

Monthly Operational Metrics

December 2003

CORPORATION OPERATIONAL METRICS

Revenue Trends - Current Month vs.

Last Month

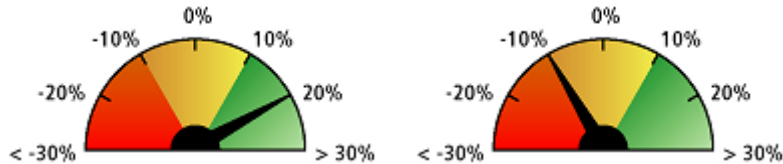
Same Month Last Year



Profit Trends - Current Month vs.

Last Month

Same Month Last Year



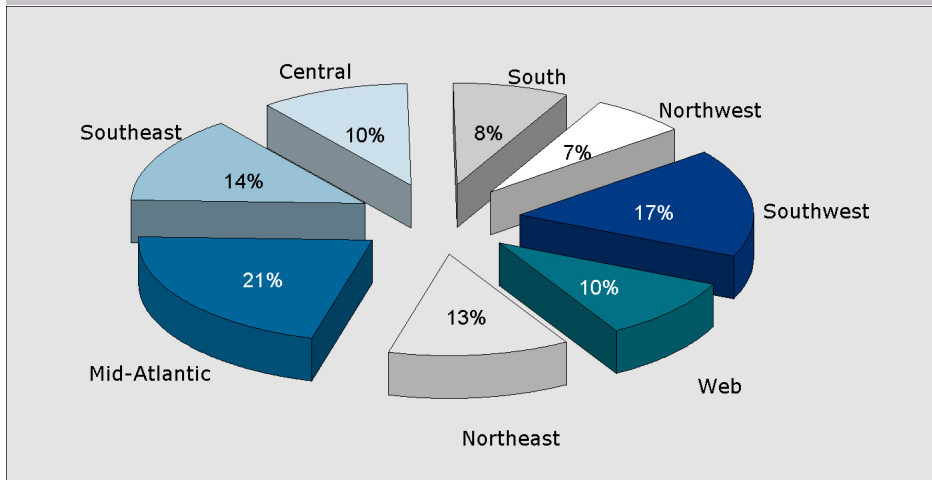
Metrics	This Month	Status	Trend
Revenue	\$1,296,667	p	p
Profit	\$312,376	p	p
Margin	24.09%	u	u
Units Sold	32,122	p	p
Order Count	21,420	p	p
Avg Revenue per Order	\$61	p	q
Customer Count	10,000	q	p
Avg Revenue per Customer	\$130	q	p

Abbreviations: LM = Last Month, LY = Last Year, TM = This Month

Notes on Metric Definitions:

- Status indicators are based on corporate monthly targets for each metric.
- Trend indicators are based on the % increase or decrease from last month (% Diff from LM).
 - q indicates a percentage change of less than or equal to -5%.
 - u indicates a percentage change between -5% and 5%.
 - p indicates a percentage change greater than or equal to 5%.

REVENUE BY REGION



REVENUE YEAR OVER YEAR COMPARISON

