

# Annual Financial Report 2024

This comprehensive report covers financial performance for the fiscal year 2024, including quarterly breakdowns, segment analysis, and future outlook. The following pages contain detailed financial tables and analysis.

## Quarterly Revenue Analysis

Quarter	Revenue	Cost	Profit	Margin
Q1 2024	\$120M	\$80M	\$40M	33%
Q2 2024	\$150M	\$95M	\$55M	37%
Q3 2024	\$145M	\$90M	\$55M	38%
Q4 2024	\$165M	\$100M	\$65M	39%

Revenue grew consistently throughout 2024, with Q4 showing the strongest performance.

Segment Performance

Segment	Revenue	Growth
Enterprise	\$250M	15%
SMB	\$180M	22%
Consumer	\$150M	10%

## Market Analysis

The market showed strong growth in 2024, driven by increased demand for cloud services and digital transformation initiatives. Our competitive position improved significantly, with market share gains across all key segments. Looking ahead to 2025, we expect continued growth momentum supported by new product launches and geographic expansion.

## **2025 Outlook**

For fiscal year 2025, we project revenue growth of 20-25% driven by product innovation and market expansion. We will continue investing in R&D; and sales capacity to capture growing market opportunities.