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BARC



Important

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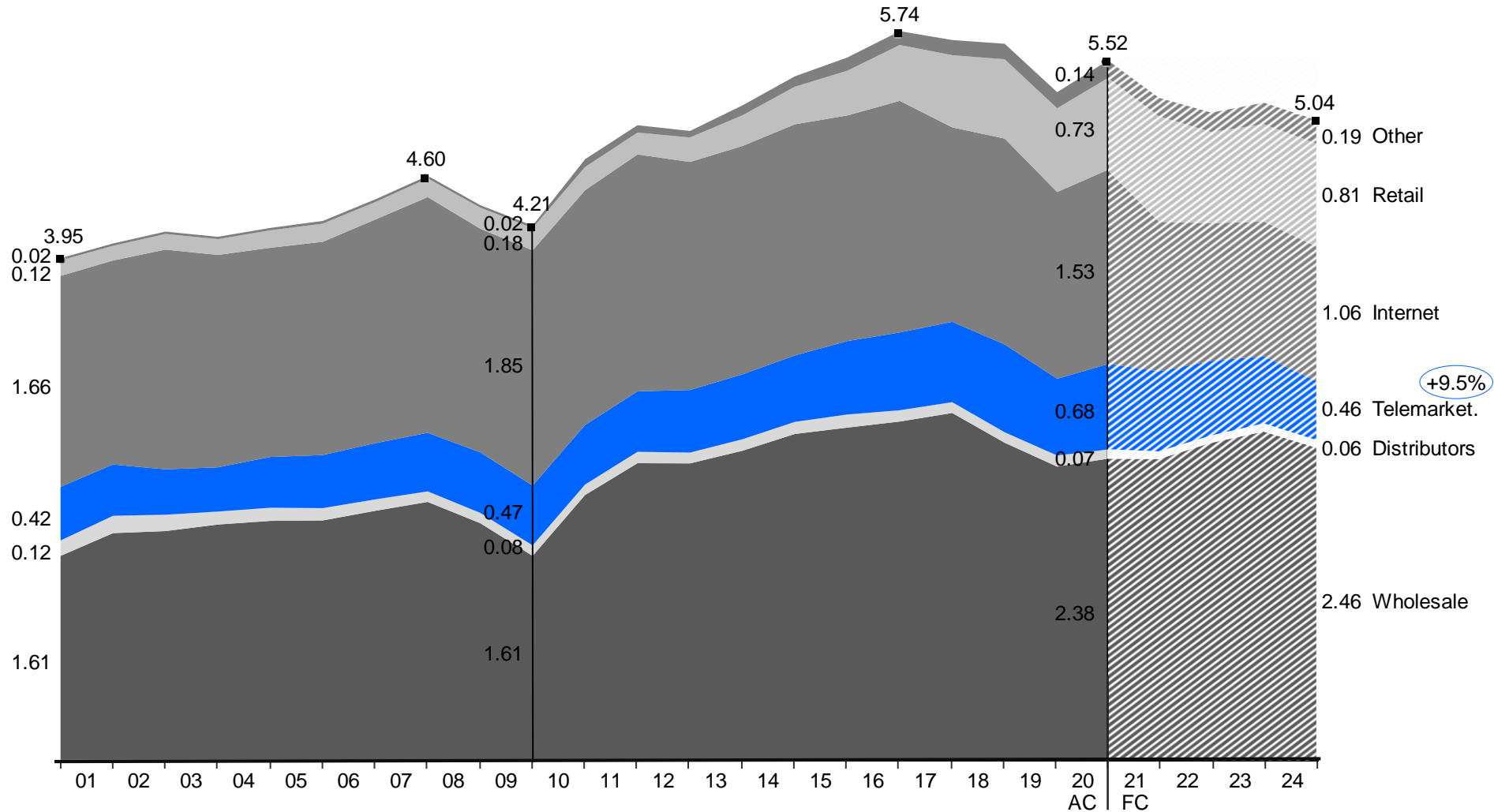
After opening the file you turn on **full screen mode** by clicking **ctrl+L** (Windows) or **ctrl+cmd+F** (Mac).

Full screen mode is important to see and understand small changes between two slides.



The telemarketing forecast for week 24 is mEUR 0.46 which is mEUR 0.04 higher than week 01 (+9.5%)

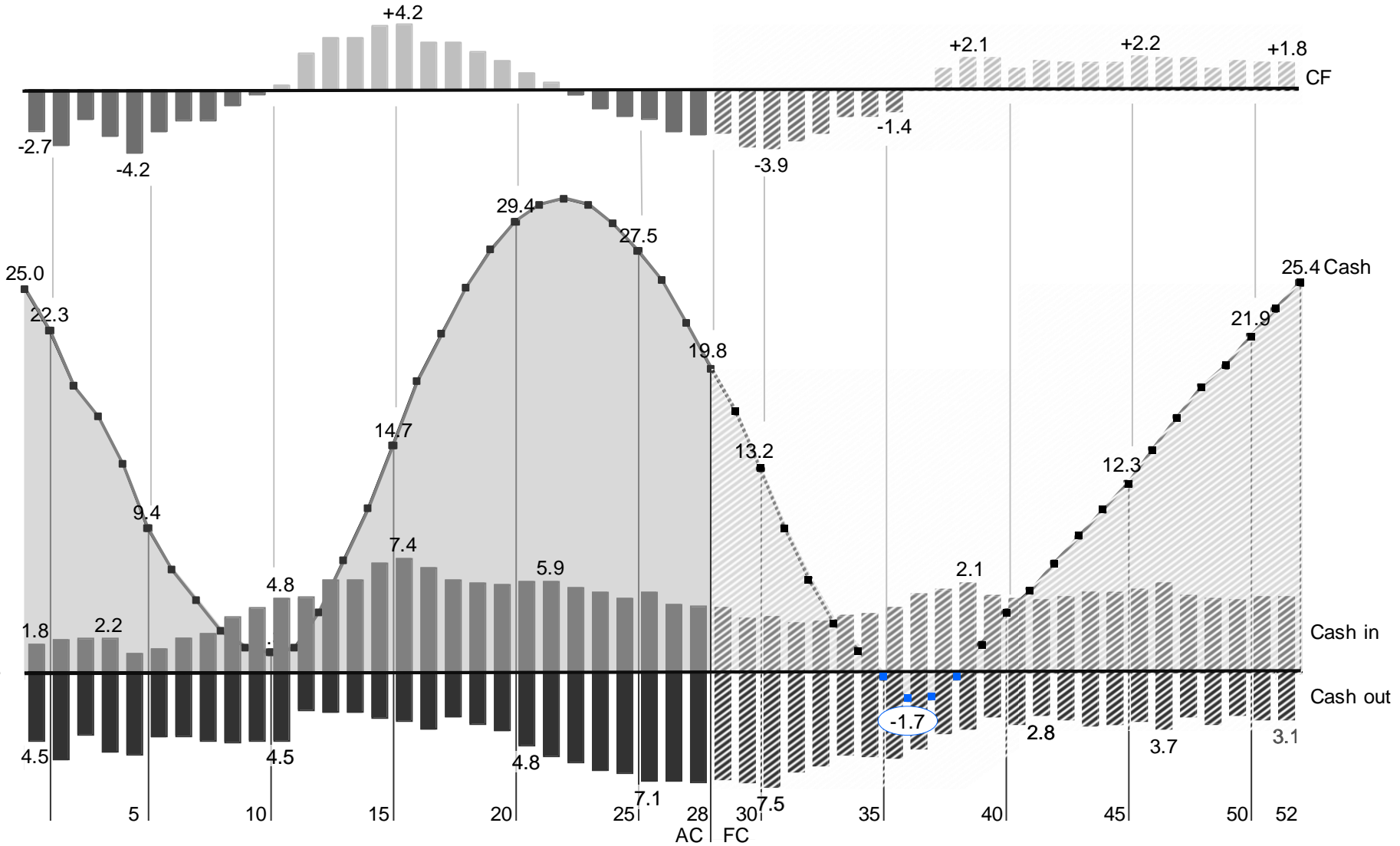
Fashionware, Inc.
Accounts receivable by sales channels in mEUR
 2015-W01..24 (Fri at noon)



From week 35 to 38 we have a cash deficit of up to mEUR -1.7



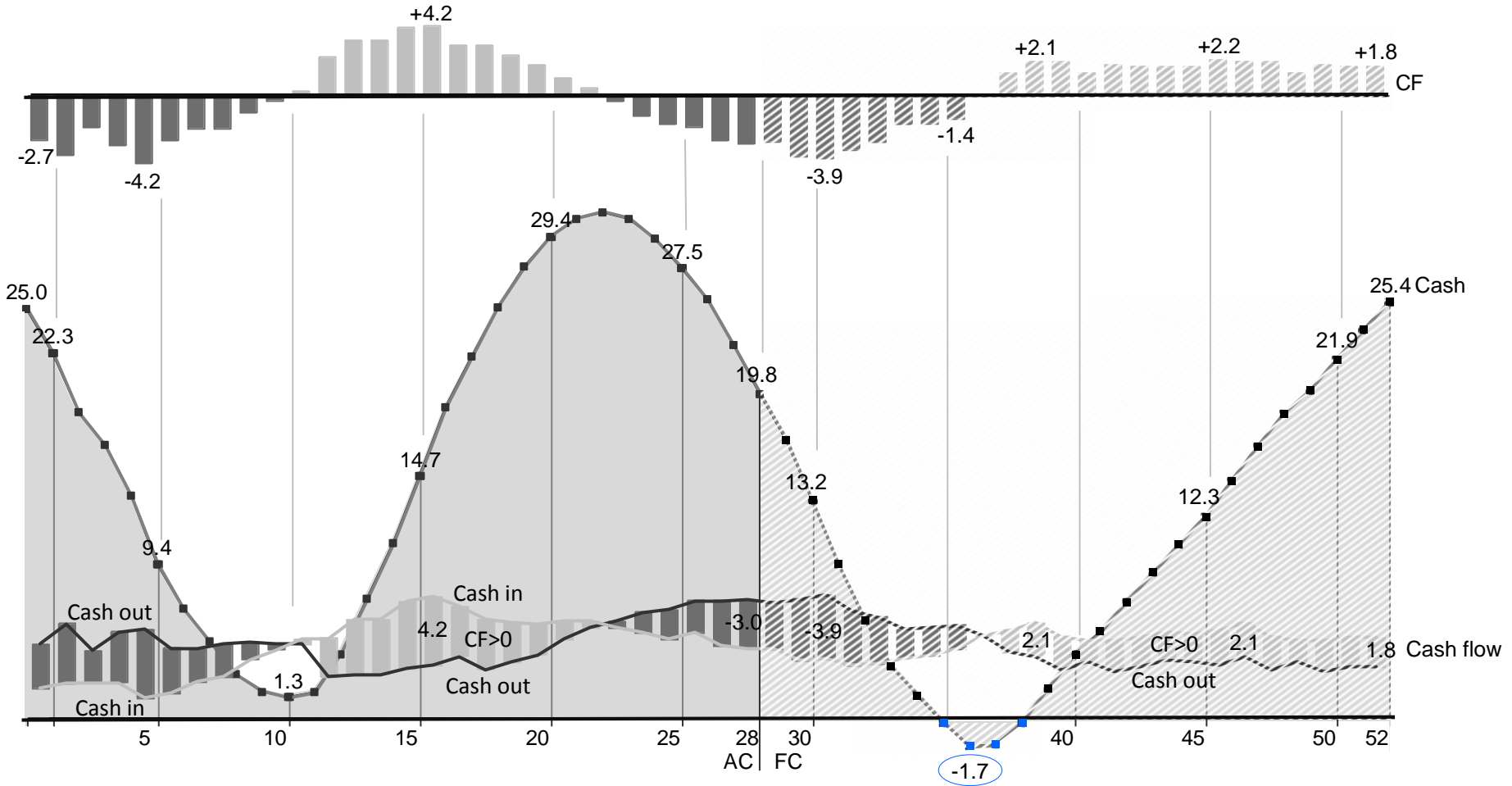
Fashionware, Inc.
Cash in mEUR
 AC 2015-W01..28, FC W29..52



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Fashionware, Inc.
Cash in mEUR
 AC 2015-W01..28, FC W29..52



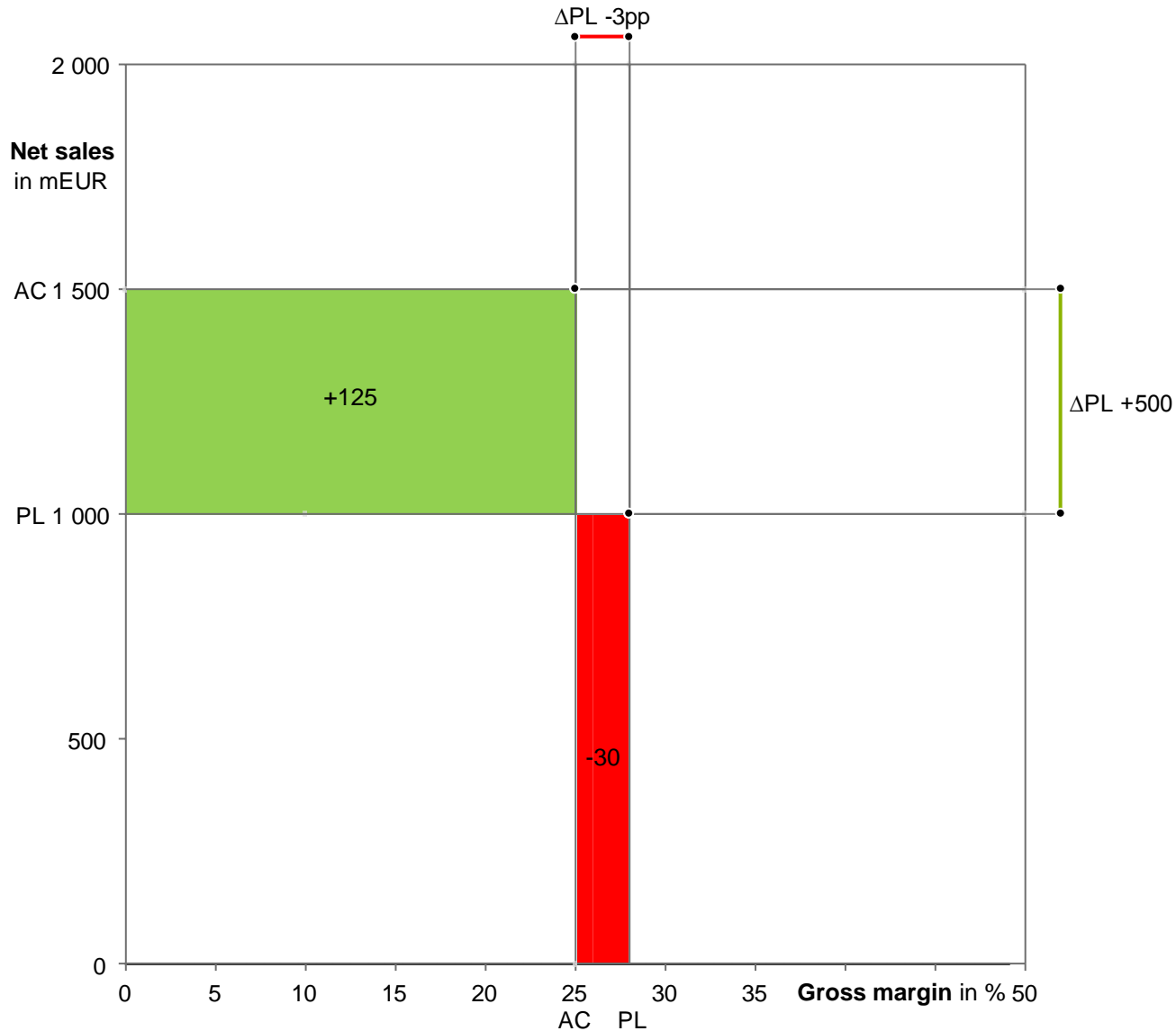
Compared to plan, despite lower gross margin (-3pp) our higher sales of mEUR 500 led us to an increased gross profit of mEUR 125 - 30 = 95



Fashionware, Inc.

Net sales and **gross profit** in mEUR, **gross margin** in %

2015



		<u>PL</u>	<u>AC</u>	<u>ΔPL</u>
Net sales	mEUR	1 000	1 500	+500
Gross profit	mEUR	280	375	+95
Gross margin	%	28	25	-3pp