

Posse.com Financial Projections (Sept 08 - Aug 09) Year One

Expenses

Website design / building platforms	\$110,000
URL purchase	\$27,000
Accounting software integration	\$40,000
Accounting costs / tax advice / intl company estab	\$50,000
Legal costs - web law and terms & conditions contracts	\$10,000
Legal costs - company establishment / shareholder	\$20,000
Legal costs - patents & trademarks	\$5,000
Employee 1 - CEO	\$100,000
Employee 2 - sales / marketing	\$55,000
Employee 3 - webmaster	\$40,000
Chairman Fee	\$20,000
Travel / international set-up	\$80,000
Administration / office space	\$25,000
Internet server use / bandwidth	\$10,000
Computer equipment	\$20,000

Total year one costs **\$612,000**

Year One Income

Concert tickets

Ticket Price	Number sold	Seller Com	Posse Com	Total com	Total Posse
\$10	4000	0.50	0.25	0.75	1000
\$20	8000	1.00	0.50	1.50	4000
\$30	10000	1.50	0.75	2.25	7500
\$40	8000	2.00	1.00	3.00	8000
\$50	5000	2.50	1.25	3.75	6250
\$70	7000	2.50	1.75	4.25	12250
\$100	5000	2.50	1.75	4.25	8750
\$150	3000	2.50	1.75	4.25	5250
Total	50000				53000

Total commissions to posse.com	53000
Total commissions being transacted by Posse	144000
Banking transactions fees @ 1.5%	2880

Total income for Posse.com from tickets in year one 50120

* 50,000 tickets is equivalent to 200 shows at 250 tickets per show
There are at least 40 live music shows in Sydney alone every weekend

Movie Tickets

Ticket Price	Number sold	Seller Com	Posse Com	Total com	Total Posse
\$15	80000	0.75	0.375	1.125	30000
\$40	2000	2.00	1.000	3.000	2000
Total	50000				32000
Total commissions to posse.com				32000	
Total commissions being transacted by Posse				15000	
Banking transactions fees @ 1.5%				225	
Total income for Posse.com from tickets in year one				31775	

Theatre Tickets

Ticket Price	Number sold	Seller Com	Posse Com	Total com	Total Posse
\$20	1000	1.00	0.50	1.50	500
\$30	3000	1.50	0.75	2.25	2250
\$40	5000	2.00	1.00	3.00	5000
\$50	10000	2.50	1.25	3.75	12500
\$70	10000	2.50	1.75	4.25	17500
\$100	10000	2.50	1.75	4.25	17500
\$150	10000	2.50	1.75	4.25	17500
Total	49000				72750
Total commissions to posse.com				72750	
Total commissions being transacted by Posse				188250	
Banking transactions fees @ 1.5%				3765	
Total income for Posse.com from tickets in year one				68985	

Comedy Tickets

Ticket Price	Number sold	Seller Com	Posse Com	Total com	Total Posse
\$20	5000	1.00	0.50	1.50	2500
\$30	5000	1.50	0.75	2.25	3750
\$40	8000	2.00	1.00	3.00	8000
\$50	8000	2.50	1.25	3.75	10000
\$70	5000	2.50	1.75	4.25	8750
\$100	2000	2.50	1.75	4.25	3500
Total	33000				36500
Total commissions to posse.com				36500	
Total commissions being transacted by Posse				102500	
Banking transactions fees @ 1.5%				2050	
Total income for Posse.com from tickets in year one				34450	

Music downloads

	Sale price	Number sold	Seller Com	Posse com	Total posse
Songs	\$1.50	200000	0.075	0.0375	7,500.00
Albums	\$12	10000	0.600	0.3000	3,000.00
Total commission paid to posse.com					10,500.00
Total transactions					31500
Band transactions fee @ 1.5%					472.5
Total income to posse through music downloads					10,027.50

TV / Film Downloads

	Sale price	Number sold	Seller Com	Posse com	Total posse
Songs	\$1.50	200000	0.075	0.0375	7,500.00
Albums	\$12	10000	0.600	0.3000	3,000.00
Total commission paid to posse.com					10,500.00
Total transactions					31500
Band transactions fee @ 1.5%					472.5
Total income to posse through music downloads					10,027.50

Total income to Posse.com in year one	#REF!
Total expenses in year one	\$612,000

Projected loss in year one**#REF!**

NOTE: Initial owners (R. Campbell & B. Murrihy) are investing \$70,000 of their own money into the development of the company. This is not repayable from any income or further investment.

Posse.com Financial Projections (Sept 09 - Aug 10) Year 2

Expenses

Website build for UK & Canadian sites	\$40,000
Legal costs - web law for intl stores	\$20,000
Legal costs - licensing deals with intl music rights holders	\$15,000
Legal costs - misc	\$20,000
Employee 1 - webmaster	\$55,000
Employee 2 - sales / general manager	\$80,000
Employee 3 - sales 2	\$50,000
Employee 4 - international development	\$55,000
Employee 5 - UK sales / GM	\$100,000
Employee 6 - UK webmaster	\$80,000
Employee 7 - Canada sales / GM	\$70,000
Employee 8 - Canada webmaster	\$50,000
International travel	\$30,000
Accounting	\$70,000
Administration / office space Aus	\$50,000
Administration / office space UK	\$30,000
Administration / office space Canada	\$20,000
Internet server use / bandwidth	\$50,000
Computer equipment	\$80,000

Total year two costs **\$965,000**

Year Two Income

Ticket sales - AUSTRALIA

Ticket Price	Number sold	Seller Com	Posse Com	Total com	Total Posse
\$0 - \$10	40000	\$1	\$2	\$3	80000
\$10.01 - \$15	50000	\$1.50	\$2.50	\$4.00	125000

\$15.01 - \$20	70000	\$2	\$3	\$5	210000
\$20.01 - \$30	60000	\$2.50	\$3.50	\$6.00	210000
\$30.01 - \$50	50000	\$3	\$4	\$7	200000
\$50.01 - \$100	40000	\$3.50	\$4.50	\$8.00	180000
25000	20000	\$4	\$5	\$9	100000

Total	330000		10600000		1105000
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Total commissions to posse.com	1105000
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Total transactions (incl both seller & posse income)	10600000
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Banking transactions fees @ 1.5%	159000
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Total income for Posse.com through tickets	946000
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Music downloads - AUSTRALIA

	Sale price	Number sold	Seller Com	Posse com	Total posse
Songs	\$1.50	300000	0.2	0.3	90000
Albums	\$12	15600	\$1	\$2	31200

Total commission paid to posse.com	121200
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Total transactions	637200
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Band transactions fee @ 1.5%	9558
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Total income to posse through music downloads	111642
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Total income Australia	1057642
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CANADA INCOME

Ticket Price	Number sold	Seller Com	Posse Com	Total com	Total Posse
\$0 - \$10	5000	\$1	\$2	\$3	10000
\$10.01 - \$15	7000	\$1.50	\$2.50	\$4.00	17500
\$15.01 - \$20	9000	\$2	\$3	\$5	27000
\$20.01 - \$30	8000	\$2.50	\$3.50	\$6.00	28000
\$30.01 - \$50	7000	\$3	\$4	\$7	28000
\$50.01 - \$100	2500	\$3.50	\$4.50	\$8.00	11250
\$100 +	1500	\$4	\$5	\$9	7500

Total	40000				129250
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1117500

Total commissions to posse.com	129250
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Total transactions (incl both seller & posse income)	1117500
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Banking transactions fees @ 1.5%	22350
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Total income for Posse.com from ticket sales	106900
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Music downloads

	Sale price	Number sold	Seller Com	Posse com	Total posse
Songs	\$1.50	70000	0.2	0.3	21000
Albums	\$12	5200	\$1	\$2	10400

Total commission paid to posse.com	31400
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Total transactions	167400
Band transactions fee @ 1.5%	2511
Total income to posse through music downloads	28889
 Total income Canada	 135789

UK

Ticket Price	Number sold	Seller Com	Posse Com	Total com	Total Posse
£0 - 5	5000	\$1	\$2	\$3	10000
£5.01 - 10	7000	\$1.50	\$2.50	\$4.00	17500
£10.01 - 20	9000	\$2	\$3	\$5	27000
£20.01 - 30	8000	\$2.50	\$3.50	\$6.00	28000
£30.01 - 50	7000	\$3	\$4	\$7	28000
£50.01 - 100	2500	\$3.50	\$4.50	\$8.00	11250
£100 +	1500	\$4	\$5	\$9	7500
 Total	 40000				 129250

Total commissions to posse.com	129250
Total transactions (incl both seller & posse income)	1117500
Banking transactions fees @ 1.5%	22350
 Total income for Posse.com from ticket sales	 106900

Music downloads

	Sale price	Number sold	Seller Com	Posse com	Total posse
Songs	£1	70000	0.1	0.2	14000
Albums	£10	5200	\$1	\$2	10400

Total commission paid to posse.com	24400
Total transactions	104000
Band transactions fee @ 1.5%	1560
Total income to posse through music downloads	22840

Total income UK	£	129740
	in \$A	311376

TOTAL INCOME FOR YEAR 2	1504807
TOAL EXPENSES	\$965,000

TOTAL PROFIT	\$539,807
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Total Posse transactions

3000
12000
22500
24000
18750
29750
21250
12750

144000

Total Posse transactions

3000
12000

15000

Total Posse transactions

1500
6750
15000
37500
42500
42500
42500

188250

Total Posse transactions

7500
11250
24000
30000
21250
8500

102500

Total transactions
22500
9000

31500

Total transactions
22500
9000

31500

Total transactions
500000
625000

1225000
1350000
1500000
3000000
2400000

10600000

Total transactions

450000
187200

637200

Total transactions

25000
87500
157500
200000
280000
187500
180000

1117500

Total transactions

105000
62400

167400

Total transactions

25000
87500
157500
200000
280000
187500
180000

1117500

Total transactions

52000
\$52,000
104000