

# Apex Financial Corp

## Annual Financial Report — Fiscal Year 2024

### Executive Overview

Apex Financial Corp achieved record-breaking results in FY2024, with total revenue of \$199.6M and net profit of \$42.8M (21.4% margin). Year-over-year growth of 18.3% was driven by strong performance in consulting services, SaaS subscriptions, and enterprise software licensing across all four quarters.

### Key Financial Metrics

Metric	FY2024	FY2023	Change
Total Revenue	\$199.6M	\$168.7M	+\$30.9M (+18.3%)
Net Profit	\$42.8M	\$34.2M	+\$8.6M (+25.1%)
Profit Margin	21.4%	20.3%	+1.1pp
Total Assets	\$1,245M	\$1,040M	+\$205M (+19.7%)
Employees	2,847	2,539	+308 (+12.1%)

### Quarterly Performance

Quarter	Revenue (\$M)	Net Profit (\$M)	Margin (%)
Q1	\$42.1M	\$8.3M	19.7%
Q2	\$47.3M	\$9.7M	20.5%
Q3	\$51.8M	\$11.2M	21.6%
Q4	\$58.4M	\$13.6M	23.3%

### Transaction Log (Sample)

ID	Date	Type	Amount (\$)	Category	Status
TXN001	2024-01-15	Revenue	\$3,200,000	Consulting	Settled
TXN002	2024-02-08	Expense	\$850,000	Payroll	Settled
TXN003	2024-03-22	Revenue	\$5,100,000	Software License	Settled

TXN004	2024-04-11	Investment	\$2,000,000	Equipment	Cleared
TXN005	2024-05-30	Revenue	\$4,750,000	Consulting	Settled
TXN006	2024-06-17	Expense	\$1,200,000	Marketing	Pending
TXN007	2024-07-04	Revenue	\$6,300,000	SaaS	Settled
TXN008	2024-08-21	Expense	\$975,000	R&D	Settled

## Risk Analysis

The portfolio maintains a healthy risk profile with a Sharpe ratio of 1.87, indicating strong risk-adjusted returns. Beta of 0.92 suggests slightly below-market volatility. Annualized volatility of 14.3% and maximum drawdown of -8.2% remain within acceptable institutional parameters. VaR at 95% confidence interval is 2.4%.

## FY2025 Outlook & Guidance

Management projects revenue of \$230M–\$245M for FY2025, representing 15–22% growth. Key growth drivers include SaaS platform expansion, entry into three new international markets, and the launch of an AI-powered financial analytics product suite. Planned headcount additions of 350–400 employees will support this growth trajectory. Profit margin targets are set at 22–24%.

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