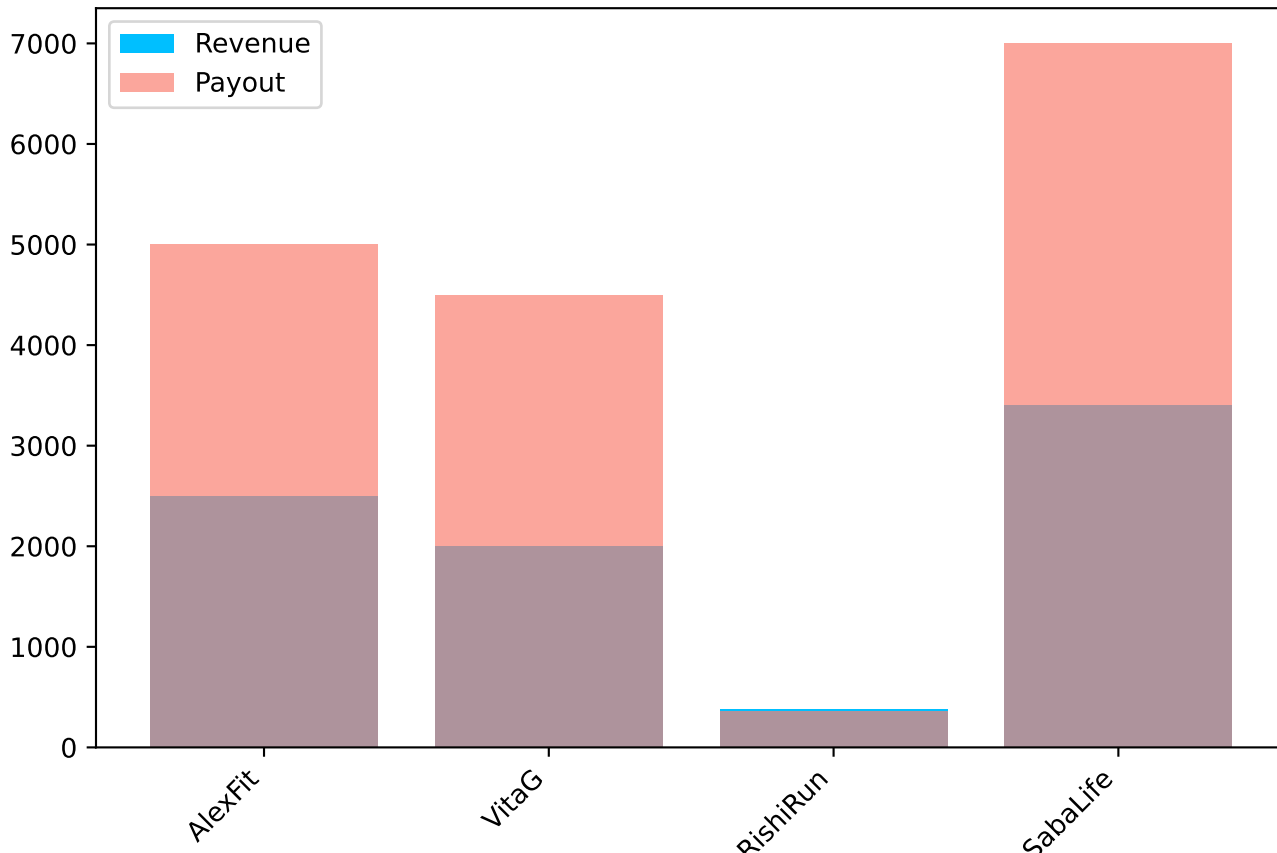


Revenue vs Payout by Influencer



Brand	Campaign	Name	Platform	Product	Orders	Revenue	Payout	ROAS	Inc.ROAS
MuscleBlaze	SummerFit	AlexFit	Instagram	MB Protein	10	2500	5000	0.5	0.5
HKVitals	HKLaunch	VitaG	YouTube	HKVitals	7	2000	0.4500444444444444	0.4444444444444444	0.4444444444444444
Gritzo	RunGritzo	RishiRun	Twitter	Gritzo	2	380	1.0360555555555555	0.9555555555555555	0.9555555555555555
HKVitals	WellnessBlast	SabaLife	Instagram	HKVitals	15	3400	0.7660142857142857	0.7142857142857142	0.7142857142857142

Persona	Avg ROAS
Fitness	0.78
Wellness	0.47

Name	Category	Revenue	Payout	Orders	ROAS	Inc.ROAS
RishiRun	Fitness	380	360	2	1.06	1.06
AlexFit	Fitness	2500	5000	10	0.5	0.5