

Profit and Loss	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1	Year 1
Net Income	250,000	275,000	302,500	332,750	366,025	300,000	315,000	330,750	363,825	400,208	440,228	484,251
Marketing	75,000	82,500	90,750	99,825	109,808	90,000	94,500	99,225	109,148	120,062	132,068	145,275
Salaries	80,000	87,000	94,700	103,170	112,487	94,000	98,200	102,610	111,871	122,058	133,264	145,590
General & Admin	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000	10,000
PSP & Banks	37,500	41,250	45,375	49,913	54,904	45,000	47,250	49,613	54,574	60,031	66,034	72,638
Total Expenses	202,500	220,750	240,825	262,908	287,198	239,000	249,950	261,448	285,592	312,151	341,367	373,503
EBITDA	47,500	54,250	61,675	69,842	78,827	61,000	65,050	69,303	78,233	88,056	98,862	110,748

Profit and Loss	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2	Year 2
Net Income	532,676	585,944	644,538	708,992	779,891	650,000	682,500	716,625	788,288	867,116	953,828	1,049,211
Marketing	159,803	175,783	193,361	212,698	233,967	190,000	199,500	209,475	230,423	253,465	278,811	306,692
Salaries	161,649	176,564	192,971	211,018	230,870	195,500	204,650	214,258	234,433	256,627	281,039	307,893
General & Admin	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500	12,500
PSP & Banks	79,901	87,892	96,681	106,349	116,984	97,500	102,375	107,494	118,243	130,067	143,074	157,382
Total Expenses	413,854	452,739	495,513	542,564	594,321	495,500	519,025	543,726	595,599	652,659	715,425	784,467
EBITDA	118,823	133,205	149,025	166,428	185,571	154,500	163,475	172,899	192,689	214,457	238,403	264,744

Profit and Loss	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3	Year 3
Net Income	1,154,132	1,269,545	1,396,499	1,536,149	1,689,764	1,200,000	1,260,000	1,323,000	1,455,300	1,600,830	1,760,913	1,937,004
Marketing	337,362	371,098	408,208	449,028	493,931	360,000	378,000	396,900	436,590	480,249	528,274	581,101
Salaries	339,932	372,426	408,168	447,485	490,734	335,000	351,000	367,800	403,080	441,888	484,577	531,534
General & Admin	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000	15,000
PSP & Banks	173,120	190,432	209,475	230,422	253,465	180,000	189,000	198,450	218,295	240,125	264,137	290,551
Total Expenses	865,414	948,955	1,040,851	1,141,936	1,253,129	890,000	933,000	978,150	1,072,965	1,177,262	1,291,988	1,418,186
EBITDA	288,718	320,590	355,649	394,214	436,635	310,000	327,000	344,850	382,335	423,569	468,925	518,818