

*By Appointment to
children's imagination*

James Hywel

2022/2023 END-OF-YEAR REVIEW

MESSAGE FROM JAMES

As we arrived on the 31st of March I sat and wondered where the year had gone.

It all seemed a bit of a whirlwind if I'm honest.

The growth of James Hywel Books has astounded me, not financially, but in the hearts that we have touched.

And that is what my writing is all about.

I'm grateful to everyone who bought my books. I'm also thankful to the people who have encouraged, supported and brought happiness to my magical journey.

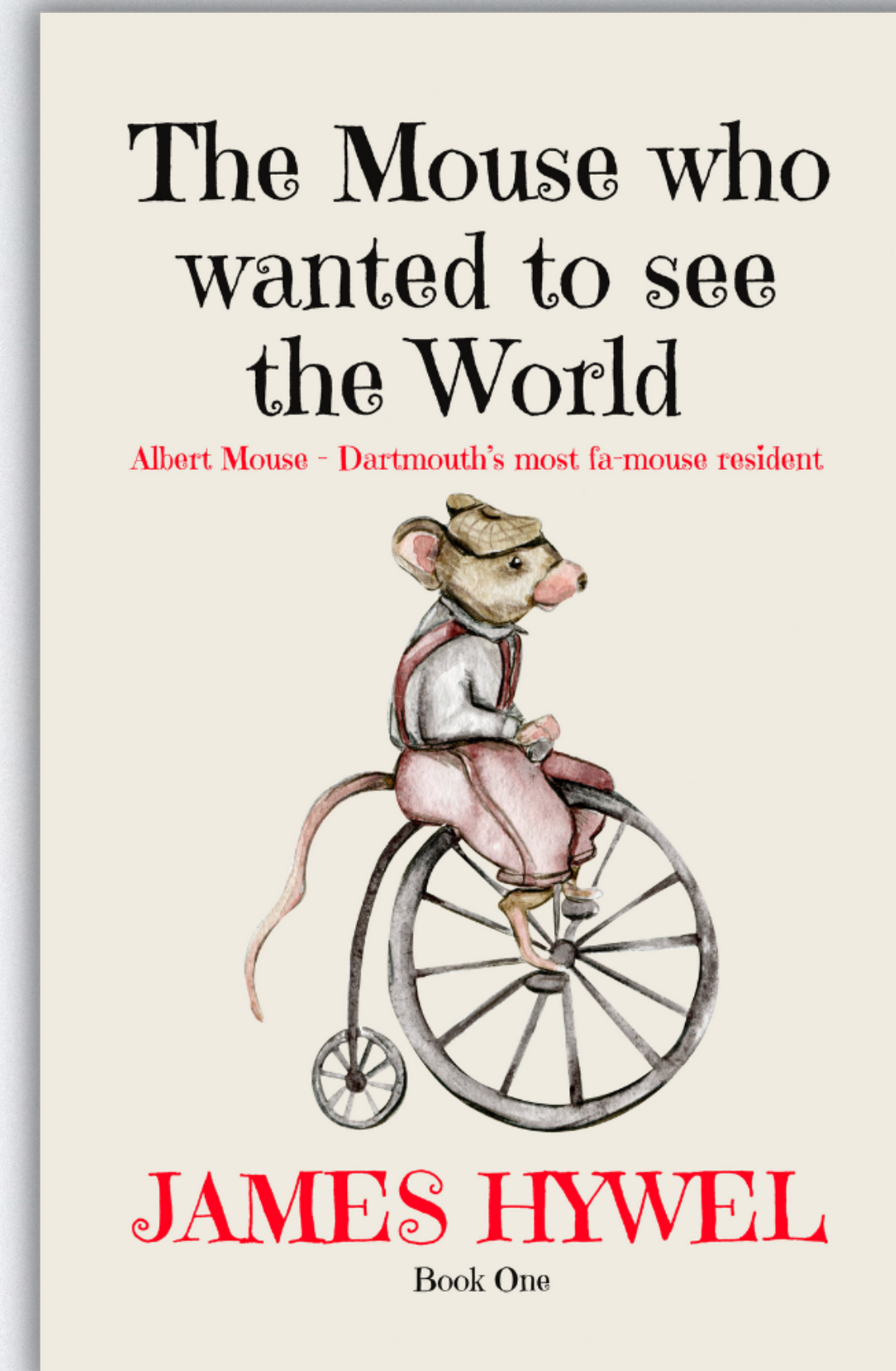


SALES (Profit)

Even though we gave away more books than we sold, our sales were still up by 36.9% compared to 2021/2022.

Profits were up 23.95% on the previous year at 73.7%

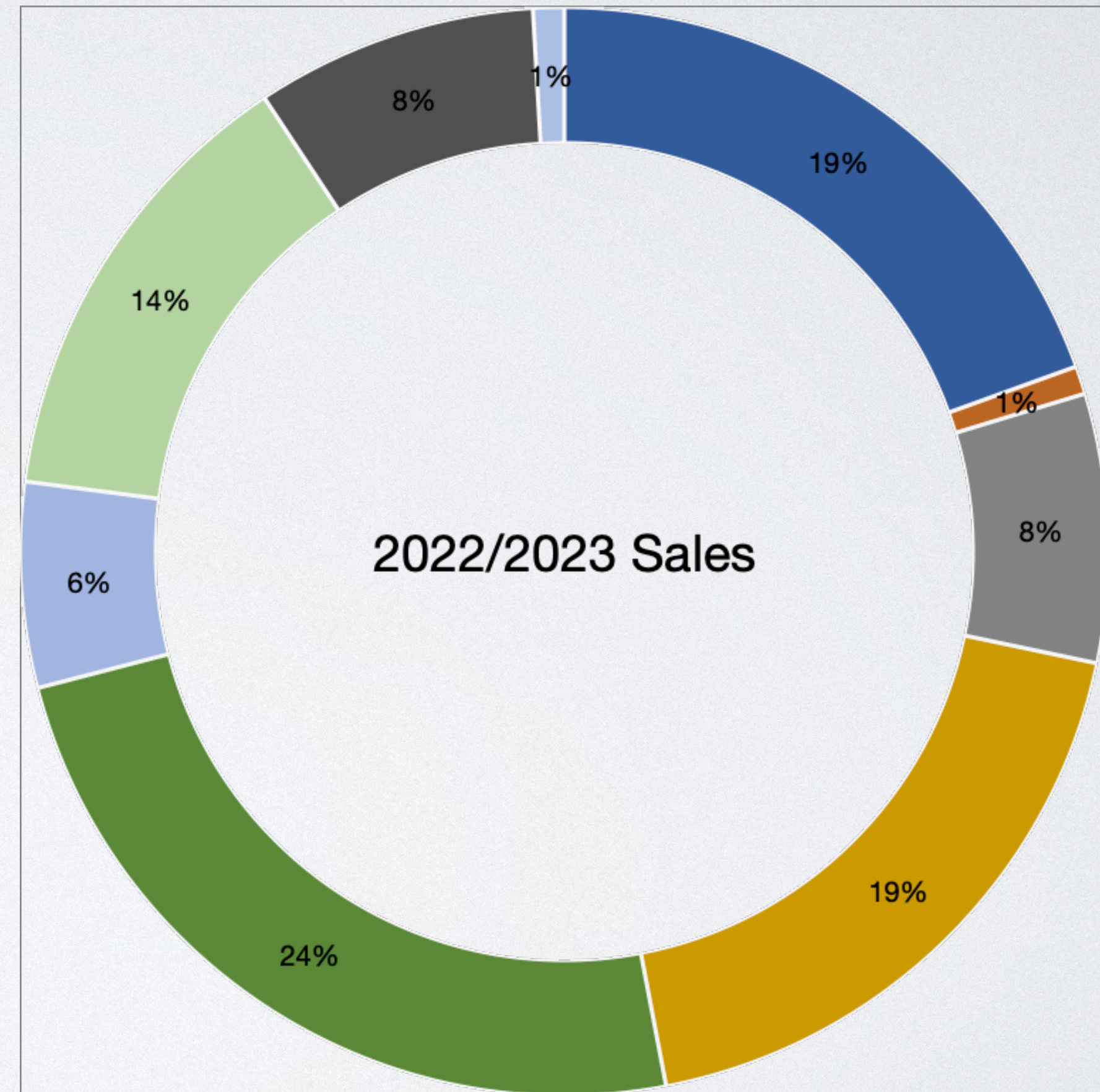
This increase was mainly due to the launch of *The Adventures of Albert Mouse* series.



SALES BREAKDOWN

(From our top seven revenue streams)

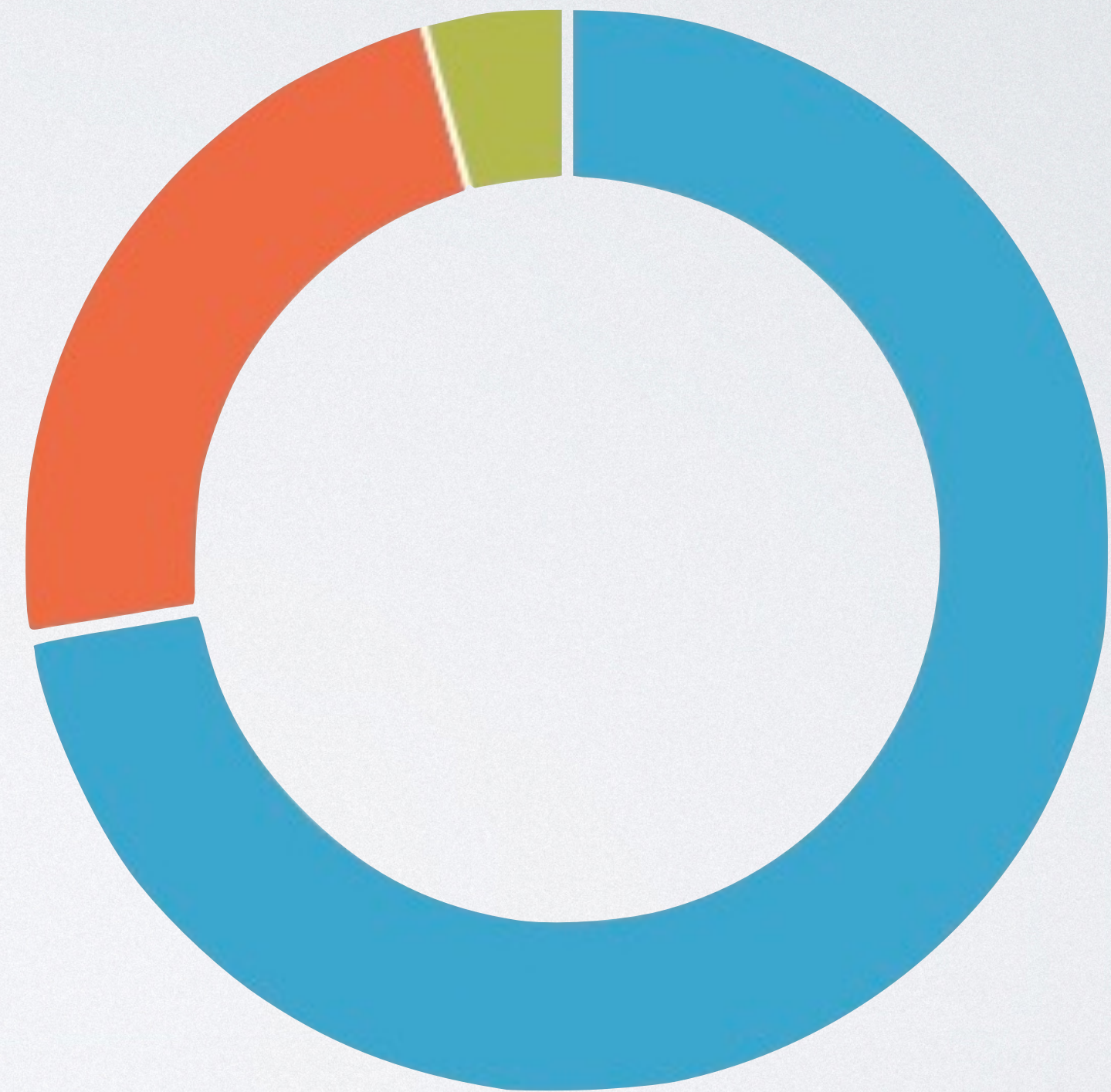
1. Bookshops (paperback) = 24%
2. Back catalogue = 19%
3. Website (signed copies) = 19%
4. Schools (Events) = 14%
5. Amazon = 8%
6. Events = 8%
7. Lending Royalties (Libraries) = 6%



SALES BREAKDOWN

(By Format)

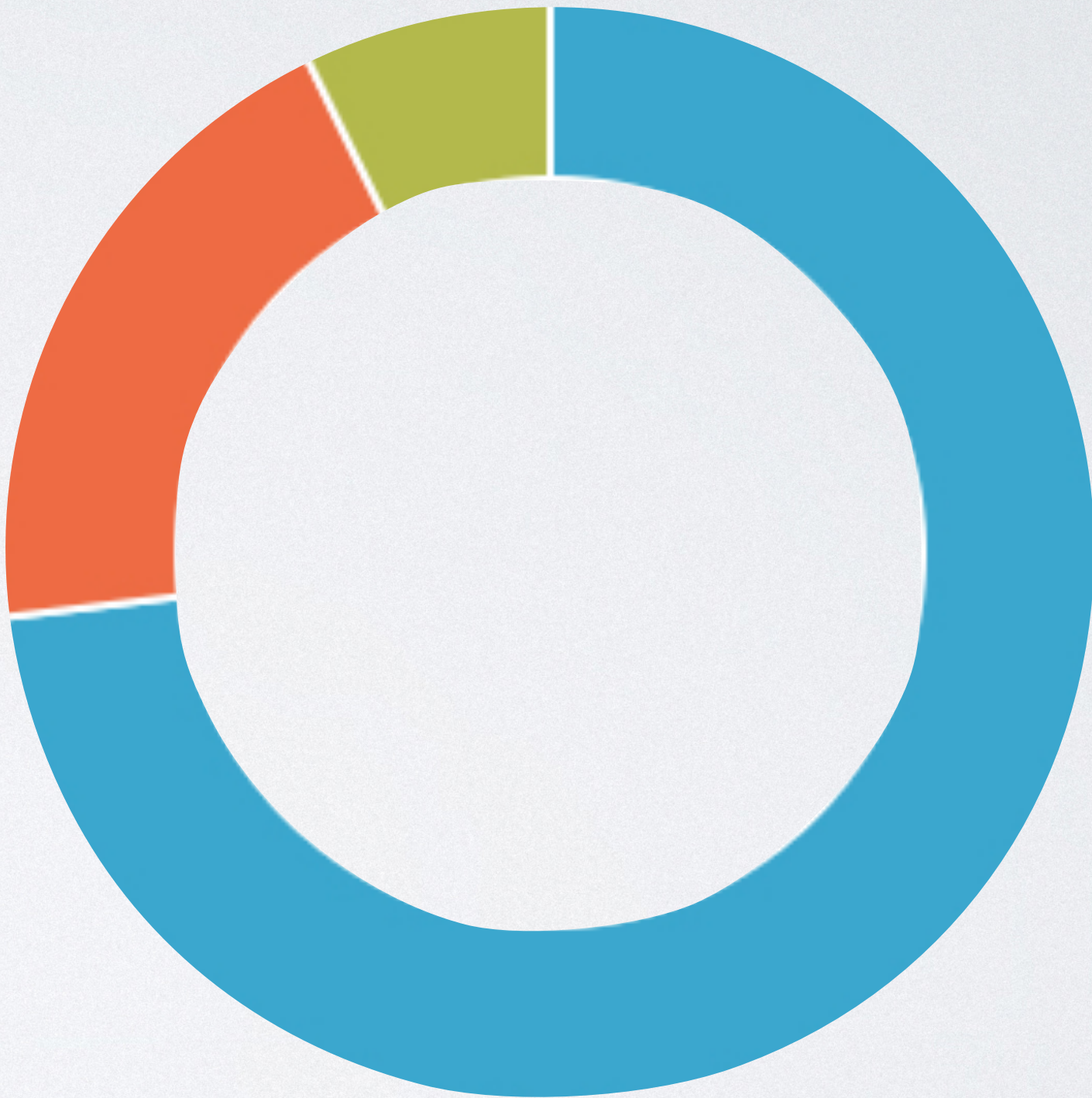
1. Paperback = 73%
2. Ebook = 23%
3. Hardback = 4%



SALES BREAKDOWN

(By country)

- 1. United Kingdom = 73%
- 2. United States = 20%
- 3. Other = 7%



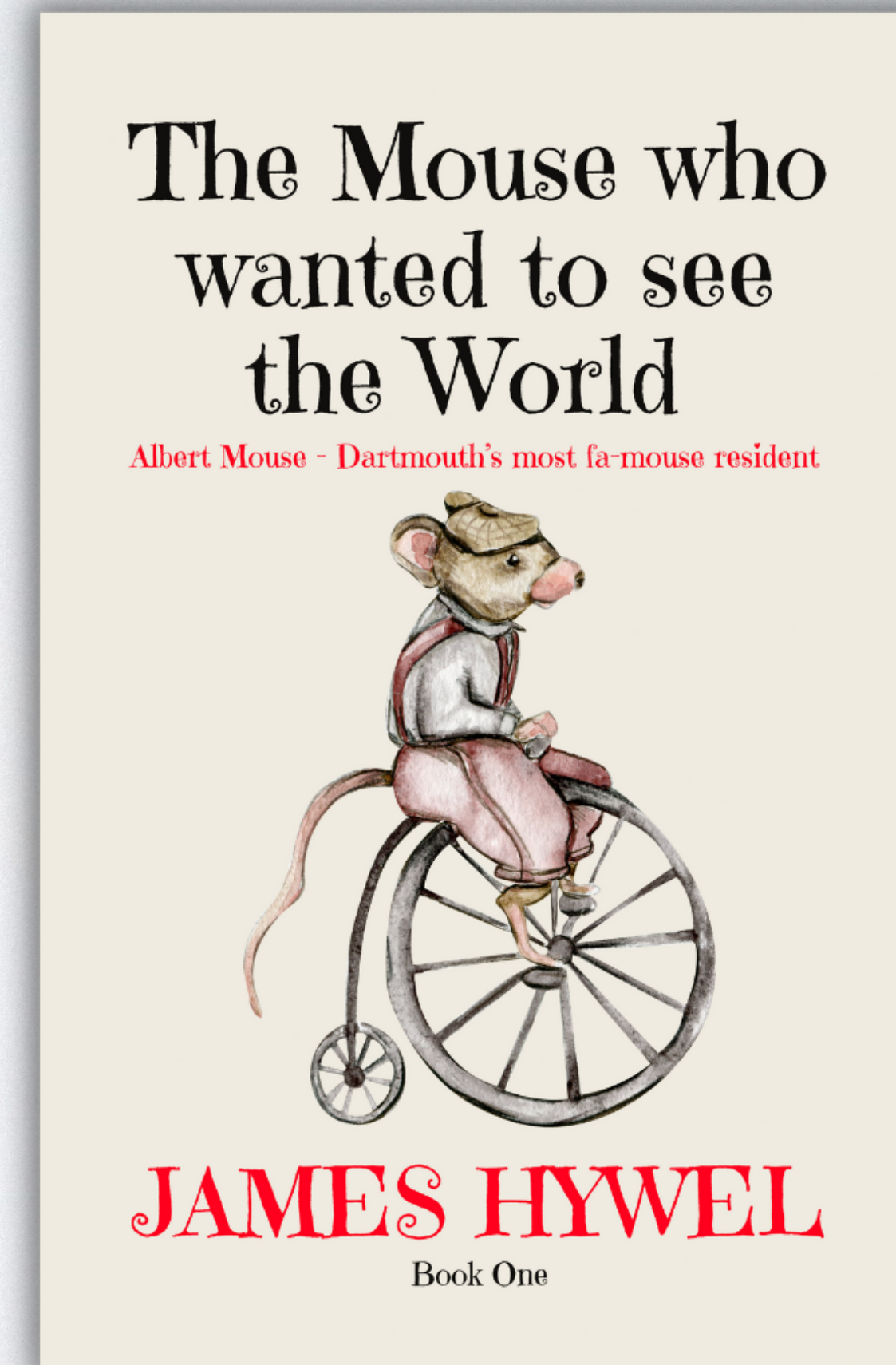
SALES RANKINGS

(Paperbacks)

It is no surprise that Albert Mouse topped the sales rankings for paperbacks.

He has consistently held the top spot since his launch in May 2022 and accounted for 61% of book sales.

1. The Mouse who wanted to see the world
2. The Musings of the Milliner
3. Albert's Christmas Adventure
4. Albert learns to swim
5. Albert and the smuggler Mickey Mustard
6. The Ponderings of the Milliner

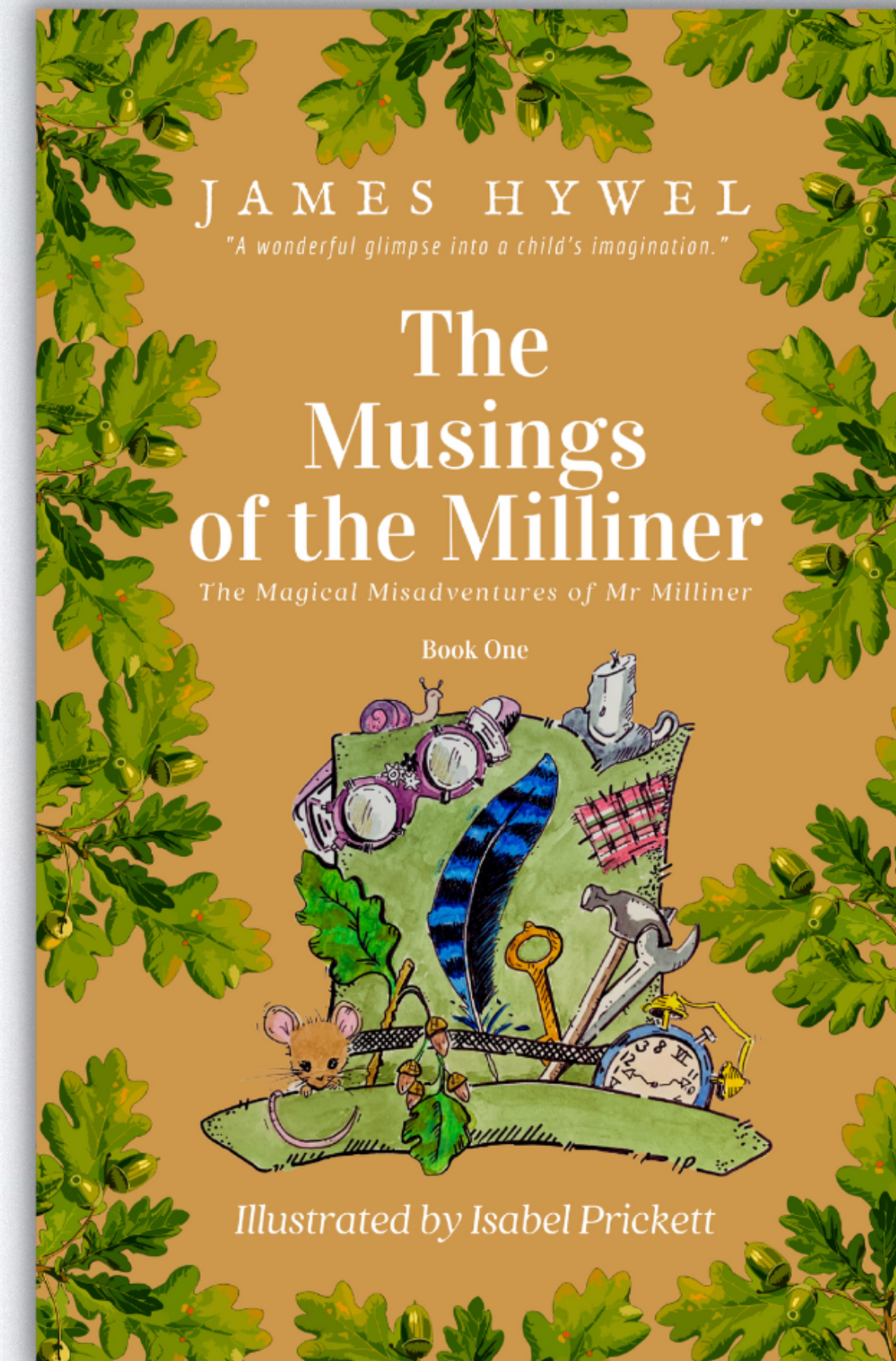


SALES RANKINGS

(Ebooks)

The Milliner books beat Albert in the sales rankings for ebooks.

1. The Musings of the Milliner
2. The Ponderings of the Milliner
3. The Mouse who wanted to see the world
4. Albert's Christmas Adventure
5. Albert learns to swim
6. Albert and the smuggler Mickey Mustard



PARTNERSHIPS

Last year saw the partnership between Albert Mouse and us **Break The Cycle CIC**.

BTC helps children and young people benefit from bespoke educational programmes that support their development, helping them to navigate their thoughts and feelings, and appreciate their time in and out of school. Thus, supporting positive relationships and challenging negative behaviour.

With Albert's presence, **BTC** can help support children in their school and the wider community to feel empowered and supported to navigate their thoughts and feelings and provide them with a safe space to discuss important issues, whilst having fun.

Working with Albert and listening to his stories, pupils will consider 'what would Albert do?'. **BTC** and Albert ensure that no child is ever 'in trouble' and their ideas are always considered and discussed.



GIVING BACK

With our pledge to give away more books than we sell, this past financial year saw an increase in our 'Giving Back' policy.

This included:

- Donating books to children's hospitals.
- Writing some amazing children into our stories.
- Using our books to raise awareness for environmental issues.
- Writing books to raise funds for charities.
- Working with school children via the **Albert Mouse Book for Schools Project**.



BOOK FOR SCHOOLS PROJECT
Inspiring children to write

PLANS FOR 23/24

- We still have plans to raise £1m for an amazing charity in the UK!
- We are in discussions to give a Children's hospital charity the rights to an Albert book enabling them to raise much-needed funds.
- We have two great characters coming in the shape of 'BERT' and 'Theodore'.





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