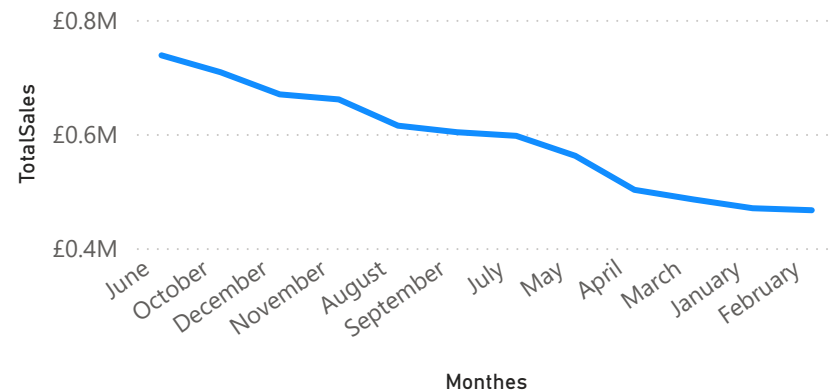


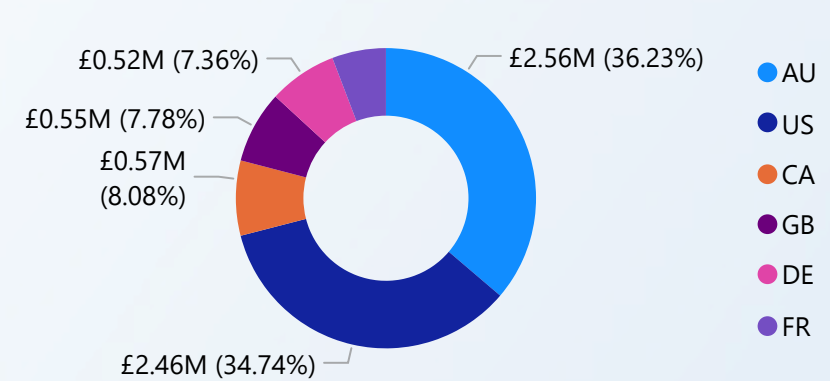
TotalSales by Monthes



KPI, Total Profit

£2.84M✓
Goal: 20000000 (+42.2%)
2011

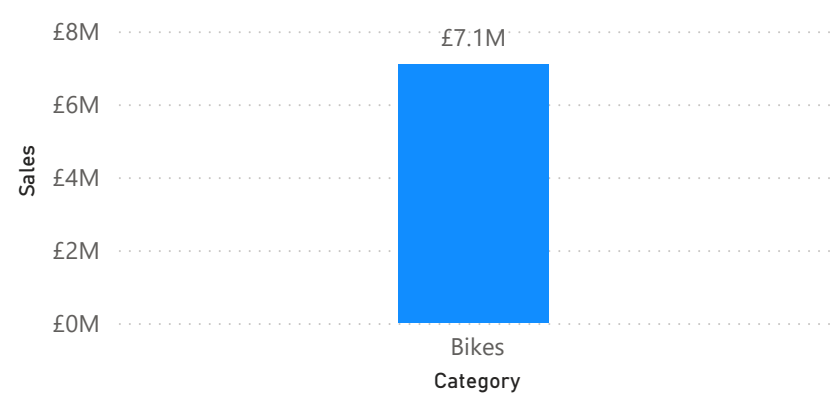
Total Sales by Country



KPI, Total Sales

£7.08M!
Goal: 10000000 (-29.24%)
2011

Total Sales by Category



CalendarYear

2005	2007	2009	2011	2013
2006	2008	2010	2012	2014

£2.84M
TotalProfit

£7.08M
TotalSales

KPI, Sales Growth

189.18%✓
Goal: 0.05 (+3683.59%)

Sales Performance