



ACCOUNTING FIRM 1000-100

Example Financial Model

2024

ACCOUNTING FIRM · 1000-100

Client inputs

Key Parameters

| | |
|--|---------------------------------|
| Start Date | 1-Jan-24 |
| Subscription Plan | PROFESSIONAL + MARKETING |
| Partner Advice/Report Revenue share | 50% |
| SMSF Report Revenue Share - 100 Eligible SMSFs | 100% |
| Standard Partner Product Revenue share | 80% |
| Subscriber firm internal products | 100% |
| Access fee charged by Firm to clients pa | \$50 |
| GPS Client Subscriptions Revenue | 0% |

Results snapshot

| | Total Revenue | Annual Ongoing Rev. | Total Costs | Annual Ongoing Costs | Net Position | Business Capital Value (on Gross Revenue) |
|-------------------|------------------|---------------------|-----------------|----------------------|------------------|---|
| YR 1 | \$72,579 | \$5,057 | \$10,890 | \$10,890 | \$61,689 | \$63,154 |
| YR 5 | \$117,739 | \$35,106 | \$11,880 | \$11,880 | \$105,859 | |
| 5 YR Total | \$506,951 | \$108,952 | \$58,410 | \$58,410 | \$448,541 | |

Referrals

| | | |
|--|-------------|---|
| Number of clients | 1,000 | Individual Employees who cannot afford complex advice. |
| Referral rate per month | 1.000% | Max 1.7% (Cover \$100% of clients @ 5 years) - Will vary based on Subscriber Client Business |
| Qualified referrals per month | 75% | Of the 100% of clients referred - 25% of clients are quaified out before further reductions take place, due to seasonal factors |
| Seasonal Fluctuations | Jan-24: 45% | Feb-24: 60% Mar-24: 75% Apr-24: 90% May-24: 90% Jun-24: 90% Jul-24: 90% Aug-24: 90% Sep-24: 90% Oct-24: 90% Nov-24: 75% Dec-24: 45% |
| Results in New Subscriptions PA of: | 3.38 | 4.50 5.63 6.75 6.75 6.75 6.75 6.75 6.75 6.75 6.75 5.63 3.38 |

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5 Year Revenue Projections

| | | |
|------------------------|----|---------|
| Accumulated Revenue | \$ | 506,951 |
| Business Capital Value | \$ | 63,154 |

| | Jan-24 | Feb-24 | Mar-24 | Apr-24 | May-24 | Jun-24 | Jul-24 | Aug-24 | Sep-24 | Oct-24 | Nov-24 | Dec-24 | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 | Total | |
|-----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---|
| Revenue from Clients | 4,335 | 4,460 | 4,610 | 4,720 | 5,407 | 5,916 | 6,339 | 6,930 | 7,192 | 7,485 | 7,608 | 7,578 | 72,579 | 96,849 | 106,223 | 113,561 | 117,739 | 506,951 | |
| <i>from below</i> | | | | | | | | | | | | | | | | | | | |
| Costs | | | | | | | | | | | | | | | | | | | |
| One-off | | | | | | | | | | | | | | | | | | | |
| Establishment Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Onboarding Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Ongoing | | | | | | | | | | | | | | | | | | | |
| Platform Fees | - | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 10,890 | 11,880 | 11,880 | 11,880 | 11,880 | 58,410 | |
| Marketing Program Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Adviser/Broker Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Product Customisation Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Excess SMSF Report fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Total costs | - | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 10,890 | 11,880 | 11,880 | 11,880 | 11,880 | 58,410 | |
| | - | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 990 | 10,890 | 11,880 | 11,880 | 11,880 | 11,880 | 58,410 | |
| Profit | 4,335 | 3,470 | 3,620 | 3,730 | 4,417 | 4,926 | 5,349 | 5,940 | 6,202 | 6,495 | 6,618 | 6,588 | 61,689 | 84,969 | 94,343 | 101,681 | 105,859 | 448,541 | |

Revenue from Clients (for above)

| | | | | | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|---------|---------|---------|---------|
| Total Revenue from Clients | 4,335 | 4,460 | 4,610 | 4,720 | 5,407 | 5,916 | 6,339 | 6,930 | 7,192 | 7,485 | 7,608 | 7,578 | 72,579 | 96,849 | 106,223 | 113,561 | 117,739 | 506,951 |
| SMSF Report Revenue | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 4,167 | 49,998 | 49,998 | 49,998 | 49,998 | 49,998 | 249,990 |
| Subscription Revenue | - | - | - | - | - | - | - | - | - | - | - | - | 0 | 0 | 0 | 0 | 0 | - |
| Initial Revenue | - | 68 | 140 | 179 | 848 | 1,327 | 1,719 | 2,273 | 2,490 | 2,733 | 2,859 | 2,887 | 17,523 | 32,580 | 32,635 | 32,635 | 32,635 | 148,009 |
| Planning | - | 68 | 140 | 179 | 559 | 724 | 849 | 1,202 | 1,314 | 1,415 | 1,505 | 1,496 | 9,450 | 15,749 | 15,749 | 15,749 | 15,749 | 72,444 |
| Digital Advice Plans (DAP) | - | 68 | 140 | 179 | 218 | 268 | 279 | 291 | 327 | 352 | 366 | 357 | 2,843 | 3,978 | 3,978 | 3,978 | 3,978 | 18,757 |
| Comprehensive Advice Revenue | - | - | - | - | 342 | 456 | 570 | 911 | 987 | 1,063 | 1,139 | 1,139 | 6,607 | 11,770 | 11,770 | 11,770 | 11,770 | 53,688 |
| Finance | - | - | - | - | 89 | 118 | 148 | 177 | 177 | 177 | 177 | 177 | 1,240 | 1,831 | 1,831 | 1,831 | 1,831 | 8,564 |
| Initial Finance Fee | - | - | - | - | 89 | 118 | 148 | 177 | 177 | 177 | 177 | 177 | 1,240 | 1,831 | 1,831 | 1,831 | 1,831 | 8,564 |
| Insurance | - | - | - | - | 219 | 389 | 494 | 599 | 741 | 778 | 814 | 814 | 4,034 | 10,868 | 10,923 | 10,923 | 10,923 | 47,671 |
| Initial Insurance | - | - | - | - | 219 | 389 | 494 | 599 | 741 | 778 | 814 | 814 | 4,034 | 10,868 | 10,923 | 10,923 | 10,923 | 47,671 |
| Property | - | - | - | - | 169 | 225 | 281 | 338 | 338 | 338 | 338 | 338 | 2,363 | 3,488 | 3,488 | 3,488 | 3,488 | 16,313 |
| Property Fee | - | - | - | - | 169 | 225 | 281 | 338 | 338 | 338 | 338 | 338 | 2,363 | 3,488 | 3,488 | 3,488 | 3,488 | 16,313 |
| Legal | - | - | - | - | 12 | 16 | 20 | 24 | 24 | 24 | 24 | 24 | 171 | 253 | 253 | 253 | 253 | 1,183 |
| Estate Planning | - | - | - | - | 12 | 16 | 20 | 24 | 24 | 24 | 24 | 24 | 171 | 253 | 253 | 253 | 253 | 1,183 |
| Aged Care | - | - | - | - | 19 | 25 | 32 | 38 | 38 | 38 | 38 | 38 | 266 | 392 | 392 | 392 | 392 | 1,835 |
| Initial Fees | - | - | - | - | 19 | 25 | 32 | 38 | 38 | 38 | 38 | 38 | 266 | 392 | 392 | 392 | 392 | 1,835 |
| Ongoing Revenue | 169 | 225 | 303 | 375 | 392 | 422 | 454 | 490 | 535 | 585 | 582 | 525 | 5,057 | 14,271 | 23,589 | 30,928 | 35,106 | 108,952 |
| Planning | - | - | - | - | - | 9 | 20 | 34 | 57 | 82 | 108 | 137 | 446 | 3,581 | 7,112 | 10,197 | 10,593 | 31,931 |
| Ongoing Advice Fee | - | - | - | - | - | 9 | 20 | 34 | 57 | 82 | 108 | 137 | 446 | 3,581 | 7,112 | 10,197 | 10,593 | 31,931 |
| Investment (incl Superannuation) | - | - | 5 | 15 | 26 | 41 | 58 | 77 | 96 | 117 | 140 | 164 | 740 | 3,545 | 6,454 | 9,220 | 11,850 | 31,809 |
| Ongoing Fees | - | - | 5 | 15 | 26 | 41 | 58 | 77 | 96 | 117 | 140 | 164 | 740 | 3,545 | 6,454 | 9,220 | 11,850 | 31,809 |
| Finance | - | - | - | - | - | 2 | 4 | 7 | 11 | 15 | 18 | 22 | 80 | 510 | 968 | 1,226 | 1,226 | 4,009 |
| Trailing Finance Fee | - | - | - | - | - | 2 | 4 | 7 | 11 | 15 | 18 | 22 | 80 | 510 | 968 | 1,226 | 1,226 | 4,009 |
| Insurance | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Renewal Insurance | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Compare & Connect | - | - | 17 | 23 | 28 | 34 | 34 | 34 | 34 | 34 | 34 | 34 | 304 | 531 | 990 | 749 | 798 | 3,372 |
| Fees & Renewals | - | - | 17 | 23 | 28 | 34 | 34 | 34 | 34 | 34 | 34 | 34 | 304 | 531 | 990 | 749 | 798 | 3,372 |

Multiples

Financial Model Partner Group – Assumptions

Client Pool

- The number reflects that of the Subscriber Client cohort as advised to moneyGPS or by way of examples reflecting size of Subscriber Firm by client numbers
- **Client take-Up of Financial Services:**
 - Referral Rates can be adjusted if required:
 - Note: The rate has been set at a conservative levels but can be adjusted for any given subscriber group.
 - It is also reduced by 25% immediately upon referral to exit non-qualified clients.
 - It is then reduced by a further 10% - 85% in allowing for seasonal factors, i.e. Easter, Christmas period, School holidays, Tax deadlines etc
- **Financial Considerations:**
 - The Subscriber Firm will receive 80% of all initial & ongoing revenue from any financial service products acquired by their client cohort.
 - Note: The Subscriber Firm can elect to rebate any % of these funds to the client.
 - Note: moneyGPS will direct the remaining 20% of revenue to several charities.
 - The Subscriber Firm will also receive the following:
 - 50% of all revenue received via the purchase of Digital Advice Plans
 - Note: Subscriber Firms do not participate in the Client Subscription Fee.
 - Fees included in the modelling – per Subscriber category & where relevant:

| | | |
|--|-----------------|-------------------------------|
| ▪ Onboarding | ▪ Establishment | ▪ Annual Subscription Fee |
| ▪ Product & Services integration costs | | ▪ Individual AR & Broker fees |
 - Assumptions for Service & Product allocations: For all clients that eventually come through the two-levels of Qualifications and Seasonal Adjustments, their buying habits are as follows:
 - Digital Plans: Average of 50% acquire 1 Plan and then only 25% (50% reduction) acquire a further 1 Plan
 - Lending & Finance: Average of 20% will use the lending services
 - Between 10% - 60% acquire the following products: Insurance, Investment Program, Super Investing
 - Comprehensive Financial Plan Plans: Maximum of 15% will be referred to a financial adviser over time
 - Estate Planning: 25% on average will use either Online Wills or Comprehensive Estate Planning
 - Other services inc: Aged Care, Direct Property etc secure between 2% - 10% take-up across all clients.
 - moneyGPS receives referral fees from Service Providers of between 10% - 45% of initial commission and 10% - 20% of ongoing/trail commission depending on the product or service acquired. The referral fee % payment may vary over time if contract conditions change, or a service provider is replaced.
 - Full disclosure of all referral fee arrangements are found on the moneyGPS platform.
- **Comprehensive Marketing Program – relevant to the demographic segment:**
 - The Subscriber Firm will either:
 - a) Guarantee to issue all marketing content to their client cohort or
 - b) Agree to provide their client data-base details to a secure third-party administrator to issue all 'White-labelled' moneyGPS marketing collateral, which will include the provision of details of the T&C, Privacy Protocols & Security policies, and systems in place.
 - Regular EDMs, and other relevant campaigns via mainstream & Social Media activities to be undertaken across a range of financial advice topics and services – focussing on seasonal events & topics where relevant, including but not limited to:

| | | |
|--------------------------------|-------------------------------|-----------------------------|
| ▪ Lending & Finance | ▪ Superannuation | ▪ Non-Super Investments |
| ▪ Personal Insurance | ▪ Women's Focussed Activities | ▪ Direct Property Investing |
| ▪ Pre/Post-Retirement Planning | ▪ Aged Care Planning & Advice | ▪ Estate Planning |
 - Introduction of regular digital newsletters & competitions
 - Webinars & Podcasts
 - Note: The Subscriber Firm can:
 - Decide not to participate in any one of the standard set of campaigns, or contract moneyGPS and its marketing partners to create bespoke campaigns.
- **Note:** Management reporting will be provided to review the progress and success of all activities.

Assumptions_moneyGPS Financial Modelling_072023