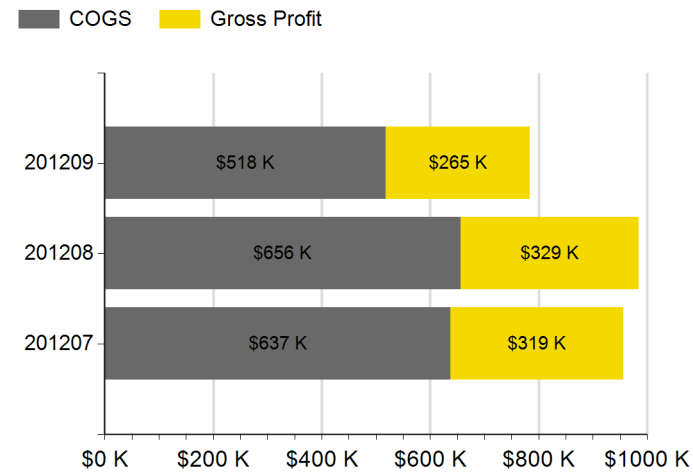


Wireless Retail Quarterly Scorecard

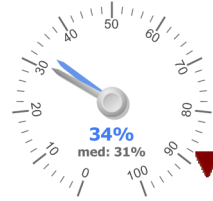
Prepared for: SuccessfulCellular | Q32012



Sales



Gross Margin Ratio



Down 41.3%
from Q32011

Number of Invoices

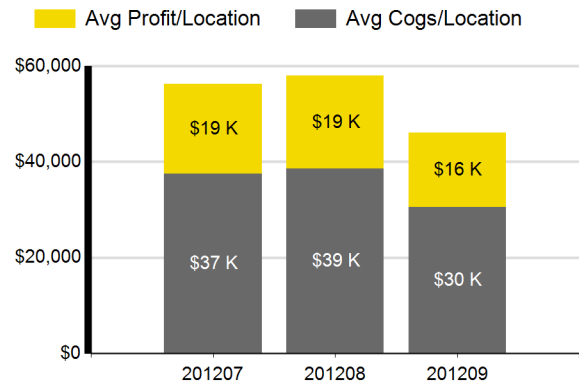


14,939

Up 10.5%
from Q32011

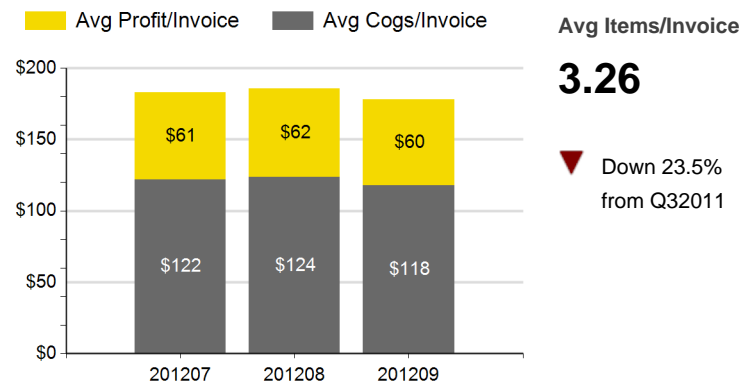
| | Q32011 | Q32012 | Median |
|---------------------------|----------------|----------------|--------------|
| Sales | \$3,301,875.54 | \$2,725,371.53 | \$487,360.07 |
| Cost of Goods Sold | \$1,415,866.39 | \$1,811,608.57 | \$316,602.13 |
| Gross Profit | \$1,886,009.15 | \$913,762.96 | \$149,443.67 |
| Gross Margin Ratio | 57.11 % | 33.52 % | 30.51 % |

Sales Per Location



| | Q32011 | Q32012 | Median |
|---------------------------|--------------|--------------|--------------|
| Sales | \$194,227.97 | \$160,315.97 | \$130,311.81 |
| Cost of Goods Sold | \$83,286.26 | \$106,565.21 | \$89,513.62 |
| Gross Profit | \$110,941.71 | \$53,750.76 | \$40,999.95 |
| Commission | \$21,451.60 | \$4,698.43 | \$1,987.90 |

Sales Per Invoice



Avg Items/Invoice

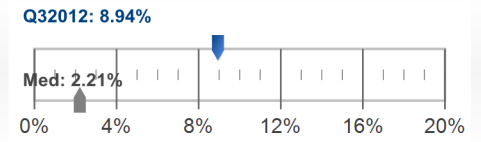
3.26

Down 23.5%
from Q32011

| | Q32011 | Q32012 | Median |
|---------------------------|----------|----------|----------|
| Sales | \$244.17 | \$182.43 | \$179.52 |
| Cost of Goods Sold | \$104.70 | \$121.27 | \$129.01 |
| Gross Profit | \$139.47 | \$61.17 | \$54.41 |
| Commission | \$26.97 | \$5.35 | \$2.62 |

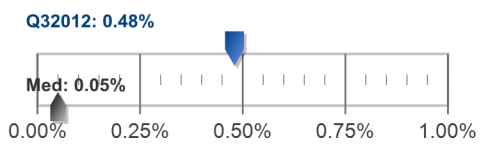
Inventory

RMA'd Inventory (%)



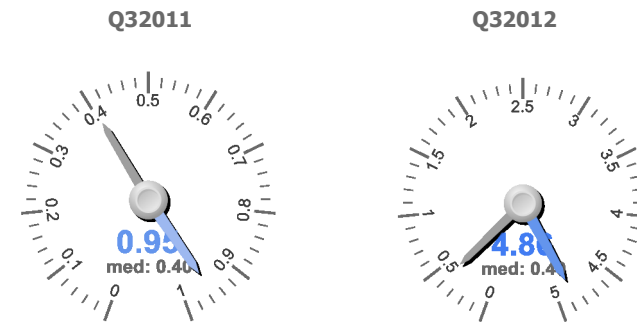
Up 23.0%
from
Q32011: 7.28%

Inventory Errors (%)



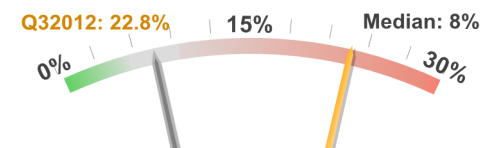
Up 45.0%
from
Q32011: 0.33%

Inventory Turnover Rate

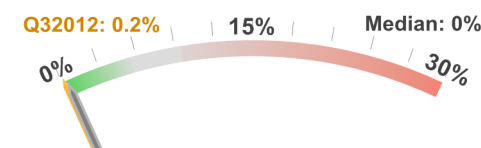


Loss Prevention & Control

Refund to Sales (%)

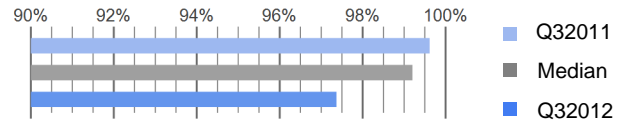


Cashout Errors (%)

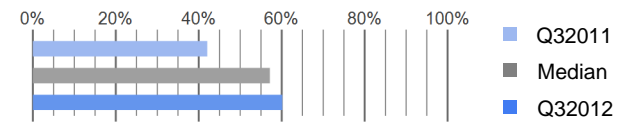


Customer Management

Non-Quick Sales (%)

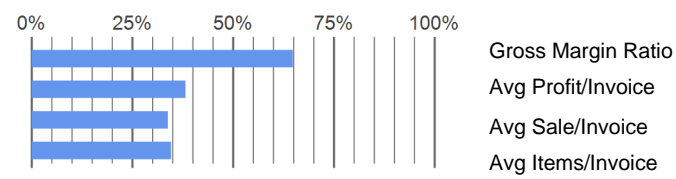


Repeat Customer Sales (%)

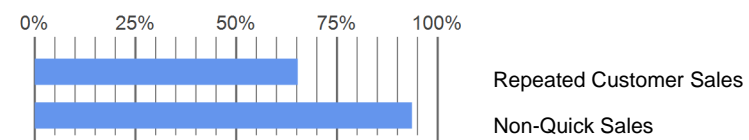


Percentile Rankings

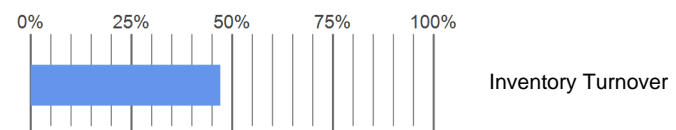
Sales



Customer Management



Inventory



Loss Prevention & Control

