



PY 35% | FC 31%

FC 31%

35%

35%

PY -5 | FC 0%

-5

15%

30%

PY 15% | FC 12%

15%

15%

15%

—

—

—

—

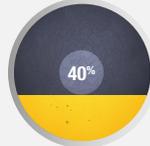
Key: PY ACT FC

EBITDA

£0.2m [↑]

PY £0.08M | FC £0.2M

2015 GOAL



£0.5m

FREE CASH FLOW

£0.1m [↓]

PY £0.1m | FC £0.15m



2015 GOAL



£0.5m

EBITDA %

20% [↓]

PY 31% | FC 32%

2015 GOAL

30%

GOAL FOR 2015!

£0.3m

OPERATING CASH FLOW

£0.5m

CASH IN BANK

£0.7m

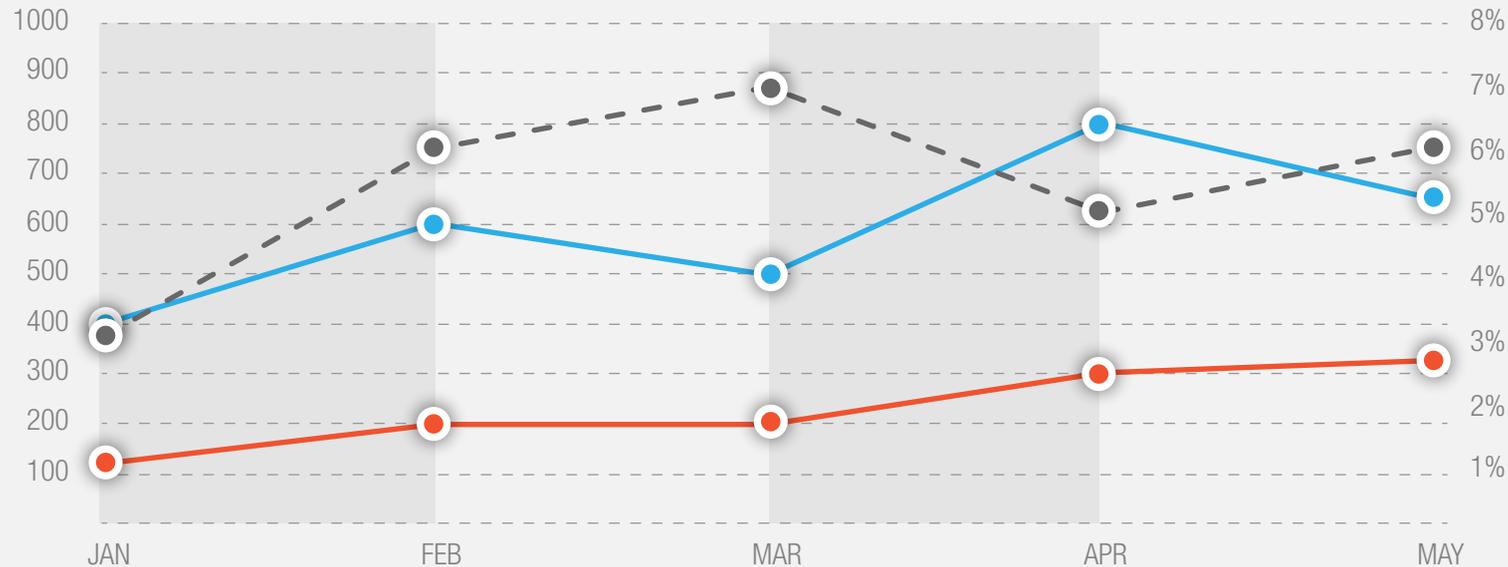
2015 CASH

£0.2m

CAP EX

£0.5m

OP EX



£0.3m

A&P

9%

A&P %
TURNOVER



YTD SALES%

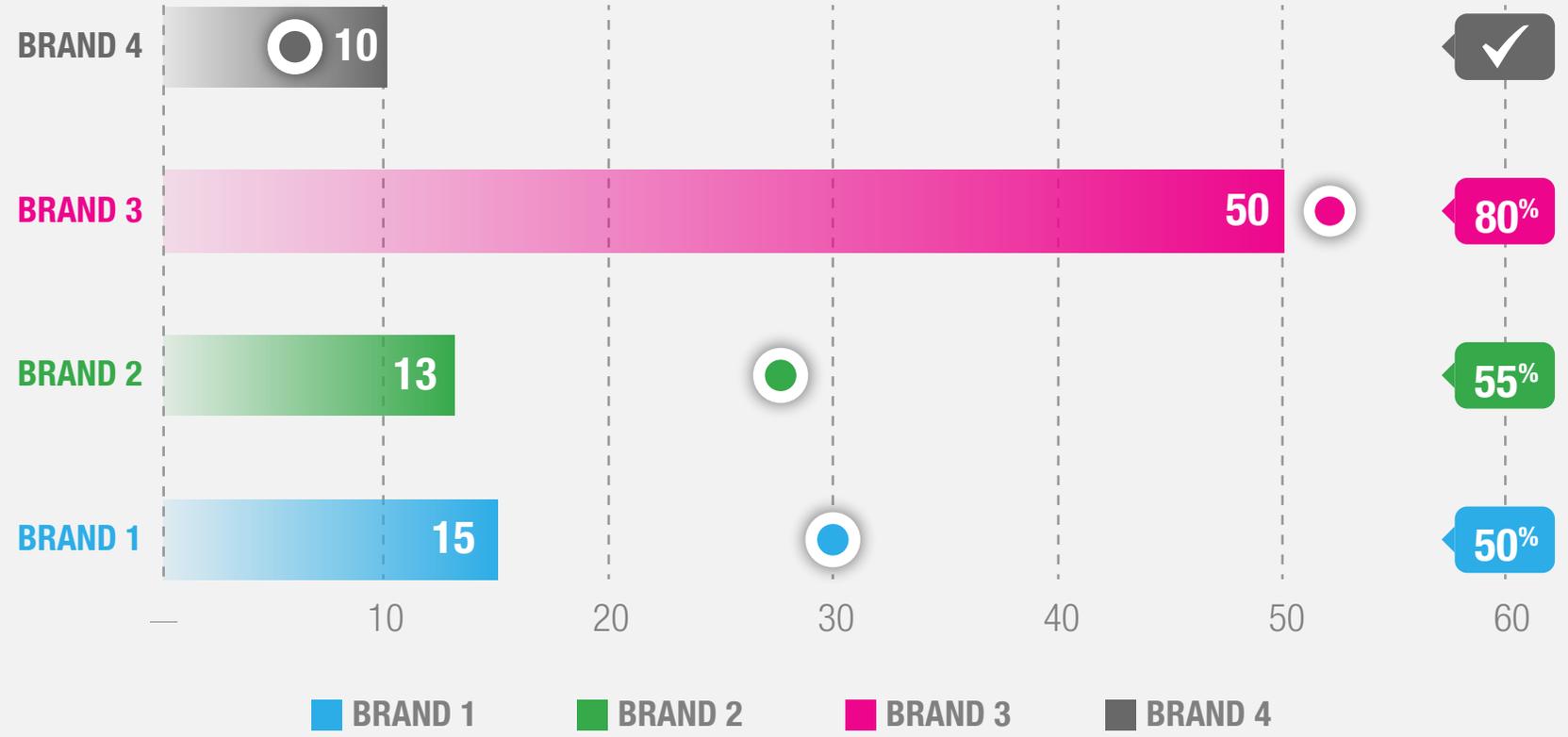
£1m

PY £0.8M | FC £1.2M

2015 GOAL

£5m

20% ACHIEVED



TURNOVER SPLIT BY BRAND



NEW MARKETS

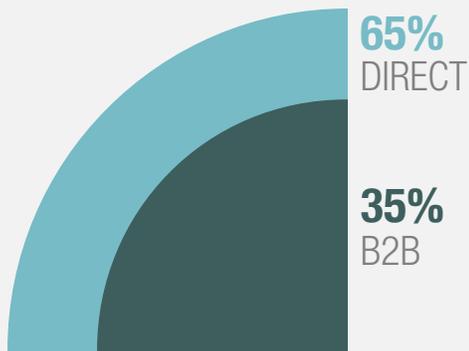


3

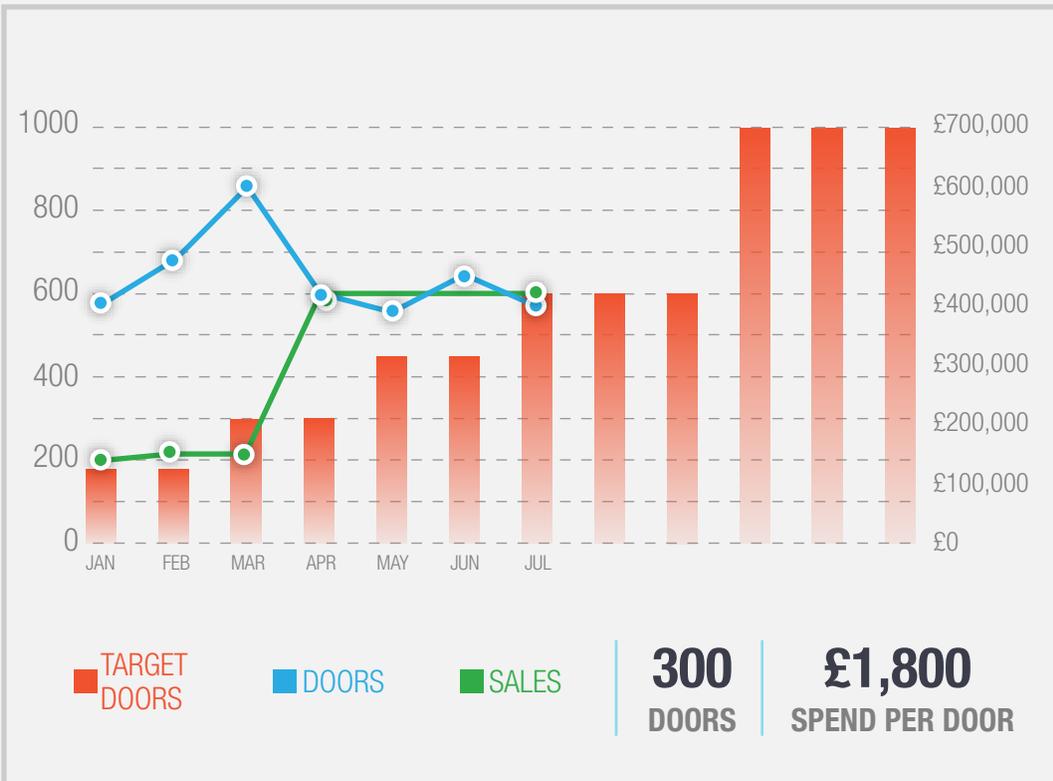


PY 2

VALUE NEW BUSINESS



DIRECT VS B2B TURNOVER
PY £0.5m



£1,500
SPEND PER DOOR

500
DOORS 2015

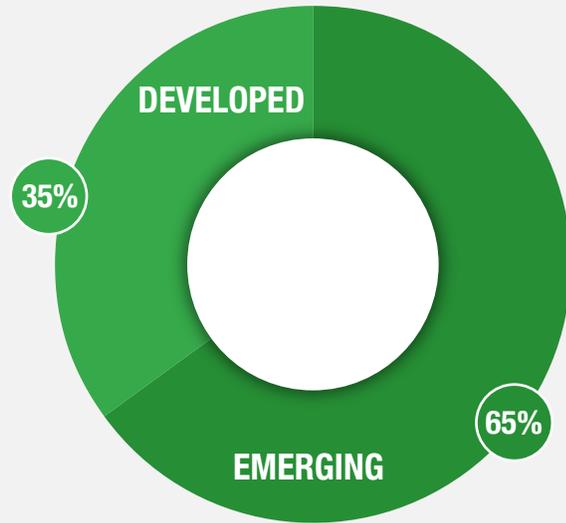
27%
INCREASE IN DOORS



DEVELOPED VS EMERGING MARKETS

35% 2 MARKETS

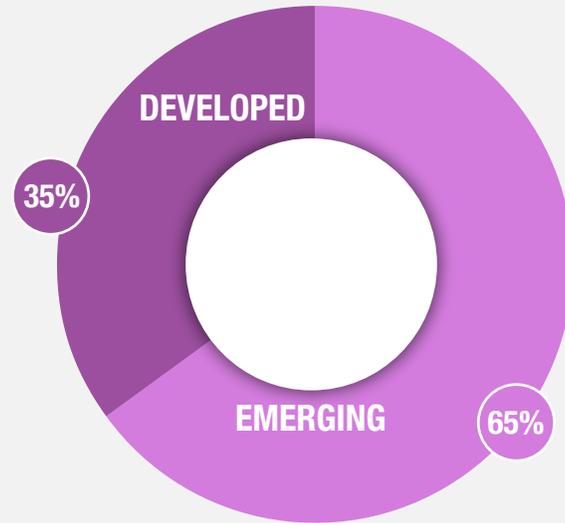
65% 6 MARKETS

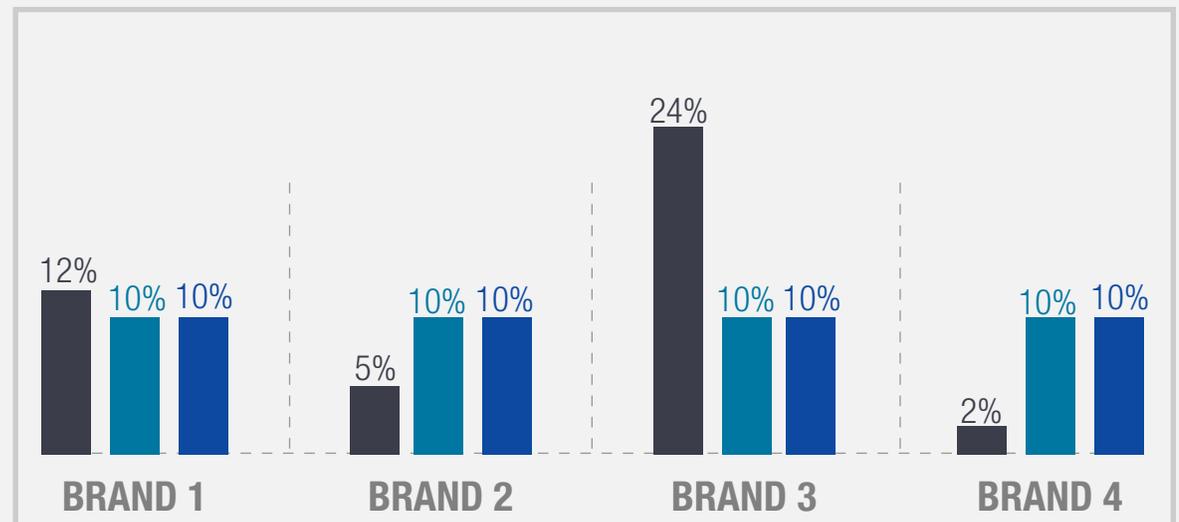
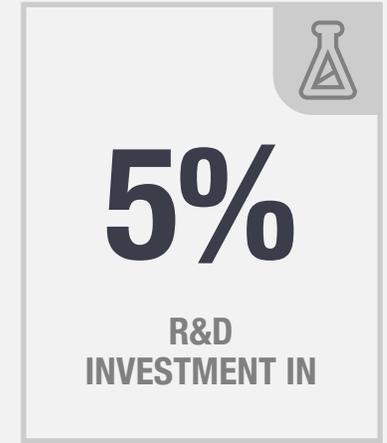
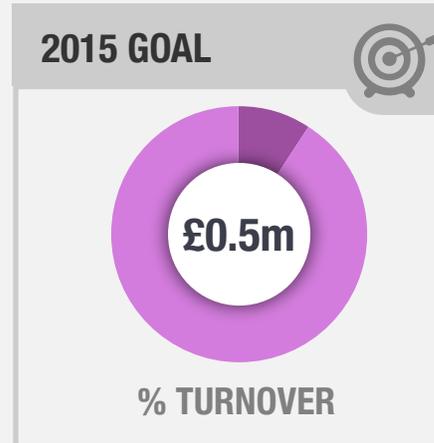
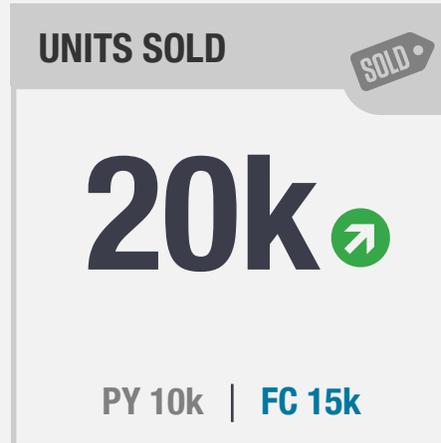


DIRECT VS B2B TURNOVER

35% 2 MARKETS

65% 6 MARKETS





Key: YTD FC 2015



EMPLOYEES



52



PY32 | FC 55

	 SALES	 MKTG	 NPD	 OPS	 FHRQ	 IT
2015						
JOINERS						
LEAVERS						
PROBATION						
LIVE ROLES						
FUTURE ROLES						
2016 TARGET						



OTIF



92.7%

77.1% JUNE

2015 OTIF GOAL



97.5%

PY32 | FC 55

INVENTORY DAYS



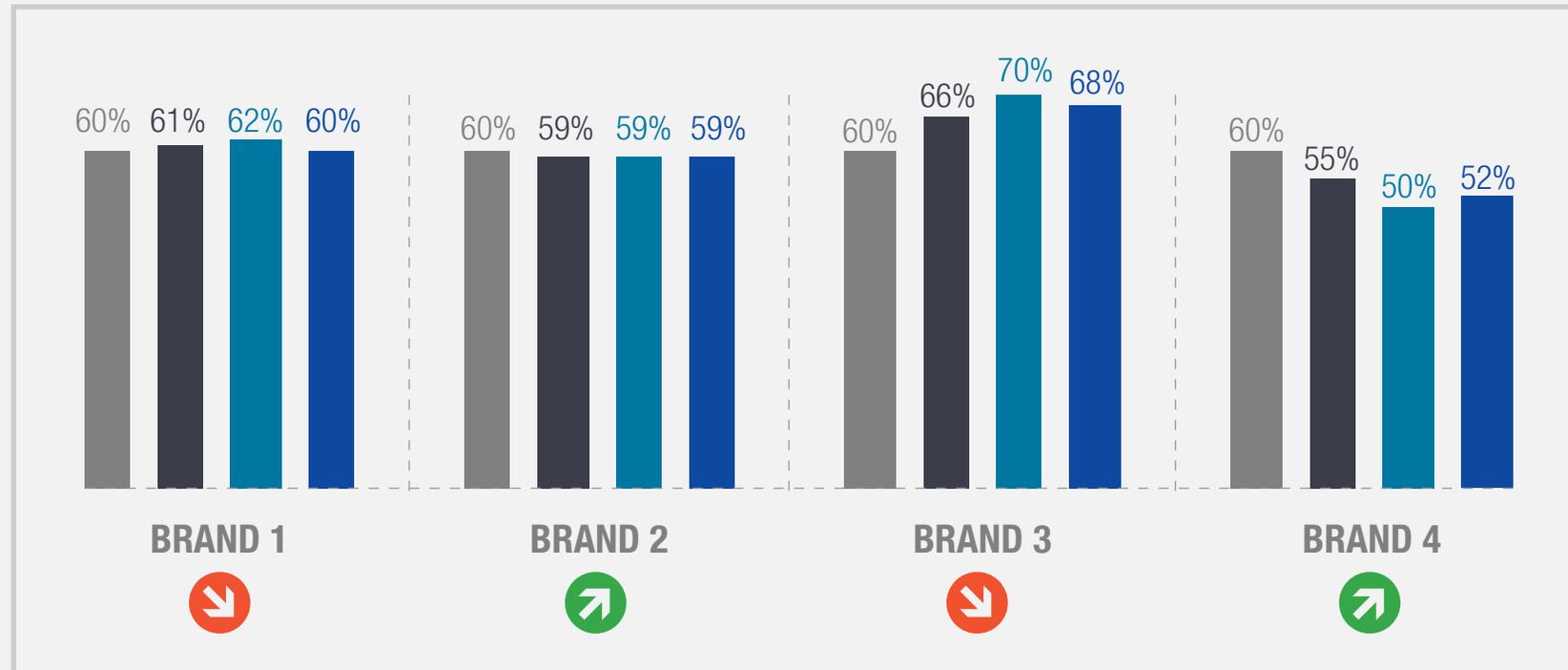
214 DAYS

PY 279 DAYS

2015 ID GOAL



179 DAYS



4

Out of Stocks



£57k

Opportunity Cost

Key: YTD YTD FC 2015