



New Era Cap Company

Remove

Period # 1

Currency: USD
Units: EA

License Scorecard by Region, Sales Org and License
NORTH AMERICA > UNITED STATES SALES > MLB PROPERTIES

Year	Revenue			LY		Budget		Contribution %		Quantity	
	Shipped	Open	Total	Last Year	Budget	Variance		TY	LY	Budget	
	\$3,506,694	\$40,297,883	\$43,804,576	\$8,609,904	\$10,690	509%	0%	1%	45%	0%	
Product Mix	Revenue			LY		Budget		Contribution %		Quantity	
	Shipped	Open	Total	Last Year	Budget	Variance		TY	LY	Budget	
Headwear	\$3,423,471	\$34,261,179	\$37,684,650	\$8,609,904	\$0	438%	0%	65%	45%	0%	
Apparel	\$83,222	\$6,036,704	\$6,119,926	\$0	\$0	0%	0%	377%	0%	0%	
Customer Segment	Revenue			LY		Budget		Contribution %		Quantity	
	Shipped	Open	Total	Last Year	Budget	Variance		TY	LY	Budget	
Mail	\$977,229	\$23,854,539	\$24,831,768	\$4,380,910	\$0	567%	0%	95%	46%	0%	
Other	\$873,173	\$453,077	\$1,326,250	\$631,782	\$0	210%	0%	1771%	29%	0%	
Stadium Environr	\$663,953	\$7,725,650	\$8,389,603	\$1,030,329	\$0	814%	0%	278%	42%	0%	
Boutique	\$356,330	\$2,309,408	\$2,665,738	\$891,882	\$0	299%	0%	871%	49%	0%	
Goldstar	\$336,754	\$1,266,370	\$1,603,124	\$1,163,289	\$0	138%	0%	1448%	51%	0%	
Others	\$299,255	\$4,688,840	\$4,988,094	\$511,711	\$0	975%	0%	464%	48%	0%	
Customer	Revenue			LY		Budget		Contribution %		Quantity	
	Shipped	Open	Total	Last Year	Budget	Variance		TY	LY	Budget	
ULINE INC	\$401,040	\$0	\$401,040	\$34,944	\$0	1148%	0%	5782%	35%	0%	
FANATICS INC	\$122,918	\$349,598	\$472,516	\$86,084	\$0	549%	0%	4888%	42%	0%	
SAN FRANCISCO	\$110,103	\$539,750	\$649,853	\$50,951	\$0	1275%	0%	3550%	46%	0%	
HAT CLUB LLC	\$103,274	\$242,870	\$346,144	\$385,805	\$0	90%	0%	6675%	56%	0%	
LAYSORT INC YC	\$73,671	\$119,918	\$193,588	\$132,307	\$0	146%	0%	11926%	49%	0%	
Others	\$2,695,688	\$39,045,748	\$41,741,436	\$7,919,813	\$0	527%	0%	58%	45%	0%	
Silhouette	Revenue			LY		Budget		Contribution %		Quantity	
	Shipped	Open	Total	Last Year	Budget	Variance		TY	LY	Budget	
5950	\$1,808,848	\$20,745,294	\$22,554,142	\$5,411,805	\$0	417%	0%	106%	48%	0%	
940	\$692,137	\$1,908,432	\$2,600,569	\$527,699	\$0	493%	0%	896%	40%	0%	
3930	\$370,815	\$4,384,683	\$4,755,498	\$927,828	\$0	513%	0%	488%	32%	0%	
950	\$128,869	\$3,570,714	\$3,699,583	\$869,957	\$0	425%	0%	625%	45%	0%	
950 AFRAME	\$97,476	\$663,091	\$760,567	\$0	\$0	0%	0%	3036%	0%	0%	
Others	\$408,549	\$9,025,669	\$9,434,217	\$872,615	\$0	1081%	0%	246%	45%	0%	
Collection	Revenue			LY		Budget		Contribution %		Quantity	
	Shipped	Open	Total	Last Year	Budget	Variance		TY	LY	Budget	
AC PERFORMANC	\$535,107	\$3,058,948	\$3,594,054	\$2,950,761	\$0	122%	0%	648%	45%	0%	
THE LEAGUE	\$476,242	\$181,109	\$657,350	\$277,017	\$0	237%	0%	3532%	39%	0%	
PLAYERS ONLY	\$408,429	\$42,291	\$450,721	\$3,699	\$0	12186%	0%	5176%	63%	0%	
LEAGUE BASIC	\$298,764	\$207,618	\$506,382	\$596,207	\$0	85%	0%	4583%	53%	0%	
Side Patch	\$212,623	\$54,363	\$266,986	\$0	\$0	0%	0%	8674%	0%	0%	
Others	\$1,575,529	\$36,753,554	\$38,329,083	\$4,782,221	\$0	801%	0%	62%	45%	0%	

EPML-8C

ELT200

Region → License → SO

% = 99.9%