

Brightwater Retail: Executive KPI Summary

Retail half H1 2025 against H1 2024. Stores: All stores. Source: SQL Server BrightwaterRetail, schema rpt.

Validation gate PASS: reconciliation 45/45 and KPI validation 38/38. Figures match the governed numbers; safe to export.

Estate

Measure	H1 2025	H1 2024	Change	YoY %
Net revenue	€8,629,984.78	€8,507,614.03	€122,370.75	1.438
Sales revenue	€8,911,649.76	€8,749,006.16		
Returns value	€281,664.98	€241,392.13		
Transactions	192,729	193,572		-0.435
Average order value	€46.24	€45.20		
Gross margin %	37.3%	37.9%		

Validation gate

Check set	Checks	Passed	Expected	Status
Reconciliation	45	45	45	PASS
KPI validation	38	38	38	PASS

Stores (largest decline first)

Store	Net revenue (this half)	Net revenue (prior year)	Change	YoY %	Transactions YoY %	AOV	Gross margin %
S14 Cork Mahon Point	€450,768.96	€477,589.57	-€26,820.61	-5.616	-8.616	€47.00	37.5%
S15 Limerick	€385,857.94	€402,602.21	-€16,744.27	-4.159	-4.892	€46.06	37.3%
S12 Athlone	€441,761.70	€452,753.50	-€10,991.80	-2.428	-3.507	€46.69	37.6%
S08 Navan	€215,742.83	€222,622.67	-€6,879.84	-3.090	-2.036	€44.07	37.7%
S04 Dublin Swords	€451,466.59	€455,508.71	-€4,042.12	-0.887	-3.356	€46.19	37.4%

Store	Net revenue (this half)	Net revenue (prior year)	Change	YoY %	Transactions YoY %	AOV	Gross margin %
S17 Tralee	€205,412.33	€209,426.35	-€4,014.02	-1.917	-1.821	€43.55	37.4%
S13 Cork Patrick Street	€846,774.00	€850,475.94	-€3,701.94	-0.435	-1.411	€47.48	37.8%
S11 Wexford	€226,639.97	€229,016.56	-€2,376.59	-1.038	-2.692	€43.41	36.6%
S01 Dublin Grafton Street	€822,859.98	€823,926.66	-€1,066.68	-0.129	-2.988	€47.57	37.3%
S19 Sligo	€227,019.52	€226,830.81	€188.71	0.083	-2.095	€44.96	37.0%
S06 Bray	€216,362.01	€210,266.58	€6,095.43	2.899	1.335	€43.23	37.1%
S20 Letterkenny	€230,473.81	€223,117.33	€7,356.48	3.297	-1.154	€44.70	37.7%
S03 Dublin Blanchardstown	€472,444.91	€463,949.82	€8,495.09	1.831	-0.066	€46.00	37.1%
S10 Kilkenny	€241,516.30	€232,162.74	€9,353.56	4.029	2.608	€45.14	36.7%
S07 Naas	€506,021.80	€491,712.39	€14,309.41	2.910	4.523	€45.16	37.4%
S16 Waterford	€435,966.32	€416,957.92	€19,008.40	4.559	2.475	€46.46	37.2%
S05 Dublin Tallaght	€390,512.57	€364,748.74	€25,763.83	7.063	3.908	€46.33	37.5%
S09 Drogheda	€424,514.71	€398,484.29	€26,030.42	6.532	4.106	€46.03	37.7%
S18 Galway	€430,032.16	€398,578.10	€31,454.06	7.892	3.455	€46.99	37.1%
S02 Dublin Dundrum	€1,007,836.37	€956,883.14	€50,953.23	5.325	2.892	€47.45	37.1%
Selected stores total	€8,629,984.78	€8,507,614.03	€122,370.75				