



Accounting 500-36

Example Financial Model

2023

Key Parameters - Refer to Assumptions tab for further details

Subscription Plan - Professional

Start Date	1-Jan-23
Financial Services Revenue Share to Subscriber Firm (Refer to note below)	80%
SMSF Report Revenue Share, e.g., 40 SMSFs	100%
Standard Revenue Share for Financial Services	80%
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	\$23,800	\$1,360	\$11,880	\$11,880	\$11,920	\$44,852
YR 5	\$46,270	\$17,719	\$11,880	\$11,880	\$34,390	
5 YR Total	\$190,089	\$53,449	\$59,400	\$59,400	\$130,689	

Client Referral Rates

Number of Subscriber Firm clients	500	
Client referral rate per month	1.250%	Max 1.7% (would cover 100% of clients in the 5 years) - Will vary based on Subscriber Client Business
Qualified referrals per month	75%	Of 100% of clients referred - 25% of all referred clients are then qualified out of the system

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	
Seasonal Fluctuations - reducing final client numbers	15%	30%	45%	60%	80%	80%	80%	80%	80%	60%	45%	30%	Repeats each year
Results in New Clients each year of:	0.70	1.41	2.11	2.81	3.75	3.75	3.75	3.75	3.75	2.81	2.11	1.41	Repeats each year

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5 Year Revenue Projections

Accumulated Revenue	\$	190,089
Business Capital Value	\$	44,852

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Year 1	Year 2	Year 3	Year 4	Year 5	Total
Revenue from Clients <small>from below</small>	900	913	950	988	1,344	1,724	2,106	2,486	2,982	3,079	3,143	3,185	23,800	35,009	40,739	44,271	46,270	190,089
Costs																		
One-off																		
Establishment Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Onboarding Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ongoing																		
Subscription Fee pm	700	700	700	700	700	700	700	700	700	700	700	700	8,400	8,400	8,400	8,400	8,400	42,000
Marketing Program Fees pm	290	290	290	290	290	290	290	290	290	290	290	290	3,480	3,480	3,480	3,480	3,480	17,400
Adviser/Broker Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Product Integration Fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Excess SMSF Report fees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	990	990	990	990	990	990	990	990	990	990	990	990	11,880	11,880	11,880	11,880	11,880	59,400
Total costs	990	990	990	990	990	990	990	990	990	990	990	990	11,880	11,880	11,880	11,880	11,880	59,400
Profit	(90)	(77)	(40)	(2)	354	734	1,116	1,496	1,992	2,089	2,153	2,195	11,920	23,129	28,859	32,391	34,390	130,689

Note: The integration of any in-house product/services will attract a maximum fee of \$2.5k pa.

Note: SMSF Check-Up Report - Assume this Firm has 36 eligible SMSF's, thereby within the limit of the allotted 60 reports at no-cost. Excess reports will cost the firm \$164 + gst - per report.

Note: The Calculations include: a) Revenue earned when selling the reports to SMSF clients at \$300 (+gst) per report (+ their time cost - not included), but not b) The financial value of the 60 reports available at no cost - saving \$10k pa.

Revenue from Clients (for above)

Total Revenue from Clients	900	913	950	988	1,344	1,724	2,106	2,486	2,982	3,079	3,143	3,185	23,800	35,009	40,739	44,271	46,270	190,089
SMSF Report Revenue	900	900	900	900	900	900	900	900	900	900	900	900	10,800	10,800	10,800	10,800	10,800	54,000
Subscription Revenue	-	-	-	-	-	-	-	-	-	-	-	-	0	0	0	0	0	-
Initial Revenue	-	13	37	60	398	753	1,097	1,447	1,908	1,960	1,978	1,990	11,640	17,748	17,751	17,751	17,751	82,640
Planning	-	13	37	60	114	179	229	287	359	397	407	416	2,498	4,067	4,067	4,067	4,067	18,767
Digital Advice Plans (DAP)	-	13	37	60	84	118	138	145	157	174	164	146	1,235	1,756	1,756	1,756	1,756	8,258
Comprehensive Advice Revenue	-	-	-	-	30	61	91	142	203	223	243	270	1,262	2,312	2,312	2,312	2,312	10,510
Finance	-	-	-	-	211	422	633	844	1,125	1,125	1,125	1,125	6,609	9,633	9,633	9,633	9,633	45,141
Initial Finance Fee	-	-	-	-	211	422	633	844	1,125	1,125	1,125	1,125	6,609	9,633	9,633	9,633	9,633	45,141
Insurance	-	-	-	-	7	16	26	35	50	57	60	60	251	721	724	724	724	3,144
Initial Insurance	-	-	-	-	7	16	26	35	50	57	60	60	251	721	724	724	724	3,144
Property	-	-	-	-	56	113	169	225	300	300	300	300	1,763	2,569	2,569	2,569	2,569	12,038
Property Fee	-	-	-	-	56	113	169	225	300	300	300	300	1,763	2,569	2,569	2,569	2,569	12,038
Legal	-	-	-	-	8	16	24	33	44	44	44	44	256	372	372	372	372	1,745
Estate Planning	-	-	-	-	8	16	24	33	44	44	44	44	256	372	372	372	372	1,745
Aged Care	-	-	-	-	8	17	25	34	45	45	45	45	264	385	385	385	385	1,806
Initial Fees	-	-	-	-	8	17	25	34	45	45	45	45	264	385	385	385	385	1,806
Ongoing Revenue	-	-	13	28	46	71	109	139	175	219	265	295	1,360	6,462	12,188	15,720	17,719	53,449
Planning	-	-	-	-	-	1	2	4	7	11	15	20	60	569	1,141	1,654	1,717	5,140
Ongoing Advice Fee	-	-	-	-	-	1	2	4	7	11	15	20	60	569	1,141	1,654	1,717	5,140
Investment (incl Superannuation)	-	-	2	6	12	21	34	49	64	80	99	116	482	2,469	4,532	6,492	8,357	22,332
Ongoing Fees	-	-	2	6	12	21	34	49	64	80	99	116	482	2,469	4,532	6,492	8,357	22,332
Finance	-	-	-	-	4	13	26	44	67	91	114	114	360	2,635	5,043	6,469	6,469	20,977
Trailing Finance Fee	-	-	-	-	4	13	26	44	67	91	114	114	360	2,635	5,043	6,469	6,469	20,977
Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Renewal Insurance	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Compare & Connect	-	-	11	23	34	45	60	60	60	60	60	45	458	788	1,472	1,106	1,177	5,000
Fees & Renewals	-	-	11	23	34	45	60	60	60	60	60	45	458	788	1,472	1,106	1,177	5,000

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.