

		Users	Hire growth	CLTV Growth	COS							
Metrics		150.000	25%	32%	5%							
Plan	jan-26	feb-26	mrt-26	apr-26	mei-26	jun-26	jul-26	aug-26	sep-26	okt-26	nov-26	dec-26
Users B2B2C	12500	25000	37500	50000	62500	75000	87500	100000	112500	125000	137500	150000
USers B2C	5500	5500	5750	5750	5750	6000	6000	6000	6500	6500	6500	6500
Marketing clients	22	23,76	25,66	27,71	29,93	32,33	34,91	37,70	40,72	43,98	47,50	51,30
CLTV B2BB2	€ 0,50	€ 0,51	€ 0,53	€ 0,54	€ 0,55	€ 0,57	€ 0,58	€ 0,59	€ 0,61	€ 0,62	€ 0,64	€ 0,66
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	€ 1.000	€ 1.025	€ 1.051	€ 1.077	€ 1.104	€ 1.131	€ 1.160	€ 1.189	€ 1.218	€ 1.249	€ 1.280	€ 1.312
Profit & Loss Statement												
Plan	jan-26	feb-26	mrt-26	apr-26	mei-26	jun-26	jul-26	aug-26	sep-26	okt-26	nov-26	dec-26
Gross Income												
Gross Sales B2B2C Users	€ 6.250	€ 12.813	€ 19.699	€ 26.922	€ 34.494	€ 42.428	€ 50.737	€ 59.434	€ 68.535	€ 78.054	€ 88.006	€ 98.406
Gross Sales B2C Users	€ 38.500	€ 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	€ 22.000	€ 24.354	€ 26.960	€ 29.845	€ 33.038	€ 36.573	€ 40.486	€ 44.818	€ 49.614	€ 54.923	€ 60.799	€ 67.305
Gross sales total	€ 66.750	€ 75.667	€ 86.909	€ 97.017	€ 107.782	€ 121.001	€ 133.223	€ 146.253	€ 163.649	€ 178.477	€ 194.305	€ 211.211
Cost of sales	€ 313	€ 641	€ 985	€ 1.346	€ 1.725	€ 2.121	€ 2.537	€ 2.972	€ 3.427	€ 3.903	€ 4.400	€ 4.920
Gross Margin / Profit	€ 66.438	€ 75.026	€ 85.924	€ 95.671	€ 106.057	€ 118.879	€ 130.686	€ 143.281	€ 160.222	€ 174.574	€ 189.905	€ 206.291
Gross Margin %	99,53%	99,15%	98,87%	98,61%	98,40%	98,25%	98,10%	97,97%	97,91%	97,81%	97,74%	97,67%
Operating Expenses												
Sales and Marketing												
Online marketing												
Online / Offline marketing												
General and Administrative												
Employee Costs	€ 75.141	€ 65.141	€ 69.516	€ 122.442	€ 130.255	€ 149.786	€ 149.786	€ 149.786	€ 160.333	€ 160.333	€ 160.333	€ 160.333
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	€ 93.141	€ 83.141	€ 87.516	€ 140.442	€ 148.255	€ 167.786	€ 167.786	€ 167.786	€ 178.333	€ 178.333	€ 178.333	€ 178.333
EBITDA	-€ 26.704	-€ 8.115	-€ 1.592	-€ 44.771	-€ 42.197	-€ 48.907	-€ 37.100	-€ 24.505	-€ 18.110	-€ 3.759	€ 11.572	€ 27.958
Depreciation & Amortization	-€ 6.769	-€ 6.430	-€ 6.109	-€ 5.803	-€ 5.513	-€ 5.238	-€ 4.976	-€ 4.727	-€ 4.491	-€ 4.266	-€ 4.053	-€ 3.850
EBIT	-€ 33.473	-€ 14.546	-€ 7.701	-€ 50.575	-€ 47.710	-€ 54.144	-€ 42.076	-€ 29.232	-€ 22.601	-€ 8.025	€ 7.519	€ 24.108
Other Income & Expense	-€ 46.120	-€ 26.120	-€ 25.808	-€ 25.808	-€ 25.808	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208	-€ 24.208
EBT	-€ 79.593	-€ 40.666	-€ 33.509	-€ 76.383	-€ 73.518	-€ 78.352	-€ 66.283	-€ 53.440	-€ 46.809	-€ 32.233	-€ 16.688	-€ 99
Cash Flow Statement												

Operating Cashflow												
EBT	-€ 79.593	-€ 40.666	-€ 33.509	-€ 76.383	-€ 73.518	-€ 78.352	-€ 66.283	-€ 53.440	-€ 46.809	-€ 32.233	-€ 16.688	-€ 99
Corrections:												
Depreciation & Amortization												
Other income & expences	€ 44.120	€ 24.120	€ 23.808	€ 23.808	€ 23.808	€ 14.208	€ 14.208	€ 14.208	€ 14.208	€ 14.208	€ 14.208	€ 14.208
Changes in working capital												
Accounts Receivables												
Accounts Payables												
Net Cash Flow from Operations	-€ 35.473	-€ 16.546	-€ 9.701	-€ 52.575	-€ 49.710	-€ 64.144	-€ 52.076	-€ 39.232	-€ 32.601	-€ 18.025	-€ 2.481	€ 14.108
Investment Cashflow												
Intangible assets												
Tangible assets												
Financial assets		-€ 3.200.000	-€ 250.000			-€ 1.434.270						
Net Cash Flow from Investments	€ 0	-€ 3.200.000	-€ 250.000	€ 0	€ 0	-€ 1.434.270	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
Financing Cashflow												
Issuance of equity		€ 3.200.000	€ 500.000		€ 1.500.000	€ 150.000						
Issuance of debt			€ 200.000			€ 1.000.000						
Net Cash Flow from Financing	€ 0	€ 3.200.000	€ 700.000	€ 0	€ 1.500.000	€ 1.150.000	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
Net increase / decrease in cash	-€ 35.473	-€ 16.546	€ 440.299	-€ 52.575	€ 1.450.290	-€ 348.414	-€ 52.076	-€ 39.232	-€ 32.601	-€ 18.025	-€ 2.481	€ 14.108
Opening balance	-€ 15.253	-€ 50.726	-€ 67.271	€ 373.028	€ 320.453	€ 1.770.743	€ 1.422.329	€ 1.370.253	€ 1.331.021	€ 1.298.420	€ 1.280.395	€ 1.277.915
Closing balance	-€ 50.726	-€ 67.271	€ 373.028	€ 320.453	€ 1.770.743	€ 1.422.329	€ 1.370.253	€ 1.331.021	€ 1.298.420	€ 1.280.395	€ 1.277.915	€ 1.292.023
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	-€ 50.726	-€ 67.271	€ 373.028	€ 320.453	€ 1.770.743	€ 1.422.329	€ 1.370.253	€ 1.331.021	€ 1.298.420	€ 1.280.395	€ 1.277.915	€ 1.292.023
Total Current Assets	-€ 7.630	-€ 24.176	€ 416.123	€ 363.549	€ 1.813.838	€ 1.465.424	€ 1.413.349	€ 1.374.117	€ 1.341.516	€ 1.323.491	€ 1.321.010	€ 1.335.118

Total Assets	€ 3.650.870	€ 3.634.324	€ 4.074.623	€ 4.022.049	€ 5.472.338	€ 5.123.924	€ 5.071.849	€ 5.032.617	€ 5.000.016	€ 4.981.991	€ 4.979.510	€ 4.993.618
Equity												
Stockholders' Equity	€ 350.000	€ 3.550.000	€ 4.050.000	€ 4.050.000	€ 5.550.000	€ 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	€ 350.000	€ 3.550.000	€ 4.050.000	€ 4.050.000	€ 5.550.000	€ 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	€ 165.759	€ 167.759	€ 169.759	€ 171.759	€ 173.759	€ 183.759	€ 193.759	€ 203.759	€ 213.759	€ 223.759	€ 233.759	€ 243.759
Total short term Liabilities	€ 478.656	€ 480.656	€ 482.656	€ 484.656	€ 486.656	€ 496.656	€ 506.656	€ 516.656	€ 526.656	€ 536.656	€ 546.656	€ 556.656
Long term Liabilities												
Long-term liabilities III	€ 878.021	€ 878.021	€ 628.021	€ 628.021	€ 628.021	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
Subordinated loans	€ 76.249	€ 76.249	€ 76.249	€ 76.249	€ 76.249	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0	€ 0
Long-term liabilities I (Bond fund)	€ 5.394.993	€ 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	€ 2.194.993
Long-term liabilities II (Bond fund)	€ 1.030.000	€ 1.030.000	€ 1.230.000	€ 1.230.000	€ 1.230.000	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229	€ 678.229
Long-term liabilities III (bank)	€ 0	€ 0	€ 0	€ 0	€ 0	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000	€ 1.000.000
Total long tome Liabilities	€ 7.379.263	€ 4.179.263	€ 4.129.263	€ 4.129.263	€ 4.129.263	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222	€ 3.873.222
Total Liabilities and Stockholders' Equity	€ 8.207.919	€ 8.209.919	€ 8.661.919	€ 8.663.919	€ 10.165.919	€ 10.069.878	€ 10.079.878	€ 10.089.878	€ 10.099.878	€ 10.109.878	€ 10.119.878	€ 10.129.878
Plan Pwesonel	jan-26	feb-26	mrt-26	apr-26	mei-26	jun-26	jul-26	aug-26	sep-26	okt-26	nov-26	dec-26
Finance	0,5	0,5	0,5	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Inkoop	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0	0,0
Marketing	3,0	3,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0	4,0
Data analyse	0,0	0,0	0,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Data content	0,0	0,0	0,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Sales	1,0	1,0	1,0	1,0	2,0	3,0	3,0	3,0	3,0	3,0	3,0	3,0
ICT	2,0	2,0	2,0	3,0	3,0	3,0	3,0	3,0	4,0	4,0	4,0	4,0
HR	0,5	0,5	0,5	0,5	0,5	0,5	0,5	0,5	1,0	1,0	1,0	1,0
Overig	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Customer Service	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
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	1,0	1,0	1,0	1,0	1,0	2,0	2,0	2,0	2,0	2,0	2,0	2,0
Innovatie	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0	1,0
Total Headcount cost	€75.141	€75.141	€79.516	€122.442	€130.255	€149.786	€149.786	€149.786	€160.333	€160.333	€160.333	€160.333
FTE	12,0	12,0	13,0	16,5	17,5	19,5	19,5	19,5	21,0	21,0	21,0	21,0
	WGL		Total month		Total Year							
Directie	€2.500		€12.500		€150.000							
Manager	€1.875		€9.375		€112.500							
Sales	€1.250		€6.250		€75.000							
Data	€1.000		€5.000		€60.000							
Marketing	€875		€4.375		€52.500							

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