Epic Loot Hunters forecast Year 1 China NOT included

	MONTHLY
Retention rate	80%
Churn rate	20%
Duration	5 months
UA Investment	189,000.00
%Inomes to Marketing	20.0%
CPI	2.00
Organics Factor	3.00
Effective CPI	$0.67
Transaction amount	$1.00
Transactions quantity	3

DAU/MAU	0.300
Conversion to Pa	3.0%
Platform share	0.0%
PC Promotion Do	200000
Base Downloads	400000
Decrease Base	10%

	Of those who pay		
	Whales	Dolphins	Minnows
Split	1.0%	19.0%	20.0%
ARPPU	77.00	20.00	2.00

Ads Profit per us	0.03

Update			Boost Update 30000		Boost Update 30000		Boost Update 30000		Boost Update 30000		Boost Update 30000	
Month	1	2	3	4	5	6	7	8	9	10	11	12
New users or Retained	483,500	501,458	707,756	852,696	1,076,175	1,289,689	1,590,715	1,899,432	2,316,323	2,766,179	3,354,978	4,014,220
Returning users		386,800	710,606	1,134,690	1,589,909	2,132,867	2,738,045	3,463,008	4,289,952	5,285,020	6,440,959	7,836,750
Churned users		*96,700*	*177,652*	*283,672*	*397,477*	*533,217*	*684,511*	*865,752*	*1,072,488*	*1,321,255*	*1,610,240*	*1,959,187*
MAUs	483,500	888,258	1,418,362	1,987,386	2,666,084	3,422,556	4,328,760	5,362,440	6,606,275	8,051,199	9,795,937	11,850,970
DAUs	145,050	266,477	425,509	596,216	799,825	1,026,767	1,298,628	1,608,732	1,981,883	2,415,360	2,938,781	3,555,291
DAU/MAU	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30	0.30
Conversion rate	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
# of purchasers per day	4,352	7,994	12,765	17,886	23,995	30,803	38,959	48,262	59,456	72,461	88,163	106,659
# of purchasers per month	130,545	239,830	382,958	536,594	719,843	924,090	1,168,765	1,447,859	1,783,694	2,173,824	2,644,903	3,199,762
Revenue												
Whales	100,519.65	184,668.75	294,877.54	413,177.54	554,278.88	711,549.40	899,949.14	1,114,851.18	1,373,444.58	1,673,844.21	2,036,575.30	2,463,816.67
Dolphins	496,071.00	911,352.29	1,455,239.82	2,039,058.00	2,735,402.25	3,511,542.50	4,441,307.45	5,501,862.97	6,778,038.21	8,260,529.87	10,050,631.35	12,159,095.26
Minnows	52,218.00	95,931.82	153,183.14	214,637.68	287,937.08	369,636.05	467,506.05	579,143.47	713,477.71	869,529.46	1,057,961.20	1,279,904.76
IAP Cross revenue	648,808.65	1,191,952.87	1,903,300.51	2,666,873.23	3,577,618.20	4,592,727.95	5,808,762.64	7,195,857.63	8,864,960.50	10,803,903.54	13,145,167.85	15,902,816.70
											IAP Year one:	**76,302,750.25**
Ads Net Revenue	14,505.00	15,043.73	21,232.69	25,580.88	32,285.26	38,690.66	47,721.45	56,982.95	69,489.70	82,985.36	100,649.34	120,426.61
Transactions revenue	130,545.00	239,829.55	382,957.85	536,594.21	719,842.70	924,090.13	1,168,765.12	1,447,858.68	1,783,694.27	2,173,823.65	2,644,902.99	3,199,761.91
											Ads Year one:	**625,593.64**
Cross Revenue	793,858.65	1,446,826.15	2,307,491.04	3,229,048.32	4,329,746.16	5,555,508.74	7,025,249.20	8,700,699.26	10,718,144.47	13,060,712.55	15,890,720.18	19,223,005.22
											Cross Year one:	**92,281,009.94**
Expenses												
Marketing Investment	189,000.00	120,971.73	265,170.88	408,464.03	564,116.86	753,125.86	960,476.58	1,212,954.53	1,497,548.95	1,844,119.10	2,243,318.69	2,729,480.30
											MK Year one:	**12,788,747.50**
Net revenue	604,858.65	1,325,854.42	2,042,320.16	2,820,584.29	3,765,629.30	4,802,382.88	6,064,772.63	7,487,744.73	9,220,595.52	11,216,593.44	13,647,401.49	16,493,524.93
											Year one:	**79,492,262.44**
Analysis												
ARPU	*1.64*	*1.63*	*1.63*	*1.62*	*1.62*	*1.62*	*1.62*	*1.62*	*1.62*	*1.62*	*1.62*	*1.62*
ARPPU	*6.08*	*6.03*	*6.03*	*6.02*	*6.01*	*6.01*	*6.01*	*6.01*	*6.01*	*6.01*	*6.01*	*6.01*
Percentage of revenue from each customer grouping												
Whales	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*	*15%*
Dolphins	*76%*	*76%*	*76%*	*76%*	*76%*	*76%*	*76%*	*76%*	*76%*	*76%*	*76%*	*76%*
Minnows	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*	*8%*