

		Users	Hire growth	CLTV Growth	COS							
Metrics		300.000	25%	32%	10%							
Plan	jan-27	feb-27	mrt-27	apr-27	mei-27	jun-27	jul-27	aug-27	sep-27	okt-27	nov-27	dec-27
Users B2B2C	150000	162500	175000	187500	200000	212500	225000	237500	250000	262500	275000	300.000
USers B2C	6500	5500	5750	5750	5750	6000	6000	6000	6500	6500	6500	6500
Marketing clients	51,30	54,50	57,91	61,53	65,37	69,46	73,80	78,41	83,31	88,52	94,05	99,93
CLTV B2BB2	€ 0,66	€ 0,67	€ 0,69	€ 0,71	€ 0,72	€ 0,74	€ 0,76	€ 0,78	€ 0,80	€ 0,82	€ 0,84	€ 0,86
CLTV B2C	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00	€ 7,00
CLTV MMarketing	€ 1.312	€ 1.345	€ 1.379	€ 1.413	€ 1.448	€ 1.485	€ 1.522	€ 1.560	€ 1.599	€ 1.639	€ 1.680	€ 1.722
Profit & Loss Statement												
Plan	jan-27	feb-27	mrt-27	apr-27	mei-27	jun-27	jul-27	aug-27	sep-27	okt-27	nov-27	dec-27
Gross Income												
Gross Sales B2B2C Users	€ 98.406	€ 109.272	€ 120.620	€ 132.466	€ 144.830	€ 157.729	€ 171.182	€ 185.209	€ 199.831	€ 215.068	€ 230.943	€ 258.236
Gross Sales B2C Users	€ 45.500	€ 38.500	€ 40.250	€ 40.250	€ 40.250	€ 42.000	€ 42.000	€ 42.000	€ 45.500	€ 45.500	€ 45.500	€ 45.500
Gross sales marketing clients	€ 67.305	€ 73.299	€ 79.827	€ 86.937	€ 94.680	€ 103.112	€ 112.296	€ 122.297	€ 133.189	€ 145.051	€ 157.970	€ 172.039
Gross sales total	€ 211.211	€ 221.071	€ 240.697	€ 259.653	€ 279.760	€ 302.841	€ 325.478	€ 349.507	€ 378.520	€ 405.620	€ 434.412	€ 475.775
Cost of sales	€ 21.121	€ 22.107	€ 24.070	€ 25.965	€ 27.976	€ 30.284	€ 32.548	€ 34.951	€ 37.852	€ 40.562	€ 43.441	€ 47.577
Gross Margin / Profit	€ 190.090	€ 198.964	€ 216.627	€ 233.688	€ 251.784	€ 272.557	€ 292.930	€ 314.556	€ 340.668	€ 365.058	€ 390.971	€ 428.197
Gross Margin %	90,00%	90,00%	90,00%	90,00%	90,00%	90,00%	90,00%	90,00%	90,00%	90,00%	90,00%	90,00%
Operating Expenses												
Sales and Marketing												
Online marketing												
Online / Offline marketing												
General and Administrative												
Employee Costs	€ 180.283	€ 230.822	€ 238.634	€ 238.634	€ 238.634	€ 246.447	€ 246.447	€ 246.447	€ 246.447	€ 246.447	€ 246.447	€ 246.447
Housing	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000	€ 8.000
General Office Costs	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000
Transactions Costs												
International Expansion												
Other General Costs	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000	€ 5.000
Total Operating Expenses	€ 198.283	€ 248.822	€ 256.634	€ 256.634	€ 256.634	€ 264.447	€ 264.447	€ 264.447	€ 264.447	€ 264.447	€ 264.447	€ 264.447
EBITDA	-€ 8.192	-€ 49.858	-€ 40.007	-€ 22.946	-€ 4.851	€ 8.110	€ 28.483	€ 50.109	€ 76.222	€ 100.611	€ 126.524	€ 163.751
Depreciation & Amortization	-€ 3.850	-€ 3.658	-€ 3.475	-€ 3.301	-€ 3.136	-€ 2.979	-€ 2.830	-€ 2.689	-€ 2.554	-€ 2.427	-€ 2.305	-€ 2.190
EBIT	-€ 12.042	-€ 53.515	-€ 43.482	-€ 26.247	-€ 7.987	€ 5.131	€ 25.653	€ 47.420	€ 73.667	€ 98.184	€ 124.219	€ 161.561
Other Income & Expense	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 21.875
EBT	-€ 36.250	-€ 77.723	-€ 67.689	-€ 50.455	-€ 32.194	-€ 19.077	€ 1.445	€ 23.213	€ 49.460	€ 73.977	€ 100.012	€ 139.686
Cash Flow Statement												

Operating Cashflow												
EBT	-€ 36.250	-€ 77.723	-€ 67.689	-€ 50.455	-€ 32.194	-€ 19.077	€ 1.445	€ 23.213	€ 49.460	€ 73.977	€ 100.012	€ 139.686
Corrections:												
Depreciation & Amortization												
Other income & expenses	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
Changes in working capital												
Accounts Receivables												
Accounts Payables												
Net Cash Flow from Operations	-€ 36.250	-€ 77.723	-€ 67.689	-€ 50.455	-€ 32.194	-€ 19.077	€ 1.445	€ 23.213	€ 49.460	€ 73.977	€ 100.012	€ 139.686
Investment Cashflow												
Intangible assets												
Tangible assets												
Financial assets												-€ 2.873.222
Net Cash Flow from Investments	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	-€ 2.873.222
Financing Cashflow												
Issuance of equity												
Issuance of debt												€ 2.500.000
Net Cash Flow from Financing	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 2.500.000
Net increase / decrease in cash	-€ 36.250	-€ 77.723	-€ 67.689	-€ 50.455	-€ 32.194	-€ 19.077	€ 1.445	€ 23.213	€ 49.460	€ 73.977	€ 100.012	-€ 233.536
Opening balance	€ 1.292.023	€ 1.255.773	€ 1.178.050	€ 1.110.361	€ 1.059.906	€ 1.027.712	€ 1.008.635	€ 1.010.080	€ 1.033.293	€ 1.082.753	€ 1.156.730	€ 1.256.741
Closing balance	€ 1.255.773	€ 1.178.050	€ 1.110.361	€ 1.059.906	€ 1.027.712	€ 1.008.635	€ 1.010.080	€ 1.033.293	€ 1.082.753	€ 1.156.730	€ 1.256.741	€ 1.023.205
Balance Sheet												
Fixed Assets												
Intangible fixed assets												
Tangible fixed assets												
Financial fixed assets	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500
Total Fixed Assets	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500	€ 3.658.500
Current Assets												
Inventories												
Receivables	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096	€ 43.096
Cash and cash equivalents	€ 1.255.773	€ 1.178.050	€ 1.110.361	€ 1.059.906	€ 1.027.712	€ 1.008.635	€ 1.010.080	€ 1.033.293	€ 1.082.753	€ 1.156.730	€ 1.256.741	€ 1.023.205
Total Current Assets	€ 1.298.868	€ 1.221.146	€ 1.153.456	€ 1.103.001	€ 1.070.807	€ 1.051.731	€ 1.053.176	€ 1.076.389	€ 1.125.848	€ 1.199.825	€ 1.299.837	€ 1.066.300

Total Assets	€ 4.957.368	€ 4.879.646	€ 4.811.956	€ 4.761.501	€ 4.729.307	€ 4.710.231	€ 4.711.676	€ 4.734.889	€ 4.784.348	€ 4.858.325	€ 4.958.337	€ 4.724.800
Equity												
Stockholders' Equity	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000
Share premium												
Other reserve												
Total Stockholders' Equity	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000	€ 5.700.000
Short term Liabilities												
Accounts Payables	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897	€ 312.897
Accrued Interest Payable	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 243.759	€ 0
Total short term Liabilities	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 556.656	€ 312.897
Long term Liabilities												
Short-term liabilities	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
Subordinated loans	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
Long-term liabilities I (Bond fund)	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 2.194.993	€ 0
Long-term liabilities II (Bond fund)	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 0
Long-term liabilities III (bank)	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 3.500.000
Total long tome Liabilities	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.500.000
Total Liabilities and Stockholders' Equity	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 10.129.878	€ 9.512.897
Plan Pwesonel	jan-27	feb-27	mrt-27	apr-27	mei-27	jun-27	jul-27	aug-27	sep-27	okt-27	nov-27	dec-27
Finance	1,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0
Inkoop	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Marketing	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0	5,0
Data analyse	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0
Data content	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Sales	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0
ICT	4,0	4,0	5,0	5,0	5,0	6,0	6,0	6,0	6,0	6,0	6,0	6,0
HR	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0
Overig	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0
Customer Service	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0
Directie	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Management	3,0	3,0	3,0	3,0	3,0	3,0	3,0	3,0	3,0	3,0	3,0	3,0
Innovatie	2	2	2	2	2	2	2	2	2	2	2	2
Total Headcount cost	€180.283	€230.822	€238.634	€238.634	€238.634	€246.447	€246.447	€246.447	€246.447	€246.447	€246.447	€246.447
FTE	30,0	31,0	32,0	32,0	32,0	33,0	33,0	33,0	33,0	33,0	33,0	33,0
	<i>Bruto</i>		<i>WGL</i>		<i>Total month</i>		<i>Total Year</i>					
Directie	€10.000		€2.500		€12.500		€150.000					
Manager	€7.500		€1.875		€9.375		€112.500					
Sales	€5.000		€1.250		€6.250		€75.000					
Data	€4.000		€1.000		€5.000		€60.000					
Marketing	€3.500		€875		€4.375		€52.500					

IT	€5.000		€1.250		€6.250		€75.000							
BI	€4.000		€1.000		€5.000		€60.000							
Finance	€3.500		€875		€4.375		€52.500							
HR	€3.500		€875		€4.375		€52.500							
Legal	€5.000		€1.250		€6.250		€75.000							
Innovatie	€6.000		€1.500		€7.500		€90.000							
CS	€3.000		€750		€3.750		€45.000							
Inkoop	€4.500		€1.125		€5.625		€67.500							
Overig	€4.613		€1.153		€5.766		€69.195							