

# Wireless Retail Quarterly Scorecard

Prepared for: SuccessfulCellular | Q32012



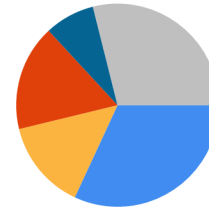
## Regions:



Carrier	Subscribers	Churn	ARPU	Satisfaction
AT&T	105.87M	1.34 %	\$47.09	743
Sprint/Nextel	55.96M	1.88 %	\$63.05	745
T-Mobile	26.47M	4.00 %	\$46.00	739
Verizon	95.90M	1.18 %	\$54.80	762
Other	0.00M			

## Market Share

- AT&T
- Other
- Sprint/Nextel
- T-Mobile
- Verizon



## Wireless Industry Overview

U.S. Wireless Service Revenues	\$169.8B
U.S. Wireless Subscribers	331.60M
Average Monthly Wireless Bill	\$47.00
% of U.S. Households Completely Wireless	31.60%
U.S. Users of Mobile Internet Services	106.2M
Penetration of U.S. Market	105%
U.S. Mobile Phone Unit Sales	39.3M
U.S. Mobile Phone Sales Revenue	\$12.8B
U.S. Smartphone Sales	40%
Carrier Handset Share	63%
Inventory Errors	2.20%
Refunds to Sales	10.30%
Cashout Errors	8.40%

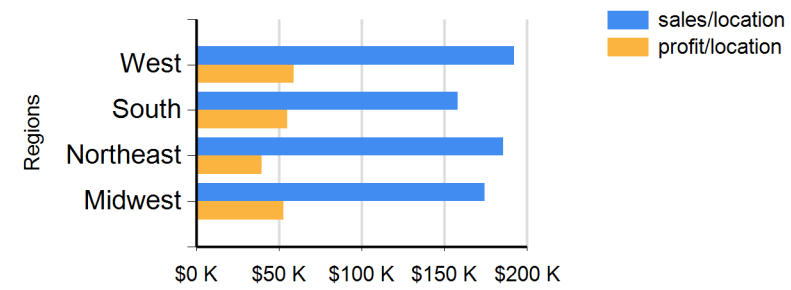
## Top 10 Handsets and Accessories

Rank	Handsets	Smartphones	Accessories
1	LG Revere	Apple iPhone 4S	iPhone Reusable LCD Screen Protector
2	Samsung Intensity II	Apple iPhone 4 CDMA	Motorola P5 13 Power Adapter
3	LG Cosmos 2	Apple iPhone 4	Otterbox Protective Cases
4	LG Octane	Apple iPhone 3GS	Invisible Masque Screen Protector
5	Huawei Pinnacle	Samsung Admire	Invisishield
6	Pantech Pursuit II	Samsung Epic 4G Touch	Motorola Endeavor Bluetooth
7	Samsung SGH-A777	Samsung Infuse 4G	Jabra Halo Stereo Bluetooth
8	Samsung Gusto	Motorola DROID RAZR	Motorola H350 BT Headset
9	LG Cosmos Touch	ZTE Score	Jabra BT125 BT Headset
10	Samsung Haven	Motorola ATRIX 2	Kingston 1GB Micro SD Memory Cards

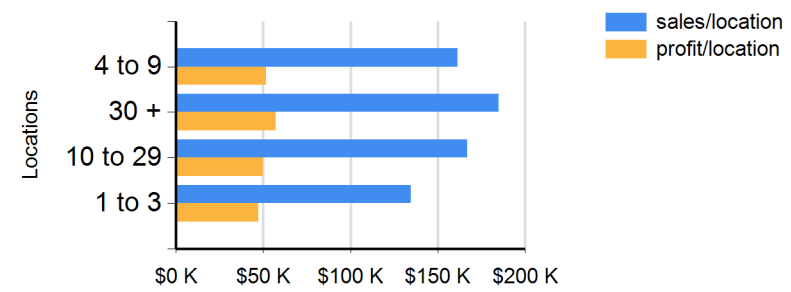
## Average Sales Per Location

Database	Sales	Profit	COGS	GMR
SuccessfulCellular	\$160,315.97	\$53,750.76	\$106,565.21	33.52 %
Regions	Sales	Profit	COGS	GMR
Midwest	\$174,333.70	\$53,000.05	\$121,333.65	30.40 %
Northeast	\$185,680.11	\$39,660.20	\$146,019.91	21.35 %
South	\$158,154.21	\$55,264.55	\$102,889.67	34.94 %
West	\$192,236.51	\$59,173.83	\$133,062.67	30.78 %
Locations	Sales	Profit	COGS	GMR
1 to 3	\$134,597.02	\$47,397.93	\$87,199.09	35.21 %
4 to 9	\$161,607.70	\$51,777.12	\$109,830.58	32.03 %
10 to 29	\$166,789.21	\$49,666.45	\$117,122.76	29.77 %
30 +	\$184,834.93	\$57,038.13	\$127,796.80	30.85 %
Carriers	Sales	Profit	COGS	GMR
AT&T	\$163,620.41	\$48,861.15	\$114,759.26	29.86 %
Sprint/Nextel	\$129,903.99	\$45,595.05	\$84,308.94	35.09 %
T-Mobile	\$104,091.49	\$79,625.79	\$24,465.70	76.49 %
Verizon	\$188,190.30	\$58,655.81	\$129,534.48	31.16 %
Multiple	\$192,202.27	\$65,254.33	\$126,947.93	33.95 %
Other	\$174,930.15	\$90,845.28	\$84,084.87	51.93 %

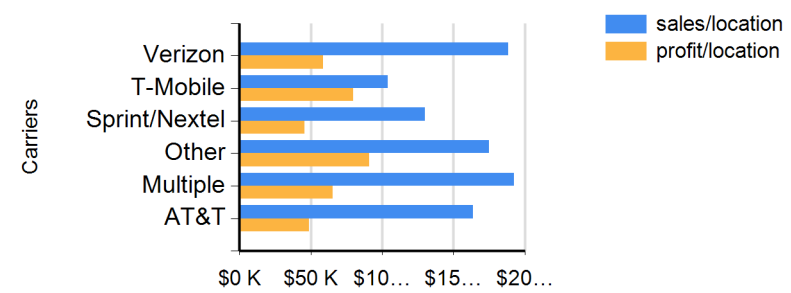
### Compare sales among regions



### Compare sales among locations



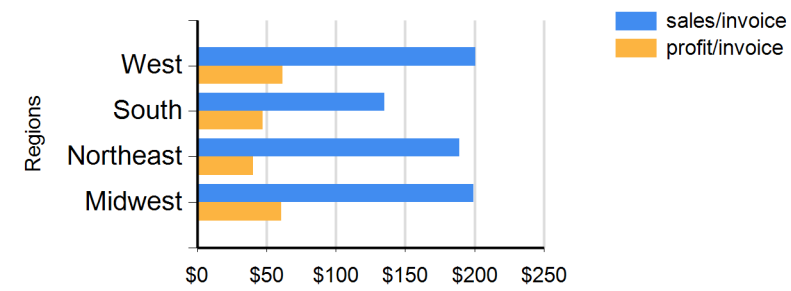
### Compare sales among carriers



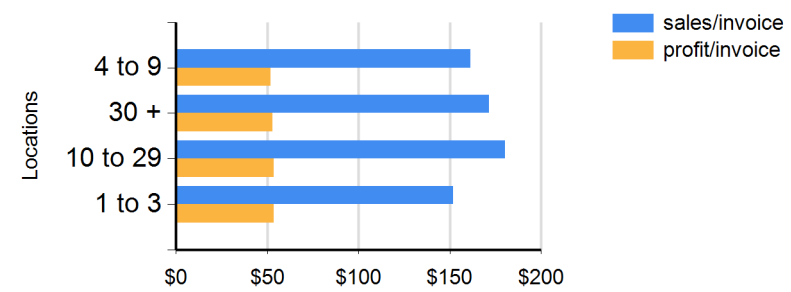
## Average Sales Per Invoice

Database	Sales	Profit	COGS	Com'sion	Items
SuccessfulCellular	\$182.43	\$61.17	\$121.27	\$5.35	3.26
Regions	Sales	Profit	COGS	Com'sion	Items
Midwest	\$199.40	\$60.62	\$138.78	\$9.70	4.38
Northeast	\$189.10	\$40.39	\$148.71	\$4.07	3.24
South	\$134.86	\$47.12	\$87.73	\$3.17	2.81
West	\$200.72	\$61.79	\$138.94	\$11.01	3.44
Locations	Sales	Profit	COGS	Com'sion	Items
1 to 3	\$151.88	\$53.49	\$98.40	\$3.87	4.42
4 to 9	\$161.49	\$51.74	\$109.75	\$4.98	4.44
10 to 29	\$180.42	\$53.73	\$126.70	\$8.19	3.10
30 +	\$171.68	\$52.98	\$118.70	\$6.69	3.14
Carriers	Sales	Profit	COGS	Com'sion	Items
AT&T	\$179.02	\$53.46	\$125.56	\$4.48	3.44
Sprint/Nextel	\$98.01	\$34.40	\$63.61	\$1.70	2.35
T-Mobile	\$108.49	\$82.99	\$25.50	\$3.80	3.95
Verizon	\$244.84	\$76.31	\$168.53	\$15.02	4.42
Multiple	\$194.27	\$65.96	\$128.31	\$9.66	3.07
Other	\$62.80	\$32.61	\$30.19	\$0.83	1.46

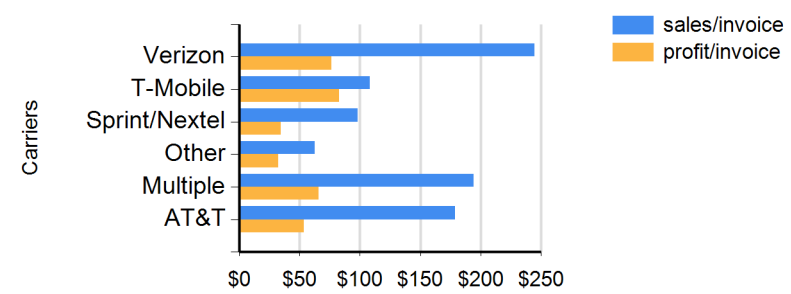
### Compare sales among regions



### Compare sales among locations



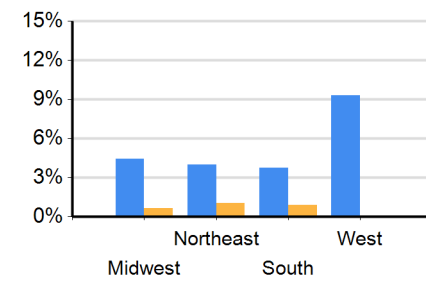
### Compare sales among carriers



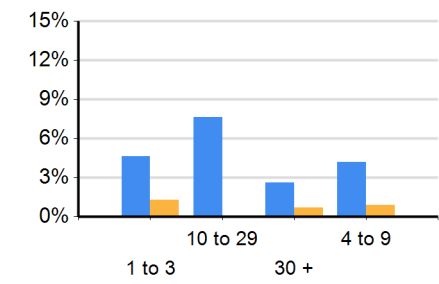
## Inventory

Database	RMA'd	Error	Turnover
SuccessfulCellular	8.94 %	0.48 %	4.86
Regions	RMA'd	Error	Turnover
Midwest	4.41 %	0.62 %	0.82
Northeast	3.99 %	1.04 %	0.93
South	3.74 %	0.85 %	0.73
West	9.30 %	-0.99 %	0.79
Locations	RMA'd	Error	Turnover
1 to 3	4.61 %	1.26 %	0.71
4 to 9	4.19 %	0.85 %	0.76
10 to 29	7.61 %	-1.43 %	0.96
30 +	2.58 %	0.67 %	1.01
Carriers	RMA'd	Error	Turnover
AT&T	5.28 %	1.27 %	1.11
Sprint/Nextel	9.32 %	1.56 %	0.64
T-Mobile	7.45 %	-0.01 %	0.32
Verizon	4.79 %	-0.55 %	0.80
Multiple	5.13 %	-0.23 %	0.95
Other	4.92 %	2.21 %	0.80

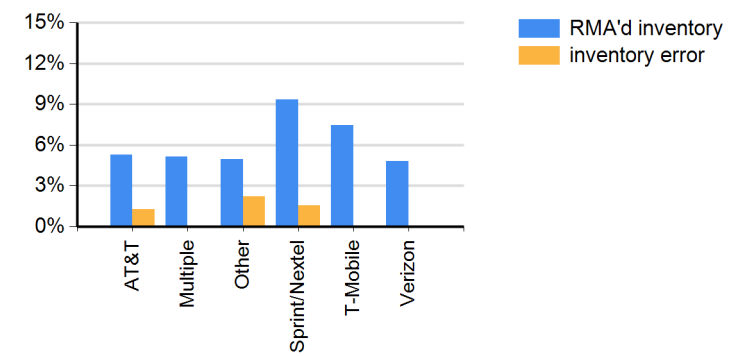
Compare sales among regions



Compare sales among location

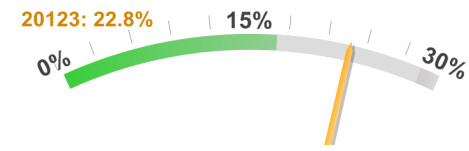


Compare sales among carriers

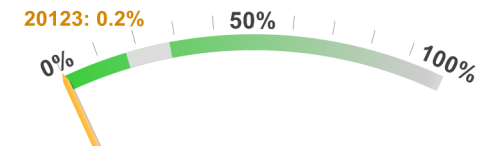


## Loss Prevention & Control

Refund to Sales (%)



Cashout Errors (%)



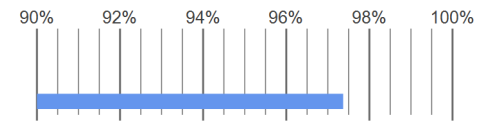
Carriers	Refund vs Sales	Cashout Error
AT&T	8.51 %	2.46 %
Sprint/Nextel	8.55 %	6.70 %
T-Mobile	7.37 %	0.96 %
Verizon	8.77 %	4.26 %
Multiple	8.56 %	13.89 %
Other	5.74 %	0.29 %

Regions	Refund vs Sales	Cashout Error
Midwest	9.55 %	3.85 %
Northeast	8.03 %	4.44 %
South	8.38 %	3.09 %
West	10.00 %	2.31 %

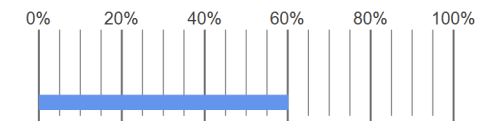
Locations	Refund vs Sales	Cashout Error
1 to 3	7.42 %	5.37 %
4 to 9	9.94 %	2.71 %
10 to 29	9.26 %	1.51 %
30 +	11.18 %	3.38 %

## Customer Management

Non-Quick Sales (%)



Repeat Customer Sales (%)



Carriers	Non-Quick Sales	Repeated Sales
AT&T	92.23 %	55.74 %
Sprint/Nextel	90.85 %	58.97 %
T-Mobile	89.91 %	51.25 %
Verizon	95.50 %	54.93 %
Multiple	99.46 %	59.92 %
Other	73.68 %	54.69 %

Regions	Non-Quick Sales	Repeated Sales
Midwest	95.38 %	59.52 %
Northeast	88.98 %	55.29 %
South	93.12 %	54.43 %
West	91.25 %	54.48 %

Locations	Non-Quick Sales	Repeated Sales
1 to 3	88.96 %	55.46 %
4 to 9	93.67 %	57.63 %
10 to 29	97.13 %	56.11 %
30 +	95.10 %	55.33 %