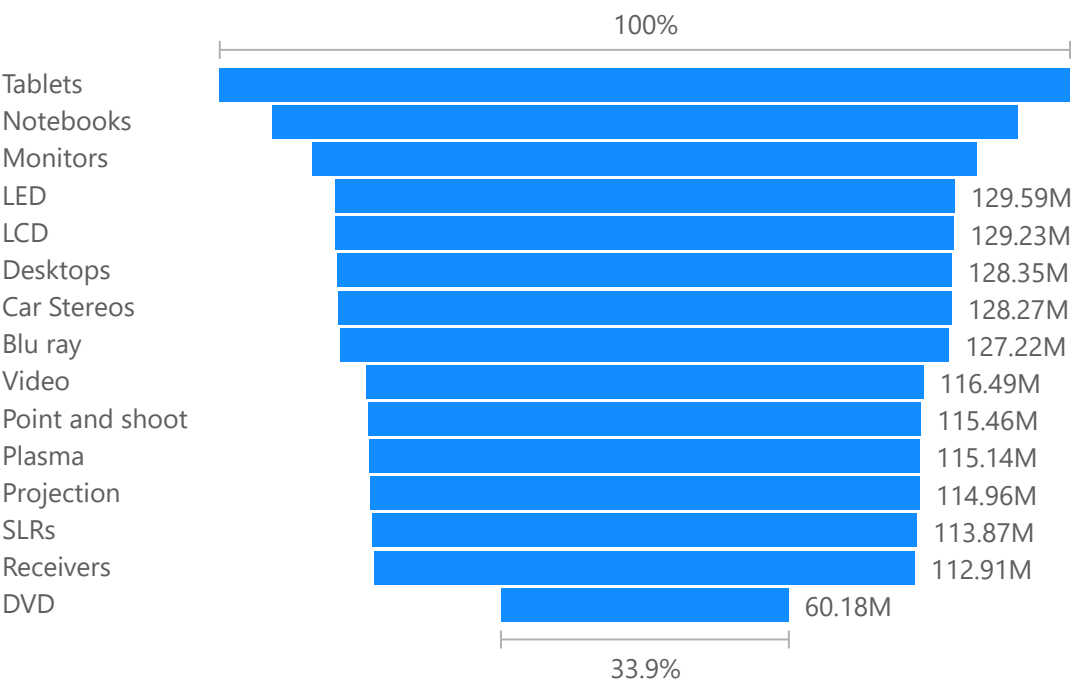


BD Product Inventory/Cash Flow

Product	BD Total 2012	BD Total 2013	BD Total 2014	Sales target	Sales Variance
DVD	129,195,485.66	129,850,789.88	60,182,513.00	390,814,170.64	-71,585,382.10
Desktops	130,438,201.90	130,723,987.18	128,352,183.00	408,312,724.26	-18,798,352.18
Plasma	128,151,407.15	129,278,358.24	115,137,564.74	389,916,079.07	-17,348,748.95
Blu ray	129,888,804.52	129,095,824.80	127,216,827.33	402,743,571.57	-16,542,114.91
LED	130,853,015.97	130,427,081.85	129,592,537.67	405,750,863.74	-14,878,228.25
Car Stereos	130,318,641.07	129,337,112.31	128,266,854.33	402,266,406.59	-14,343,798.87
Point and shoot	131,111,824.47	128,185,662.67	115,456,060.50	388,953,093.23	-14,199,545.59
LCD	130,044,422.68	131,004,768.01	129,230,919.33	404,388,715.71	-14,108,605.69
Notebooks	129,829,067.34	127,806,730.55	155,917,649.00	427,178,680.24	-13,625,233.35
Monitors	130,915,444.95	131,811,995.00	138,893,411.00	413,498,335.68	-11,877,484.73
SLRs	131,273,814.72	129,036,072.83	113,871,604.50	385,814,669.43	-11,633,177.38
Tablets	131,836,540.91	132,119,482.05	177,724,034.33	453,125,678.84	-11,445,621.55
Receivers	130,948,296.20	133,087,512.95	112,909,696.60	387,390,704.38	-10,445,198.63
Total	1,957,669,503.02	1,954,754,957.45	1,864,203,787.84	6,034,145,871.81	-257,517,623.50

BD High to Low Revenue



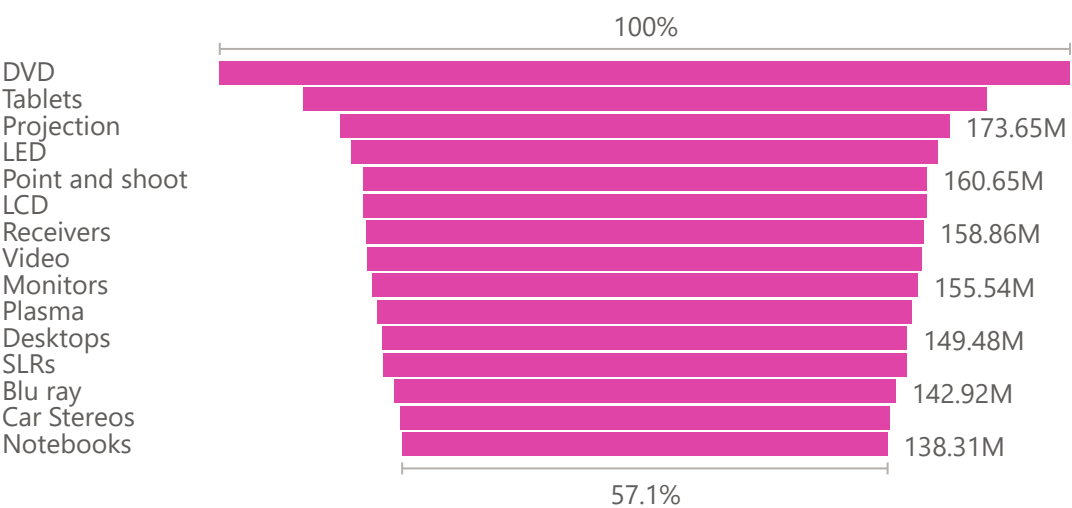
Global Product Sales

Product	Global Total 2014
DVD	131,508,983.00
Tablets	113,427,303.00
Projection	101,456,581.00
LED	99,065,292.00
LCD	97,283,676.00
Point and shoot	96,828,723.00
Monitors	94,208,603.00
Receivers	92,862,530.00
Video	91,364,077.00
SLRs	90,726,697.00
Plasma	89,512,383.00
Desktops	88,755,810.00
Total	1,442,915,370.00

Domestic Product Sales

Product	US Competitor Total 2014
DVD	110,727,308.00
Tablets	81,205,422.00
Projection	72,197,903.00
LED	68,004,931.00
Video	66,757,269.00
Receivers	65,997,774.00
Point and shoot	63,816,315.00
LCD	63,290,555.00
Plasma	62,787,477.00
Monitors	61,336,251.00
Desktops	60,721,669.00
SLRs	58,494,279.00
Total	1,000,039,058.00

Competitor High to Low Revenue



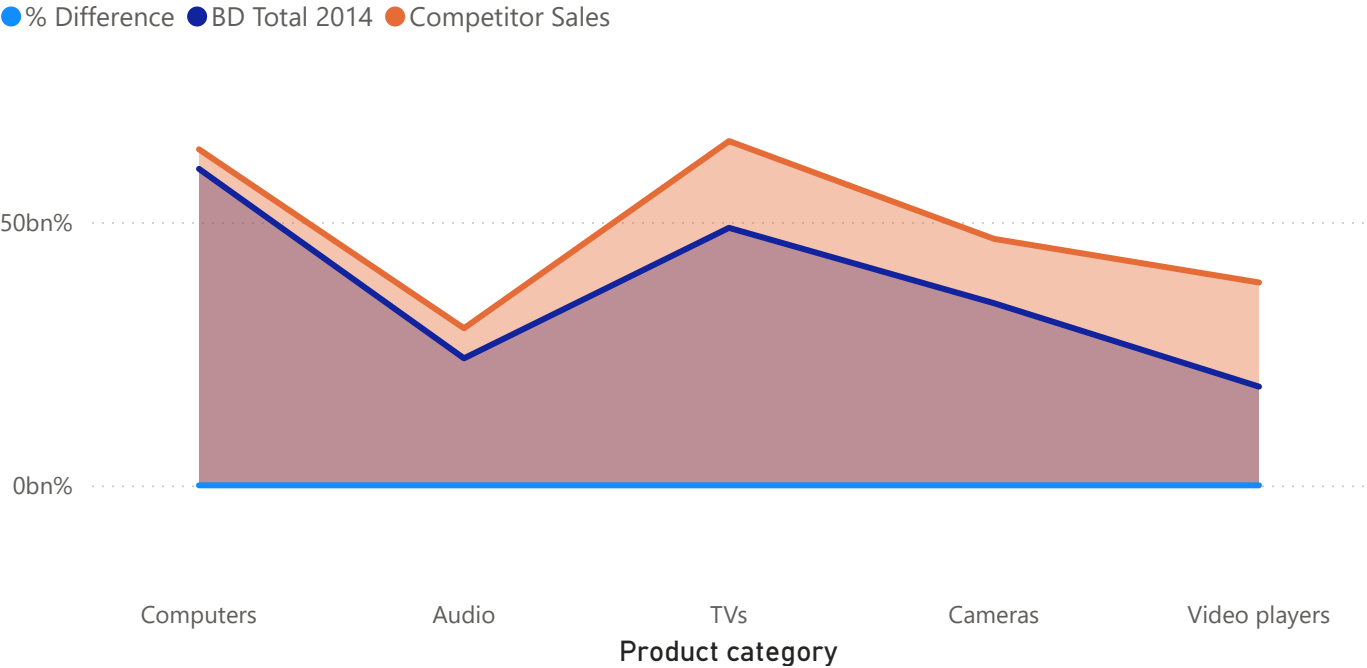
% Difference of BD Sales Against Competitors

Product category	BD Total 2014	Competitor Sales	% Difference
Audio	241,176,550.93	298,250,255.00	-19%
Car Stereos	128,266,854.33	139,389,951.00	-8%
Receivers	112,909,696.60	158,860,304.00	-29%
Cameras	345,822,085.50	467,987,360.00	-26%
Point and shoot	115,456,060.50	160,645,038.00	-28%
SLRs	113,871,604.50	149,220,976.00	-24%
Video	116,494,420.50	158,121,346.00	-26%
Computers	600,887,277.33	637,965,594.00	-6%
Desktops	128,352,183.00	149,477,479.00	-14%
Monitors	138,893,411.00	155,544,854.00	-11%
Notebooks	155,917,649.00	138,310,536.00	13%
Tablets	177,724,034.33	194,632,725.00	-9%
TVs	488,918,533.74	653,598,798.00	-25%
LCD	129,230,919.33	160,574,231.00	-20%
LED	129,592,537.67	167,070,223.00	-22%
Plasma	115,137,564.74	152,299,860.00	-24%
Projection	114,957,512.00	173,654,484.00	-34%
Video players	187,399,340.33	385,152,421.00	-51%
Blu ray	127,216,827.33	142,916,130.00	-11%
DVD	60,182,513.00	242,236,291.00	-75%
Total	1,864,203,787.84	2,442,954,428.00	-24%

BD Sales by Category

Product category	Sales	Domestic competitive sales	Global competitive sales
Computers	600,887,277.33	256,948,849.00	381,016,745
TVs	488,918,533.74	266,280,866.00	387,317,932
Cameras	345,822,085.50	189,067,863.00	278,919,497
Audio	241,176,550.93	121,135,058.00	177,115,197
Video players	187,399,340.33	166,606,422.00	218,545,999
Total	1,864,203,787.84	1,000,039,058.00	1,442,915,370

Gaps Between BD and Competitors



BD Sales Compared to Previous Year

Product category	BD Total 2013	BD Total 2014	% Change in Revenue
☐ Computers	522,462,194.78	600,887,277.33	15%
Tablets	132,119,482.05	177,724,034.33	35%
Notebooks	127,806,730.55	155,917,649.00	22%
Monitors	131,811,995.00	138,893,411.00	5%
Desktops	130,723,987.18	128,352,183.00	-2%
☐ TVs	522,567,892.22	488,918,533.74	-6%
LED	130,427,081.85	129,592,537.67	-1%
LCD	131,004,768.01	129,230,919.33	-1%
Plasma	129,278,358.24	115,137,564.74	-11%
Projection	131,857,684.12	114,957,512.00	-13%
☐ Audio	262,424,625.26	241,176,550.93	-8%
Car Stereos	129,337,112.31	128,266,854.33	-1%
Receivers	133,087,512.95	112,909,696.60	-15%
☐ Cameras	388,353,630.51	345,822,085.50	-11%
Point and shoot	128,185,662.67	115,456,060.50	-10%
Video	131,131,895.00	116,494,420.50	-11%
SLRs	129,036,072.83	113,871,604.50	-12%
☐ Video players	258,946,614.68	187,399,340.33	-28%
Blu ray	129,095,824.80	127,216,827.33	-1%
DVD	129,850,789.88	60,182,513.00	-54%
Total	1,954,754,957.45	1,864,203,787.84	-5%

Top 3 Selling Products

21%

% Change in Revenue

Items to Discontinue

Product	% Change in Revenue
DVD	-54%
Receivers	-15%
Projection	-13%
SLRs	-12%
Video	-11%
Plasma	-11%
Total	-19%