



Q4 2024 Financial Results

Finance Department Presentation
January 2025

Executive Summary

- Strong Q4 Performance
 - Revenue: \$12.8M (+15% YoY)
 - Operating Income: \$3.2M (+22% YoY)
 - Net Profit Margin: 18.5%
 - Strong cash flow and cost management

Revenue by Business Unit

- Q4 2024 Revenue Distribution
 - Sales Division: \$7.2M (56.4%)
 - Marketing Services: \$2.2M (16.8%)
 - Consulting: \$2.0M (15.8%)
 - Digital Solutions: \$1.4M (11.1%)

Revenue Distribution by Unit

01 — Sales Division achieved over \$7M in revenue

02 — All business units exceeded expectations in Q4



03 — Marketing Services contributed significantly to growth

04 — Consulting and Digital Solutions showed strong performance

Top Vendor Spend Analysis

- Q4 2024 Vendor Performance
 - TechCorp Solutions: \$456K (IT Infrastructure)
 - Global Logistics: \$335K (Supply Chain)
 - Marketing Dynamics: \$288K (Advertising)
 - Professional Services: \$244K (Consulting)

Key Takeaways



- Achieved strong Q4 performance with significant growth.
- Revenue increased across all business units.
- Operating income and net profit margin improved.
- Managed vendor spend effectively throughout the quarter.