Stacked column charts
Important

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Full screen mode is important to see and understand small changes between two slides.
Planned net sales in 2018 will increase by mEUR 1.2 (+12%) mainly due to software growth of mEUR 0.9 (+22%).

**Alpha Software GmbH**

**Net sales in mEUR**

<table>
<thead>
<tr>
<th>Year</th>
<th>By business line</th>
<th>By industry</th>
<th>By region</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>Other 7.5</td>
<td>Other 1.0</td>
<td>Rest of Asia 1.1</td>
</tr>
<tr>
<td></td>
<td>Consulting 2.2</td>
<td>Manufacturing 0.6</td>
<td>Rest of Europe 1.9</td>
</tr>
<tr>
<td></td>
<td>Training 1.9</td>
<td>Retail 1.6</td>
<td>Japan 1.2</td>
</tr>
<tr>
<td></td>
<td>Support 1.6</td>
<td>Consumer goods 1.4</td>
<td>Germany 1.8</td>
</tr>
<tr>
<td></td>
<td>Software 2.9</td>
<td>Financial services 2.0</td>
<td>USA 3.2</td>
</tr>
</tbody>
</table>

**2018 Consulting**: Reduced net sales by mEUR 0.2 compared to 2014 because of transfer of consulting practise to Beta Corp. beginning in February 2015.

**2017 Rest of Europe**: The largest shares are mEUR 1.1 from UK and mEUR 0.4 from the Netherlands.
Without new products our net sales will drop continuously until 2023 (-6% compared to 2017) after a peak in 2018 (mEUR 11.3)
Software net sales of December forecast are estimated to be 19% of total software net sales in 2017 (kEUR 4,747)

Alpha Software GmbH

Net sales in kEUR

2017 Jan..Sep AC, Oct..Dec FC, 2018 Jan..Mar PL

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Net sales forecast 2017 shows high shares of software sales in November (62%) and December (72%).

Alpha Software GmbH

Net sales in kEUR (shares)

Jan 2017-Jan..Mar 2018

Other Consulting Training Support Software


100% 100% 100%
We plan a slow start in 2016 due not only to lower demand but also due to expected delivery problems in North America.

Alpha ConTools GmbH

**Net sales, Operating profit** in mEUR

2015 Aug..Dec AC; 2016 Jan..Jul PL

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1. **Expenses Sep 2015** of mEUR 5.0 were mEUR 0.8 higher than expected mainly because of higher repair cost (+ mEUR 0.6) in plant A.

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Alpha ConTools GmbH

**Net sales, Operating profit** in mEUR, **Gross and Profit margin** in %

2015 Aug..Dec AC; 2016 Jan..Jul PL

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Alpha ConTools GmbH

**Net sales, Operating profit** in mEUR, **Gross and Profit margin** in %

2015 Aug.-Dec AC; 2016 Jan.-Jul PL

<table>
<thead>
<tr>
<th>Month</th>
<th>Sales</th>
<th>COGS</th>
<th>Expenses</th>
<th>Operating Profit</th>
<th>Profit Margin</th>
<th>Gross Margin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2015</td>
<td>9.5</td>
<td>2.5</td>
<td>27%</td>
<td>4.8</td>
<td>5%</td>
<td>15%</td>
</tr>
<tr>
<td>Sep 2015</td>
<td>12.8</td>
<td>3.1</td>
<td>25%</td>
<td>9.2</td>
<td>32%</td>
<td>22%</td>
</tr>
<tr>
<td>Oct</td>
<td>8.5</td>
<td>5.0</td>
<td>53%</td>
<td>2.3</td>
<td>48%</td>
<td>39%</td>
</tr>
<tr>
<td>Nov</td>
<td>9.8</td>
<td>1.9</td>
<td>55%</td>
<td>7.9</td>
<td>9%</td>
<td>64%</td>
</tr>
<tr>
<td>Dec</td>
<td>9.2</td>
<td>1.9</td>
<td>99%</td>
<td>9.8</td>
<td>2%</td>
<td>55%</td>
</tr>
<tr>
<td>Mar</td>
<td>15.0</td>
<td>11.2</td>
<td>54%</td>
<td>4.2</td>
<td>3%</td>
<td>48%</td>
</tr>
<tr>
<td>Apr</td>
<td>15.0</td>
<td>11.2</td>
<td>54%</td>
<td>4.2</td>
<td>3%</td>
<td>48%</td>
</tr>
<tr>
<td>May</td>
<td>14.2</td>
<td>11.5</td>
<td>55%</td>
<td>4.1</td>
<td>3%</td>
<td>48%</td>
</tr>
<tr>
<td>Jun</td>
<td>15.0</td>
<td>11.2</td>
<td>54%</td>
<td>4.2</td>
<td>3%</td>
<td>48%</td>
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