

SALES PERFORMANCE OF CONTOSO COMPANY IN ASIA IN 2009

Year
2009

Revenue

\$1,029M

% Revenue YoY

8.88%

Cost

\$449.16M

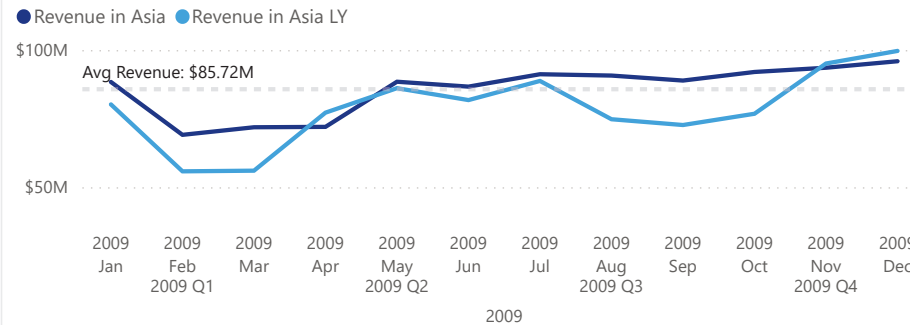
Profit Margin

56.33%

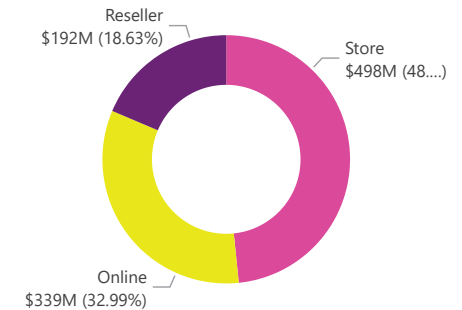
% Revenue over all
Continent

27.50%

Revenue Trend Line



Revenue by Channel



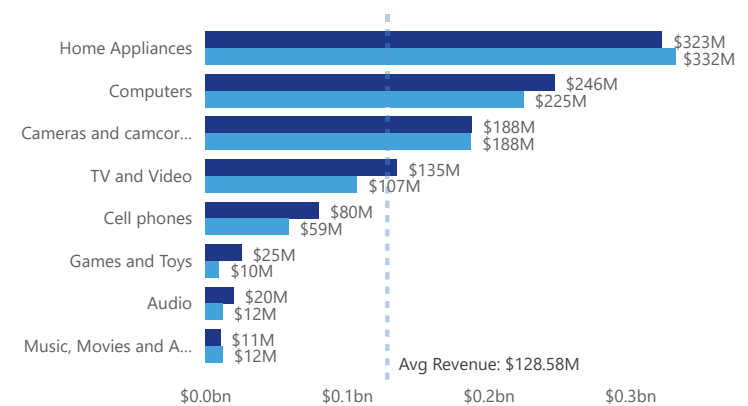
Top 5 Countries by Revenue

RegionCountryName	Revenue in Asia	% Revenue by Country
China	\$617,126,191	60.0%
Japan	\$96,818,246	9.4%
Australia	\$41,128,813	4.0%
Total	\$822,776,489	80.0%

Bottom 5 Countries by Revenue

RegionCountryName	Revenue in Asia	% Revenue by Country
Bhutan	\$19,962,258	1.9%
Kyrgyzstan	\$13,804,578	1.3%
Armenia	\$13,768,350	1.3%
Total	\$74,366,508	7.2%

Revenue (vs LY) by Category



Sales Performance By Country 2009

Regional Country

All

\$1,029M

Revenue

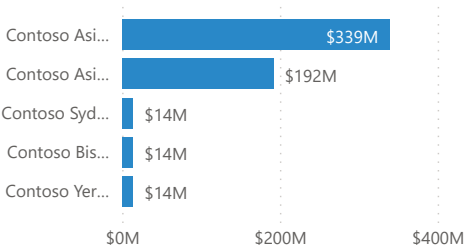
\$579.44M

Profit

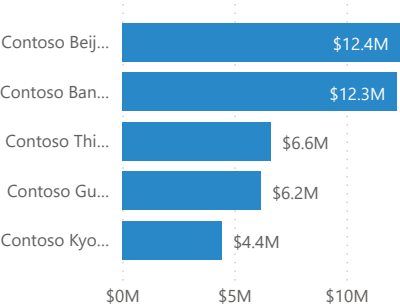
\$452.4M

COGS

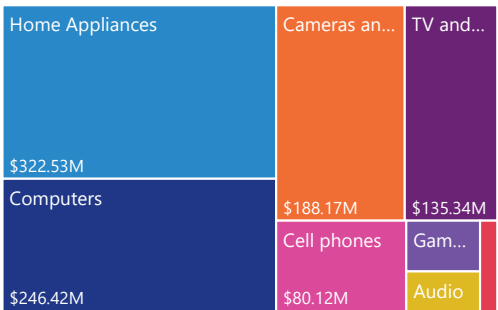
Total Revenue by Stores



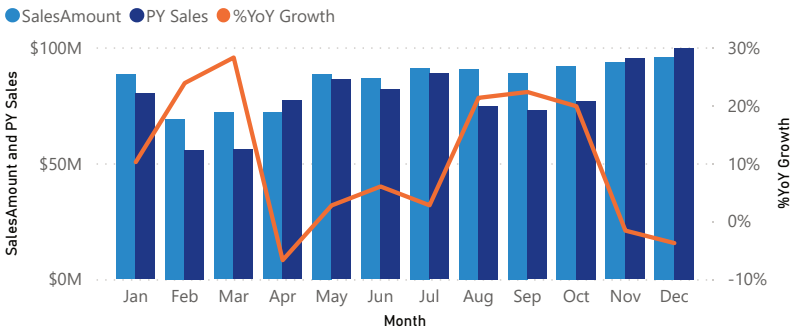
Bottom Revenue by Stores



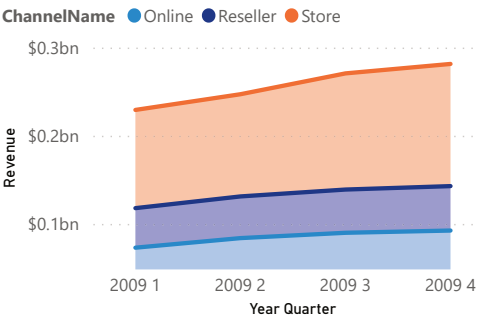
Product Category by Revenue



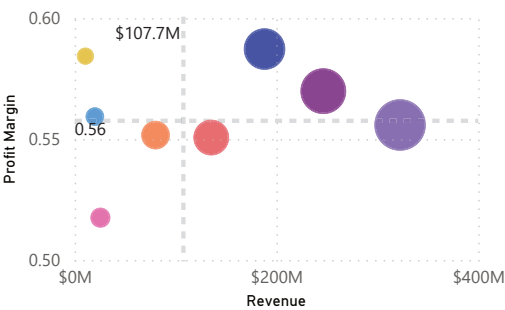
SalesAmount, PY Sales and %YoY Growth by Month



Revenue by Quarter and Channel in 2009



Profit Margin and Revenue by Category



Revenue and Budget by Category

Category	Revenue	%YoY Growth	Budgeting	Budget Var
Home Appliances	\$322.53M	-2.96%	\$264.28M	22.04%
Computers	\$246.42M	9.68%	\$201.92M	22.04%
Cameras and camcorders	\$188.17M	0.28%	\$154.19M	22.04%
TV and Video	\$135.34M	26.27%	\$110.90M	22.04%
Cell phones	\$80.12M	36.55%	\$65.65M	22.04%
Games and Toys	\$25.45M	161.89%	\$20.85M	22.04%
Audio	\$19.99M	64.58%	\$16.38M	22.04%
Music, Movies and Audio Books	\$10.60M	-14.00%	\$8.68M	22.04%
Total	\$1,028.60M	8.88%	\$842.85M	22.04%

SALES PERFORMANCE BY COUNTRY IN ASIA (QUARTER 1)

Year ▼ Country ▼
 2009 ▼ All ▼

Revenue

\$229M

% Revenue YoY

19.43%

Sales Quantity

1337K

Cost

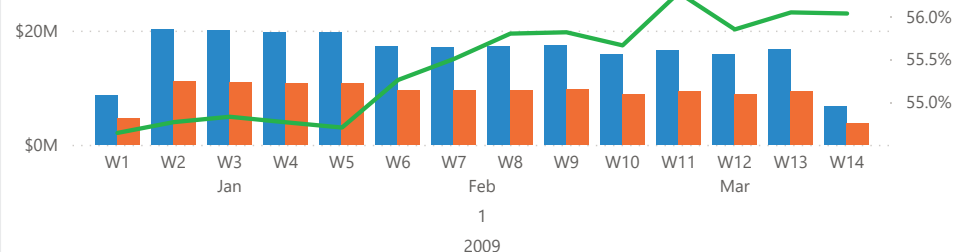
102M

Profit Margin

55.39%

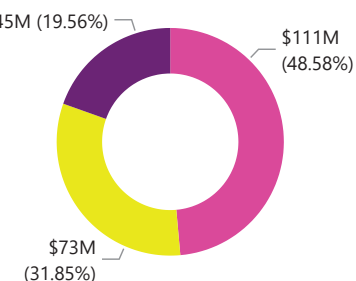
Revenue , Profit and Profit Margin by Year, Quarter, Month and Week Number

● Revenue in Asia (Q1) ● Profit in Asia (Q1) ● Profit Margin in Asia (Q1)



Revenue by Channel

● Store ● Online ● Reseller



Top 5 subcategories by Revenue

Subcategory	Revenue in Asia (Q1)	Sales Quantity in Asia (Q1)	Revenue in Asia (Q1) YoY
Camcorders	\$22,183,342	36182	-3.61%
Projectors & Screens	\$17,798,973	33529	20.91%
Refrigerators	\$15,295,664	28011	20.67%
Total	\$85,293,228	160145	13.46%

Bottom 5 Subcategories by Revenue

Subcategory	Revenue in Asia (Q1)	Sales Quantity in Asia (Q1)	Revenue in Asia (Q1) YoY
Boxed Games	\$563,705	77411	15.39%
Home & Office Phones	\$774,430	29193	10.30%
VCD & DVD	\$805,000	8017	15.70%
Total	\$4,545,709	152516	61.43%

Revenue (vs LY) by Category

● Revenue in Asia (Q1) ● Revenue in Asia (Q1) LY

