



ACCOUNTING FIRM 4000-180

Example Financial Model

2024

ACCOUNTING FIRM ,4000-180

Client inputs

Key Parameters

| | |
|--|-------------------|
| Start Date | 1-Jan-24 |
| Subscription Plan | ENTERPRISE |
| Partner Advice/Report Revenue share | 50% |
| SMSF Report Revenue Share - 180 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 | \$180,323 | \$20,230 | \$14,190 | \$14,190 | \$166,133 | \$252,614 |
| YR 5 | \$360,965 | \$140,425 | \$15,480 | \$15,480 | \$345,485 | |
| 5 YR Total | \$1,477,846 | \$435,809 | \$76,110 | \$76,110 | \$1,401,736 | |

Referrals

| | | |
|--|--------------|---|
| Number of clients | 4,000 | 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: | 13.50 | 18.00 |
| | 22.50 | 27.00 |
| | 27.00 | 27.00 |
| | 27.00 | 27.00 |
| | 27.00 | 27.00 |
| | 27.00 | 27.00 |
| | 22.50 | 13.50 |
| | | Repeats each year |

ACCOUNTING FIRM 4000-180

5 Year Revenue Projections

| | | |
|------------------------|----|-----------|
| Accumulated Revenue | \$ | 1,477,846 |
| Business Capital Value | \$ | 252,614 |

| | 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 | 8,175 | 8,673 | 9,272 | 9,713 | 12,460 | 14,498 | 16,191 | 18,552 | 19,603 | 20,773 | 21,265 | 21,148 | 180,323 | 277,405 | 314,898 | 344,254 | 360,965 | 1,477,846 | |
| <i>from below</i> | | | | | | | | | | | | | | | | | | | |
| Costs | | | | | | | | | | | | | | | | | | | |
| One-off | | | | | | | | | | | | | | | | | | | |
| Establishment Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Onboarding Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Ongoing | | | | | | | | | | | | | | | | | | | |
| Platform Fees | - | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 14,190 | 15,480 | 15,480 | 15,480 | 15,480 | 76,110 | |
| Marketing Program Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Adviser/Broker Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Product Customisation Fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Excess SMSF Report fees | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Total costs | - | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 14,190 | 15,480 | 15,480 | 15,480 | 15,480 | 76,110 | |
| | - | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 1,290 | 14,190 | 15,480 | 15,480 | 15,480 | 15,480 | 76,110 | |
| Profit | 8,175 | 7,383 | 7,982 | 8,423 | 11,170 | 13,208 | 14,901 | 17,262 | 18,313 | 19,483 | 19,975 | 19,858 | 166,133 | 261,925 | 299,418 | 328,774 | 345,485 | 1,401,736 | |

Revenue from Clients (for above)

| | | | | | | | | | | | | | | | | | | |
|---|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|-----------|
| Total Revenue from Clients | 8,175 | 8,673 | 9,272 | 9,713 | 12,460 | 14,498 | 16,191 | 18,552 | 19,603 | 20,773 | 21,265 | 21,148 | 180,323 | 277,405 | 314,898 | 344,254 | 360,965 | 1,477,846 |
| SMSF Report Revenue | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 7,500 | 90,000 | 90,000 | 90,000 | 90,000 | 90,000 | 450,000 |
| Subscription Revenue | - | - | - | - | - | - | - | - | - | - | - | - | 0 | 0 | 0 | 0 | 0 | - |
| Initial Revenue | - | 273 | 559 | 715 | 3,392 | 5,309 | 6,875 | 9,093 | 9,961 | 10,932 | 11,437 | 11,547 | 70,093 | 130,322 | 130,541 | 130,541 | 130,541 | 592,037 |
| Planning | - | 273 | 559 | 715 | 2,238 | 2,895 | 3,396 | 4,808 | 5,255 | 5,659 | 6,018 | 5,982 | 37,799 | 62,995 | 62,995 | 62,995 | 62,995 | 289,778 |
| Digital Advice Plans (DAP) | - | 273 | 559 | 715 | 871 | 1,072 | 1,118 | 1,163 | 1,306 | 1,407 | 1,462 | 1,426 | 11,372 | 15,913 | 15,913 | 15,913 | 15,913 | 75,026 |
| Comprehensive Advice Revenue | - | - | - | - | 1,367 | 1,823 | 2,278 | 3,645 | 3,949 | 4,253 | 4,556 | 4,556 | 26,426 | 47,081 | 47,081 | 47,081 | 47,081 | 214,751 |
| Finance | - | - | - | - | 354 | 473 | 591 | 709 | 709 | 709 | 709 | 709 | 4,961 | 7,324 | 7,324 | 7,324 | 7,324 | 34,256 |
| Initial Finance Fee | - | - | - | - | 354 | 473 | 591 | 709 | 709 | 709 | 709 | 709 | 4,961 | 7,324 | 7,324 | 7,324 | 7,324 | 34,256 |
| Insurance | - | - | - | - | - | 875 | 1,555 | 1,976 | 2,398 | 2,965 | 3,110 | 3,256 | 16,135 | 43,473 | 43,691 | 43,691 | 43,691 | 190,682 |
| Initial Insurance | - | - | - | - | - | 875 | 1,555 | 1,976 | 2,398 | 2,965 | 3,110 | 3,256 | 16,135 | 43,473 | 43,691 | 43,691 | 43,691 | 190,682 |
| Property | - | - | - | - | 675 | 900 | 1,125 | 1,350 | 1,350 | 1,350 | 1,350 | 1,350 | 9,450 | 13,950 | 13,950 | 13,950 | 13,950 | 65,250 |
| Property Fee | - | - | - | - | 675 | 900 | 1,125 | 1,350 | 1,350 | 1,350 | 1,350 | 1,350 | 9,450 | 13,950 | 13,950 | 13,950 | 13,950 | 65,250 |
| Legal | - | - | - | - | 49 | 65 | 82 | 98 | 98 | 98 | 98 | 98 | 685 | 1,011 | 1,011 | 1,011 | 1,011 | 4,731 |
| Estate Planning | - | - | - | - | 49 | 65 | 82 | 98 | 98 | 98 | 98 | 98 | 685 | 1,011 | 1,011 | 1,011 | 1,011 | 4,731 |
| Aged Care | - | - | - | - | 76 | 101 | 127 | 152 | 152 | 152 | 152 | 152 | 1,063 | 1,569 | 1,569 | 1,569 | 1,569 | 7,341 |
| Initial Fees | - | - | - | - | 76 | 101 | 127 | 152 | 152 | 152 | 152 | 152 | 1,063 | 1,569 | 1,569 | 1,569 | 1,569 | 7,341 |
| Ongoing Revenue | 675 | 900 | 1,214 | 1,498 | 1,568 | 1,690 | 1,816 | 1,959 | 2,142 | 2,340 | 2,328 | 2,101 | 20,230 | 57,083 | 94,357 | 123,713 | 140,425 | 435,809 |
| Planning | - | - | - | - | - | 34 | 80 | 137 | 228 | 327 | 433 | 547 | 1,785 | 14,326 | 28,450 | 40,790 | 42,373 | 127,723 |
| Ongoing Advice Fee | - | - | - | - | - | 34 | 80 | 137 | 228 | 327 | 433 | 547 | 1,785 | 14,326 | 28,450 | 40,790 | 42,373 | 127,723 |
| Investment (incl Superannuation) | - | - | 21 | 58 | 106 | 163 | 234 | 308 | 385 | 470 | 561 | 655 | 2,960 | 14,181 | 25,817 | 36,880 | 47,398 | 127,237 |
| Ongoing Fees | - | - | 21 | 58 | 106 | 163 | 234 | 308 | 385 | 470 | 561 | 655 | 2,960 | 14,181 | 25,817 | 36,880 | 47,398 | 127,237 |
| Finance | - | - | - | - | - | 7 | 17 | 30 | 44 | 59 | 74 | 89 | 320 | 2,040 | 3,871 | 4,902 | 4,902 | 16,035 |
| Trailing Finance Fee | - | - | - | - | - | 7 | 17 | 30 | 44 | 59 | 74 | 89 | 320 | 2,040 | 3,871 | 4,902 | 4,902 | 16,035 |
| Insurance | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Renewal Insurance | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Compare & Connect | - | - | 68 | 90 | 113 | 135 | 135 | 135 | 135 | 135 | 135 | 135 | 1,215 | 2,124 | 3,960 | 2,997 | 3,193 | 13,489 |
| Fees & Renewals | - | - | 68 | 90 | 113 | 135 | 135 | 135 | 135 | 135 | 135 | 135 | 1,215 | 2,124 | 3,960 | 2,997 | 3,193 | 13,489 |

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.

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