

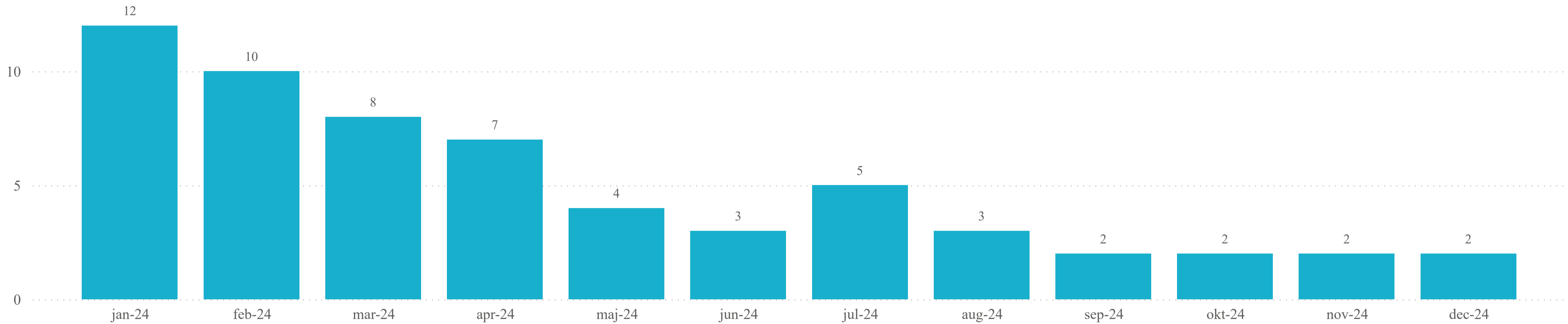


Kundetilgang

jan-2024 feb-2024 mar-2024 apr-2024 maj-2024 jun-2024 jul-2024 aug-2024 sep-2024 okt-2024 nov-2024 dec-2024 **Total**

| | | | | | | | | | | | | | |
|-------------------------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|---------|-----------|-----------|-----------|-------------------|
| Kundetilgang | 12 | 10 | 8 | 7 | 4 | 3 | 5 | 3 | 2 | 2 | 2 | 2 | 60 |
| Omsætning | 1.003.742 | 1.690.169 | 1.473.555 | 1.599.520 | 860.330 | 895.806 | 873.875 | 959.780 | 815.819 | 1.372.394 | 5.027.193 | 3.784.251 | 20.356.434 |
| Salg Første Måned | 134.673 | 65.585 | 57.703 | 226.191 | 48.530 | 9.543 | 30.863 | 15.770 | 21.541 | 16.080 | 22.981 | 21.470 | 670.930 |
| Gns. Salg af nye kunder | 11.223 | 6.559 | 7.213 | 32.313 | 12.133 | 3.181 | 6.173 | 5.257 | 10.771 | 8.040 | 11.491 | 10.735 | 11.182 |

Kundetilgang



name jan-2024 feb-2024 mar-2024 apr-2024 maj-2024 jun-2024 jul-2024 aug-2024 sep-2024 okt-2024 nov-2024 dec-2024 **Total**

| | | | | | | | | | | | | | |
|-------------------------|---------|--------|--------|---------|--------|-------|--------|--------|--------|--------|--------|--------|----------------|
| Nye kunder | 12 | 10 | 8 | 7 | 4 | 3 | 5 | 3 | 2 | 2 | 2 | 2 | 60 |
| Oms. Nye kunder måned 1 | 134.673 | 65.585 | 57.703 | 226.191 | 48.530 | 9.543 | 30.863 | 15.770 | 21.541 | 16.080 | 22.981 | 21.470 | 670.930 |



Indkøbsindsigt

| Nye kunder | jan-24 | feb-24 | mar-24 | apr-24 | maj-24 | jun-24 | jul-24 | aug-24 | sep-24 | okt-24 | nov-24 | dec-24 | Total |
|---------------------|------------------|------------------|------------------|------------------|----------------|----------------|----------------|----------------|----------------|------------------|------------------|------------------|-------------------|
| + Nye kunder jan-24 | 1.003.742 | | | | | | | | | | | | 1.003.742 |
| + Nye kunder feb-24 | | 1.690.169 | | | | | | | | | | | 1.690.169 |
| + Nye kunder mar-24 | | | 1.473.555 | | | | | | | | | | 1.473.555 |
| + Nye kunder apr-24 | | | | 1.599.520 | | | | | | | | | 1.599.520 |
| + Nye kunder maj-24 | | | | | 860.330 | | | | | | | | 860.330 |
| + Nye kunder jun-24 | | | | | | 895.806 | | | | | | | 895.806 |
| + Nye kunder jul-24 | | | | | | | 873.875 | | | | | | 873.875 |
| + Nye kunder aug-24 | | | | | | | | 959.780 | | | | | 959.780 |
| + Nye kunder sep-24 | | | | | | | | | 815.819 | | | | 815.819 |
| + Nye kunder okt-24 | | | | | | | | | | 1.372.394 | | | 1.372.394 |
| + Nye kunder nov-24 | | | | | | | | | | | 5.027.193 | | 5.027.193 |
| + Nye kunder dec-24 | | | | | | | | | | | | 3.784.251 | 3.784.251 |
| Total | 1.003.742 | 1.690.169 | 1.473.555 | 1.599.520 | 860.330 | 895.806 | 873.875 | 959.780 | 815.819 | 1.372.394 | 5.027.193 | 3.784.251 | 20.356.434 |



Indkøbsindsigt

| År Kunde | 2024 | | |
|---|-------------------|----------------|-------------------|
| | Oms. | Oms nye kunder | % Oms. nye kunder |
| 9004-Umbro Velocita | 1.540.993 | 25.485 | 1,7% |
| 9003-Puma Future Z | 1.513.990 | 22.485 | 1,5% |
| 7000-Babolat Evo Drive 115 | 1.190.549 | 9.793 | 0,8% |
| 9005-Mizuno Morelia | 1.076.871 | 32.475 | 3,0% |
| 7011-Babolat Falcon Strung | 1.015.500 | 19.500 | 1,9% |
| 7005-Head Instinct PWR 110 | 992.338 | 8.994 | 0,9% |
| 9008-Lotto Solista | 974.025 | 14.985 | 1,5% |
| 9009-Diadora Brasil | 946.239 | 10.990 | 1,2% |
| 9011-Stort fodboldmål | 898.000 | 60.000 | 6,7% |
| 9001-Nike Mercurial Superfly | 845.154 | 18.981 | 2,2% |
| 9006-New Balance Furon | 779.220 | 11.988 | 1,5% |
| 9002-Adidas Predator | 749.518 | 19.782 | 2,6% |
| 7010-Wilson Pro Staff Precision 100 Black/White/Red | 730.452 | 8.396 | 1,1% |
| 9012-Lille fodboldmål | 712.250 | 14.000 | 2,0% |
| 7003-Head Titanium S2 | 616.383 | 3.996 | 0,6% |
| 9007-Under Armour Spotlight | 545.693 | 14.384 | 2,6% |
| 3007-PadelBat 260 | 319.022 | | |
| 9031-Adidas Al Rihla (VM 2022 bold) | 298.200 | 79.800 | 26,8% |
| 5001-Babolat Jet premura Men | 280.780 | | |
| 3003-PadelBat 220 | 257.796 | | |
| 7008-Head Ti. Reward | 228.696 | 123.144 | 53,8% |
| 3000-PadelBat 190 | 214.785 | | |
| 5002-JOMA SLAM WPT | 206.250 | | |
| 7007-Babolat Pure Aero Woman 2023 | 169.739 | 2.152 | 1,3% |
| 3012-PadelBat 310 | 141.504 | | |
| 6001-OSAKA BACKPACK HONEY | 138.040 | | |
| 3011-PadelBat 300 | 137.150 | | |
| 3008-PadelBat 270 | 131.911 | | |
| 3009-PadelBat 280 | 124.020 | | |
| 9035-Umbro Neo Pro | 117.500 | 3.000 | 2,6% |
| Total | 20.356.434 | 670.930 | 3,3% |

