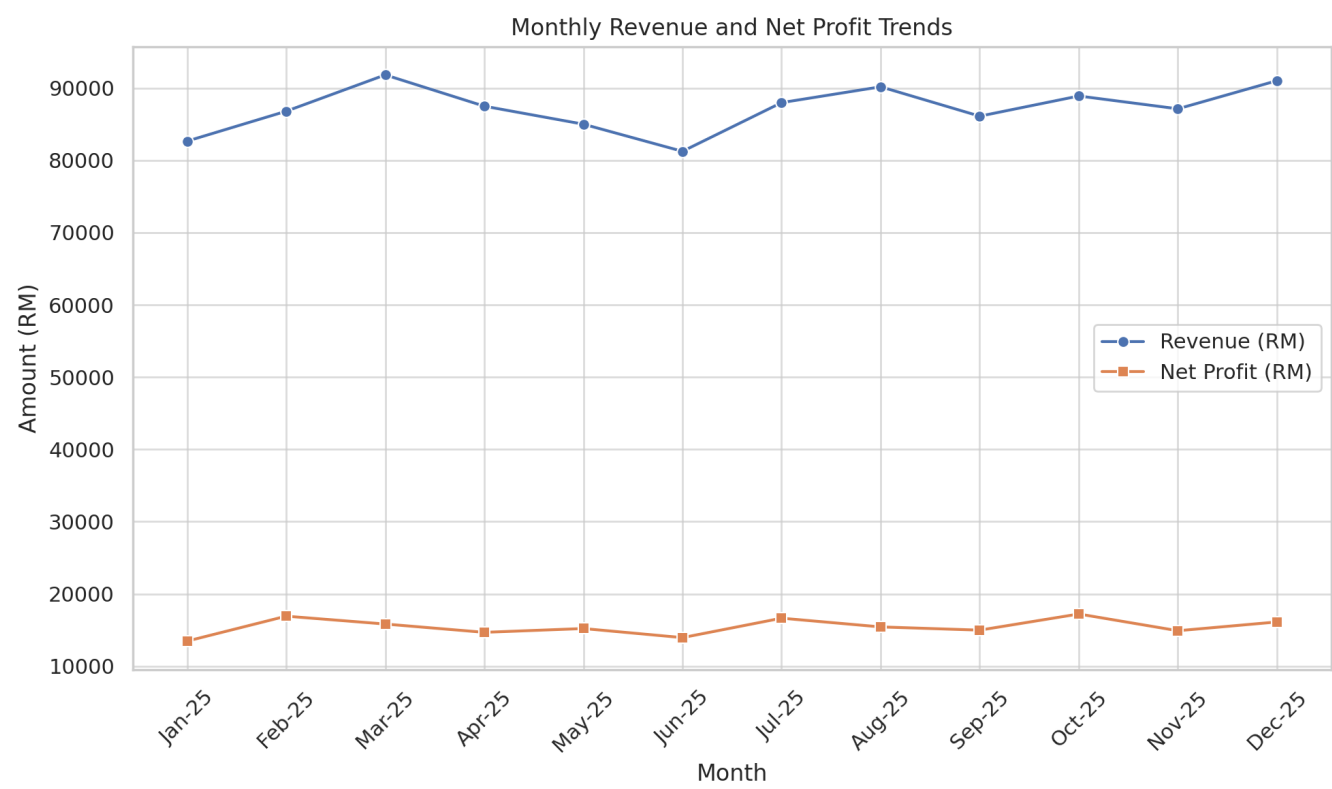


# Executive Summary Report (Jan - Dec 2024)

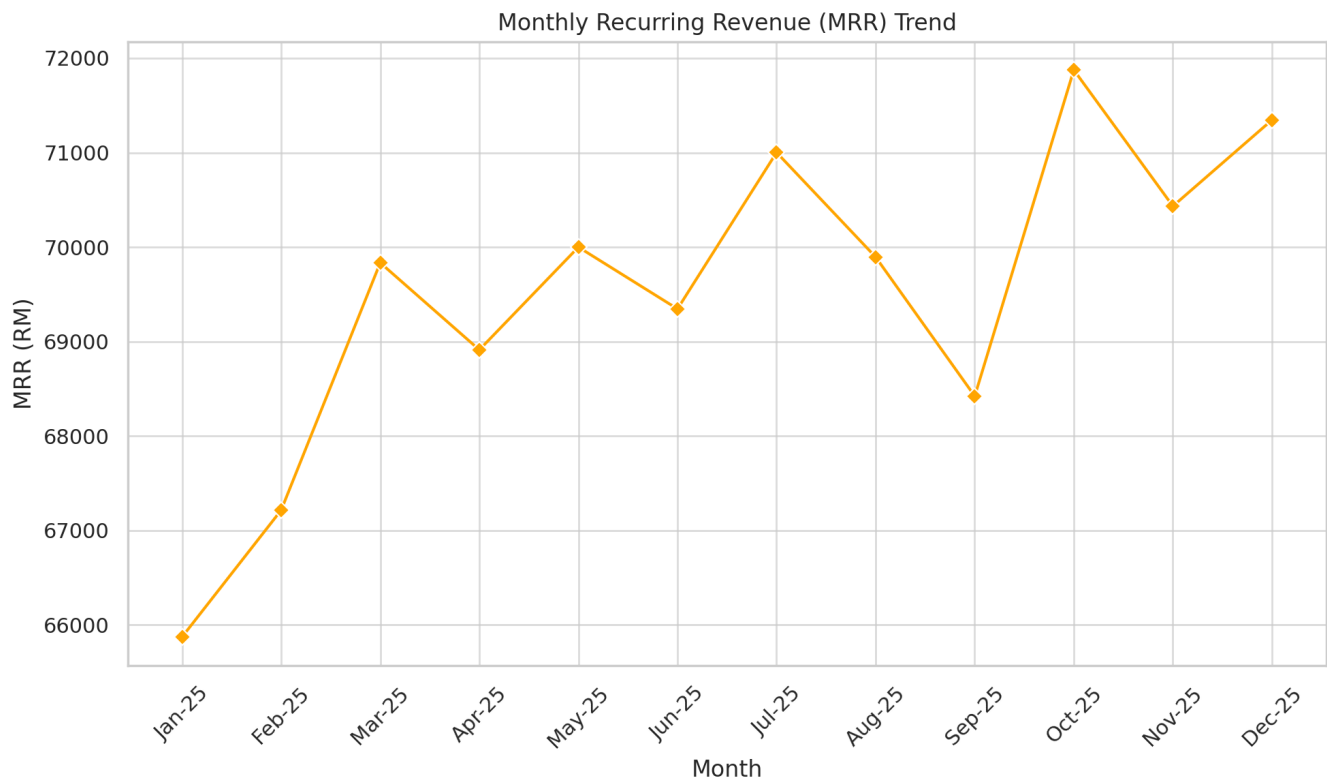
## Revenue & Profit Trends

Throughout 2024, revenue and net profit demonstrated a steady upward trend. January started with a revenue of RM82,655.62 and by December, it increased to RM91,023.58, indicating a positive overall growth trajectory. Net profit also showed healthy fluctuations, reflecting effective cost management and operational efficiency. The peak revenue was observed in March and October, suggesting higher customer acquisition or seasonal demand during these months.



## Monthly Recurring Revenue (MRR)

Monthly Recurring Revenue (MRR) grew consistently from RM65,874.11 in January to RM71,345.99 in December 2024. This metric is a key indicator of long-term financial sustainability and customer retention. The growth pattern suggests a strong product-market fit and effective customer engagement strategies.



## Profit Margins

Profit margins remained relatively stable and strong throughout 2024, consistently above 16%. The highest margin of 19.49% was recorded in February, and margins remained robust in the second half of the year. This consistency reflects disciplined financial management, optimized operational costs, and a resilient revenue model. Such margins are a healthy sign of profitability and can fuel future investments in growth initiatives.

