


BUSINESS PERFORMANCE OVERVIEW

Period:

1/1/2011 

12/31/2014 



Total Customer
1,590

Actual Revenue
\$135bn

Actual Cost
\$130bn

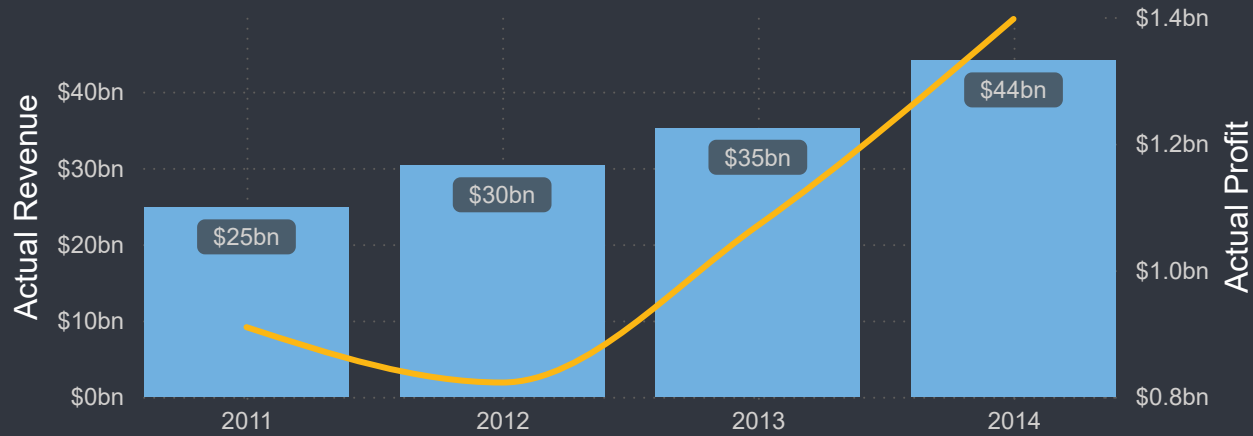
Actual Profit
\$4bn

Actual Profit Margin
3%

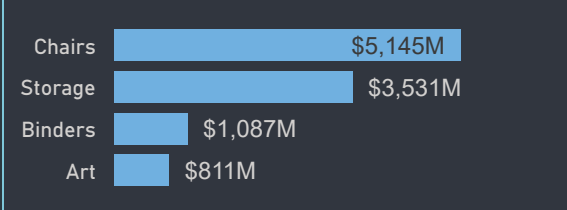
Quantity Return Rate
7%

Actual Revenue and Actual Profit by Year

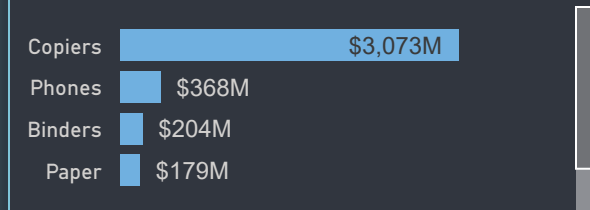
● Actual Revenue ● Actual Profit



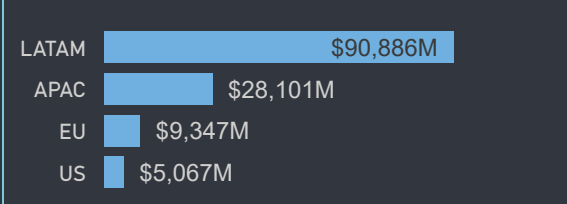
Top 5 Sub-Categories of Actual Revenue



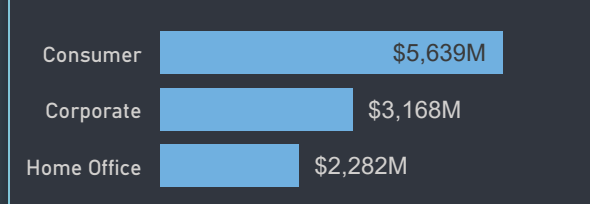
Top 5 Sub-Categories of Actual Profit



Top 5 Markets of Actual Revenue

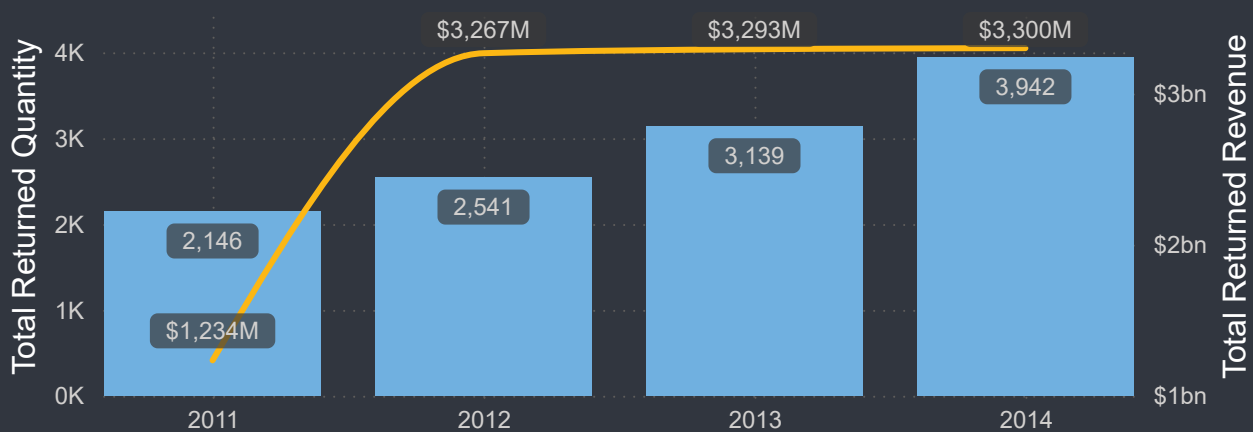


Total Actual Revenue by Customer Segment

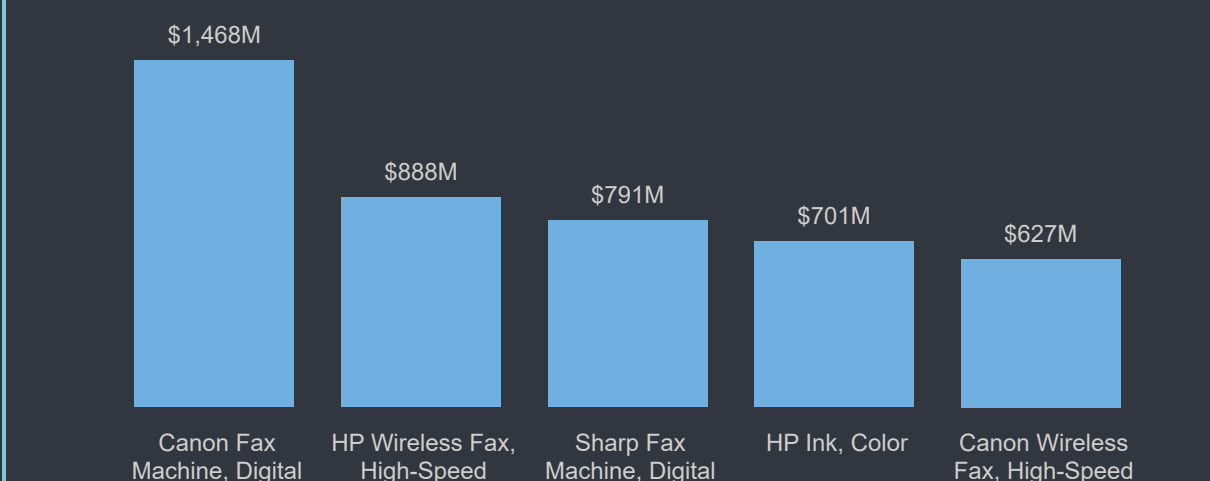


Total Returned Quantity and Total Returned Revenue by Year

● Total Returned Quantity ● Total Returned Revenue

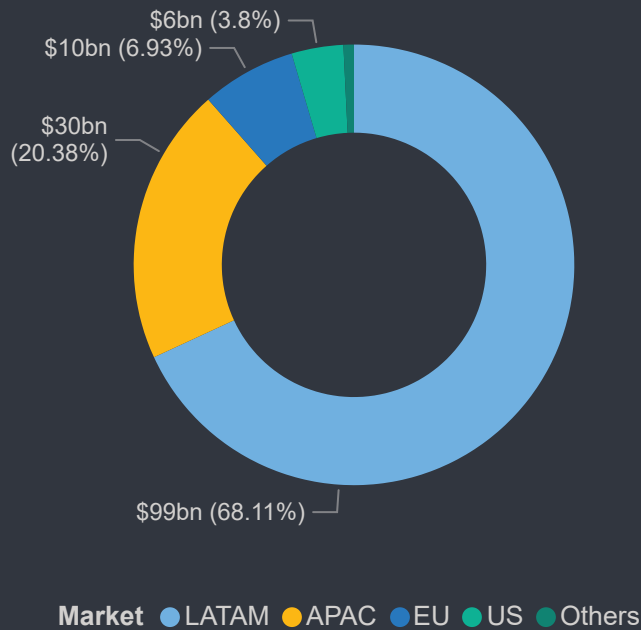


Total Returned Revenue by Product Name

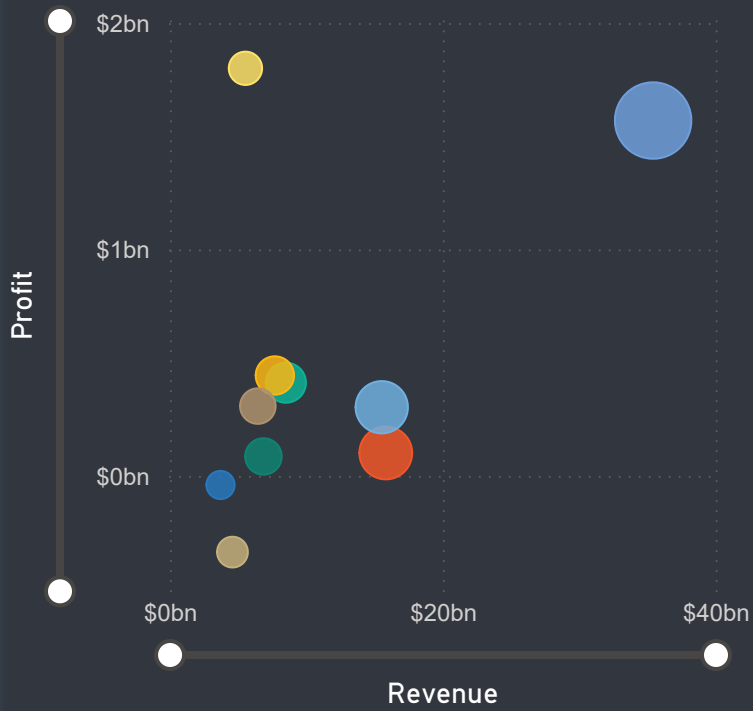


POTENTIAL MARKET

Total Revenue by Market



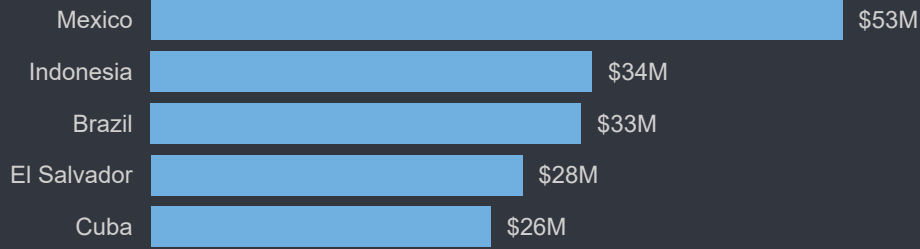
Profit and Revenue by Country



Revenue per Order by Country

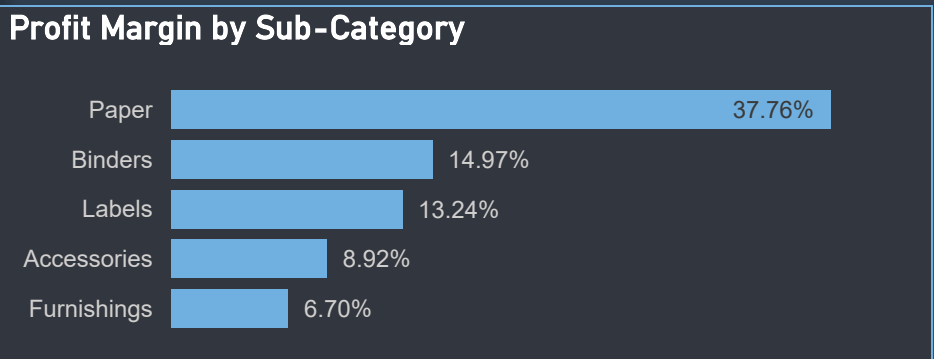
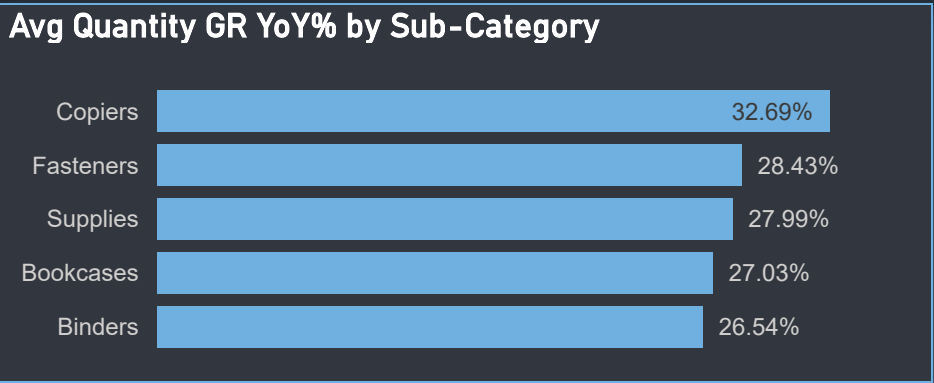
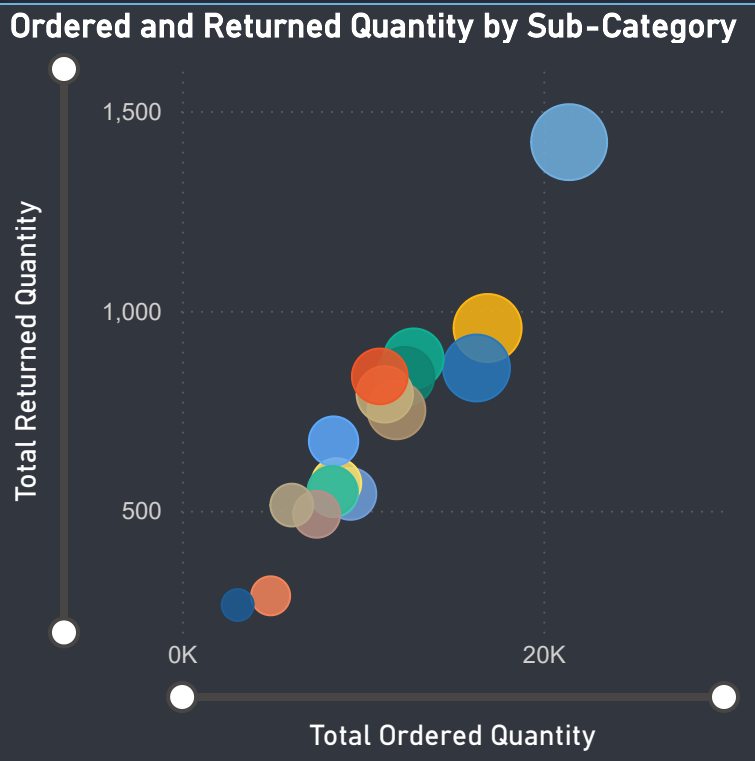
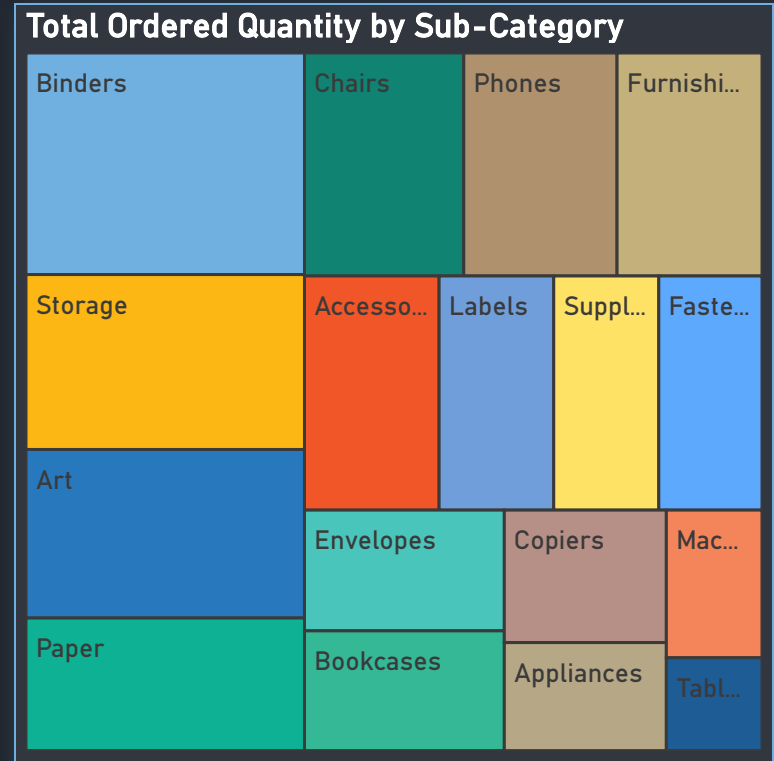


Revenue per Customer by Country



Market	Country	Total Revenue	Total Customer	Revenue per Order	Revenue per Customer	Total Profit	Avg Revenue GR YoY%	Avg Customer GR YoY%
LATAM	Mexico	\$35,417,634,419	670	\$26,649,838	\$52,862,141	\$1,569,195,349	10.67%	19.60%
APAC	Indonesia	\$15,820,230,825	469	\$22,665,087	\$33,731,835	\$100,954,354	47.48%	22.90%
LATAM	Brazil	\$15,524,991,705	472	\$19,802,285	\$32,891,932	\$302,924,964	53.09%	22.15%
LATAM	El Salvador	\$8,498,876,740	299	\$22,663,671	\$28,424,337	\$411,391,795	693.97%	22.26%
LATAM	Cuba	\$7,689,872,333	296	\$20,839,762	\$25,979,298	\$443,225,279	23.80%	20.61%
EU	France	\$6,854,196,123	679	\$5,608,998	\$10,094,545	\$85,510,329	32.31%	28.56%
LATAM	Guatemala	\$6,442,044,652	219	\$24,218,213	\$29,415,729	\$308,086,682	-4.96%	21.89%
US	United States	\$5,533,229,486	793	\$1,104,658	\$6,977,591	\$1,799,876,538	18.17%	5.42%
LATAM	Honduras	\$4,582,789,946	279	\$13,131,203	\$16,425,770	(\$336,849,448)	40.37%	30.29%
LATAM	Peru	\$2,505,142,100	200	\$25,025,700	\$12,512,850	(\$100,142,100)	50.00%	0.00%
Total		\$110,069,479,659	796	\$10,227,605	\$138,278,241	\$4,643,950,885	17.29%	1.94%

STRATEGIC SUB-CATEGORY OF PRODUCT



Sub-Category	Total Ordered Quantity	Total Revenue	Total Profit	Profit Margin	Avg Ordered Quantity GR YoY%
Binders	21,429	\$1,190,899,429	\$178,244,162	14.97%	26.54%
Storage	16,917	\$3,714,241,063	\$175,905,049	4.74%	23.56%
Art	16,301	\$853,715,030	\$24,797,208	2.90%	24.55%
Paper	12,822	\$540,226,638	\$204,006,691	37.76%	21.91%
Chairs	12,336	\$5,428,041,346	\$116,549,728	2.15%	21.32%
Phones	11,870	\$6,816,038,756	\$388,121,266	5.69%	20.71%
Furnishings	11,225	\$1,355,174,524	\$90,809,814	6.70%	23.40%
Accessories	10,946	\$1,893,195,917	\$168,797,620	8.92%	26.53%
Total	178,312	\$145,615,327,959	\$4,575,918,593	3.14%	24.48%