

1.47M

Gross Profit

12.64M

Total Revenue

11.6%

Profit Margin

0.48%

Revenue YoY%

1590

Total Customers

51K

Total Orders

246.5

AOV

1173

Total Returned

2.29%

Returned Rate

Time

1/3/2011



1/7/2015



Year

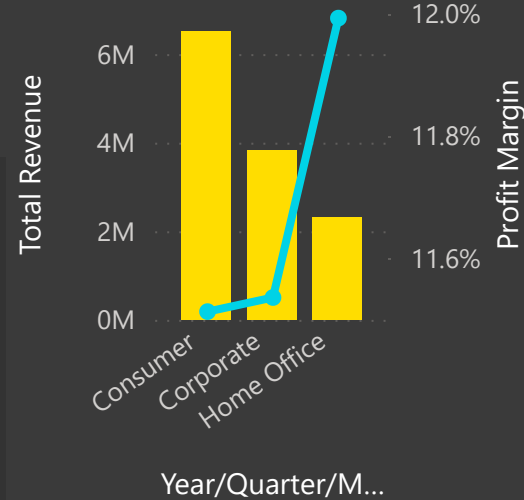


All



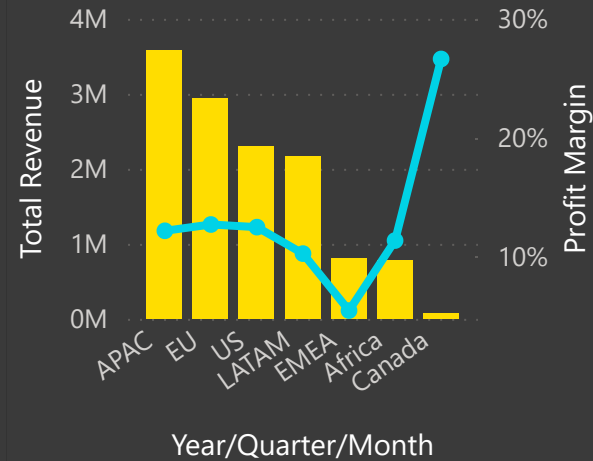
Total Sales Revenue by Segment

● Total Revenue ● Profit Margin



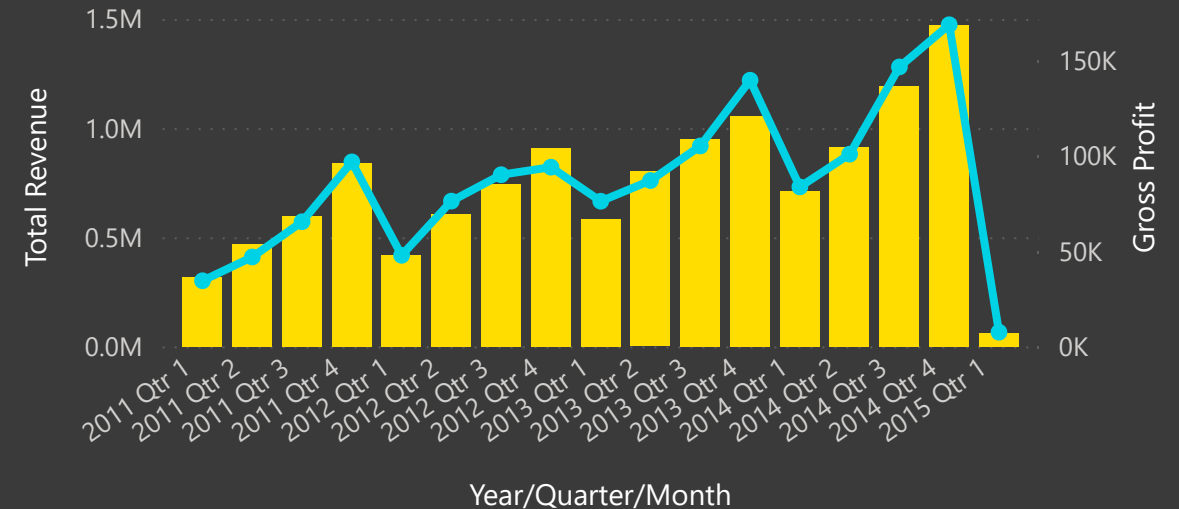
Total Sales Revenue and Profit Margin by Market

● Total Revenue ● Profit Margin



Total Sales Revenue and Total Profit over Time

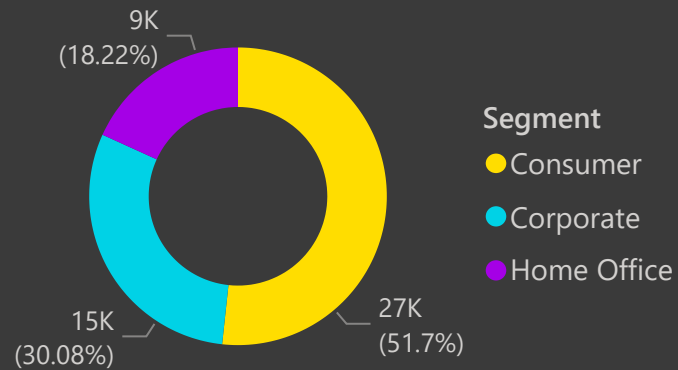
● Total Revenue ● Gross Profit



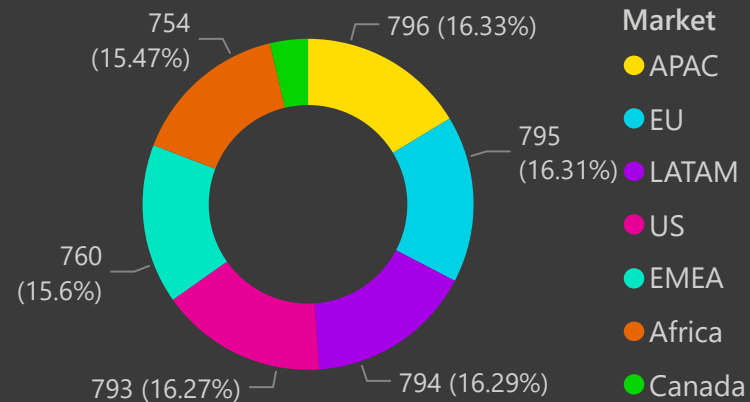
Total Orders by Segment

Total Customers by Market

Total Orders and Total Customers ver Time



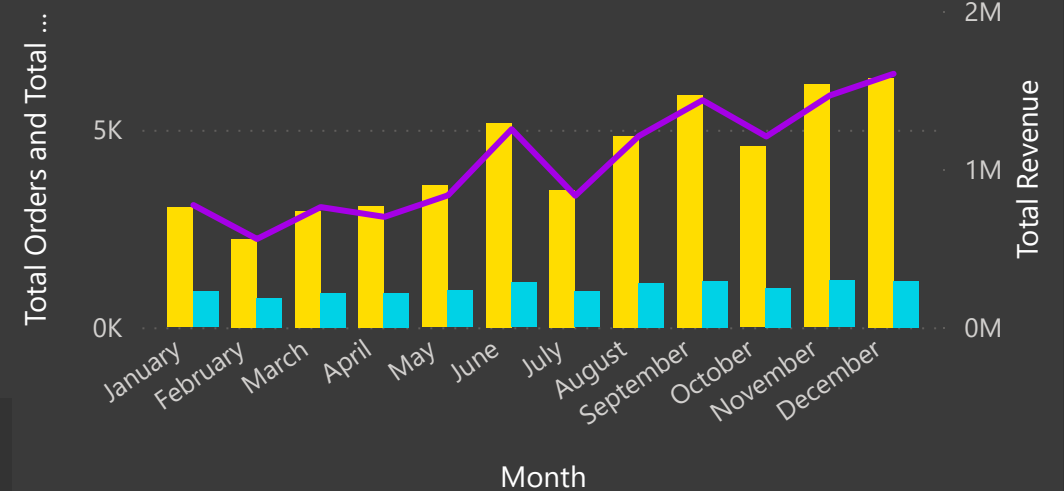
Segment

● Consumer
● Corporate
● Home Office

Market

● APAC
● EU
● LATAM
● US
● EMEA
● Africa
● Canada

● Total Orders ● Total Customers ● Total Revenue



Region
All

Market
All

Category
All

Sub-Category
All

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Total Revenue

11.6%
Profit Margin

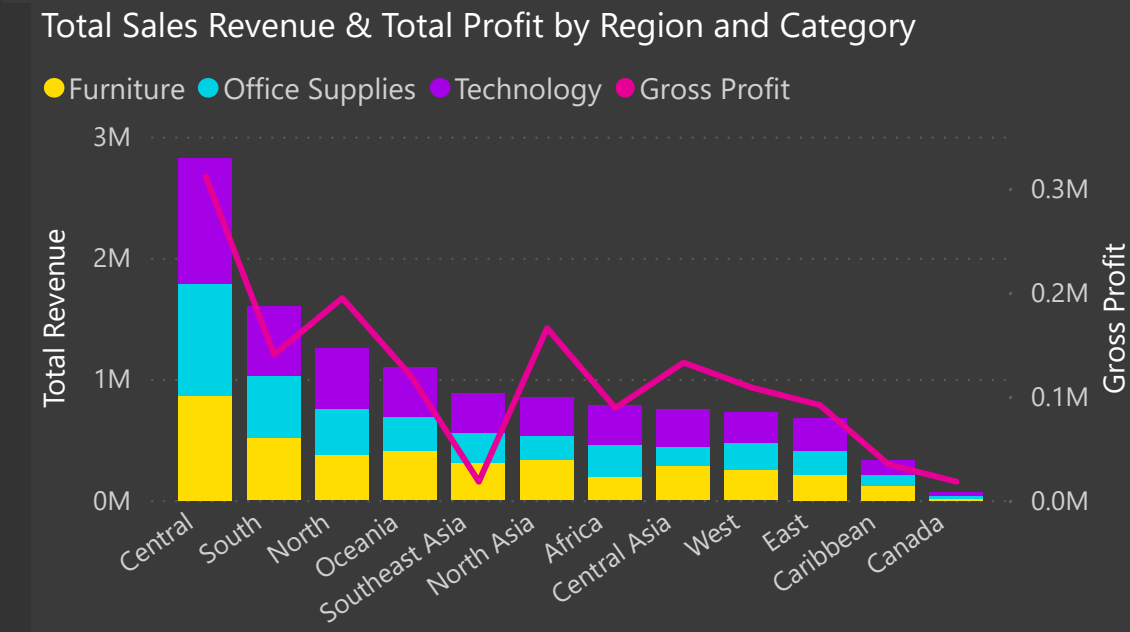
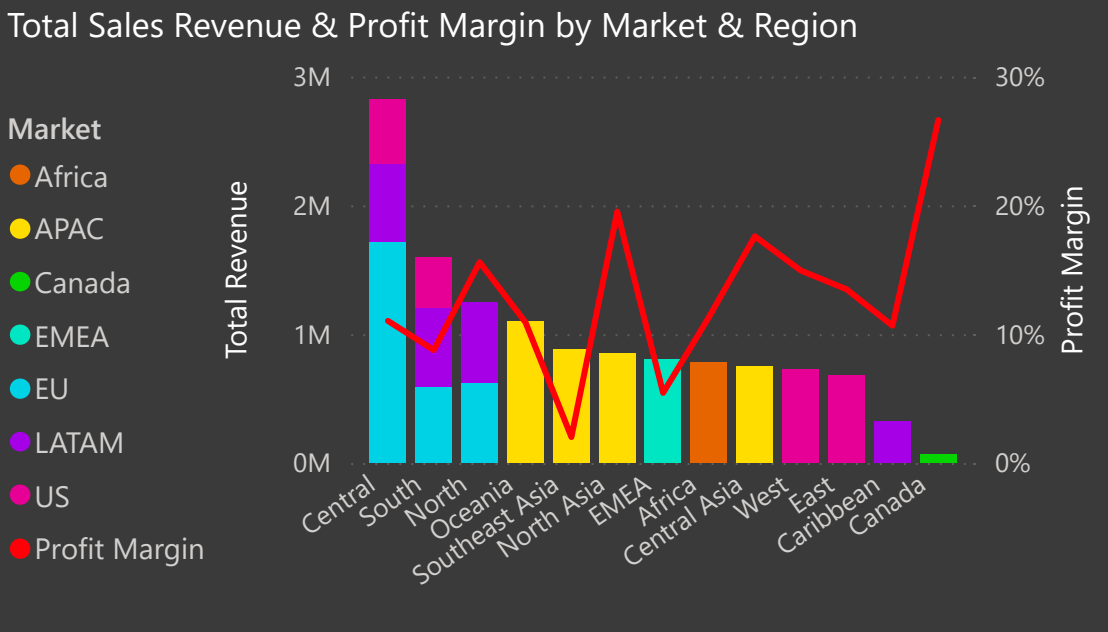
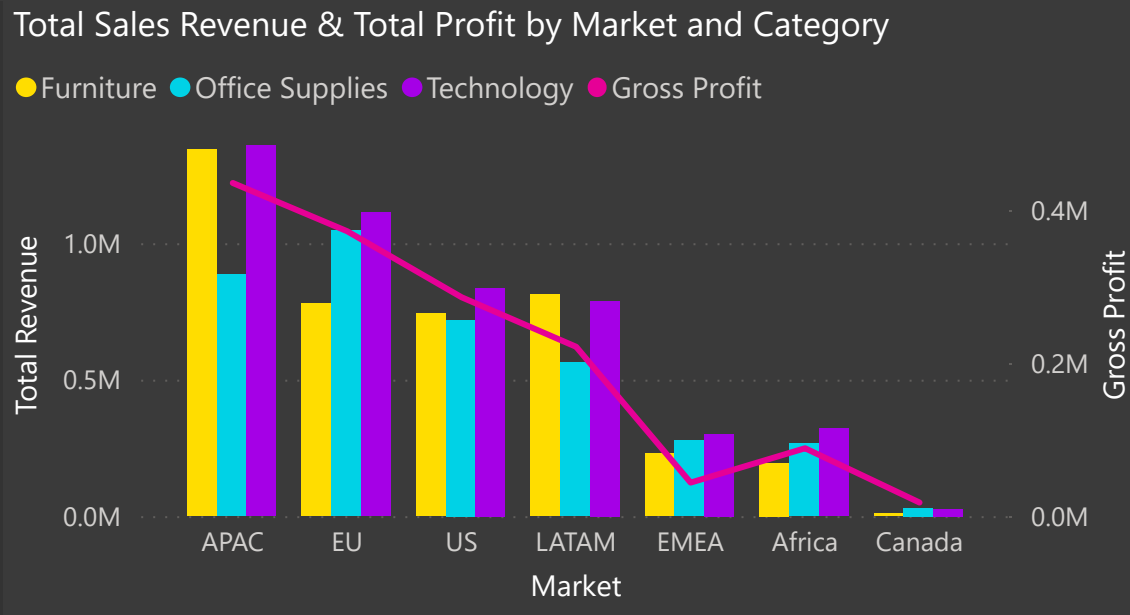
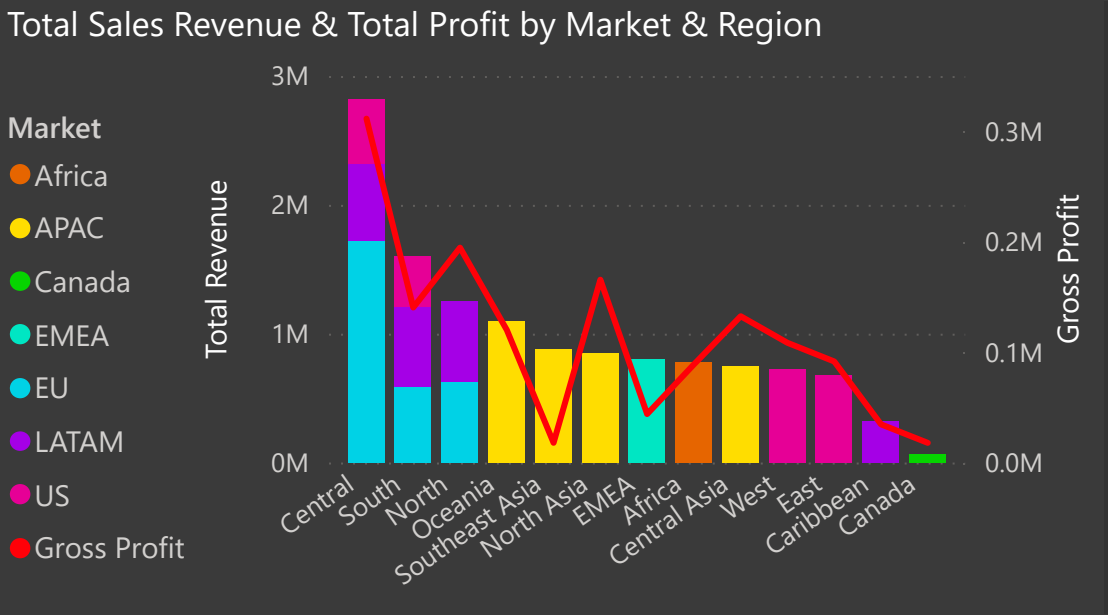
0.48%
Revenue YoY%

51K
Total Orders

Country
All

City
All

State
All





Total Sales Revenue & Total Profit by Category

● Total Revenue ● Gross Profit

Category	Total Revenue (M)	Gross Profit (M)
Technology	~4.8	~0.7
Furniture	~4.1	~0.3
Office Supplies	~3.8	~0.5

Total Orders & Returned Rate by Category

● Total Orders ● Returned Rate

Category	Total Orders (K)	Returned Rate (%)
Office Supplies	~32	~4.8
Technology	~12	~3.8
Furniture	~11	~3.8

Total Sales Revenue & Total Profit by Category

● Furniture ● Office Supplies ● Technology ● Gross Profit

Year	Qtr	Total Revenue (M)	Gross Profit (M)
2011	1	~0.3	~0.05
	2	~0.4	~0.08
	3	~0.6	~0.12
	4	~0.9	~0.15
2012	1	~0.5	~0.08
	2	~0.6	~0.12
	3	~0.7	~0.15
	4	~0.9	~0.18
2013	1	~0.6	~0.12
	2	~0.8	~0.15
	3	~1.0	~0.18
	4	~1.4	~0.22
2014	1	~0.7	~0.15
	2	~0.9	~0.18
	3	~1.2	~0.22
	4	~1.5	~0.25
2015	1	~0.1	~0.02

Total Orders & AOV by Category

● Total Orders ● AOV

Category	Total Orders (K)	AOV
Office Supplies	~31	~467.9
Technology	~10	~416.2
Furniture	~10	~416.2

Total Customers & AOV by Category

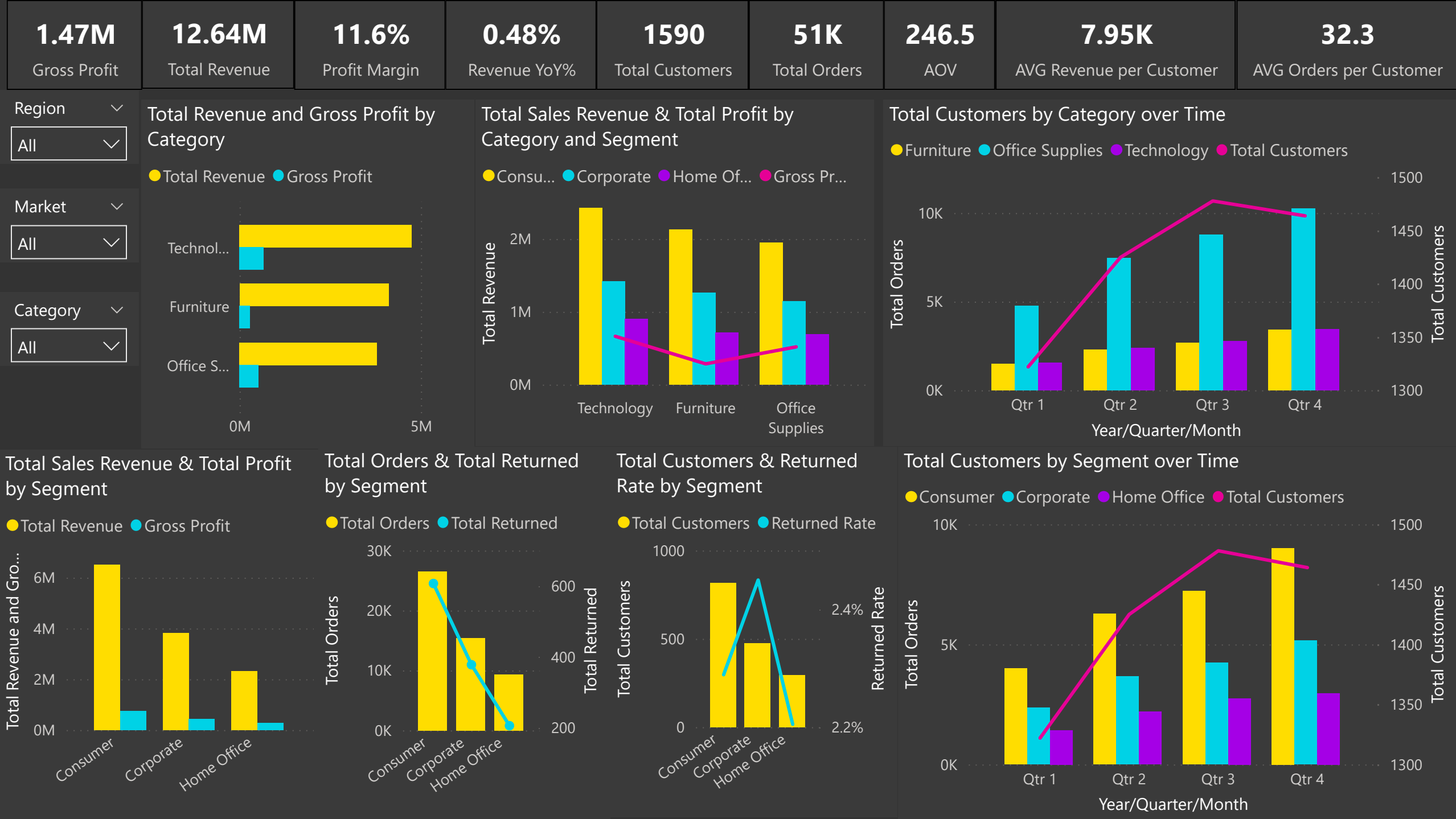
● Total Customers ● AOV

Category	Total Customers	AOV
Office Supplies	~1585	~467.9
Technology	~1485	~416.2
Furniture	~1427	~416.2

Total Sales Revenue & Total Profit by Sub-Category

Category ● Furniture ● Office Supplies ● Technology ● Gross Profit

Sub-Category	Total Revenue (M)	Gross Profit (M)
Phones	~1.5	~0.2
Copiers	~1.5	~0.2
Chairs	~1.5	~0.1
Bookcases	~1.5	~0.1
Storage	~1.1	~0.05
Appliances	~1.0	~0.05
Machines	~0.8	~0.05
Tables	~0.8	~0.05
Accessories	~0.8	~-0.4
Binders	~0.8	~0.15
Furnishings	~0.5	~0.05
Art	~0.4	~0.05
Paper	~0.3	~0.05
Supplies	~0.2	~0.05
Envelopes	~0.2	~0.05
Fasteners	~0.1	~0.05
Labels	~0.1	~0.05



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Returned Rate

Region

All

Market

All

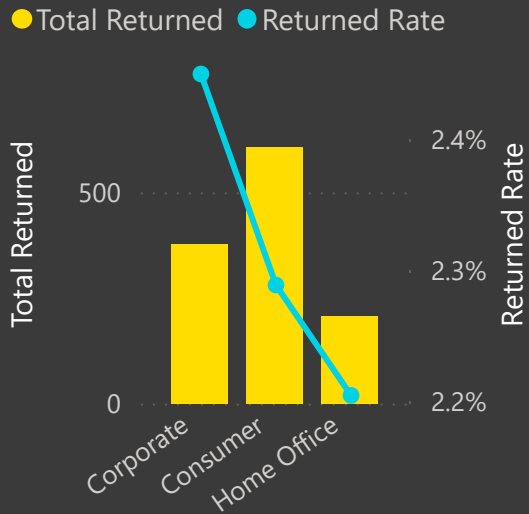
Segment

All

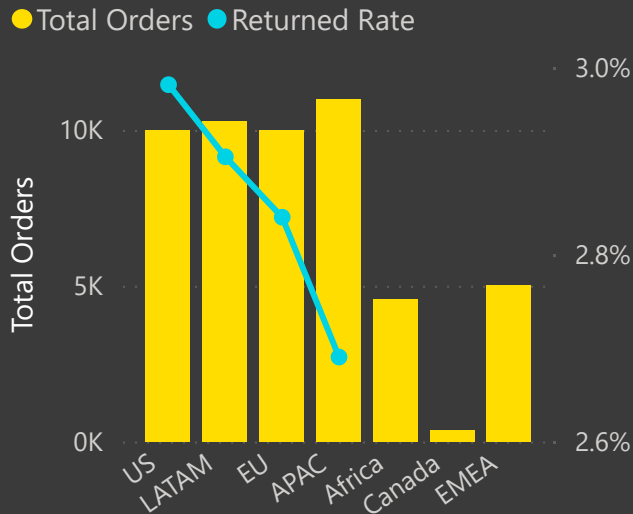
Category

All

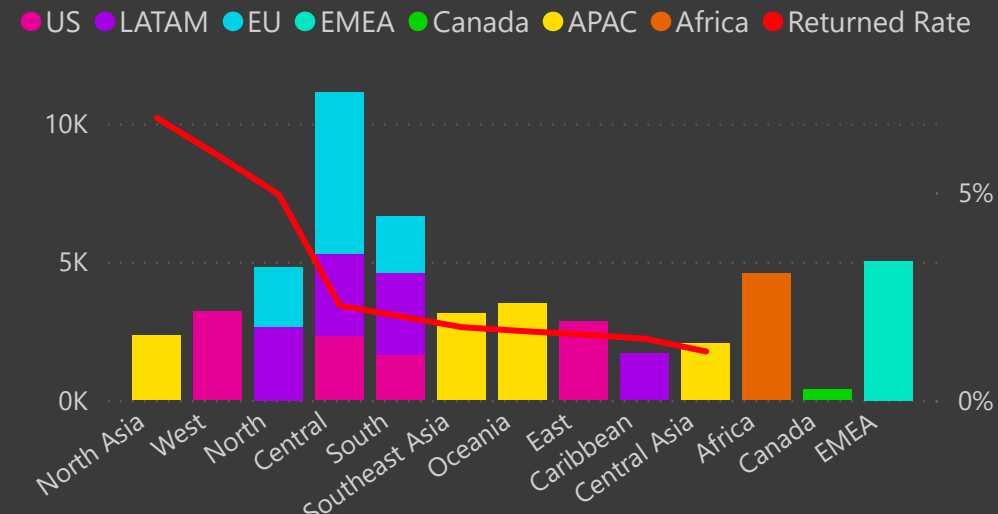
Returned Rate by Segment



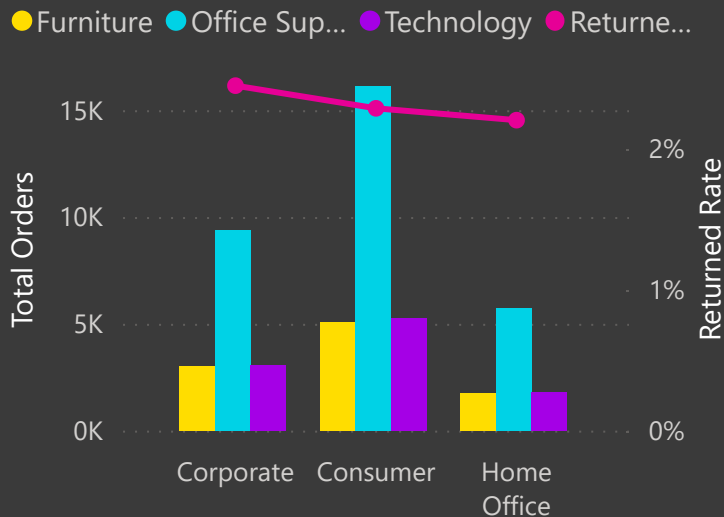
Total Orders and Returned Rate by Market



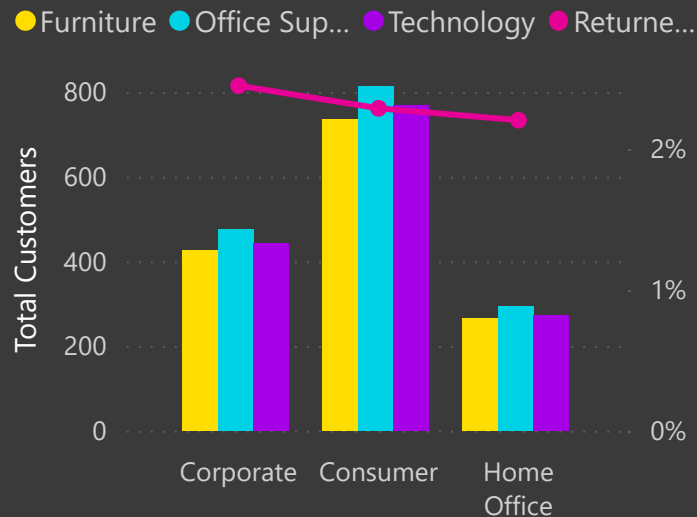
Total Orders & Returned Rate by Region



Total Orders & Returned Rate by Segment and Category



Total Customers and Returned Rate by Segment and Category



Returned Rate by Sub-Category

