

Year Count	2020	2021	2022	2023	2024	2025
	B:M	N:Y	Z:AK	AL:AW	AX:BI	BJ:BU
Download Projections	-	273,952	1,341,589	4,823,498	15,751,218	50,047,087
Monthly Active Users	-	95,883	469,556	1,688,224	5,512,926	17,516,480
Revenue Per User (Monthly Average)	\$ -	\$ 15.21	\$ 23.57	\$ 28.34	\$ 31.72	\$ 34.65
Ad Revenue	\$ -	\$ 1,458,432.09	\$ 11,068,600.04	\$ 47,849,277.36	\$ 174,886,494.92	\$ 606,898,836.69
Revenue	\$ -	\$ 1,499,587.65	\$ 11,337,986.96	\$ 48,898,707.19	\$ 178,393,042.72	\$ 618,116,873.28
Hosting Costs	\$16,020.88	\$160,489.11	\$743,904.26	\$2,632,733.95	\$8,570,769.06	\$ 27,206,866.97
Reward Costs	\$0.00	\$370,261.32	\$2,480,677.86	\$9,761,078.34	\$32,694,179.47	\$ 104,668,074.82
Marketing Costs	\$0.00	\$105,000.00	\$340,000.00	\$360,000.00	\$360,000.00	\$ 360,000.00
Development Costs	\$200,000.00	\$370,000.00	\$985,714.29	\$1,642,285.71	\$2,300,571.43	\$ 2,958,857.14
Rent	\$0.00	\$0.00	\$105,000.00	\$180,000.00	\$180,000.00	\$ 180,000.00
Costs	\$216,020.88	\$1,005,750.44	\$4,655,296.40	\$14,576,098.01	\$44,105,519.96	\$135,373,798.93
EBITDA	\$ (216,020.88)	\$ 493,837.21	\$ 6,682,690.55	\$ 34,322,609.18	\$ 134,287,522.76	\$ 482,743,074.35

Notes:

Download projections are based on Android and iOS stores combined

Monthly Active Users 35% based on industry average

Revenue per User based on assumption of \$0.01 cost per ad (over time number will be increased)

The average monthly active user will view approximately 6 ads a day in year 1 to meet the numbers above.