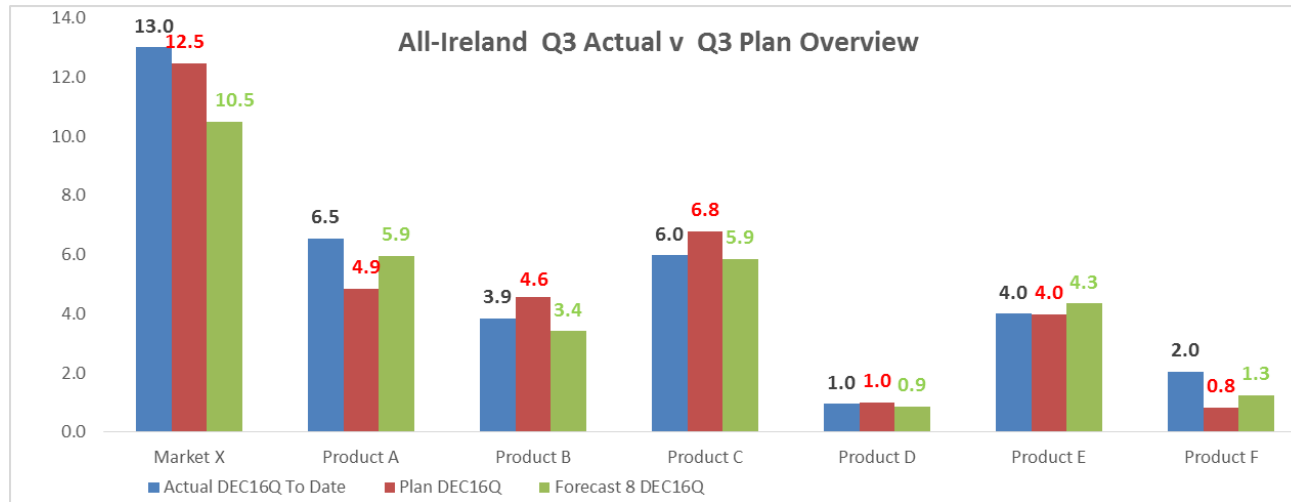


# Sample Business Report

DEC' 2016 Quarterly Performance Review



# Dec16Q Actual v Dec16Q Plan



All-Ireland Summary	Actual DEC16Q To Date	Plan DEC16Q	% Of Plan
Market X	13.0	12.5	104%
Product A	6.5	4.9	135%
Product B	3.9	4.6	84%
Product C	6.0	6.8	88%
Product D	1.0	1.0	94%
Product E	4.0	4.0	101%
Product F	2.0	0.8	246%
Product G	0.4	1.0	36%
Product H	-0.5	0.0	0%
Market Y	23.2	23.1	101%
<b>Total Market X &amp; Y</b>	<b>36.2</b>	<b>35.5</b>	<b>102%</b>

<b>Sales Revenue</b>	<b>900.0</b>	<b>782.5</b>	<b>115%</b>
<b>% of Revenue</b>	<b>4%</b>	<b>5%</b>	

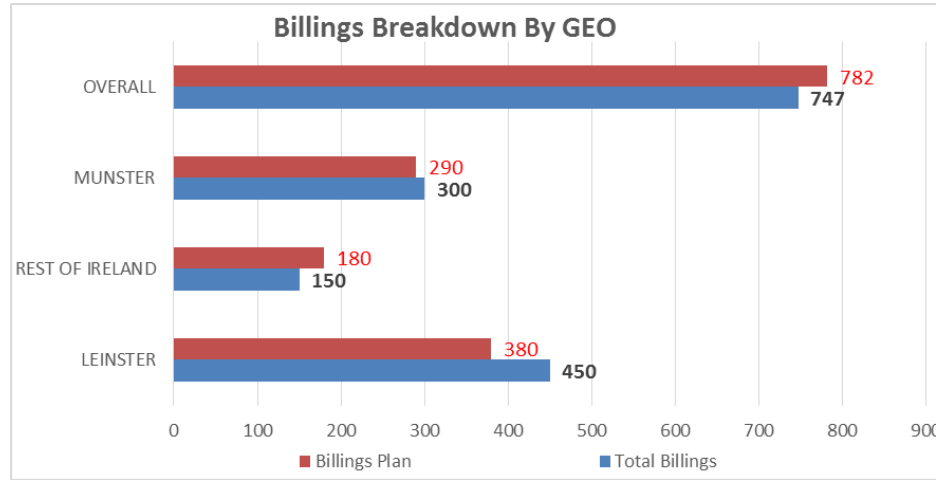
# Geographical Breakdown Q3 Actual v Q3 Plan

Leinster Summary	Actual DEC16Q To Date	Plan DEC16Q	% Of Plan
Market X	8.0	5.1	158%
Product A	2.7	2.6	103%
Product B	2.0	3.0	65%
Product C	3.2	4.4	73%
Product D	0.7	0.8	93%
Product E	2.8	2.7	106%
Product F	2.0	0.8	246%
Product G	0.1	0.3	32%
Product H	-0.2	0.0	0%
Market Y	13.4	14.6	92%
<b>Total Market X &amp; Y</b>	<b>21.42</b>	<b>19.70</b>	<b>109%</b>

<b>Billings</b>	<b>450</b>	<b>410</b>	<b>110%</b>
<b>% of Billings</b>	<b>4.8%</b>	<b>4.8%</b>	

Munster Summary	Actual DEC16Q To Date	Plan DEC16Q	% Of Plan
Market X	4.0	5.1	79%
Product A	3.2	1.8	181%
Product B	1.3	1.0	122%
Product C	1.7	1.6	107%
Product D	0.2	0.2	106%
Product E	0.9	1.1	82%
Product F	0.0	0.0	0%
Product G	0.3	0.5	53%
Product H	-0.2	0.0	0%
Market Y	7.5	6.3	118%
<b>Total Market X &amp; Y</b>	<b>11.46</b>	<b>11.39</b>	<b>101%</b>

<b>Billings</b>	<b>300</b>	<b>264</b>	<b>114%</b>
<b>% of Billings</b>	<b>3.8%</b>	<b>4.3%</b>	

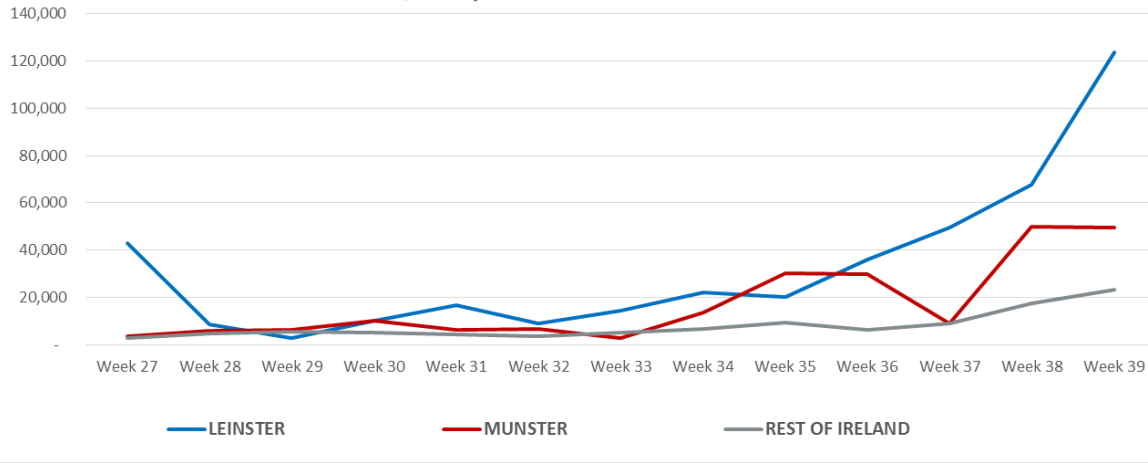


Rest of Ireland Summary	Actual DEC16Q To Date	Plan DEC16Q	% Of Plan
Market X	1.0	2.3	44%
Product A	0.6	0.4	137%
Product B	0.6	0.5	118%
Product C	1.0	0.8	135%
Product D	0.0	0.0	64%
Product E	0.2	0.2	147%
Product F	0.0	0.0	0%
Product G	0.0	0.2	0%
Product H	-0.2	0.0	0%
Market Y	2.3	2.1	108%
<b>Total Market X &amp; Y</b>	<b>3.30</b>	<b>4.43</b>	<b>75%</b>

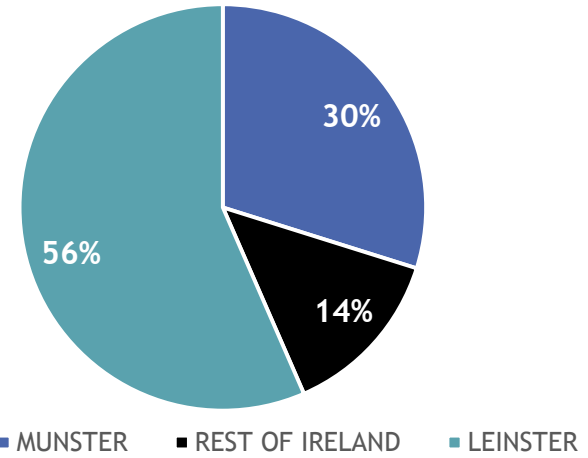
<b>Billings</b>	<b>150</b>	<b>108</b>	<b>139%</b>
<b>% of Billings</b>	<b>2.2%</b>	<b>4.1%</b>	

# Geographical Billings Analysis

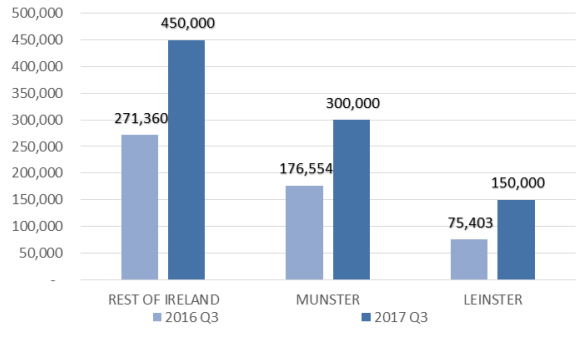
DEC16Q Weekly Performance



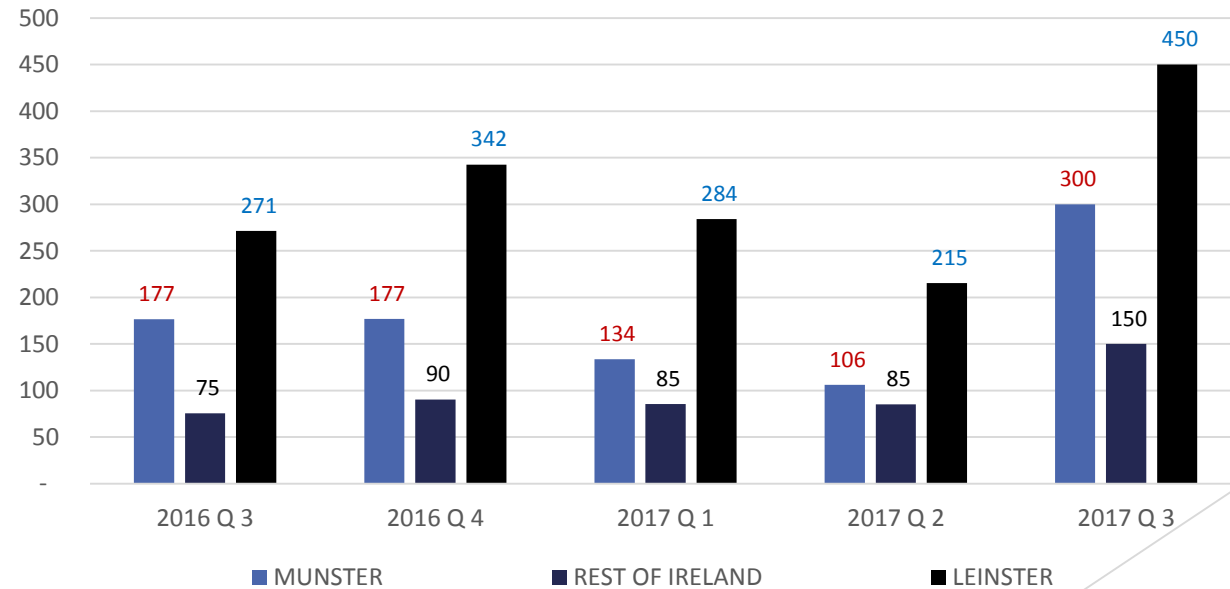
Plan USD \$ Billings



DEC15Q V DEC16Q



Global Billings Quarterly Breakdown



Leinster Billings Analysis	
Quarter	Amt Plan \$
DEC15Q Billings	271,359,788
DEC16Q Billings	422,512,230
% Increase/Decrease	56%

Munster Billings Analysis	
Quarter	Amt Plan \$
DEC15Q Billings	176,554
DEC16Q Billings	300,000
% Increase/Decrease	70%

Rest of Ireland Billings Analysis	
Quarter	Amt Plan \$
DEC15Q Billings	75,403
DEC16Q Billings	150,000
% Increase/Decrease	99%

Overall Billings Analysis	
Quarter	Amt Plan \$
DEC15Q Billings	523,317
DEC16Q Billings	900,000
% Increase/Decrease	72%

# Top Ten Market X Targets

LEINSTER MARKET Y TARGETS TOP TEN			
Partner Name	MARKET Y Target	MARKET Y Achievement	% Of Target
CUSTOMER A	15,000	16,097	✓ 107%
CUSTOMER B	7,000	9,457	✓ 135%
CUSTOMER C	6,000	12,472	✓ 208%
CUSTOMER D	5,300	6,025	✓ 114%
CUSTOMER E	4,275	2,383	✗ 56%
CUSTOMER F	3,166	2,202	✗ 70%
CUSTOMER G	2,938	2,445	✗ 83%
CUSTOMER H	2,850	2,913	✓ 102%
CUSTOMER I	2,398	5,236	✓ 218%
CUSTOMER J	2,391	4,275	✓ 179%
<b>TOP 10 TOTAL</b>	<b>51,318</b>	<b>63,505</b>	<b>✓ 124%</b>
<b>OTHERS</b>	<b>48,682</b>	<b>56,495</b>	<b>116%</b>
<b>GRAND TOTAL</b>	<b>100,000</b>	<b>120,000</b>	<b>✓ 120%</b>

MUNSTER MARKET Y TARGETS TOP TEN			
Partner Name	MARKET Y Target	MARKET Y Achievement	% Of Target
CUSTOMER A	2,486	3,686	✓ 148%
CUSTOMER B	1,396	2,616	✓ 187%
CUSTOMER C	1,264	2,894	✓ 229%
CUSTOMER D	1,180	1,109	⚠ 94%
CUSTOMER E	978	2,735	✓ 280%
CUSTOMER F	944	406	✗ 43%
CUSTOMER G	847	1,231	✓ 145%
CUSTOMER H	573	561	⚠ 98%
CUSTOMER I	560	611	✓ 109%
CUSTOMER J	548	874	✓ 160%
<b>TOP 10 TOTAL</b>	<b>10,778</b>	<b>16,722</b>	<b>✓ 155%</b>
<b>OTHERS</b>	<b>19,222</b>	<b>23,278</b>	<b>121%</b>
<b>GRAND TOTAL</b>	<b>30,000</b>	<b>40,000</b>	<b>✓ 133%</b>

REST OF IRELAND MARKET Y TARGETS TOP TEN			
Partner Name	MARKET Y Target	MARKET Y Achievement	% Of Target
CUSTOMER A	1,060	594	✗ 74%
CUSTOMER B	271	612	✗ 56%
CUSTOMER C	229	556	✓ 226%
CUSTOMER D	191	353	✓ 243%
CUSTOMER E	158	312	✓ 185%
CUSTOMER F	147	105	✓ 197%
CUSTOMER G	134	115	✗ 71%
CUSTOMER H	101	214	✗ 86%
CUSTOMER I	89	29	✓ 212%
CUSTOMER J	50	60	✗ 33%
<b>TOP 10 TOTAL</b>	<b>2,430</b>	<b>2,949</b>	<b>✓ 121%</b>
<b>OTHERS</b>	<b>2,570</b>	<b>3,051</b>	<b>119%</b>
<b>GRAND TOTAL</b>	<b>5,000</b>	<b>6,000</b>	<b>✓ 120%</b>

