

TradeSOS 5 Year Financials - 100% Retention						
Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5	
Standard Subscription - £40 Per Calender Month	80%	800	3200	9600	16000	24000
Premium Subscription - £80 Per Calendar Month	20%	200	800	2400	4000	6000
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		30	100	200	300	400
	Total	1030	4100	12200	20300	30400
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)		40	40	40	40	40
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)		80	80	80	80	80
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		300	300	300	300	300
Revenue						
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)	£384,000.00	£1,536,000.00	£4,608,000.00	£7,680,000.00	£11,520,000.00	
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)	£192,000.00	£768,000.00	£2,304,000.00	£3,840,000.00	£5,760,000.00	
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)	£108,000.00	£360,000.00	£720,000.00	£1,080,000.00	£1,440,000.00	
In App Advertising (£)	£30,000.00	£90,000.00	£210,000.00	£320,000.00	£430,000.00	
	Total	£714,000.00	£2,754,000.00	£7,842,000.00	£12,920,000.00	£19,150,000.00
	CONTROL	£606,000.00	£2,394,000.00	£7,122,000.00	£11,840,000.00	£17,710,000.00
Cost Of Sale						
Customer Acquisition cost (CAC) (£) PER SUBSCRIBER	£80.00	£90.00	£50	£20	£10	
	Total	£82,400.00	£369,000.00	£610,000	£406,000	£304,000
Gross Profit	Total	£631,600.00	£2,385,000.00	£7,232,000.00	£12,514,000.00	£18,846,000.00
Gross Profit Margin		88.46%	86.60%	92.22%	96.86%	98.41%
Overheads						
Platform Costs						
Main App Build - Launch	£70,000			40000	AI Agent Launch	
Technical Maintenance	£2,000	8000	20000	35000	50000	
R&D	£10,000	30000	30000	50000	50000	
Marketing - Yearly Budgets						
Digital Marketing - Social Ads (Google, Instagram, Tiktok, Meta, Youtube, etc.)	£426,080.00	YR1 80% Rev	£822,000.00	YR2 40% Rev	£2,628,800.00	YR3 40% Rev
Content Creation - Digital Marketing & Traditional Marketing.	£5,000.00		£40,000.00		£80,000.00	
Events & Sponsorship - Trade Shows	£40,000.00		£80,000.00		£150,000.00	
Travel & Accomodation						
Hotels - Required when attending client meetings & events.	£3,000.00		£8,000.00		£12,000.00	
Expenses - Train, Meals, Fuel, Sundries.	£3,000.00		£8,000.00		£12,000.00	
Trademark & Legals						
Trademark - UK, EU, MCC, Australia, USA - 10 year mark.	£3,000.00					
Insurance - Professional Indemnity, Cyber liability & Employers Liability.	£3,000.00		£3,500.00		£5,000.00	
Tech & Software						
Hardware - Laptops, Phones, Ipads.	£1,000.00		£3,000.00		£20,000.00	
Software - Accounts system, Mail merge, Adobe Cloud, Security System.	£400.00		£400.00		£800.00	
Office & Premesis						
Office UK - Incl. Rates & Taxes	£0.00		£7,500.00		£12,000.00	
Salaries & Employers Tax (4% Increase With Inflation)						
Salary 1 - Director (Tom Scott)	£12,000.00		£12,000.00		£12,000.00	
Salary 2 - Marketing Executive	£35,000.00		£35,000.00		£36,400.00	
Salary 3 - Finance Manager	£0.00		£50,000.00		£52,000.00	
Salary 4 - Enterprise Account Manager North	£0.00		£45,000.00		£46,800.00	
Salary 5 - Enterprise Account Manager South	£0.00		£45,000.00		£46,800.00	
Salary 6 - Full Stack Developer	£0.00		£0.00		£65,000.00	
Salary 7 - Full Stack Developer	£0.00		£0.00		£65,000.00	
Salary 8 - Full Stack Develoopr	£0.00		£0.00		£65,000.00	
Salary 9 - Marketing Executive	£0.00		£0.00		£35,000.00	
Salary 10 - Office Admin	£0.00		£28,000.00		£29,120.00	
Salary 11 - CTO Year 2	£0.00		£0.00		£120,000.00	
Salary 12 - AI Developer	£0.00		£0.00		£65,000.00	
Salary 13 - Enterprise Account Manager Northern Ireland / Ireland	£0.00		£0.00		£45,000.00	
Salary 14 - Enterprise Account Manager Scotland	£0.00		£0.00		£45,000.00	
Salary 15 - Head of UK & Eire	£0.00		£0.00		£0.00	
Salary 16 - PPC Manager (SEO, Social Ads Manager)	£0.00		£38,000.00		£39,520.00	
Salary 17 - Head of Finance	£0.00		£0.00		£120,000.00	
UK National Insurance (13.8% of salary)	£7,050.00		£37,950.00		£133,146.00	
UK Pension Contribution (5% of salary)	£2,350.00		£12,650.00		£44,382.00	
UK Corporation Tax	£0.00		£155,800.00		£517,246.40	
	Total	£540,880.00	£1,431,800.00	£4,503,014.40	£4,504,318.92	£6,226,536.54
Net Profit	Total	£90,720.00	£953,200.00	£2,728,985.60	£8,009,681.08	£12,619,463.46
Cumulative Net Profit	Total	£90,720.00	£1,043,920.00	£3,772,905.60	£11,782,586.68	£24,402,050.14
		14.36%	39.97%	37.73%	64.01%	66.96%

TradeSOS 5 Year Financials - 80% Retention						
Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5	
Standard Subscription - £40 Per Calender Month	80%	800	3200	9600	16000	24000
Premium Subscription - £80 Per Calendar Month	20%	200	800	2400	4000	6000
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		30	100	200	300	400
	Total	1030	4100	12200	20300	30400
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)		40	40	40	40	40
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)		80	80	80	80	80
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		300	300	300	300	300
Revenue						
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)		£307,200.00	£1,536,000.00	£4,608,000.00	£7,680,000.00	£11,520,000.00
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)		£153,600.00	£768,000.00	£2,304,000.00	£3,840,000.00	£5,760,000.00
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		£86,400.00	£288,000.00	£576,000.00	£864,000.00	£1,152,000.00
In App Advertising (£)		£30,000.00	£90,000.00	£210,000.00	£320,000.00	£430,000.00
	Total	£577,200.00	£2,682,000.00	£7,698,000.00	£12,704,000.00	£18,862,000.00
	CONTROL	£577,200.00	£2,682,000.00	£7,698,000.00	£12,704,000.00	£18,862,000.00
Cost Of Sale						
Customer Acquisition cost (CAC) (£) PER SUBSCRIBER		£80.00	£90.00	£50	£20	£10
	Total	£82,400.00	£369,000.00	£610,000	£406,000	£304,000
Gross Profit	Total	£494,800.00	£2,313,000.00	£7,088,000.00	£12,298,000.00	£18,558,000.00
Gross Profit Margin		85.72%	86.24%	92.08%	96.80%	98.39%
Overheads						
Platform Costs						
Main App Build - Launch		£70,000			40000	AI Agent Launch
Technical Maintenance		£2,000	8000	20000	35000	50000
R&D		£10,000	30000	30000	50000	50000
Marketing - Yearly Budgets						
Digital Marketing - Social Ads (Google, Instagram, Tiktok, Meta, Youtube, etc).		£404,040.00	YR1 70% Rev	£804,600.00	YR2 30% Rev	£2,309,400.00
Content Creation - Digital Marketing & Traditional Marketing.		£5,000.00		£80,000.00		£120,000.00
Events & Sponsorship - Trade Shows		£40,000.00		£150,000.00		£200,000.00
Travel & Accommodation						
Hotels - Required when attending client meetings & events.		£3,000.00		£12,000.00		£15,000.00
Expenses - Train, Meals, Fuel, Sundries.		£3,000.00		£12,000.00		£20,000.00
Trademark & Legals						
Trademark - UK, EU, MCC, Australia, USA - 10 year mark.		£3,000.00				
Insurance - Professional Indemnity, Cyber liability & Employers Liability.		£3,000.00		£3,500.00		£5,000.00
Tech & Software						
Hardware - Laptops, Phones, Ipads.		£1,000.00		£20,000.00		£20,000.00
Software - Accounts system, Mail merge, Adobe Cloud, Security System.		£400.00		£800.00		£800.00
Office & Premises						
Office UK - Incl. Rates & Taxes		£0.00		£12,000.00		£25,000.00
Salaries & Employers Tax (4% Increase With Inflation)						
Salary 1 - Director (Tom Scott)		£12,000.00		£12,000.00		£12,000.00
Salary 2 - Marketing Executive		£35,000.00		£35,000.00		£37,856.00
Salary 3 - Finance Manager		£0.00		£50,000.00		£39,370.24
Salary 4 - Enterprise Account Manager North		£0.00		£45,000.00		£56,243.20
Salary 5 - Enterprise Account Manager South		£0.00		£45,000.00		£50,618.88
Salary 6 - Full Stack Developer		£0.00		£65,000.00		£67,600.00
Salary 7 - Full Stack Developer		£0.00		£65,000.00		£67,600.00
Salary 8 - Full Stack Devloepr		£0.00		£65,000.00		£67,600.00
Salary 9 - Marketing Executive		£0.00		£35,000.00		£36,400.00
Salary 10 - Office Admin		£0.00		£28,000.00		£31,496.19
Salary 11 - CTO Year 2		£0.00		£29,120.00		£129,792.00
Salary 12 - AI Developer		£0.00		£120,000.00		£70,304.00
Salary 13 - Enterprise Account Manager Northern Ireland / Ireland		£0.00		£65,000.00		£48,672.00
Salary 14 - Enterprise Account Manager Scotland		£0.00		£45,000.00		£46,800.00
Salary 15 - Head of UK & Eire		£0.00		£67,600.00		£48,672.00
Salary 16 - PPC Manager (SEO, Social Ads Manager)		£0.00		£39,520.00		£41,100.80
Salary 17 - Head of Finance		£0.00		£120,000.00		£42,744.83
						£129,792.00
UK National Insurance (13.8% of salary)		£7,050.00		£37,950.00		£148,899.84
UK Pension Contribution (5% of salary)		£2,350.00		£12,650.00		£51,594.61
UK Corporation Tax		£0.00		£517,246.40		£1,754,920.20
	Total	£518,840.00		£1,414,400.00		£4,504,318.92
Net Profit	Total	-£24,040.00		£898,600.00		£7,793,681.08
Cumulative Net Profit	Total	-£24,040.00		£874,560.00		£11,572,626.68
		-4.86%		38.85%		60.98%
					63.37%	66.45%

TradeSOS 5 Year Financials - 60% Retention						
Assumptions	Year 1	Year 2	Year 3	Year 4	Year 5	
Standard Subscription - £40 Per Calender Month	80%	800	3200	9600	16000	24000
Premium Subscription - £80 Per Calendar Month	20%	200	800	2400	4000	6000
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		30	100	200	300	400
	Total	1030	4100	12200	20300	30400
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)		40	40	40	40	40
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)		80	80	80	80	80
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		300	300	300	300	300
Revenue - Based on 60% Subscriber Retention						
Standard Subscription - £40 Per Calendar Month (12 Month Subscription)		£230,400.00	£921,600.00	£2,764,800.00	£4,608,000.00	£6,912,000.00
Premium Subscription - £80 Per Calendar Month (12 Month Subscription)		£115,200.00	£460,800.00	£1,382,400.00	£2,304,000.00	£3,456,000.00
Enterprise Subscription - £300 Per Calendar Month (12 Month Subscription)		£64,800.00	£216,000.00	£432,000.00	£648,000.00	£864,000.00
In App Advertising (£)		£30,000.00	£90,000.00	£210,000.00	£320,000.00	£430,000.00
	Total	£440,400.00	£1,688,400.00	£4,789,200.00	£7,880,000.00	£11,662,000.00
	CONTROL	£440,400.00	£1,688,400.00	£4,789,200.00	£7,880,000.00	£11,662,000.00
Cost Of Sale						
		186				
Customer Acquisition cost (CAC) (£) PER SUBSCRIBER		£80.00	£90.00	£50	£20	£10
	Total	£82,400.00	£369,000.00	£610,000	£406,000	£304,000
Gross Profit						
Gross Profit Margin	Total	£358,000.00	£1,319,400.00	£4,179,200.00	£7,474,000.00	£11,358,000.00
		81.29%	78.14%	87.26%	94.85%	97.39%
Overheads						
Platform Costs						
Main App Build - Launch		£70,000			40000	AI Agent Launch
Technical Maintenance		£2,000	8000	20000	35000	50000
R&D		£10,000	30000	30000	50000	50000
Marketing - Yearly Budgets						
Digital Marketing - Social Ads (Google, Instagram, Tiktok, Meta, Youtube, etc).		£264,240.00	YR1 60% Rev	£506,520.00	YR2 30% Rev	£1,436,760.00
Content Creation - Digital Marketing & Traditional Marketing.		£5,000.00		£25,000.00		£40,000.00
Events & Sponsorship - Trade Shows		£40,000.00		£60,000.00		£100,000.00
Travel & Accommodation						
Hotels - Required when attending client meetings & events.		£3,000.00		£8,000.00		£12,000.00
Expenses - Train, Meals, Fuel, Sundries.		£3,000.00		£8,000.00		£12,000.00
Trademark & Legals						
Trademark - UK, EU, MCC, Australia, USA - 10 year mark.		£3,000.00				
Insurance - Professional Indemnity, Cyber liability & Employers Liability.		£3,000.00		£3,500.00		£5,000.00
Tech & Software						
Hardware - Laptops, Phones, iPads.		£1,000.00		£3,000.00		£20,000.00
Software - Accounts system, Mail merge, Adobe Cloud, Security System.		£400.00		£400.00		£800.00
Office & Premises						
Office UK - Incl. Rates & Taxes		£0.00		£7,500.00		£12,000.00
Salaries & Employers Tax (4% Increase With Inflation)						
Salary 1 - Director (Tom Scott)		£12,000.00		£12,000.00		£12,000.00
Salary 2 - Marketing Executive		£35,000.00		£35,000.00		£37,856.00
Salary 3 - Finance Manager		£0.00		£50,000.00		£39,370.24
Salary 4 - Enterprise Account Manager North		£0.00		£45,000.00		£56,080.00
Salary 5 - Enterprise Account Manager South		£0.00		£45,000.00		£56,243.20
Salary 6 - Full Stack Developer		£0.00		£45,000.00		£50,618.88
Salary 7 - Full Stack Developer		£0.00		£45,000.00		£50,618.88
Salary 8 - Full Stack Developer		£0.00		£45,000.00		£50,618.88
Salary 9 - Marketing Executive		£0.00		£45,000.00		£50,618.88
Salary 10 - Office Admin		£0.00		£45,000.00		£50,618.88
Salary 11 - CTO Year 2		£0.00		£45,000.00		£50,618.88
Salary 12 - AI Developer		£0.00		£45,000.00		£50,618.88
Salary 13 - Enterprise Account Manager Northern Ireland / Ireland		£0.00		£45,000.00		£50,618.88
Salary 14 - Enterprise Account Manager Scotland		£0.00		£45,000.00		£50,618.88
Salary 15 - Head of UK & Eire		£0.00		£45,000.00		£50,618.88
Salary 16 - PPC Manager (SEO, Social Ads Manager)		£0.00		£45,000.00		£50,618.88
Salary 17 - Head of Finance		£0.00		£45,000.00		£50,618.88
UK National Insurance (13.8% of salary)		£7,050.00		£37,950.00		£133,146.00
UK Pension Contribution (5% of salary)		£2,350.00		£12,650.00		£44,382.00
UK Corporation Tax		£0.00		£155,800.00		£517,246.40
	Total	£379,040.00		£1,081,320.00		£1,754,920.20
Net Profit	Total	-£21,040.00		£238,080.00		£3,580,081.08
Cumulative Net Profit	Total	-£21,040.00		£217,040.00		£4,755,346.68
		-5.88%		18.04%		22.93%
					47.90%	53.05%