

Sales Quantity
53,320,454

2007

Return Quantity 493,587

Net Quantity **52,826,867**

Sales Amount

\$12,413,657,609

2009

Return Amount

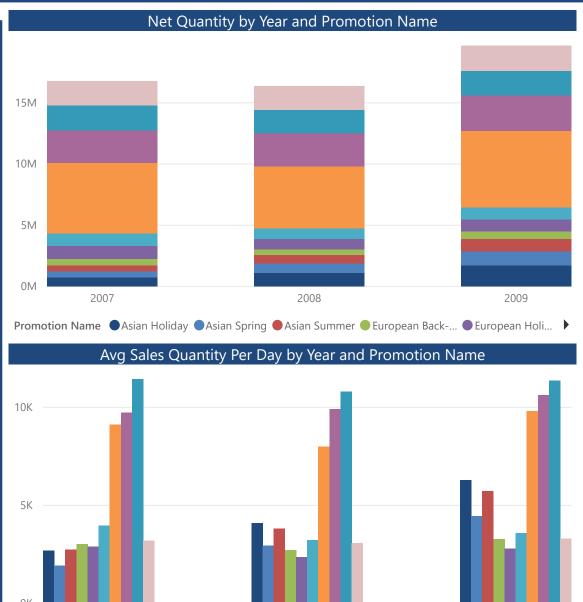
\$156,839,376

Cost of Goods Amnt \$5,364,896,602

\$6,891,921,631

Net Profits

Year \vee ΑII \vee Is Workday? ΑII \vee Continent ΑII \vee Region / Country ΑII \vee State / Province ΑII \vee **Product Category** ΑII \vee Product Sub Cate... \vee ΑII



2008

Promotion Name ● Asian Holiday ● Asian Spring ● Asian Summer ● European Back-... ● European Holi... ▶

1.0%			
			•
0.5%			
0.0% 0K	10K	20K	30K
UK		es Quantity Per Day	301

Promotion Name	Year	Sales Quantity	Return Quantity	Net Quantity	Avg Sales Quantity
Asian Holiday	2007	1,073,385	10,367	1,063,018	
Asian Holiday	2008	1,313,752	8,475	1,305,277	
Asian Holiday	2009	1,180,963	6,098	1,174,865	
Asian Spring	2007	511,986	7,896	504,090	
Asian Spring	2008	777,177	8,557	768,620	
Asian Spring	2009	1,176,441	8,658	1,167,783	
Asian Summer	2007	492,210	5,457	486,753	
Asian Summer	2008	686,586	5,600	680,986	
Asian Summer	2009	1,029,783	5,889	1,023,894	
European Back-to-School	2007	544,507	8,299	536,208	
European Back-to-School	2008	490,683	5,445	485,238	
European Back-to-School	2009	590,076	4,316	585,760	
European Holiday	2007	1,255,766	19,797	1,235,969	
European Holiday	2008	888,810	9,995	878,815	
Total	2222	E2 220 4E4	402 507	F2 926 967	
Total <		53,320,454	493,587	52,826,867	>



Sales Quantity 6,048,564

Return Quantity

Net Quantity 6,003,215

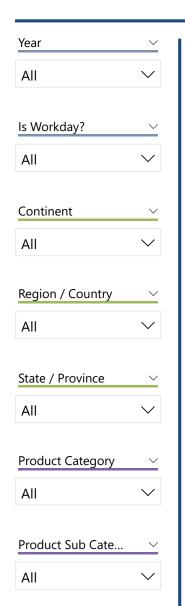
Sales Amount \$1,410,825,426 Return Amount \$14,725,161

Cost of Goods Amnt \$619,561,280

\$776,538,985

Net Profits

North America Holiday Product Details



Product Category	Sales Quantity	Return Quantity	Net Quantity	Avg Sales Quantity Per Day	Return Quantity Ratio	Sales Amount	Ret
Cell phones	1,530,592	5,177	1,525,415	8,503	0.34%	\$100,478,527	
Computers	1,195,412	10,578	1,184,834	6,641	0.88%	\$355,580,172	
Home Appliances	1,158,894	11,818	1,147,076	6,438	1.02%	\$434,396,929	
Cameras and camcorders	770,406	7,311	763,095	4,280	0.95%	\$305,641,526	
Games and Toys	645,347	3,030	642,317	3,585	0.47%	\$14,107,963	
TV and Video	412,686	4,092	408,594	2,293	0.99%	\$163,183,316	
Music, Movies and Audio Books	174,214	1,730	172,484	968	0.99%	\$19,110,649	
Audio	161,013	1,613	159,400	895	1.00%	\$18,326,343	
Total	6,048,564	45,349	6,003,215	33,603	0.75%	\$1,410,825,426	