

# Brief Financial Plan for Femibion

2022

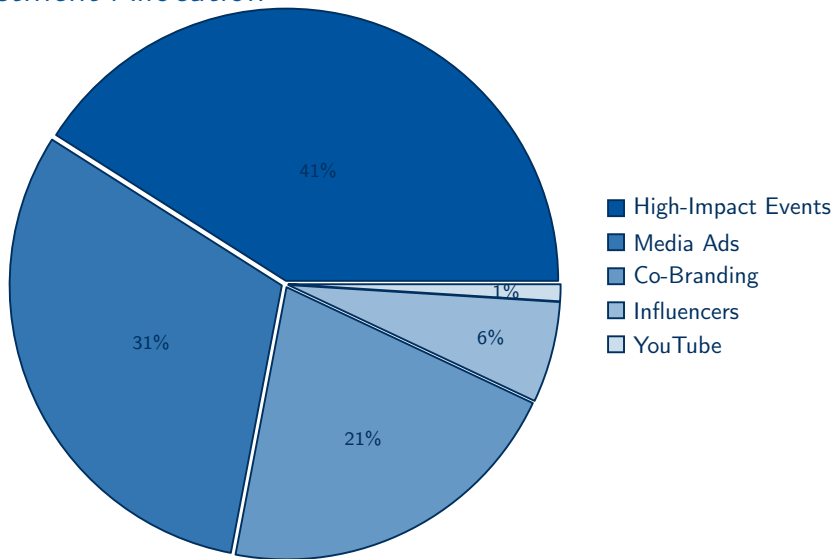
# Financial Targets

## Core KPI

Metric	Target (12mo)	Growth
Brand Share	0.6%	+100%
Revenue	R\$26.9M	+99.3%
Market Value	R\$12.8B	+2.4%

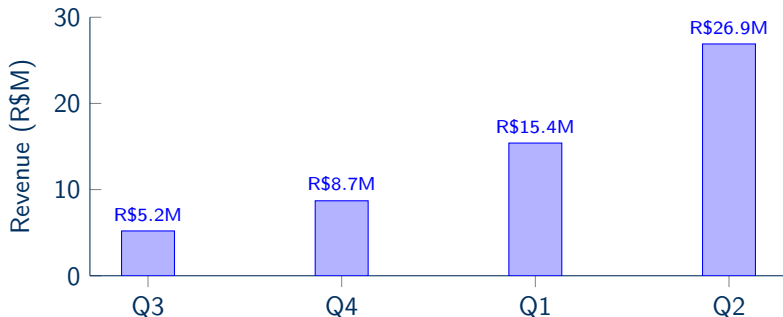
Source: Internal P&G Data 2022

# Investment Allocation



- ▶ **72%** Budget to high-ROI channels
- ▶ **R\$3.5M** Tactical marketing

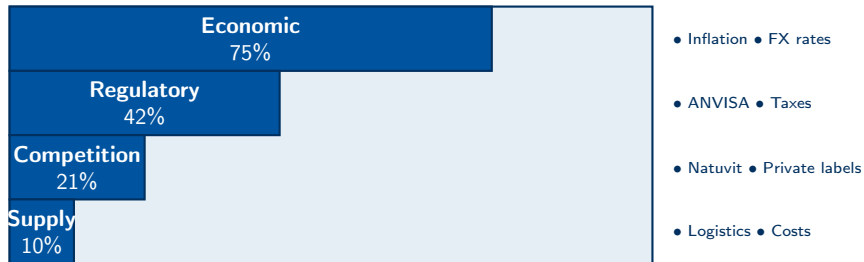
# Revenue Forecast



Projected **518% growth** from Q3'22 to Q2'23

# Risk Matrix

## Market Entry Challenges



# Conclusion

## Key Targets

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Market Share	0.6%
Revenue	R\$26.9M
Units Sold	339.9K
Investment	R\$4.82M
PayOff	0.23