

	Year 1											
	Month1	Month2	Month3	Month4	Month5	Month6	Month7	Month8	Month9	Month10	Month11	Month12
	1	80,0%	60,0%	50,0%	40,0%	30,0%	30,0%	30,0%	30,0%	30,0%	30,0%	30,0%
Retention Rate												
Marketing Spend												
CPA												
FTD's												
Active Customers Month 1 Year 1	300	-	-	-	-	-	-	-	-	-	-	-
Active Customers Month 2 Year 1		-	-	-	-	-	-	-	-	-	-	-
Active Customers Month 3 Year 1			-	-	-	-	-	-	-	-	-	-
Active Customers Month 4 Year 1				-	-	-	-	-	-	-	-	-
Active Customers Month 5 Year 1					-	-	-	-	-	-	-	-
Active Customers Month 6 Year 1						-	-	-	-	-	-	-
Active Customers Month 7 Year 1							-	-	-	-	-	-
Active Customers Month 8 Year 1								-	-	-	-	-
Active Customers Month 9 Year 1									-	-	-	-
Active Customers Month 10 Year 1										-	-	-
Active Customers Month 11 Year 1											-	-
Active Customers Month 12 Year 1												-
Active Customers	300	-	-	-	-	-	-	-	-	-	-	-
Omni FTDs	0	0	0	0	0	0	0	0	0	0	0	0
FTD	300	-	-	-	-	-	-	-	-	-	-	-
Retained Customers	-	-	-	-	-	-	-	-	-	-	-	-
NGR / FTD (EUR)	100	100	100	100	100	100	100	100	100	100	100	100
NGR / Retained (EUR)	-	300	300	300	300	300	300	300	300	300	300	300
Net Gaming Revenue NGR (new)	30.000	-	-	-	-	-	-	-	-	-	-	-
Net Gaming Revenue NGR (retained)	-	-	-	-	-	-	-	-	-	-	-	-
* FTD = First Depositing Customer CPA = Cost per acquisition NGR = Total bets - total wins - jackpot changes - bonus costs												
GGR	300.000	315.000	330.750	347.288	364.652	382.884	402.029	422.130	443.237	465.398	488.668	513.102
Bonus Cost @20%	60.000	63.000	66.150	69.458	72.930	76.577	80.406	84.426	88.647	93.080	97.734	102.620
NGR	240.000	252.000	264.600	277.830	291.722	306.308	321.623	337.704	354.589	372.319	390.935	410.481
PSP Fees												
Legal Fees	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000
Game Supplier Fees (7%)	21.000	22.050	23.153	24.310	25.526	26.802	28.142	29.549	31.027	32.578	34.207	35.917
Marketing Spend	20.000	21.000	22.050	23.153	24.310	25.526	26.802	28.142	29.549	31.027	32.578	34.207
Profit Before Operating Expenses	198.000	207.950	218.398	229.367	240.886	252.980	265.679	279.013	293.014	307.714	323.150	339.358
Frontend / Website Development	40.000	40.000	40.000	40.000	42.500	50.000	50.000	50.000	50.000	50.000	50.000	50.000
BAU	7.000	7.000	7.000	7.000	7.000	7.000	7.000	7.000	7.000	7.000	7.000	7.000
Hosting	15.000	15.750	16.538	17.364	18.233	19.144	20.101	21.107	22.162	23.270	24.433	25.655
KYC	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500	1.500
Customer Support	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000
Frontend CMS	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000
Other subscriptions	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000	5.000
Total operating costs	78.500	79.250	80.038	80.864	84.233	92.644	93.601	94.607	95.662	96.770	97.933	99.155
Costs	78.500	79.250	80.038	80.864	84.233	92.644	93.601	94.607	95.662	96.770	97.933	99.155
NGR	198.000	207.950	218.398	229.367	240.886	252.980	265.679	279.013	293.014	307.714	323.150	339.358
Profit	119.500	128.700	138.360	148.503	156.653	160.336	172.078	184.406	197.352	210.944	225.217	240.202