

Profit and Loss Statement

Year
2018 2019 2020

Country
Australia Canada France
Germany New Zealand UK
USA

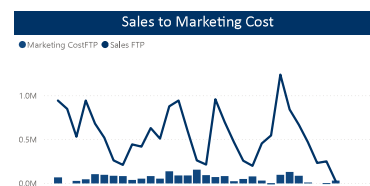
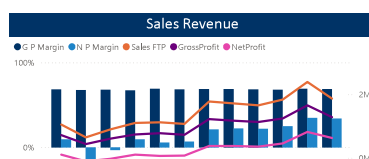
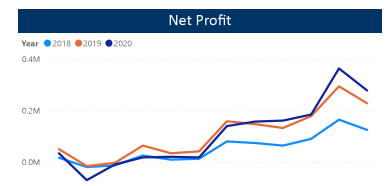
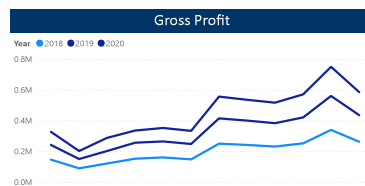
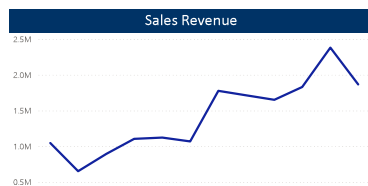


SALES FTP <div>7,835,369</div>	Sales Revenue TTD <div>17,108,642</div>	Gross Profit <div>2018 2019 2020</div> <div>2,383,246 3,968,546 5,341,360</div>	Gross Profit Margin <div>68.35% ▲</div>	Operating Margin <div>21.85% ▲</div>
Operating Profit <div>2018 2019 2020</div> <div>740,801 1,475,688 1,522,166</div>	EBITDA <div>2018 2019 2020</div> <div>1,147,805 2,007,744 2,237,006</div>	PBIT <div>2018 2019 2020</div> <div>777,278 1,522,850 1,594,431</div>	Net Margin <div>18.80% ▲</div>	
Net Profit <div>2018 2019 2020</div> <div>623,856 1,303,147 1,289,945</div>				



In 2020, Germany kept a strong Gross Profit Margin (68%), but high operating costs cut profitability, leaving an Operating Margin of just 18%.

Sales Revenue												
Year				2018				2019				
Class	SubClass	SubClass2	Account	Actual FTP	Budget FTP	Variance FTP %	% of Revenue	Actual FTP	Budget FTP	Variance FTP %	% of Revenue	
Trading account	Sales	Sales	Sales	3,694,374	3,693,076	0.04%		5,856,210	5,720,048	2.38%		
			Sales Return	-118,946	-119,190	-0.20%		-158,365	-158,862	-0.31%		
			Total	3,575,428	3,573,886	0.04%	100.00%	5,697,845	5,561,186	2.46%	100.00%	
		Total	3,575,428	3,573,886	0.04%	100.00%	5,697,845	5,561,186	2.46%	100.00%		
	Cost of Sales	Cost of Sales	Cost of Sales	-1,192,182	-1,213,053	-1.72%		-1,729,299	-1,733,445	-0.24%		
			Total	-1,192,182	-1,213,053	-1.72%	-33.34%	-1,729,299	-1,733,445	-0.24%	-30.35%	
		Total	-1,192,182	-1,213,053	-1.72%	-33.34%	-1,729,299	-1,733,445	-0.24%	-30.35%		
	Total		2,383,246	2,360,833	0.95%	66.66%	3,968,546	3,827,741	3.68%	69.65%		
	Operating account	Operating Expenses	Sales & Distribution	Staff Costs	-260,004	-266,270	-2.35%		-374,412	-366,524	2.15%	
				Total	-260,004	-266,270	-2.35%	-7.27%	-374,412	-366,524	2.15%	-6.57%
Marketing			Commissions	-290,549	-293,330	-0.95%		-497,368	-495,085	0.46%		
			Advertisements	-52,539	-52,540	-0.00%		-83,555	-83,965	-0.49%		



P&L by Country:

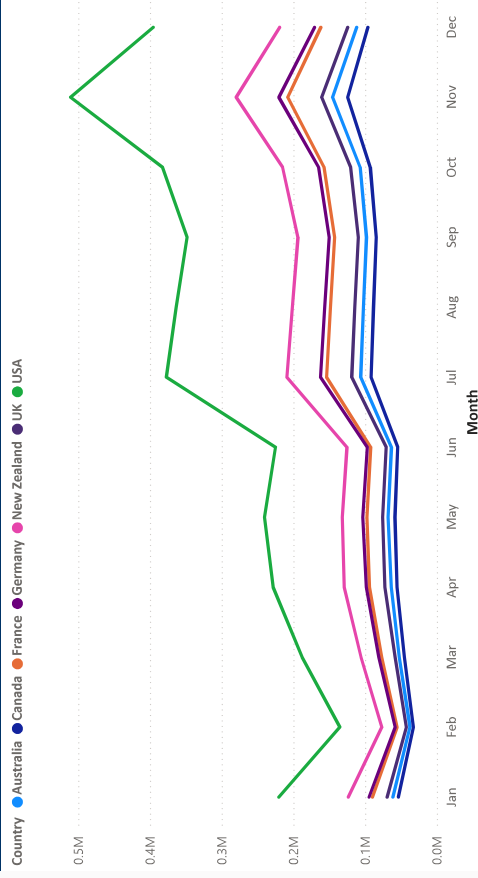
Revenue, Gross Profit, Net Profit

Year
2018 | 2019 | 2020

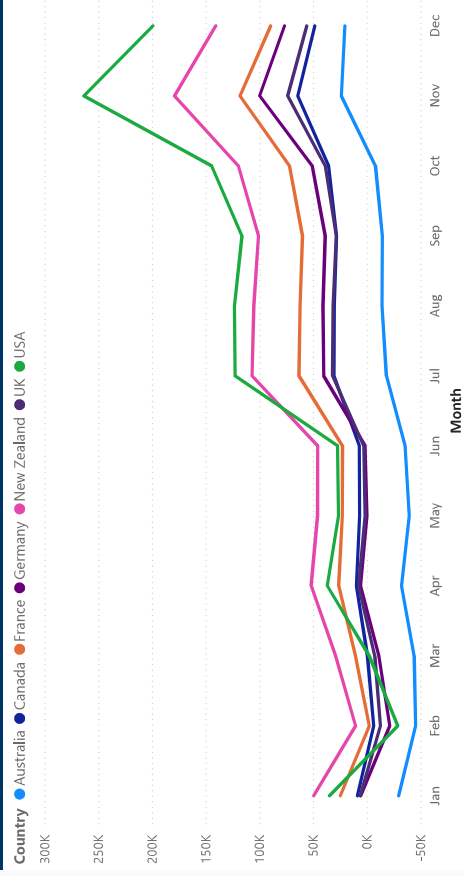
Sales Revenue



Gross Profit



Net Profit



Balance Sheet Statement

Year

2018

2019

2020

Country

Australia

Canada

France

Germany

New Zealand

UK

USA

Current Ratio

2018 2019 2020

5.17 8.20 8.08

Quick Ratio

2018 2019 2020

5.17 8.20 8.08

Receivables Days

2018 2019 2020

56.31 50.00 58.42

Payable Days

2018 2019 2020

42.15 50.41 54.15

Inventory Days

2018 2019 2020

32.40 110.25 194.10

Interest Cover

2018 2019 2020

49.07 70.50 62.76

Capital Employed

2018 2019 2020

3,290,856 8,377,703 11,279,553

ROCE

2018 2019 2020

23.62% 18.18% 14.14%

ROE

2018 2019 2020

20.58% 16.69% 12.47%

Asset Turnover

2018 2019 2020

92.25% 61.68% 63.60%

Gearing

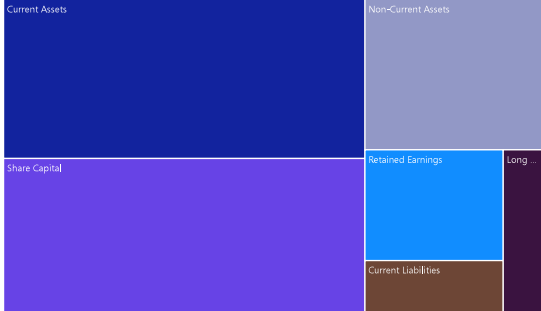
2018 2019 2020

27.88% 18.28% 19.05%

Balance Sheet

Class	SubClass	SubClass2	Account	2018	2019	2020
Assets	Assets	Current Assets	Cash & Cash Equivalents	2,107,691	5,111,014	4,510,732
			Receivables	551,614	780,462	1,253,994
			Inventory	105,834	522,363	1,326,242
			Investments	258,667	642,667	1,314,667
			Total	3,023,806	7,056,506	8,405,635
		Non-Current Assets	Property, Plant, & Equipment	776,004	2,028,804	3,677,220
			Intangible Assets	75,992	152,786	237,146
			Total	851,996	2,181,590	3,914,366
		Total		3,875,802	9,238,096	12,320,001
	Total			3,875,802	9,238,096	12,320,001
Liabilities and Owners Equity	Liabilities	Current Liabilities	Trade Payables	137,668	238,818	369,984
			Other Payables	447,278	621,575	670,464
			Total	584,946	860,393	1,040,448
		Long Term Liabilities	Long Term Obligations	260,000	567,500	931,197
			Total	260,000	567,500	931,197

Balance Sheet Value by SubClass 2



Capital Structure KPIs

Debt to Asset %

16.0%

Debt to Equity %

19.1%

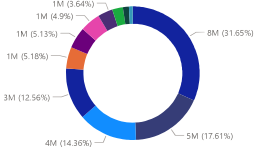
Equity Ratio %

84.0%

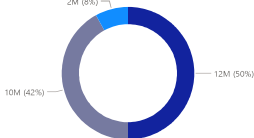
Balance Sheet by Class



Balance Sheet by Account



Balance Sheet by Subclass



By Account

Liabilities Breakdown

Top 3 Assets

Equity Breakdown

Sales Performance: Rolling & Moving Averages

Year

2018

2019

2020

Country

Australia

Canada

France

Germany

New Zealand

UK

USA

Sales Performance – Daily Trends						
Year	Quarter	Month	Day Num	Sales FTP	Sales FTP 90D Rolling	Sales FTP 30D Moving Avg
2018	Qtr 1	Jan	1	74,469	74,469	24,823
			2		74,469	24,823
			3		74,469	24,823
			4		74,469	24,823
			5	4,655	79,124	26,375
			6		79,124	26,375
			7		79,124	26,375
			8		79,124	26,375
			9		79,124	26,375
			10		79,124	26,375
			11		79,124	26,375
			12		79,124	26,375
			13	67,462	146,586	48,862
			14		146,586	48,862
			15		146,586	48,862
			16		146,586	48,862
			17		146,586	48,862
			18		146,586	48,862
			19		146,586	48,862
			20		146,586	48,862
			21		146,586	48,862
			22		146,586	48,862
			23		146,586	48,862
			24		146,586	48,862
			25	65,665	212,251	70,750
			26	1,294	223,078	74,359
			27		223,078	74,359
			28		223,078	74,359
			29	4,841	227,919	75,973
			30		227,919	75,973
			31		227,919	75,973

Sales Performance - Monthly Trends					
Year	Quarter	Month	Sales FTP	Sales FTP 3 Months Rolling	Sales 3 Month Moving Avg
2018	Qtr 1	Jan	218,386	218,386	72,795
		Feb	135,042	353,428	117,809
		Mar	181,765	535,193	178,398
	Qtr 2	Apr	232,865	549,672	183,224
		May	235,894	650,524	216,841
		Jun	222,839	691,598	230,533
	Qtr 3	Jul	372,250	830,983	276,994
		Aug	358,720	953,809	317,936
		Sep	344,653	1,075,623	358,541
	Qtr 4	Oct	380,572	1,083,945	361,315
		Nov	501,714	1,226,939	408,980
		Dec	390,728	1,273,014	424,338
2019	Qtr 1	Jan	348,408	1,240,850	413,617
		Feb	216,489	955,625	318,542
		Mar	290,507	855,404	285,135
	Qtr 2	Apr	373,847	880,843	293,614
		May	373,909	1,038,263	346,088
		Jun	355,520	1,103,276	367,759
	Qtr 3	Jul	592,279	1,321,708	440,569
		Aug	570,905	1,518,704	506,235
		Sep	549,369	1,712,553	570,851
	Qtr 4	Oct	609,081	1,729,355	576,452
		Nov	795,422	1,953,872	651,291
		Dec	622,109	2,026,612	675,537
2020	Qtr 1	Jan	479,674	1,897,205	632,402
		Feb	299,659	1,401,442	467,147
		Mar	422,145	1,201,478	400,493
	Qtr 2	Apr	496,958	1,218,762	406,254
		May	511,081	1,430,184	476,728
		Jun	489,529	1,497,568	499,189
	Qtr 3	Jul	813,009	1,813,619	604,540

Assets Balance – Period End & Average

Country		
Australia	Canada	France
Germany	New Zealand	UK
USA		

Assets Performance			
Year	Quarter	Assets Period End	Avg Daily Assets
2018	Qtr 1	3,078,189	3,104,797
	Qtr 2	3,160,641	3,168,925
	Qtr 3	3,514,200	3,423,788
	Qtr 4	3,875,802	3,709,369
	Total	3,875,802	3,353,574
2019	Qtr 1	7,934,025	7,991,711
	Qtr 2	7,959,719	8,087,775
	Qtr 3	8,577,179	8,400,964
	Qtr 4	9,238,096	8,938,411
	Total	9,238,096	8,357,436
2020	Qtr 2	11,238,294	11,178,817
	Qtr 1	11,262,206	11,189,251
	Qtr 3	11,892,666	11,446,788
	Qtr 4	12,320,001	12,012,380
	Total	12,320,001	11,458,300
Total		12,320,001	7,726,511

Horinzotal Analysis:

P&L & Balance Sheet

Country		
Australia	Canada	France
Germany	New Zealand	UK
USA		

P&L Horinzotal Analysis					
Class	SubClass	SubClass2	2018	2019	2020
Trading account	Sales	Sales	318.72%	275.03%	
	Cost of Sales	Cost of Sales	290.11%	288.44%	
Operating account	Operating Expenses	Sales & Distribution	288.00%	281.74%	
		Marketing	338.64%	330.21%	
		Administration	318.01%	321.80%	
	Depreciation & Amortization	Depreciation	266.29%	270.57%	
		Amortization	162.63%	206.52%	
Non-operating	Interest Income	Interest Income	246.31%	371.43%	
	Gain/Loss on Sales of Asset	Gain/Loss on Sales of Asset	209.69%	249.79%	
	Exchange Loss/Gain	Exchange Loss/Gain	334.69%	270.77%	
	Dividend Income	Dividend Income	273.31%	276.13%	
Interest & Tax	Interest Expense	Interest Expense	272.73%	235.22%	
	Taxation	Taxation	287.98%	281.75%	

Balance Sheet Horizontal Analysis						
Class	SubClass	SubClass2	Account	2018	2019	2020
Assets	Assets	Current Assets		133.37%	19.12%	
		Non-Current Assets		156.06%	79.43%	
Liabilities and Owners Equity	Liabilities	Current Liabilities		47.09%	20.93%	
		Long Term Liabilities		118.27%	64.09%	
	Owners Equity	Share Capital	Share Capital	142.35%	25.43%	
		Retained Earnings		270.01%	66.41%	

Vertical Analysis:

P&L & Balance Sheet

Country		
Australia	Canada	France
Germany	New Zealand	UK
USA		

P&L Vertical Analysis						
Class	SubClass	SubClass2	Account	2018	2019	2020
Trading account	Sales	Sales	Sales	103.33%	102.78%	102.17%
			Sales Return	-3.33%	-2.78%	-2.17%
		Total	Total	100.00%	100.00%	100.00%
			Total	100.00%	100.00%	100.00%
	Cost of Sales	Cost of Sales	Cost of Sales	-33.34%	-30.35%	-31.83%
			Total	-33.34%	-30.35%	-31.83%
		Total	Total	-33.34%	-30.35%	-31.83%
Operating account	Operating Expenses	Sales & Distribution	Staff Costs	-7.27%	-6.57%	-6.73%
			Total	-7.27%	-6.57%	-6.73%
		Marketing	Commissions	-8.13%	-8.73%	-10.53%
			Advertisements	-1.47%	-1.47%	-1.72%
			Total	-9.60%	-10.20%	-12.24%
		Administration	Travel	-2.65%	-2.65%	-3.10%
			Entertainment	-3.78%	-3.76%	-4.41%
			Office Supplies	-1.79%	-1.78%	-2.09%
			Professional Services	-2.47%	-2.48%	-2.89%
			Telephone	-2.13%	-2.12%	-2.48%
			Utilities	-1.42%	-1.43%	-1.67%
			Other Expenses	-3.44%	-3.43%	-4.01%
			Total	-17.69%	-17.65%	-20.65%

Balance Sheet Vertical Analysis						
Class	SubClass	SubClass2	Account	2018	2019	2020
Assets	Assets	Current Assets	Cash & Cash Equivalents	54.38%	55.33%	36.61%
			Receivables	14.23%	8.45%	10.18%
			Inventory	2.73%	5.65%	10.76%
			Investments	6.67%	6.96%	10.67%
		Non-Current Assets	Property, Plant, & Equipment	20.02%	21.96%	29.85%
			Intangible Assets	1.96%	1.65%	1.92%
Liabilities and Owners Equity	Liabilities	Current Liabilities	Trade Payables	3.55%	2.59%	3.00%
			Other Payables	11.54%	6.73%	5.44%
		Long Term Liabilities	Long Term Obligations	6.71%	6.14%	7.56%
	Owners Equity	Share Capital	Share Capital	68.80%	69.96%	65.79%
		Retained Earnings	Retained Earnings	16.10%	20.86%	26.11%
			Dividends paid	-6.70%	-6.27%	-7.91%

Cash Flow

Year			Country		
2018	2019	2020	Australia	Canada	France
			Germany	New Zealand	UK
			USA		

Cash Flow				
Type	Subtype	2018	2019	2020
Cash and Cash equivalents at the start of the year	Cash and Bank at start		2,107,691	5,111,014
	Total		2,107,691	5,111,014
Cash flows from Operating Activities	Profit before tax	761,438	1,501,250	1,569,027
	Interest Expense	15,840	21,600	25,404
	Non-Cash items	407,004	532,056	714,840
	Non-Operating	-34,263	-43,457	-67,249
	Working Capital Changes	-373,071	-465,511	-1,197,007
	Interest Paid	-14,520	-21,000	-24,979
	Tax paid	0	-137,572	-198,108
	Total	762,428	1,387,366	821,928
Cash flows from Investing Activities	Purchase of Non-Current Assets	-2,035,000	-2,675,250	-3,463,680
	Sale of Non-Current Assets	780,850	818,685	1,022,415
	Investments	-258,667	-384,000	-672,000
	Interest received	13,496	16,621	30,868
	Dividends received	15,917	21,751	30,030
	Total	-1,483,404	-2,202,193	-3,052,367
Cashflows from Financing Activities	Proceeds from the issuance of Share Capital	2,666,667	3,796,000	1,643,200
	Proceeds from long term borrowings	260,000	307,500	363,697
	Repayment of Long term loan			
	Dividends paid	-98,000	-285,350	-376,740
	Total	2,828,667	3,818,150	1,630,157
Cash and Cash equivalents at the end of the year	Cash and Bank at end	2,107,691	5,111,014	4,510,732
	Total	2,107,691	5,111,014	4,510,732
Total		4,588,123	10,710,627	9,669,055

P&L + TTD Foreign Currency

Year

2018

2019

2020

Reporting Currency

Amount in Local Currency

Amount in USD

P&L Foreign Currency										
Class	SubClass	SubClass2	Account	Australia	Canada	France	Germany	New Zealand	UK	USA
Assets	Assets	Current Assets	Cash & Cash Equivalents	148,348	283,086	853,593	755,145	402,911	547,622	1,318,730
			Inventory	181,980	55,515	127,668	190,023	134,538	161,841	341,263
			Investments	112,474	70,159	176,721	207,238	104,877	167,512	392,000
			Receivables	19,322	81,731	30,359	65,907	409,915	-70,577	437,700
		Non-Current Assets	Property, Plant, & Equipment	301,367	207,824	473,514	563,907	281,010	470,680	1,152,000
			Intangible Assets	19,899	14,314	31,265	37,486	18,555	24,268	75,000
Liabilities and Owners Equity	Owners Equity	Share Capital	Share Capital	704,154	465,432	1,106,380	1,308,824	656,590	955,900	2,360,000
		Retained Earnings	Retained Earnings	-162,717	192,234	607,472	348,931	624,355	310,288	1,061,900
			Dividends paid	-79,676	-57,289	-125,188	-150,106	-74,294	-117,070	-308,800
	Liabilities	Current Liabilities	Other Payables	202,948	36,980	-50,667	110,223	46,119	-9,973	202,293
			Trade Payables	44,155	19,356	38,029	60,420	29,545	47,895	100,800

TTD Foreign Currency									
Class	SubClass	SubClass2	Australia	Canada	France	Germany	New Zealand	UK	USA
Assets	Assets	Current Assets	462,123	490,491	1,188,341	1,218,313	1,052,240	806,398	2,489,693
		Non-Current Assets	321,266	222,138	504,779	601,394	299,565	494,948	1,227,000
Liabilities and Owners Equity	Liabilities	Current Liabilities	247,104	56,336	-12,638	170,643	75,664	37,923	303,093
		Long Term Liabilities	74,524	55,916	117,093	141,414	69,490	114,306	300,500
	Owners Equity	Share Capital	704,154	465,432	1,106,380	1,308,824	656,590	955,900	2,360,000
		Retained Earnings	-242,392	134,945	482,284	198,825	550,061	193,218	753,100

Daily Transaction Converted

Year
2018 | 2019 | 2020

Year	Quarter	Month	Day Num	Australia	Canada	France	Germany	New Zealand	UK	USA
2018	Qtr 1	Jan	1	429,826	443,973	681,279	880,281	412,884	1,133,591	1,729,754
			3	-25	-23	-40	-49	-24	-58	-88
			5	24,764	26,106	39,913	51,133	23,819	62,259	101,844
			9	0	0	0	0	0	0	0
			13	6,206	6,891	12,156	13,013	7,241	16,692	26,986
			16	0	0	0	0	0	0	0
			19	-7	-6	-11	-16	-7	-18	-26
			20	0	0	0	0	0	0	0
			21	0	0	0	0	0	0	0
			22	-1,146	-1,215	-1,859	-2,389	-1,104	-3,146	-4,788
			25	5,983	6,660	11,721	12,547	7,030	16,366	26,258
			26	-404	-408	-315	-831	-189	-358	-1,606
			29	444	485	874	936	518	1,213	1,918
			30	-1,331	-1,428	-2,184	-2,808	-1,285	-3,702	-5,656
			31	-7,083	-7,625	-11,742	-15,098	-6,840	-17,189	-30,254
		Feb	1	14,202	10,014	16,147	27,949	13,713	27,987	39,736
			3	0	0	0	0	0	0	0
			6	5,632	6,301	11,156	11,944	6,563	15,457	25,102
			7	-2,516	-2,698	-4,127	-5,306	-2,414	-6,945	-10,776
			8	0	0	0	0	0	0	0
			11	0	0	0	0	0	0	0
			12	-991	-1,057	-1,598	-2,054	-950	-2,722	-4,200
			14	-1,444	-1,537	-2,331	-2,991	-1,386	-3,985	-6,108
			15	11,523	10,320	15,487	27,827	13,810	28,320	40,820
			16	11,523	10,320	15,487	27,827	13,810	28,320	40,820
			17	11,523	10,320	15,487	27,827	13,810	28,320	40,820
			18	11,523	10,320	15,487	27,827	13,810	28,320	40,820
			19	11,523	10,320	15,487	27,827	13,810	28,320	40,820
			20	11,523	10,320	15,487	27,827	13,810	28,320	40,820
			21	11,523	10,320	15,487	27,827	13,810	28,320	40,820