



Product Mix Scorecard by Region, Product Mix and Sales Org



YTD		LY			Budget			Total Year			Contribution %			Quantity				
Shipped	\$	Last Year	\$	Budget	\$	Variance	\$	Open	\$	Total	\$	Last Year	\$	Budget	\$	TY	LY	Budget
Year	1,607,624	827,692	1,325,908	779,932	281,718			2,878,667	4,486,291	19,091,204	25,420,290	55.8	53.3	67.6	109,039	58,573		
Coverage		194.2%	121.2%							23.5%	17.6%							
License																		
MLB PROPERTIES	770,757	1,600,214	2,370,971	576,152	194,604	770,757										55,422	40,296	
NFL PROPERTIES	347,139	181,481	528,619	121,038	226,101	347,139										22,170	9,166	
NON LICENSED	241,148	277,388	518,536	2,612	238,536	241,148										17,162	326	
NBA PROPERTIES	103,722	351,305	455,026	36,111	67,610	103,722										6,058	1,702	
AUSTRALIAN FOOTBALL	46,083	29,741	75,823	0	46,083	46,083										1,775	0	
Others	98,776	438,539	537,315	91,778	6,998	98,776										6,452	7,083	
Customer Segment																		
TASTEMAKER	0	10,868	10,868	905	-905											0	34	
GOLDSTAR	91,436	6,287	97,723	0	91,436	91,436										5,012	0	
FASHION REG & IND	358,175	595,063	953,238	207,288	150,887	358,175										22,270	12,736	
SPORTING GOODS	127,880	268,416	396,297	43,721	84,159	127,880										7,438	2,844	
FAN SPECIALITY	235,144	205,435	440,578	2,851	232,293	235,144										15,036	202	
CONCESSIONAIRE & STADIUM	10,332	23,475	33,807	0	10,332	10,332										417	0	
CLUB/MASS/DISCOUNT	15,299	72,848	88,146	0	15,299	15,299										2,097	0	
OTHERS	769,358	1,696,276	2,465,634	572,927	196,431	769,358										56,769	42,757	
Customer																		
F AND F	172,991	70,590	243,580	0	172,991	172,991										12,470	0	
PERFORMANCE SPORT INC	156,981	283,985	440,965	105,110	51,871	156,981										14,389	9,814	
RHINOX KOREA RXK	130,072	0	130,072	0	130,072	130,072										6,960	0	
CULTURE KINGS	124,628	121,053	245,682	71,108	53,521	124,628										6,261	3,672	
BASE SPORTS CO LTD	118,524	241,835	360,359	44,607	73,917	118,524										9,308	3,231	
Others	904,428	2,161,205	3,065,633	606,867	297,560	904,428										59,651	41,856	
Silhouette																		
5950	850,050	1,636,202	2,486,253	467,009	383,041	850,050										53,532	29,346	
950	292,333	757,890	1,050,223	223,552	68,781	292,333										21,078	17,143	
950 AFFRAME	150,424	121,087	271,511	0	150,424	150,424										10,779	0	
HC3930	109,394	6,235	115,629	13,756	95,638	109,394										7,303	850	
3930	63,363	69,363	132,726	55,443	7,920	63,363										4,768	4,330	
Others	142,059	287,890	429,949	67,931	74,128	142,059										11,579	6,904	



Product Mix Scorecard by Region, License and Sales Org

EMERGING MARKETS

Currency: USD Units: EA
Period: 1 Year: 2013

MTD		LY Variance		Budget		Contribution %		Quantity	
Shipped \$	Last Year \$	Budget \$	Variance \$	Open \$	Total \$	TY	LY	TY	LY
MTD	1,607,624	827,692	779,932	281,718		55.8	53.3	109,039	58,573
Revenue		Budget		Contribution %		Quantity			
Shipped \$	Last Year \$	Open \$	Total \$	TY	LY	TY	LY	TY	LY
License									
MLB PROPERTIES	770,757	3,710	774,467	576,152	194,604	53.7	51.7	55,422	40,296
NFL PROPERTIES	347,139	1,809	348,948	121,038	226,101	61.8	52.2	22,170	9,166
NON LICENSED	241,148	6,162	247,310	2,612	238,536	51.9	61.6	17,162	326
NBA PROPERTIES	103,722	378	104,100	36,111	67,610	55.7	68.7	6,058	1,702
Others	98,776	4,738	103,514	91,778	6,998	56.6	58.3	6,452	7,083
Customer Segment									
TASTEMAKER	0	0	0	905	-905	0.0	71.4	0	34
GOLDSTAR	91,436	19	91,455	0	91,436	63.6	0.0	5,012	0
FASHION REG & IND	358,175	5,641	363,816	207,288	150,887	57.4	50.9	22,270	12,736
SPORTING GOODS	127,880	1,974	129,854	43,721	84,159	59.2	50.5	7,438	2,844
FAN SPECIALITY	235,144	0	235,144	2,851	232,293	58.9	51.6	15,036	202
CONCESSIONAIRE & STADIUM	10,332	0	10,332	0	10,332	66.6	0.0	417	0
CLUB/MASS/DISCOUNT	15,299	0	15,299	0	15,299	29.8	0.0	2,097	0
OTHERS	769,358	9,162	778,521	572,927	196,431	52.9	54.3	56,769	42,757
Customer									
F AND F	172,991	0	172,991	0	172,991	57.4	0.0	12,470	0
PERFORMANCE SPORT INC	156,981	3,688	160,669	105,110	51,871	42.9	47.7	14,389	9,814
RHINOX KOREA RXK	130,072	0	130,072	0	130,072	54.0	0.0	6,960	0
CULTURE KINGS	124,628	0	124,628	71,108	53,521	65.9	62.5	6,261	3,672
BASE SPORTS CO LTD	118,524	0	118,524	44,607	73,917	56.5	48.2	9,308	3,231
Others	904,428	13,108	917,536	606,867	297,560	56.4	53.5	59,651	41,856
Silhouette									
5950	850,050	1,656	851,706	467,009	383,041	58.8	54.3	53,532	29,346
950	292,333	7,074	299,407	223,552	68,781	57.8	54.3	21,078	17,143
950 AFRAME	150,424	774	151,198	0	150,424	58.7	0.0	10,779	0
HC3930	109,394	0	109,394	13,756	95,638	47.9	49.5	7,303	850
3930	63,363	1,961	65,324	55,443	7,920	53.5	50.5	4,768	4,330
Others	142,059	5,332	147,391	67,931	74,128	37.1	45.8	11,579	6,904