



The Tactics Behind 250% Growth

Sales are Easy - Profit is Hard

IRP Merchants



LOUIS
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& SPIRITS

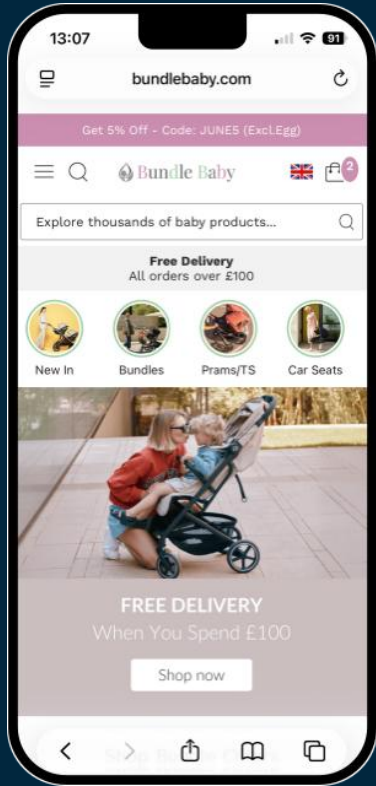


DV8[®]

ARGENTO

£2 Billion Transacted to 170 Countries

What do IRP do?



The image displays a comprehensive IRP dashboard for 'TRADER'. The top navigation bar shows key financial metrics: Stock Holding (£119,799), Today's Sales (£739.48), Margin (42.80%), Gross Profit (£267.11), Traffic Spend (£109.40), and Today's Net Profit (£53.67). It also includes CPA metrics (May CPA% 4.29%, Target CPA% 5.00%) and a '2026 POSITION' indicator.

The main dashboard area is titled 'MISSION CONTROL - Monday May 18 to Tuesday Jun 16'. It features a search navigation bar and a left-hand menu with categories like Mission Control, Core Metrics, Sales Analysis, Team Performance, Intelligence Portal, Live View, Prediction AI, Settings, Reporting, Incoming Feedback, Split Tests, User Journeys, and BETA.

The central data panel displays key performance indicators (KPIs) for the period:

- Traffic: 185,608 (↑ 24,659 +15.32%)
- Conversion Rate: 0.86% (↑ 0.13% +17.67%)
- Average Order Value: £231.06 (↑ £17.72 +8.31%)
- Sales: £367,150 (↑ £117,331 +46.97%)
- Margin: 37.12% (↓ 2.38% -6.03%)
- Net Profit: £44,928 (↑ £16,721 +59.28%)

Below the KPIs is a world map showing regional performance, with a '2026 Projected' total of £2,563,693.28 (-£13,394.96 -0.52%). The map includes controls for 'Map', 'Countries', and 'Multichannel'.

On the right side, there are several summary cards:

- DeepAgent: CPA 4.29%
- DEAD STOCK: 79.91% (£36,313)
- TOP PRODUCTS: Includes 'Isabella Beach Chair' (£59.83, ↑ 2,790.33%) and 'Vango Fiesta Chair' (£545.78, ↑ 2,630.26%).
- TOP BRANDS: Includes 'Domestic' (£455.95, ↑ 5,606.50%) and 'Trangia' (£175.51, ↑ 2,102.13%).
- TOP CATEGORIES: Includes 'outwell campaign specials' (£11) and 'cadac motorh...'.

The bottom status bar provides a quick overview of website performance: View 432 Websites, Sessions 1,622, CR 0.49%, AOV £92.44, Today's Sales £739.48, Today's Lost Baskets £12,496.58, On Site 58, Baskets 3 £2,588.27, Checkout 2 £1,689.27, Projected 2026 £2,563,693.67, Difference +70.9%, and INTELLIGENCE No Account-Manager 74.

Connecting people, data & profit.



Agenda

1. Big Markets & Opportunities

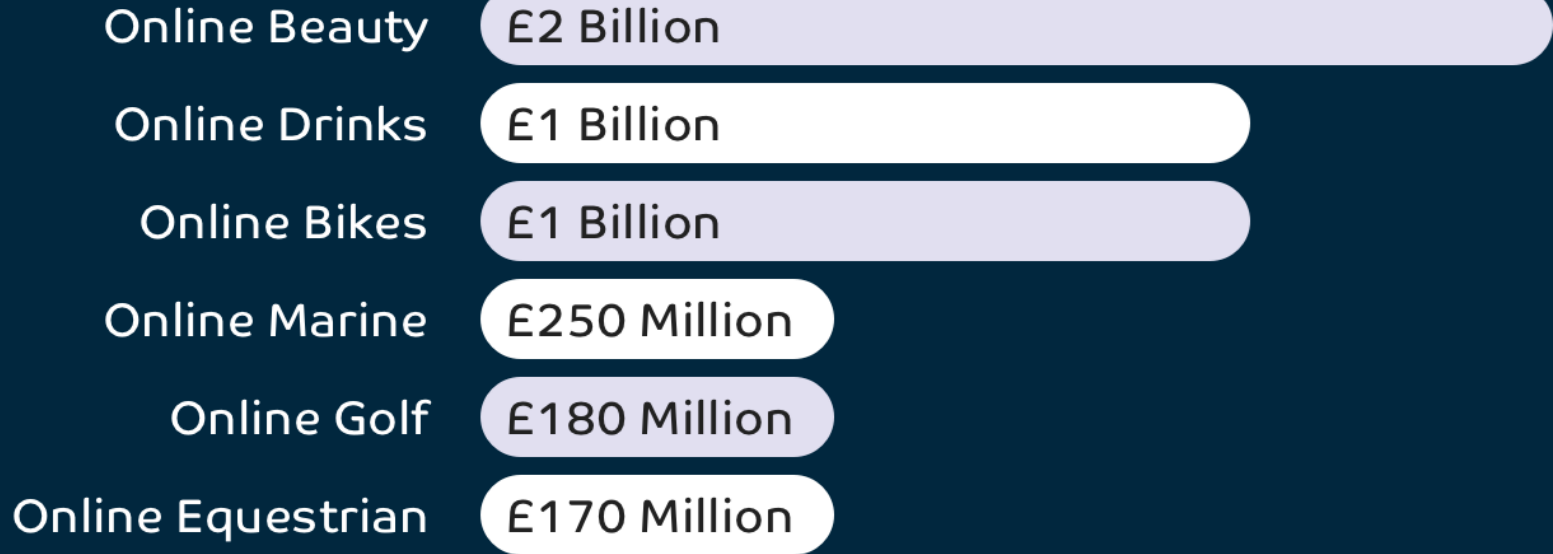
2. Challenges for Ambitious SMEs

3. IRP Platform & Service Marketplace

1. Bundle Baby Results

1. NI's Unique eCommerce Opportunity

1. Online Markets Are Large



International markets are much, much larger again - and are growing fast

2. Challenges for Ambitious SMEs

Neglected by broad-market eCommerce platforms

Feeling isolated on a self service platform

Lack of guidance on how to grow profitably online

There is a proven way to profit with IRP

3. IRP's Active ProfitOS



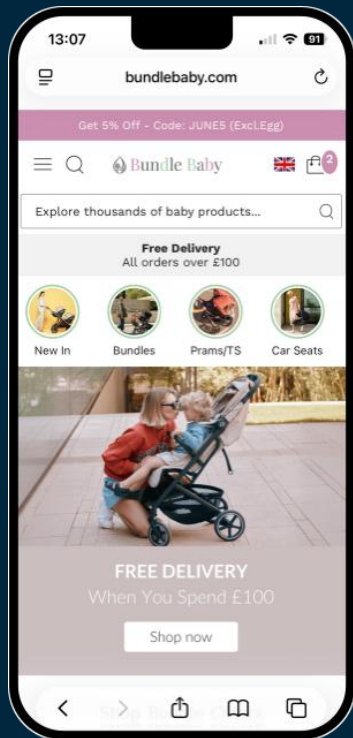
eCommerce Platform
Marketing
Trading



Select Benchmarked Providers



3. IRP's Active ProfitOS



TRADER

£119,558 Stock Holding | £1,440.40 Today's Sales | 41.33% Margin | £498.04 Gross Profit | £140.37 Traffic Spend | £164.51 Today's Net Profit

4.29% May CPA% | 5.00% Target CPA% | 2026 POSITION | 74 | 91

Traffic 9 | Conversion 62 | AOV 3 | Margin 36.83% | Conversion 0.76% | AOV £234.93 | Gross Profit £121,125.79 | Today's Sales £1,440.40 (10) | Sessions/Live 1,948 / 55 | Baskets 8 / £3,284.57 | Checkout 2 / £118.94 | Desktop / Mobile % > | Split Tests 0 | AOV £234.93 | CLV £156.83

Search Navigation

Last 30 Days | All Countries £610,918.50 (+11%) | Models All | Clear GO | Save Saved (0)

Grids | Charts | Actions | Brands (648) > Categories (313) > Models (35729) > Stock (95099) > Orders (2159) | 35729 Results | 60 | Filter | Sort

Brand	Model	Sold	Views	PCR	Price	Sales	Margin	Profit	Traffic	eCPA	Net Profit	Net Profit %	Unit Net Profit	Growth %
		7,096	191,024	3.71%	£156.33	£602,257.30	32.90%	£171,533.03	£18,626.92	3.09%	£66,598.09	12.77%	£9.39	+17.67%
Holawild	AirTek Machu Picchu L Tent 2026	27	3,126	0.86%	£1,399.99	£28,771.42	36.74%	£8,957.95	£329.04	1.14%	£4,869.60	19.97%	£180.36	+83.57%
Telta	Apex Residential Full Caravan Awning 2026	4	511	0.78%	£2,499.00	£11,700.12	30.57%	£2,980.70	£61.39	0.52%	£1,431.50	14.68%	£357.88	+392.79%
Holawild	AirTek Machu Picchu XL Tent 2026	6	1,054	0.57%	£1,799.99	£10,246.94	42.03%	£3,589.12	£118.63	1.16%	£2,194.31	25.70%	£365.72	+0.47%
Holawild	Airtek Parkhurst 6.0 AC Tent 2026	5	91	5.49%	£1,999.99	£8,999.95	32.38%	£2,428.84	£12.21	0.14%	£1,272.20	16.96%	£254.44	+100.00%
Outdoor Revolution	Sport Lite Air 390 Awning (2026)	16	2,726	0.59%	£549.99	£8,656.67	40.18%	£2,950.28	£338.34	3.91%	£1,266.34	17.25%	£79.15	+96.07%
Camptech	Cayman Touring Caravan Awning - Steel Frame	12	2,952	0.41%	£568.00	£7,708.90	34.87%	£2,424.67	£407.01	5.28%	£1,004.82	14.45%	£83.73	-25.83%
Outwell	Sacramento 4 Air Tent 2026	10	503	1.99%	£799.99	£7,243.99	33.97%	£2,201.61	£46.58	0.64%	£1,128.71	17.41%	£112.87	+63.71%
Outwell	Vermont 7 Air Tent (2026)	5	609	0.82%	£1,399.00	£6,613.69	34.37%	£1,960.84	£74.04	1.12%	£1,012.16	17.74%	£202.43	+70.59%
Outdoor Revolution	Airedale 9.0SEL Air Tent Package Deal 2026	4	1,316	0.30%	£1,749.99	£6,066.74	33.69%	£1,866.74	£127.70	2.10%	£852.02	15.37%	£213.00	-40.12%
														+100.00%
														+68.00%

Sales	Margin	Traffic	Net Profit	Unit Net Profit	Growth %
£602,257.30	32.90%	£18,626.92	£66,598.09	£9.39	+17.67%

Feedback

INTELLIGENCE No Account-Manager 74

Connecting people, data & profit.



3. Choosing Services & Service Providers

Choose partners that make YOU
the most profit based on their
historical performance

Use IRP Service Marketplace Data
to **make the right decisions**



4. Bundle Baby Case Study



4. Bundle Baby Results

Moving to IRP transformed online sales
by 250% in 12 months

250%

Growth in 12 Months 🧒

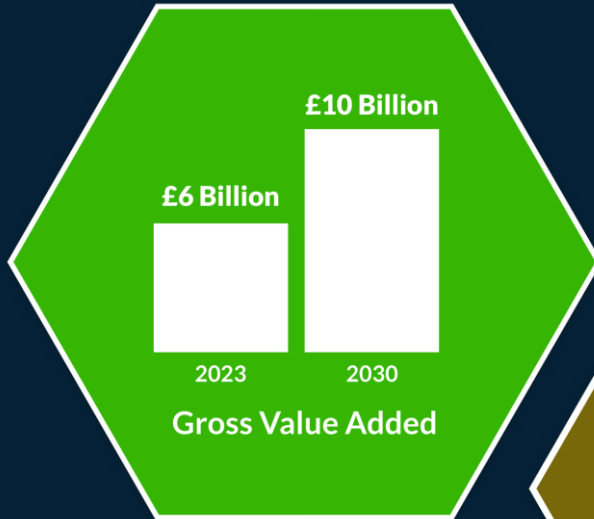
Global

10+ Countries on IRP 🌍

300%

Increase in Net Profit 💰

5. The eCommerce Opportunity for Northern Ireland



17%
of the economy

180,000
Jobs supported by
e-commerce
by 2030



IRP ProfitOS

Connecting People, Data & Profit