

2024 East Budget

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2024 H1 | 2024 H2 | 2024 FY |
|-------------------------------|----------------|---------------|---------------|---------------|----------------|----------------|---------------|-----------------|---------------|----------------|----------------|----------------|----------------|-----------------|------------------|
| | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget | Budget |
| All China Membership | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 20,177 | 121,061 | 121,061 | 242,121 |
| East memberships | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 36,777 | 220,661 | 220,661 | 441,322 |
| | | | | | | | | | | | | | | | |
| Total member revenue | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 56,954 | 341,722 | 341,722 | 683,443 |
| | | | | | | | | | | | | | | | |
| Training | 512 | 672 | 18,016 | 10,672 | 8,000 | 32,560 | 16,200 | - | 16,200 | 9,680 | 9,000 | - | 70,432 | 51,080 | 121,512 |
| Events | 5,780 | - | 16,275 | 3,200 | 37,224 | 26,925 | - | 5,400 | 13,600 | 198,000 | 55,250 | 5,400 | 89,404 | 277,650 | 367,054 |
| Sponsorship | - | - | - | - | - | - | - | - | - | 250,000 | - | - | - | 250,000 | 250,000 |
| | | | | | | | | | | | | | - | - | |
| Total variable revenue | 6,292 | 672 | 34,291 | 13,872 | 45,224 | 59,485 | 16,200 | 5,400 | 29,800 | 457,680 | 64,250 | 5,400 | 159,836 | 578,730 | 738,566 |
| Total Revenue | 63,246 | 57,626 | 91,245 | 70,826 | 102,178 | 116,439 | 73,154 | 62,354 | 86,754 | 514,634 | 121,204 | 62,354 | 501,558 | 920,452 | 1,422,009 |
| | | | | | | | | | | | | | | | |
| COS: | | | | | | | | | | | | | | | |
| Training | 256 | 336 | 9,008 | 6,536 | 4,000 | 24,002 | 8,100 | - | 8,100 | 6,040 | 4,500 | - | 44,138 | 26,740 | 70,878 |
| Events | 159 | - | 11,480 | 800 | 26,981 | 17,050 | - | 400 | 7,800 | 450,000 | 48,255 | 400 | 56,470 | 506,855 | 563,325 |
| Total COS | 415 | 336 | 20,488 | 7,336 | 30,981 | 41,052 | 8,100 | 400 | 15,900 | 456,040 | 52,755 | 400 | 100,608 | 533,595 | 634,203 |
| Gross profit | 62,831 | 57,290 | 70,757 | 63,490 | 71,197 | 75,386 | 65,054 | 61,954 | 70,854 | 58,594 | 68,449 | 61,954 | 400,949 | 386,857 | 787,806 |
| | | | | | | | | | | | | | | | |
| Opex: | | | | | | | | | | | | | | | |
| Total OPEX | 66,137 | 58,137 | 60,937 | 61,054 | 62,372 | 61,172 | 61,172 | 72,808 | 66,808 | 66,808 | 66,808 | 66,808 | 369,811 | 401,214 | 771,025 |
| EBITDA | (3,307) | (848) | 9,819 | 2,436 | 8,824 | 14,214 | 3,881 | (10,855) | 4,045 | (8,215) | 1,640 | (4,855) | 31,139 | (14,358) | 16,781 |
| Non-underlying expenses: | | | | | | | | | | | | | | | |
| Net Income | (3,307) | (848) | 9,819 | 2,436 | 8,824 | 14,214 | 3,881 | (10,855) | 4,045 | (8,215) | 1,640 | (4,855) | 31,139 | (14,358) | 16,781 |