

EXTERNAL
EXPENSES -
REFORECAST
HIGHLIGHTS

	Q2 Reforecast	Q3 Reforecast	
	TOTAL H2	TOTAL H2	DELTA H2
Marketing FR budget	€1845k	€924k	-€921k
Main areas of savings	Quali & quanti studies, acquisition campaigns, HAA 150 vs 200k initially		
People FR budget*	€689k	€536k	-€153k
Main areas of savings	RPO fees, France Immigration, legal fees, Moka Care, parties		
* excluding expenses HR related not managed by HR team, travel & expenses other than remote project			
Ops, Legal & Finance FR budget	€534k	€359k	-€175k
Main areas of savings	Finance consulting, external lawyers, strategic study		
Tech & Product budget	€1080k	€759k	-€322k
Main areas of savings	WO/WH expenses, Freelances & Outsourcing, YesWeHack, AB Tasty, CrowdTesting		
Content budget	€762k	€441k	-€322k
Main areas of savings	US, B2B Content, Freelances, Video/Special projects		
Content FR	€392k	€281k	-€112k
Content US	€370k	€160k	-€210k
Business FR budget	€109k	€110k	€2k
Main areas of savings	Stable and foreseeable budgets (tools-based)		
TOTAL	€5020k	€3129k	-€1890k