

Category

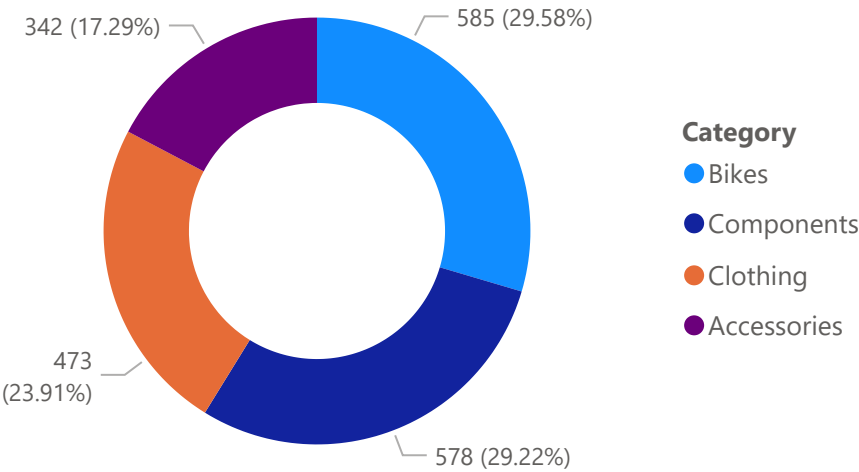
- ☐ Accessories
- ☐ Bikes
- ☐ Clothing
- ☐ Components

Subcategory

- Bib-Shorts
- Bike Racks
- Bike Stands
- Bottles and Cages
- Bottom Brackets
- Brakes
- Caps
- Chains
- Cleaners
- Cranksets
- Derailleurs
- Fenders
- Forks
- Gloves
- Handlebars
- Headsets
- Helmets
- Hydration Packs
- Jerseys
- Lights
- Locks
- Mudguards

Region	Salesperson	Total Quantity
Southeast	Tsvi Reiter	15,899
Northwest	Tete Mensa-Annan	5,273
Australia	Syed Abbas	820
Canada	Stephen Jiang	695
Northeast	Stephen Jiang	328
Northwest	Stephen Jiang	541
Southeast	Stephen Jiang	435
Southwest	Stephen Jiang	954
Central	Shu Ito	1,254
Northwest	Shu Ito	1,376
Southwest	Shu Ito	12,313
France	Ranjit Varkey Chudukatil	13,646
Germany	Rachel Valdez	6,467
Northwest	Pamela Ansman-Wolfe	6,987
Central	Michael Blythe	5,817
Northeast	Michael Blythe	7,000
Southeast	Michael Blythe	584
Southwest	Michael Blythe	8,641
Australia	Lynn Tsoflias	3,235
Central	Linda Mitchell	5,291
Northwest	Linda Mitchell	4,510
Southwest	Linda Mitchell	16,649
Canada	José Saraiva	3,291
United Kingdom	José Saraiva	10,757
Central	Jillian Carson	6,327
Northeast	Jillian Carson	11,749
Southeast	Jillian Carson	1,183
Southwest	Jillian Carson	6,672
Canada	Jae Pak	24,697
Total		205,858

Count of Reseller by Category

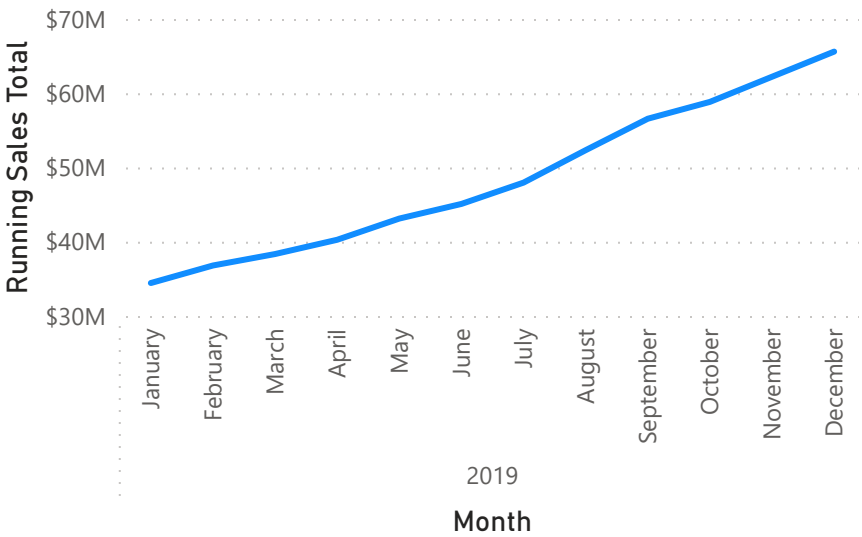


Year	Total Sales	Average Sales
2017	\$8,080,177.00	\$1,950.79
2018	\$25,020,677.00	\$1,489.50
2019	\$32,507,704.00	\$1,206.27
2020	\$12,352,455.00	\$1,193.01
<b>Total</b>	<b>\$77,961,013.00</b>	<b>\$1,338.55</b>

Product	Total Sales	Sum of Quantity
AWC Logo Cap	\$29,700.00	5940
Long-Sleeve Logo Jersey, L	\$174,530.00	5929
Sport-100 Helmet, Blue	\$91,087.00	4452
Sport-100 Helmet, Black	\$87,243.00	4261
Sport-100 Helmet, Red	\$79,798.00	3898
Classic Vest, S	\$141,778.00	3731
Full-Finger Gloves, L	\$77,395.00	3365
Short-Sleeve Classic Jersey, XL	\$102,592.00	3206
Long-Sleeve Logo Jersey, M	\$91,624.00	3110
Half-Finger Gloves, M	\$41,496.00	2837
Women's Mountain Shorts, S	\$114,618.00	2729
Women's Mountain Shorts, L	\$110,670.00	2635
Hitch Rack - 4-Bike	\$188,424.00	2617
Long-Sleeve Logo Jersey, XL	\$74,624.00	2540
Water Bottle - 30 oz.	\$7,167.00	2389
Mountain-200 Black, 38	\$2,953,994.00	2274
Short-Sleeve Classic Jersey, L	\$71,840.00	2245
Road-650 Red, 44	\$654,087.00	2229
Road-650 Red, 60	\$1,008,804.00	2223
Road-650 Black, 52	\$1,005,361.00	2216
Bike Wash - Dissolver	\$11,025.00	2205
Full-Finger Gloves, M	\$50,531.00	2197
Women's Tights, L	\$95,130.00	2114
<b>Total</b>	<b>\$77,961,013.00</b>	<b>205858</b>

Year	Month	Running Sales Total
2019	January	\$34,440,288
2019	February	\$36,802,220
2019	March	\$38,344,776
2019	April	\$40,266,463
2019	May	\$43,122,564
2019	June	\$45,094,101
2019	July	\$47,965,140
2019	August	\$52,333,170
2019	September	\$56,568,422
2019	October	\$58,836,374
2019	November	\$62,221,862
2019	December	\$65,608,558
Total		\$65,608,558

Running Sales Total by Month



Year	Month	Total Sales	Sales By Ship Date
2019	January	\$1,339,434.00	\$1,733,685
2019	February	\$2,361,932.00	\$1,830,736
2019	March	\$1,542,556.00	\$2,110,982
2019	April	\$1,921,687.00	\$1,787,410
2019	May	\$2,856,101.00	\$2,322,129
2019	June	\$1,971,537.00	\$2,511,820
2019	July	\$2,871,039.00	\$2,794,115
2019	August	\$4,368,030.00	\$3,647,362
2019	September	\$4,235,252.00	\$4,486,979
2019	October	\$2,267,952.00	\$2,802,068
2019	November	\$3,385,488.00	\$3,062,685
2019	December	\$3,386,696.00	\$3,530,087
Total		\$32,507,704.00	\$32,620,058

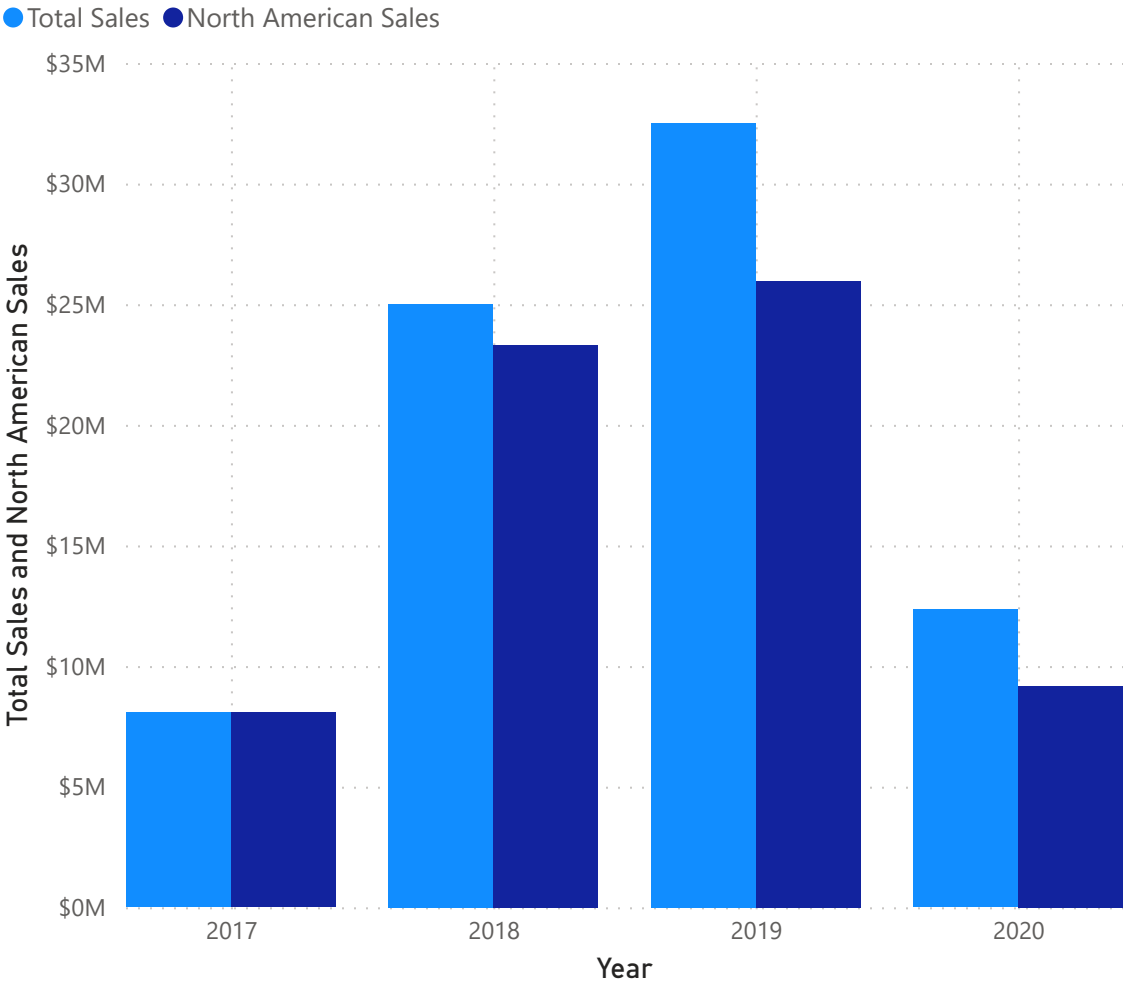
Year

- ☐ 2017
- ☐ 2018
- ☐ 2019
- ☐ 2020
- ☐ 2021

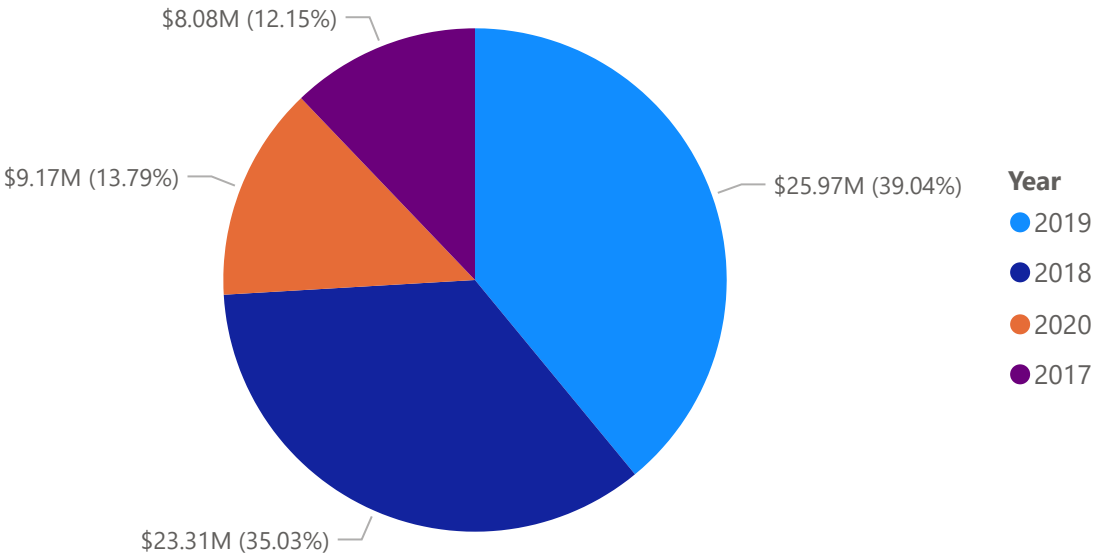
ResellerCountry	Total Sales	% of Total
United States	\$52,638,085.00	67.52%
Canada	\$13,892,239.00	17.82%
France	\$4,487,628.00	5.76%
United Kingdom	\$3,830,859.00	4.91%
Germany	\$1,798,223.00	2.31%
Australia	\$1,313,979.00	1.69%
Total	\$77,961,013.00	100.00%

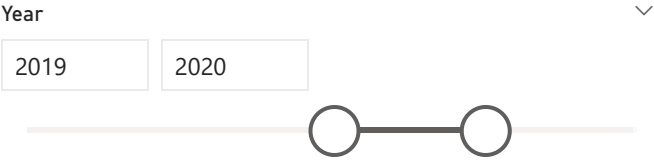
Year	Total Sales	Sales Target	Variance	Variance %
2017	\$8,080,177.00	\$7,950,000.00	\$130,177.00	\$0.02
2018	\$25,020,677.00	\$22,750,000.00	\$2,270,677.00	\$0.10
2019	\$32,507,704.00	\$34,000,000.00	(\$1,492,296.00)	(\$0.04)
2020	\$12,352,455.00	\$70,000,000.00	(\$57,647,545.00)	(\$0.82)
2021		\$77,000,000.00	(\$77,000,000.00)	(\$1.00)
Total	\$77,961,013.00	\$211,700,000.00	(\$133,738,987.00)	(\$0.63)

Total Sales and North American Sales by Year



Year	Total Sales	North American Sales	% to Total North American Sales
2017	\$8,080,177.00	\$8,080,177	100.00%
2018	\$25,020,677.00	\$23,307,127	93.15%
2019	\$32,507,704.00	\$25,970,270	79.89%
2020	\$12,352,455.00	\$9,172,750	74.26%
Total	\$77,961,013.00	\$66,530,324	85.34%





Total Sales and Sales Last Year by Year

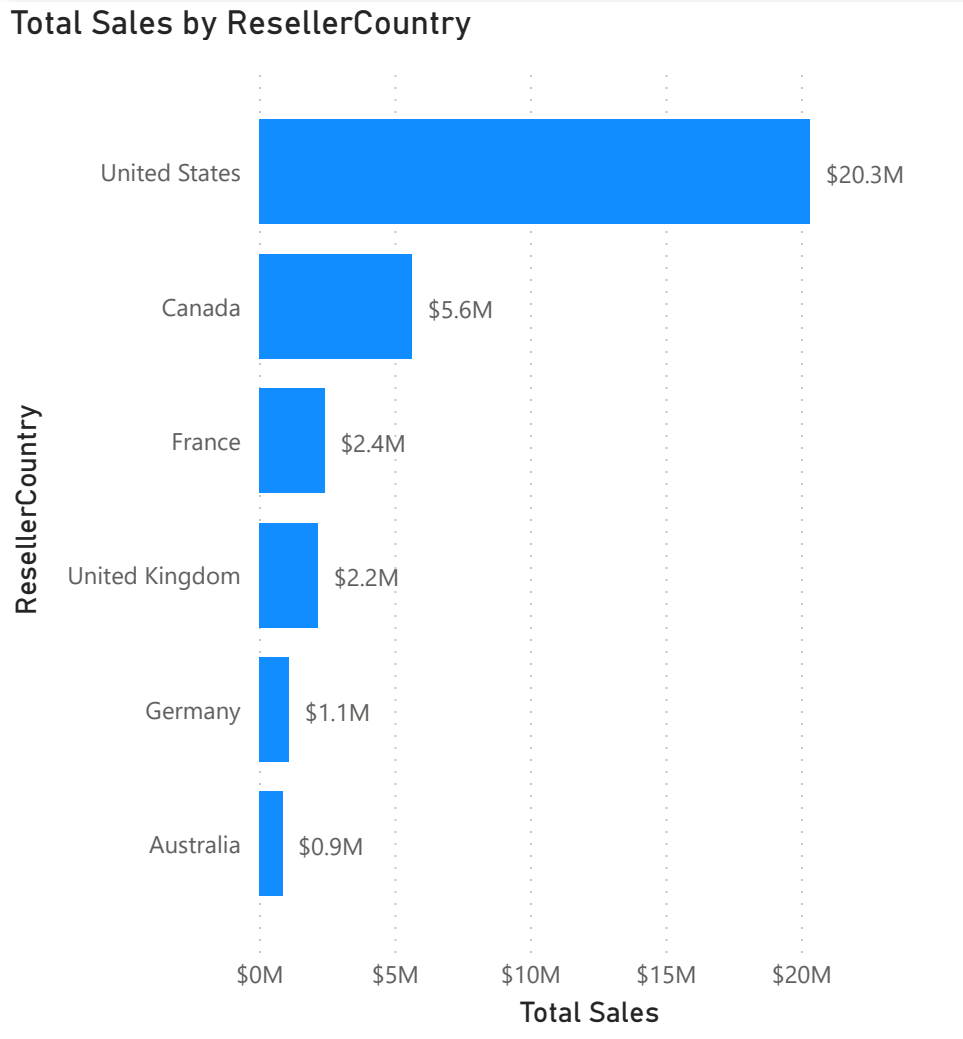
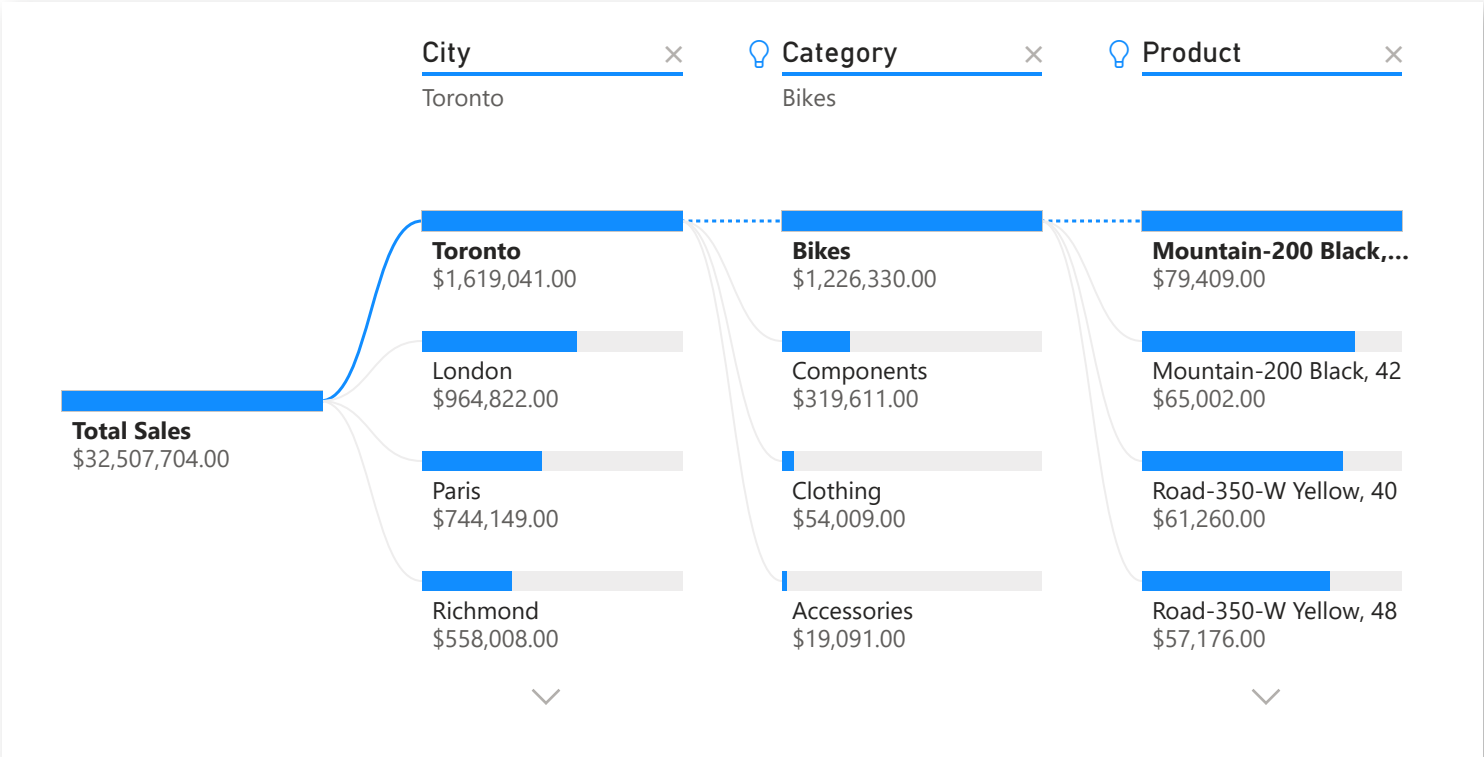
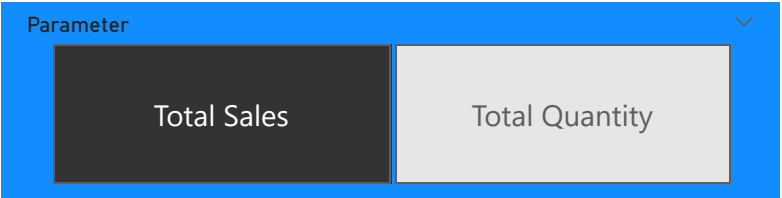
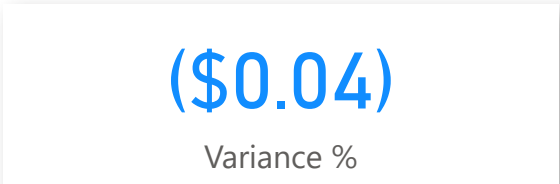
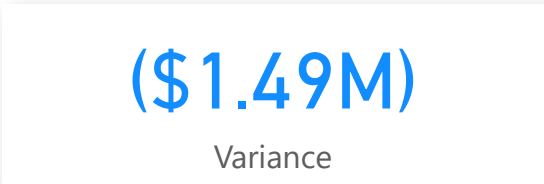
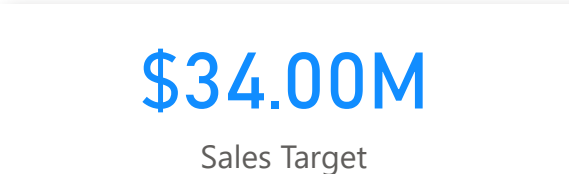


Year	Sales Last Year	Sales Previous Month	Sales YTD
2019	\$25,020,677	\$31,290,498	\$32,507,704
2020	\$32,507,704	\$15,739,151	\$12,352,455
Total	\$25,020,677	\$47,029,649	\$12,352,455

Year	Sales Previous Year % Change
2019	29.92%
2020	-62.00%
Total	79.29%

Year	Month	Total Sales	Sales Previous Month
2019	January	\$1,339,434.00	\$2,169,490
2019	February	\$2,361,932.00	\$1,339,434
2019	March	\$1,542,556.00	\$2,361,932
2019	April	\$1,921,687.00	\$1,542,556
2019	May	\$2,856,101.00	\$1,921,687
2019	June	\$1,971,537.00	\$2,856,101
2019	July	\$2,871,039.00	\$1,971,537
Total		\$32,507,704.00	\$31,290,498

Year	Month	Sales Previous Month	Sales Previous Year % Change
2019	January	\$2,169,490	-94.65%
2019	February	\$1,339,434	-90.56%
2019	March	\$2,361,932	-93.83%
2019	April	\$1,542,556	-92.32%
2019	May	\$1,921,687	-88.59%
2019	June	\$2,856,101	-92.12%
2019	July	\$1,971,537	-88.53%
2019	August	\$2,871,039	-82.54%
2019	September	\$4,368,030	-83.07%
Total		\$47,029,649	79.29%



## Top 10 Resellers

\$77,961,013.00

Total Sales

Reseller ▲	Total Sales
Brakes and Gears	\$894,483.00
Corner Bicycle Supply	\$733,567.00
Excellent Riding Supplies	\$770,290.00
Fitness Toy Store	\$731,473.00
Friendly Bike Shop	\$1,126,700.00
Health Spa, Limited	\$733,410.00
Retail Mall	\$804,631.00
Thorough Parts and Repair Services	\$740,871.00
<b>Total</b>	<b>\$8,209,032.00</b>