

# Financial Summary Page



	Year 0	Year 1	Year 2	Year 3	Total
Income	\$0	\$172,789	\$11,135,610	\$961,461,797	\$972,770,196
Expenses	\$50,000	\$92,150	\$557,650	\$572,650	\$1,272,450
EBITA	(\$50,000)	\$80,639	\$10,577,960	\$960,889,147	\$971,497,746

EOY Unique Visitors: 65,241 6,354,504 555,985,708

EOY Page View Volume: 260,965 25,418,015 2,223,942,834

### Break Even Metrics:

Maximum Negative Cash Flow Month.....	Month #1
Break Even Month.....	10
Break Even Unique Visitors.....	37,293

Cash Flow to Fund Operations.....	\$42,077
Estimated Working Capital (6 mos avg c/f shortfall).....	\$57,000
Up Front "Year 0" Funds.....	\$50,000
Minimum Investment Required.....	\$149,077

# Assumptions Page

<b>Visitor Assumptions</b>				
Month #1				Jun-05
Visitor Growth / new Market opened (Phase I)				750
Visitor Growth / month 'Major Accounts' adds (Phase II)				25
Monthly Visitor Growth - Viral Marketing Campaigns				25
Monthly Viral Visitor Growth Factor				5.0%
Monthly Visitors Who Return Once %				35.0%
Monthly Visitors Who Return Twice %				15.0%
Visitor Churn - Visitors lost / month, as a percentage				25.0%
	<i>first mo</i>	<i>second mo</i>	<i>third mo</i>	
Visitor Referrals - Percentage who refer	15.0%	10.0%	6.0%	
Visitor Referrals - # of Friends Referred	7	5	2	
Average Page Views, per Visitor, per month				2
<b>Revenue Assumptions</b>				
Google PPC CTR				2.0%
Google PPC Premium CTR				5.0%
Google PPC Gross Revenue per Click				\$5.00
Sponsored 'Premium' PPC Revenue per Click				\$10.00
Google PPC Revenue Share				50.0%
Banner Ad CPM				\$12.00
Banner Ads per Page				3
Home Page Logos (total potential #)				3
Home Page Logo Link Charge / month				\$5,000
Minimum Site Traffic (EOM unique visitors) to justify				10,000
<b>Expense Assumptions</b>				
Cost per Mall Opened for Baseline new Shoppers: (Phase I)				
Number of 5,000 print runs of Four-color Postcard Flyers				1
Number of Four-color Postcard Flyers				5,000
Cost to Print 5,000 Flyers (Shopper)				\$500
Cost to Print 500 Flyers (Retailer)				\$50
Total Cost of Flyers / Mall				\$550
Percentage of Flyer Recipients who visit site / become a Shopper				15%
Labor to distribute 5,000 flyers to Shoppers				\$650
Labor / other to reach out to Retailers / mall (w/ \$350 variable to 'open' a mall)				\$1,100
Up Front capital exp (PC, table, banners)				\$1,550
# of New Markets Opened that triggers new Captial Purchase				2
Viral Marketing Campaign, per month, initially				\$500
Viral Marketing Campaign, per month, next increment				\$1,000
Viral Marketing Campaign, per month, next increment				\$1,500
Public Relations Campaign, initially per month:				\$1,500
Public Relations Campaign, thereafter per month:				\$1,000
Public Relations Campaign, thereafter per month:				\$20,000
Travel costs for Biz Dev for larger accounts (Phase II)				\$1,000
Advertising, annual (Phase II)				\$175,000
Site programming; page updates; etc (done by Will)				\$0
Retailer Support, retention programs, Year 1 / mo				\$1,500
Retailer Support, retention programs, Year 2 / mo				\$5,000
Retailer Support, retention programs, Year 3 / mo				\$7,500
<b>Professional Services</b>				
Accounting / mo				\$250
Legal / mo				\$150
Graphic Designer / mo				\$0
Fixed Monthly Office, Misc Costs				\$150
Server Hosting, triggered by increases of UNIQUE VISITORS				
	150,000	\$250	750,000	\$1,500
	250,000	\$500	1,000,000	\$2,000
	500,000	\$1,000	1,250,000	\$2,500



starts in mo: 12

mkts 1 thru 6  
 mkts 7 thru 25  
 mkts 26 thru 36  
 mos 1 thru 3  
 mos 4 thru 12  
 mos 13 thru 36  
 starts in mo: 12  
 starts in mo: 12

Hosting Setup Chg  
 \$250

# PureElegance Financial Projections



	Month #1 <u>Jun-05</u>	Month #2 <u>Jul-05</u>	Month #3 <u>Aug-05</u>	Month #4 <u>Sep-05</u>	Month #5 <u>Oct-05</u>	Month #6 <u>Nov-05</u>	Month #7 <u>Dec-05</u>	Month #8 <u>Jan-06</u>	Month #9 <u>Feb-06</u>	Month #10 <u>Mar-06</u>	Month #11 <u>Apr-06</u>	Month #12 <u>May-06</u>
<b>UNIQUE VISITORS</b>												
Beg of Month		-	281	506	1,270	2,089	3,825	6,500	11,101	18,098	27,970	42,879
New Adds From Traffic Source 1		375	-	563	-	750	750	1,500	1,500	750	1,500	2,250
Viral / Organic Traffic				25	26	28	29	30	32	34	35	37
Major Accounts Adds (Phase II)	-	-	-	-	-	-	-	-	-	-	-	-
Referrals	-	-	394	601	1,490	2,233	4,062	6,770	11,497	18,412	27,666	41,823
Subtotal Visitors, pre churn	-	375	675	1,694	2,786	5,100	8,666	14,801	24,130	37,293	57,172	86,988
Churn	-	(94)	(169)	(424)	(697)	(1,275)	(2,166)	(3,700)	(6,032)	(9,323)	(14,293)	(21,747)
End of Month	-	281	506	1,270	2,089	3,825	6,500	11,101	18,098	27,970	42,879	65,241

<b>PAGE VIEWS</b>												
Subtotal Visitors, pre churn	-	375	675	1,694	2,786	5,100	8,666	14,801	24,130	37,293	57,172	86,988
Repeats 1X	-	131	236	593	975	1,785	3,033	5,180	8,445	13,053	20,010	30,446
Repeats 2X	-	56	101	254	418	765	1,300	2,220	3,619	5,594	8,576	13,048
Subtotal Visitors	-	563	1,012	2,541	4,179	7,650	12,999	22,201	36,195	55,940	85,758	130,482
Pg Views/Visitor	2	2	2	2	2	2	2	2	2	2	2	2
Total Page Views per Month	-	1,125	2,024	5,083	8,359	15,300	25,998	44,402	72,390	111,880	171,515	260,965

<b>MARKET OPENINGS</b>												
Beginning # Markets		-	1	1	2	2	3	4	6	8	9	11
New Market Outreach	1		1		1	1	2	2	1	2	3	3
New Markets Online (+1 mo)		1	-	1	-	1	1	2	2	1	2	3
EOM # of Markets	-	1	1	2	2	3	4	6	8	9	11	14

<b>NEW MARKETS (CapEx)</b>												
Beginning # Markets		-	1	1	1	1	1	2	2	3	4	5
New Market additions	1				1	1	1	1	1	1	1	2
EOM # of Markets (+1 mo)		1	1	1	1	1	2	2	3	4	5	6
New Capital Required?	1	-	-	-	-	-	1	-	-	1	-	1

# PureElegance Financial Projections



	Month #13 <u>Jun-06</u>	Month #14 <u>Jul-06</u>	Month #15 <u>Aug-06</u>	Month #16 <u>Sep-06</u>	Month #17 <u>Oct-06</u>	Month #18 <u>Nov-06</u>	Month #19 <u>Dec-06</u>	Month #20 <u>Jan-07</u>	Month #21 <u>Feb-07</u>	Month #22 <u>Mar-07</u>	Month #23 <u>Apr-07</u>	Month #24 <u>May-07</u>
<b>UNIQUE VISITORS</b>												
Beg of Month	65,241	98,080	146,073	215,977	316,496	462,139	673,818	981,045	1,427,012	2,074,343	3,013,367	4,376,134
New Adds From Traffic Source 1	2,250	2,250	2,250	750	750	1,500	1,500	1,500	1,500	750	750	1,500
Viral / Organic Traffic	39	41	43	45	47	49	52	55	57	60	63	66
Major Accounts Adds (Phase II)	25	25	25	25	25	25	25	25	25	25	25	25
Referrals	63,219	94,368	139,578	205,197	298,867	434,710	632,665	920,059	1,337,196	1,942,646	2,820,641	4,094,946
Subtotal Visitors, pre churn	130,774	194,764	287,969	421,994	616,185	898,424	1,308,060	1,902,683	2,765,791	4,017,823	5,834,846	8,472,672
Churn	(32,694)	(48,691)	(71,992)	(105,498)	(154,046)	(224,606)	(327,015)	(475,671)	(691,448)	(1,004,456)	(1,458,712)	(2,118,168)
End of Month	98,080	146,073	215,977	316,496	462,139	673,818	981,045	1,427,012	2,074,343	3,013,367	4,376,134	6,354,504

	Month #13 <u>Jun-06</u>	Month #14 <u>Jul-06</u>	Month #15 <u>Aug-06</u>	Month #16 <u>Sep-06</u>	Month #17 <u>Oct-06</u>	Month #18 <u>Nov-06</u>	Month #19 <u>Dec-06</u>	Month #20 <u>Jan-07</u>	Month #21 <u>Feb-07</u>	Month #22 <u>Mar-07</u>	Month #23 <u>Apr-07</u>	Month #24 <u>May-07</u>
<b>PAGE VIEWS</b>												
Subtotal Visitors, pre churn	130,774	194,764	287,969	421,994	616,185	898,424	1,308,060	1,902,683	2,765,791	4,017,823	5,834,846	8,472,672
Repeats 1X	45,771	68,168	100,789	147,698	215,665	314,448	457,821	665,939	968,027	1,406,238	2,042,196	2,965,435
Repeats 2X	19,616	29,215	43,195	63,299	92,428	134,764	196,209	285,403	414,869	602,674	875,227	1,270,901
Subtotal Visitors	196,161	292,147	431,954	632,991	924,278	1,347,635	1,962,090	2,854,025	4,148,686	6,026,735	8,752,269	12,709,008
Pg Views/Visitor	2	2	2	2	2	2	2	2	2	2	2	2
Total Page Views per Month	392,323	584,293	863,908	1,265,981	1,848,556	2,695,271	3,924,179	5,708,050	8,297,372	12,053,470	17,504,538	25,418,015

	Month #13 <u>Jun-06</u>	Month #14 <u>Jul-06</u>	Month #15 <u>Aug-06</u>	Month #16 <u>Sep-06</u>	Month #17 <u>Oct-06</u>	Month #18 <u>Nov-06</u>	Month #19 <u>Dec-06</u>	Month #20 <u>Jan-07</u>	Month #21 <u>Feb-07</u>	Month #22 <u>Mar-07</u>	Month #23 <u>Apr-07</u>	Month #24 <u>May-07</u>
<b>MARKET OPENINGS</b>												
Beginning # Markets	14	17	20	23	24	25	27	29	31	33	34	35
New Market Outreach	3	3	1	1	2	2	2	2	1	1	2	2
New Markets Online (+1 mo)	3	3	3	1	1	2	2	2	2	1	1	2
EOM # of Markets	17	20	23	24	25	27	29	31	33	34	35	37

	Month #13 <u>Jun-06</u>	Month #14 <u>Jul-06</u>	Month #15 <u>Aug-06</u>	Month #16 <u>Sep-06</u>	Month #17 <u>Oct-06</u>	Month #18 <u>Nov-06</u>	Month #19 <u>Dec-06</u>	Month #20 <u>Jan-07</u>	Month #21 <u>Feb-07</u>	Month #22 <u>Mar-07</u>	Month #23 <u>Apr-07</u>	Month #24 <u>May-07</u>
<b>NEW MARKETS (CapEx)</b>												
Beginning # Markets	6	8	10	11	12	13	14	16	18	19	20	21
New Market additions	2	1	1	1	1	2	2	1	1	1	1	1
EOM # of Markets (+1 mo)	8	10	11	12	13	14	16	18	19	20	21	22
New Capital Required?	1	1	-	1	-	1	1	1	-	1	-	1

# PureElegance Financial Projections



	Month #25 <u>Jun-07</u>	Month #26 <u>Jul-07</u>	Month #27 <u>Aug-07</u>	Month #28 <u>Sep-07</u>	Month #29 <u>Oct-07</u>	Month #30 <u>Nov-07</u>	Month #31 <u>Dec-07</u>	Month #32 <u>Jan-08</u>	Month #33 <u>Feb-08</u>	Month #34 <u>Mar-08</u>	Month #35 <u>Apr-08</u>	Month #36 <u>May-08</u>
<b>UNIQUE VISITORS</b>												
Beg of Month	6,354,504	9,226,065	13,394,078	19,443,236	28,222,555	40,964,915	59,460,017	86,305,190	125,269,720	181,824,828	263,911,083	383,054,732
New Adds From Traffic Source 1	1,500	1,500	750	-	-	750	1,500	1,500	1,500	750	750	1,500
Viral / Organic Traffic	70	73	77	81	85	89	93	98	103	108	113	119
Major Accounts Adds (Phase II)	25	25	25	25	25	25	25	25	25	25	25	25
Referrals	5,945,322	8,631,108	12,529,384	18,186,731	26,397,222	38,314,245	55,611,950	80,719,481	117,161,756	170,055,733	246,827,671	358,257,902
Subtotal Visitors, pre churn	12,301,420	17,858,771	25,924,315	37,630,073	54,619,886	79,280,023	115,073,586	167,026,293	242,433,104	351,881,444	510,739,643	741,314,278
Churn	(3,075,355)	(4,464,693)	(6,481,079)	(9,407,518)	(13,654,971)	(19,820,006)	(28,768,396)	(41,756,573)	(60,608,276)	(87,970,361)	(127,684,911)	(185,328,570)
End of Month	9,226,065	13,394,078	19,443,236	28,222,555	40,964,915	59,460,017	86,305,190	125,269,720	181,824,828	263,911,083	383,054,732	555,985,708

	Month #25 <u>Jun-07</u>	Month #26 <u>Jul-07</u>	Month #27 <u>Aug-07</u>	Month #28 <u>Sep-07</u>	Month #29 <u>Oct-07</u>	Month #30 <u>Nov-07</u>	Month #31 <u>Dec-07</u>	Month #32 <u>Jan-08</u>	Month #33 <u>Feb-08</u>	Month #34 <u>Mar-08</u>	Month #35 <u>Apr-08</u>	Month #36 <u>May-08</u>
<b>PAGE VIEWS</b>												
Subtotal Visitors, pre churn	12,301,420	17,858,771	25,924,315	37,630,073	54,619,886	79,280,023	115,073,586	167,026,293	242,433,104	351,881,444	510,739,643	741,314,278
Repeats 1X	4,305,497	6,250,570	9,073,510	13,170,525	19,116,960	27,748,008	40,275,755	58,459,203	84,851,586	123,158,505	178,758,875	259,459,997
Repeats 2X	1,845,213	2,678,816	3,888,647	5,644,511	8,192,983	11,892,003	17,261,038	25,053,944	36,364,966	52,782,217	76,610,946	111,197,142
Subtotal Visitors	18,452,130	26,788,157	38,886,472	56,445,109	81,929,829	118,920,035	172,610,378	250,539,440	363,649,656	527,822,166	766,109,464	1,111,971,417
Pg Views/Visitor	2	2	2	2	2	2	2	2	2	2	2	2
Total Page Views per Month	36,904,260	53,576,314	77,772,944	112,890,218	163,859,657	237,840,070	345,220,757	501,078,879	727,299,312	1,055,644,333	1,532,218,929	2,223,942,834

	Month #25 <u>Jun-07</u>	Month #26 <u>Jul-07</u>	Month #27 <u>Aug-07</u>	Month #28 <u>Sep-07</u>	Month #29 <u>Oct-07</u>	Month #30 <u>Nov-07</u>	Month #31 <u>Dec-07</u>	Month #32 <u>Jan-08</u>	Month #33 <u>Feb-08</u>	Month #34 <u>Mar-08</u>	Month #35 <u>Apr-08</u>	Month #36 <u>May-08</u>
<b>MARKET OPENINGS</b>												
Beginning # Markets	37	39	41	42	42	42	43	45	47	49	50	51
New Market Outreach	2	1			1	2	2	2	1	1	2	2
New Markets Online (+1 mo)	2	2	1	-	-	1	2	2	2	1	1	2
EOM # of Markets	39	41	42	42	42	43	45	47	49	50	51	53

	Month #25 <u>Jun-07</u>	Month #26 <u>Jul-07</u>	Month #27 <u>Aug-07</u>	Month #28 <u>Sep-07</u>	Month #29 <u>Oct-07</u>	Month #30 <u>Nov-07</u>	Month #31 <u>Dec-07</u>	Month #32 <u>Jan-08</u>	Month #33 <u>Feb-08</u>	Month #34 <u>Mar-08</u>	Month #35 <u>Apr-08</u>	Month #36 <u>May-08</u>
<b>NEW MARKETS (CapEx)</b>												
Beginning # Markets	22	23	24	25	25	25	26	27	28	29	30	31
New Market additions	1	1			1	1	1	1	1	1	1	1
EOM # of Markets (+1 mo)	23	24	25	25	25	26	27	28	29	30	31	32
New Capital Required?	-	1	-	-	-	1	-	1	-	1	-	1

# PureElegance Financial Projections



	Month #1 <u>Jun-05</u>	Month #2 <u>Jul-05</u>	Month #3 <u>Aug-05</u>	Month #4 <u>Sep-05</u>	Month #5 <u>Oct-05</u>	Month #6 <u>Nov-05</u>	Month #7 <u>Dec-05</u>	Month #8 <u>Jan-06</u>	Month #9 <u>Feb-06</u>	Month #10 <u>Mar-06</u>	Month #11 <u>Apr-06</u>	Month #12 <u>May-06</u>
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## REVENUE

### PPC (Regular & Premium)

Unique Visitors, pre churn	-	375	675	1,694	2,786	5,100	8,666	14,801	24,130	37,293	57,172	86,988
Google PPC CTR	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Google PPC Premium CTR	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
PPC Ads clicked	-	8	13	34	56	102	173	296	483	746	1,143	1,740
Total Premium PPC ads clicked	-	19	34	85	139	255	433	740	1,206	1,865	2,859	4,349
Gross Collections	\$0	\$225	\$405	\$1,017	\$1,672	\$3,060	\$5,200	\$8,880	\$14,478	\$22,376	\$34,303	\$52,193
Net Collections (post rev share)	\$0	\$113	\$202	\$508	\$836	\$1,530	\$2,600	\$4,440	\$7,239	\$11,188	\$17,152	\$26,096

### Banner Ads

Page Views / month	-	1,125	2,024	5,083	8,359	15,300	25,998	44,402	72,390	111,880	171,515	260,965
Ads per Page	3	3	3	3	3	3	3	3	3	3	3	3
CPM (Rate / 1,000 impressions)	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00
Total Collections	\$0	\$41	\$73	\$183	\$301	\$551	\$936	\$1,598	\$2,606	\$4,028	\$6,175	\$9,395

### Premium Placements Home Page

Logos (min site traffic vol req)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
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<b>Total Revenue</b>	<b>\$0</b>	<b>\$153</b>	<b>\$275</b>	<b>\$691</b>	<b>\$1,137</b>	<b>\$2,081</b>	<b>\$3,536</b>	<b>\$21,039</b>	<b>\$24,845</b>	<b>\$30,216</b>	<b>\$38,326</b>	<b>\$50,491</b>
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## EXPENSES

Fixed Office Costs	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Server Hosting	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Server Setup / new server	\$250	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

### Phase I Marketing

Print (Retailers+Shoppers)	\$550	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Distribution Labor (Retailers+Shoppers)	\$1,750	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100
Viral Marketing Programs	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Capital Exp / New Market	\$1,550	\$0	\$0	\$0	\$0	\$0	\$1,550	\$0	\$0	\$1,550	\$0	\$1,550
Public Relations	\$1,500	\$1,500	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Outreach to Retailers, Acquisition	\$1,100	\$0	\$1,100	\$0	\$1,100	\$1,100	\$2,200	\$2,200	\$1,100	\$2,200	\$3,300	\$3,300
Retailers Support, Retention	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500

### Phase II Marketing

Full Time Biz Dev on Retailers	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

### Professional Services

Accounting	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Legal	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Graphic Designer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

<b>Total Costs</b>	<b>\$9,500</b>	<b>\$5,900</b>	<b>\$7,000</b>	<b>\$5,400</b>	<b>\$6,500</b>	<b>\$6,500</b>	<b>\$9,150</b>	<b>\$7,600</b>	<b>\$6,500</b>	<b>\$9,150</b>	<b>\$8,700</b>	<b>\$10,250</b>
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<b>Net Income before Taxes</b>	<b>(\$9,500)</b>	<b>(\$5,747)</b>	<b>(\$6,725)</b>	<b>(\$4,709)</b>	<b>(\$5,363)</b>	<b>(\$4,419)</b>	<b>(\$5,614)</b>	<b>\$13,439</b>	<b>\$18,345</b>	<b>\$21,066</b>	<b>\$29,626</b>	<b>\$40,241</b>
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	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No
Negative Cash Flow Month?	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No
Cash to Fund Operations	\$9,500	\$5,747	\$6,725	\$4,709	\$5,363	\$4,419	\$5,614	\$0	\$0	\$0	\$0	\$0
Max Negative c/f Month	1	0	0	0	0	0	0	0	0	0	0	0
Max Negative c/f	(\$9,500)											
Cumulative Cash Flow	(\$9,500)	(\$15,247)	(\$21,972)	(\$26,680)	(\$32,044)	(\$36,463)	(\$42,077)	(\$28,639)	(\$10,294)	\$10,772	\$40,398	\$80,639
Point of Break Even - Month	0	0	0	0	0	0	0	0	0	10	0	0
Point of Break Even - Unique Visitors	0	0	0	0	0	0	0	0	0	37,293	0	0

# PureElegance Financial Projections



	Month #13 <u>Jun-06</u>	Month #14 <u>Jul-06</u>	Month #15 <u>Aug-06</u>	Month #16 <u>Sep-06</u>	Month #17 <u>Oct-06</u>	Month #18 <u>Nov-06</u>	Month #19 <u>Dec-06</u>	Month #20 <u>Jan-07</u>	Month #21 <u>Feb-07</u>	Month #22 <u>Mar-07</u>	Month #23 <u>Apr-07</u>	Month #24 <u>May-07</u>
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## REVENUE

### PPC (Regular & Premium)

Unique Visitors, pre churn	130,774	194,764	287,969	421,994	616,185	898,424	1,308,060	1,902,683	2,765,791	4,017,823	5,834,846	8,472,672
Google PPC CTR	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Google PPC Premium CTR	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
PPC Ads clicked	2,615	3,895	5,759	8,440	12,324	17,968	26,161	38,054	55,316	80,356	116,697	169,453
Total Premium PPC ads clicked	6,539	9,738	14,398	21,100	30,809	44,921	65,403	95,134	138,290	200,891	291,742	423,634
Gross Collections	\$78,465	\$116,859	\$172,782	\$253,196	\$369,711	\$539,054	\$784,836	\$1,141,610	\$1,659,474	\$2,410,694	\$3,500,908	\$5,083,603
Net Collections (post rev share)	\$39,232	\$58,429	\$86,391	\$126,598	\$184,856	\$269,527	\$392,418	\$570,805	\$829,737	\$1,205,347	\$1,750,454	\$2,541,802

### Banner Ads

Page Views / month	392,323	584,293	863,908	1,265,981	1,848,556	2,695,271	3,924,179	5,708,050	8,297,372	12,053,470	17,504,538	25,418,015
Ads per Page	3	3	3	3	3	3	3	3	3	3	3	3
CPM (Rate / 1,000 impressions)	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00
Total Collections	\$14,124	\$21,035	\$31,101	\$45,575	\$66,548	\$97,030	\$141,270	\$205,490	\$298,705	\$433,925	\$630,163	\$915,049

### Premium Placements Home Page

Logos (min site traffic vol req)	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
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<b>Total Revenue</b>	<b>\$68,356</b>	<b>\$94,464</b>	<b>\$132,491</b>	<b>\$187,173</b>	<b>\$266,404</b>	<b>\$381,557</b>	<b>\$548,688</b>	<b>\$791,295</b>	<b>\$1,143,443</b>	<b>\$1,654,272</b>	<b>\$2,395,617</b>	<b>\$3,471,850</b>
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## EXPENSES

Fixed Office Costs	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Server Hosting	\$250	\$500	\$1,000	\$1,000	\$1,500	\$2,000	\$0	\$0	\$0	\$0	\$0	\$0
Server Setup / new server	\$0	\$250	\$250	\$0	\$250	\$250	\$0	\$0	\$0	\$0	\$0	\$0

### Phase I Marketing

Print (Retailers+Shoppers)	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Distribution Labor (Retailers+Shoppers)	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100
Viral Marketing Programs	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Capital Exp / New Market	\$1,550	\$1,550	\$0	\$1,550	\$0	\$1,550	\$1,550	\$1,550	\$0	\$1,550	\$0	\$1,550
Public Relations	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Outreach to Retailers, Acquisition	\$3,300	\$3,300	\$1,100	\$1,100	\$2,200	\$2,200	\$2,200	\$2,200	\$1,100	\$1,100	\$2,200	\$2,200
Retailers Support, Retention	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000

### Phase II Marketing

Full Time Biz Dev on Retailers	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83
Advertising	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583

### Professional Services

Accounting	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Legal	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Graphic Designer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

<b>Total Costs</b>	<b>\$47,917</b>	<b>\$48,417</b>	<b>\$45,167</b>	<b>\$46,467</b>	<b>\$46,767</b>	<b>\$48,817</b>	<b>\$46,567</b>	<b>\$46,567</b>	<b>\$43,917</b>	<b>\$45,467</b>	<b>\$45,017</b>	<b>\$46,567</b>
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<b>Net Income before Taxes</b>	<b>\$20,439</b>	<b>\$46,047</b>	<b>\$87,325</b>	<b>\$140,707</b>	<b>\$219,637</b>	<b>\$332,740</b>	<b>\$502,122</b>	<b>\$744,728</b>	<b>\$1,099,526</b>	<b>\$1,608,805</b>	<b>\$2,350,601</b>	<b>\$3,425,283</b>
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Negative Cash Flow Month?	No	No	No	No	No	No	No	No	No	No	No	No
Cash to Fund Operations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Max Negative c/f Month	0	0	0	0	0	0	0	0	0	0	0	0
Max Negative c/f												
Cumulative Cash Flow	\$101,079	\$147,126	\$234,451	\$375,157	\$594,794	\$927,534	\$1,429,656	\$2,174,384	\$3,273,910	\$4,882,716	\$7,233,316	\$10,658,600
Point of Break Even - Month	0	0	0	0	0	0	0	0	0	0	0	0
Point of Break Even - Unique Visitors	0	0	0	0	0	0	0	0	0	0	0	0

# PureElegance Financial Projections



	Month #25 <u>Jun-07</u>	Month #26 <u>Jul-07</u>	Month #27 <u>Aug-07</u>	Month #28 <u>Sep-07</u>	Month #29 <u>Oct-07</u>	Month #30 <u>Nov-07</u>	Month #31 <u>Dec-07</u>	Month #32 <u>Jan-08</u>	Month #33 <u>Feb-08</u>	Month #34 <u>Mar-08</u>	Month #35 <u>Apr-08</u>	Month #36 <u>May-08</u>
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## REVENUE

### PPC (Regular & Premium)

Unique Visitors, pre churn	12,301,420	17,858,771	25,924,315	37,630,073	54,619,886	79,280,023	115,073,586	167,026,293	242,433,104	351,881,444	510,739,643	741,314,278
Google PPC CTR	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%
Google PPC Premium CTR	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
PPC Ads clicked	246,028	357,175	518,486	752,601	1,092,398	1,585,600	2,301,472	3,340,526	4,848,662	7,037,629	10,214,793	14,826,286
Total Premium PPC ads clicked	615,071	892,939	1,296,216	1,881,504	2,730,994	3,964,001	5,753,679	8,351,315	12,121,655	17,594,072	25,536,982	37,065,714
Gross Collections	\$7,380,852	\$10,715,263	\$15,554,589	\$22,578,044	\$32,771,931	\$47,568,014	\$69,044,151	\$100,215,776	\$145,459,862	\$211,128,867	\$306,443,786	\$444,788,567
Net Collections (post rev share)	\$3,690,426	\$5,357,631	\$7,777,294	\$11,289,022	\$16,385,966	\$23,784,007	\$34,522,076	\$50,107,888	\$72,729,931	\$105,564,433	\$153,221,893	\$222,394,283

### Banner Ads

Page Views / month	36,904,260	53,576,314	77,772,944	112,890,218	163,859,657	237,840,070	345,220,757	501,078,879	727,299,312	1,055,644,333	1,532,218,929	2,223,942,834
Ads per Page	3	3	3	3	3	3	3	3	3	3	3	3
CPM (Rate / 1,000 impressions)	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00	\$12.00
Total Collections	\$1,328,553	\$1,928,747	\$2,799,826	\$4,064,048	\$5,898,948	\$8,562,243	\$12,427,947	\$18,038,840	\$26,182,775	\$38,003,196	\$55,159,881	\$80,061,942

### Premium Placements Home Page

Logos (min site traffic vol req)	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
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<b>Total Revenue</b>	<b>\$5,033,979</b>	<b>\$7,301,379</b>	<b>\$10,592,120</b>	<b>\$15,368,070</b>	<b>\$22,299,913</b>	<b>\$32,361,249</b>	<b>\$46,965,023</b>	<b>\$68,161,728</b>	<b>\$98,927,706</b>	<b>\$143,582,629</b>	<b>\$208,396,774</b>	<b>\$302,471,225</b>
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## EXPENSES

Fixed Office Costs	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Server Hosting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Server Setup / new server	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

### Phase I Marketing

Print (Retailers+Shoppers)	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Distribution Labor (Retailers+Shoppers)	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100	\$1,100
Viral Marketing Programs	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500
Capital Exp / New Market	\$0	\$1,550	\$0	\$0	\$0	\$1,550	\$0	\$1,550	\$0	\$1,550	\$0	\$1,550
Public Relations	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Outreach to Retailers, Acquisition	\$2,200	\$1,100	\$0	\$0	\$1,100	\$2,200	\$2,200	\$2,200	\$1,100	\$1,100	\$2,200	\$2,200
Retailers Support, Retention	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500	\$7,500

### Phase II Marketing

Full Time Biz Dev on Retailers	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83	\$83
Advertising	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583	\$14,583

### Professional Services

Accounting	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
Legal	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Graphic Designer	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

<b>Total Costs</b>	<b>\$47,517</b>	<b>\$47,967</b>	<b>\$45,317</b>	<b>\$45,317</b>	<b>\$46,417</b>	<b>\$49,567</b>	<b>\$48,017</b>	<b>\$49,567</b>	<b>\$46,917</b>	<b>\$48,467</b>	<b>\$48,017</b>	<b>\$49,567</b>
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<b>Net Income before Taxes</b>	<b>\$4,986,463</b>	<b>\$7,253,412</b>	<b>\$10,546,804</b>	<b>\$15,322,753</b>	<b>\$22,253,497</b>	<b>\$32,311,683</b>	<b>\$46,917,006</b>	<b>\$68,112,161</b>	<b>\$98,880,790</b>	<b>\$143,534,163</b>	<b>\$208,348,758</b>	<b>\$302,421,659</b>
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Negative Cash Flow Month?	No	No	No	No	No	No	No	No	No	No	No	No
Cash to Fund Operations	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Max Negative c/f Month	0	0	0	0	0	0	0	0	0	0	0	0
Max Negative c/f												
Cumulative Cash Flow	\$15,645,062	\$22,898,474	\$33,445,278	\$48,768,031	\$71,021,528	\$103,333,211	\$150,250,217	\$218,362,378	\$317,243,167	\$460,777,330	\$669,126,088	\$971,547,746
Point of Break Even - Month	0	0	0	0	0	0	0	0	0	0	0	0
Point of Break Even - Unique Visitors	0	0	0	0	0	0	0	0	0	0	0	0