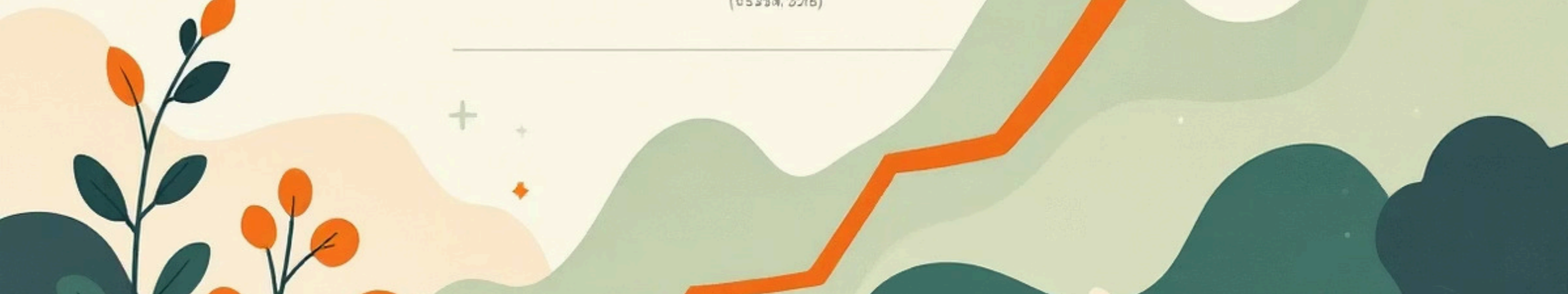




# BUSINESS FINANCE SUMMARY

A comprehensive review of our financial performance from 2013 to 2014, showcasing sustained growth, healthy profitability, and strong market positioning across our core segments.



# Financial Performance Highlights

**\$118.73M**

Total Sales

Gross sales reached \$127.93M, reflecting strong market demand

**\$16.89M**

Total Profit

Healthy margins maintained throughout the period

**1.13M**

Units Sold

Strong volume across our entire product portfolio

Overall, we've delivered a strong year with consistent growth momentum, healthy profit margins, and solid product performance across all categories. The mid-2014 growth peaks demonstrate successful market penetration strategies.

# Profit Trends

## Key Observations

Our profit trajectory tells an encouraging story. Whilst we experienced natural fluctuations throughout the year, the data reveals a **strong upward trend in late 2014** that demonstrates effective strategic execution.

The mid-year dip likely reflects seasonal market dynamics and reduced customer spending during summer months. However, our **end-of-year surge** showcases the success of our Q4 campaigns and heightened customer demand.

This recovery momentum positions us exceptionally well heading into the new fiscal year.

### Q2 Dip

Seasonal effects identified

### Q4 Surge

Campaign success validated

# Segment & Product Performance Analysis

## Revenue by Customer Segment



### Enterprise

Primary revenue driver with substantial contributions



### Midmarket

Strong performance and consistent growth



### Small Business

Untapped potential with targeted opportunity



### Government

Steady, reliable contributor to baseline

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## Product Line Performance

### Market Leaders

- **Paseo** dominates with approximately \$40M in sales
- **VTT** and **Velo** deliver strong mid-range performance
- Combined, these three products drive over 60% of revenue

### Growth Opportunities

- **Carretera** shows potential for market expansion
- **Montana** requires strategic repositioning
- Both represent clear improvement areas for 2015

Enterprise clients and the Paseo product line continue to anchor our business model. The challenge ahead is strategic diversification across segments and products to reduce concentration risk whilst capitalising on emerging opportunities.

# Regional Insights & Strategic Priorities

## Geographic Profit Distribution

### North America


Dominant market driving the majority of profit growth with established customer base and strong brand recognition

### Europe

Significant contributor with consistent performance across multiple countries and product lines

### Asia

Emerging opportunity with promising margins and untapped potential for substantial expansion

 **Strategic Insight:** Expanding our presence in Asia represents our next significant growth opportunity. The trend lines suggest the market is primed for scaling, and early investment could yield substantial returns.

## Key Takeaways & Next Steps



### Strengthen Core Products

Double down on top performers — Paseo, VTT, and Velo — through enhanced marketing and product development investment



### Expand Small Business Focus

Develop targeted campaigns and tailored solutions to capture this underserved segment's growth potential



### Accelerate Asian Market Entry

Explore strategic partnerships and localisation strategies to capitalise on emerging demand and establish early market leadership



### Optimise Seasonal Planning

Implement data-driven forecasting to maintain profit stability and capitalise on demand peaks throughout the year

"We're operating from a position of strength. The path forward is clear: scale intelligently, diversify our customer base, and sustain this growth trajectory through disciplined execution and strategic investment."