

## DYNAMIC USER INCREASE

**NB:** You can make changes to cells marked in yellow

ITEM	ANALYTICS	NOTION	2020	2021	2022	2023
Rate Sum Transaction/Marketing costs		index	4.00	10.00	9.00	6.00
% of Revenue per Users (30\$=100%)		%	87.50%	100.00%	100.00%	100.00%
Sum Transaction per User (With Services Value)		USD	30	30	30	30
Average net payment to the platform by Users per Y		USD	5.50	5.50	5.50	5.50
Reinvesting in Marketing - % of All revenue spending for Advertising in the next period		%	71.25%	70.00%	65.00%	42.50%
<b>Total Sum Transaction</b>		<b>USD</b>	<b>32,101,220</b>	<b>326,628,462</b>	<b>1,624,468,632</b>	<b>3,118,692,888</b>
<b>Total Number of Users</b>		<b>amt.</b>	<b>2,632,898</b>	<b>10,887,615</b>	<b>54,148,954</b>	<b>103,956,430</b>
<b>Total Gross revenue</b>		<b>USD</b>	<b>4,506,374</b>	<b>59,881,885</b>	<b>297,819,249</b>	<b>571,760,363</b>
<b>Total Expenses for Advertasing</b>		<b>USD</b>	<b>10,420,109</b>	<b>44,021,472</b>	<b>211,480,116</b>	<b>304,537,523</b>