

## Management Summary Sep 23

### Management Summary

|                                         | Actual     | Budget / LY | Var        | YTD Actual  | YTD Var      |
|-----------------------------------------|------------|-------------|------------|-------------|--------------|
| Stores Sales                            | £6,224,216 | £6,278,421  | ↓ -0.9%    | £35,344,496 | ↓ -0.2%      |
| Direct Sales                            | £3,102,084 | £2,873,155  | ↑ 8.0%     | £10,624,682 | ↓ -0.8%      |
| Rebate plus fee income                  | £569,678   | £389,676    | ↑ 46.2%    | £6,517,098  | ↑ 16.4%      |
| Total Sales (Exc Gas)                   | £9,954,002 | £9,923,171  | ↑ 0.3%     | £53,359,253 | ↑ 2.2%       |
| Stores Margin %                         | 29.4%      | 29.5%       | ↓ (0.06%)  | 31.4%       | ↑ 1.1%       |
| Directs Margin %                        | 15.8%      | 14.7%       | ↑ 1.11%    | 15.6%       | ↑ 0.93%      |
| Total Gross Margin inc Consumables Cost | £2,980,448 | £2,730,305  | ↑ 9.2%     | £20,316,936 | ↑ 8.3%       |
| Total Expenditure                       | £2,252,477 | £2,303,026  | ↓ -2.2%    | £13,127,426 | ↓ -2.7%      |
| Surplus                                 | £727,971   | £427,279    | ↑ £300,692 | £7,189,510  | ↑ £1,838,649 |
| Net Profit Margin %                     | 7.3%       | 4.3%        | ↑ 3.0%     | 13.5%       | ↑ 3.2%       |

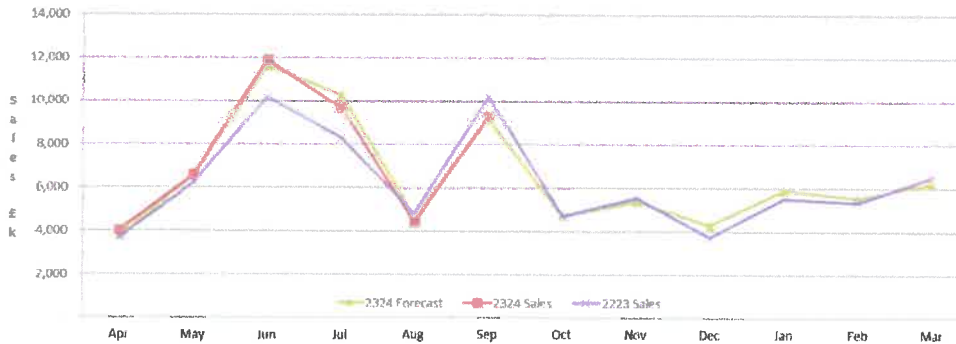
|               | Actual  | Budget / LY | Var      | YTD Actual | YTD Var  |
|---------------|---------|-------------|----------|------------|----------|
| Eduzone Sales | £67,795 | £124,132    | ↓ -45.4% | £320,892   | ↓ -32.8% |

### Customer Order KPI's

|                         | TY YTD  | LY YTD  | Var      |
|-------------------------|---------|---------|----------|
| AOV                     | £267.14 | £233.80 | ↑ £33.34 |
| Prop of orders over £15 | 97.2%   | 97.1%   | ↑ 0.13pp |

### Graph - Sales vs. Forecast

#### Stock & Directs Sales



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