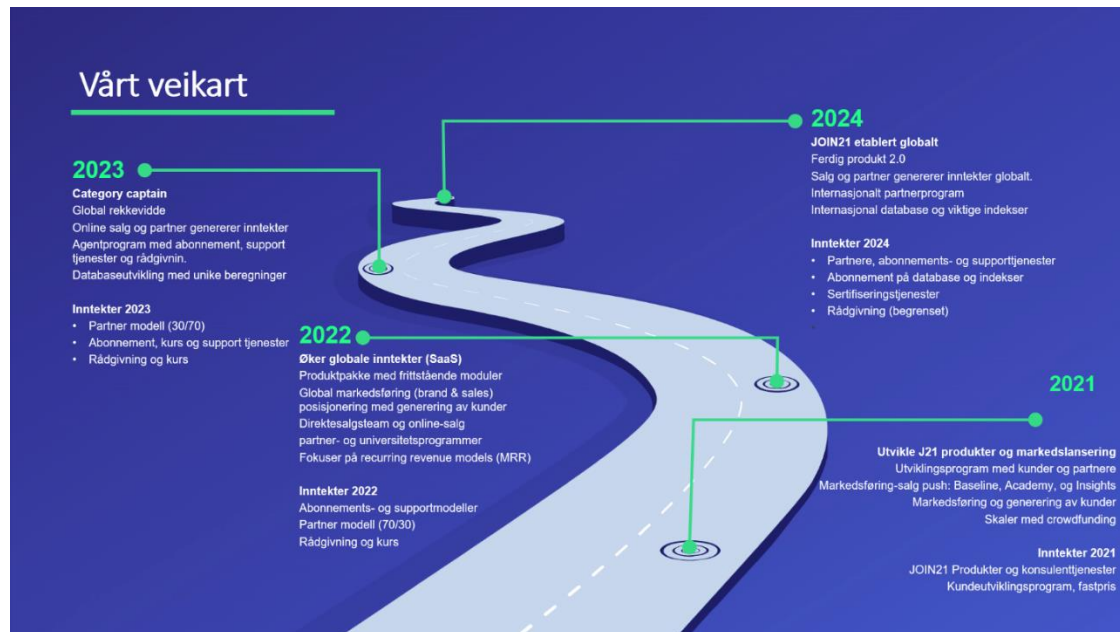


# FINANCIAL ESTIMATES: 2021 - 2024 global growth

We have already built the company to scale globally but need help to take a visible position as early as 2021. Our roadmap shows important initiatives and revenue models for growth, product development and marketing work.

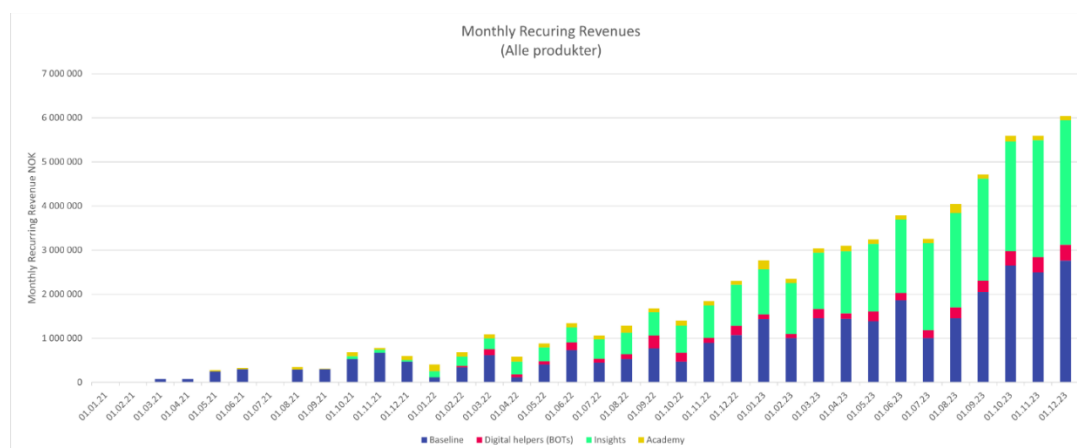


## MONTHLY RECURRING REVENUES (MRR)

Our business model and product pricing are based on MRR (monthly recurring revenues), this means we bill customers per user per month.

JOIN21 INSIGHTS is based on managers, department managers, project/team managers, and employees using the product monthly. The companies are charged for using the platform and pay a fixed sum per user per month.

**Below is an overview of how earnings are distributed on the products:**



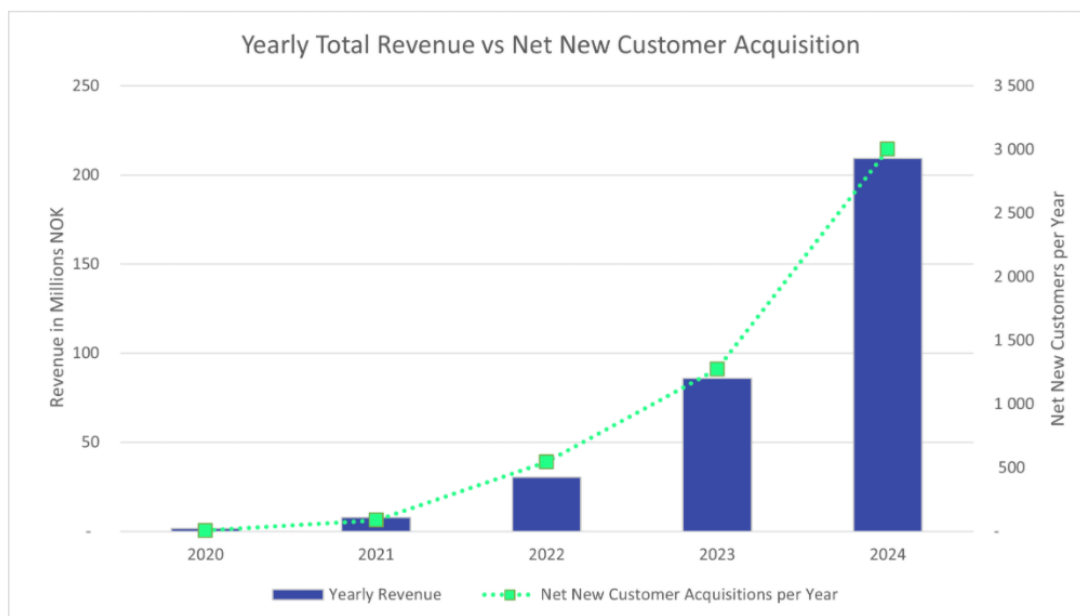
## FORECAST OVERVIEW

All sums in million NOK

Operational	2021	2022	2023	2024
Income	7,6	30,3	85,7	209,4
Revenue growth	5,2x	4,0x	2,8x	2,4x
Overall Costs	6,6	17,3	23,8	35,3
Operational results	0,1	1,3	6,2	17,4
Operational Margin (before tax)	13 %	43 %	72 %	83 %

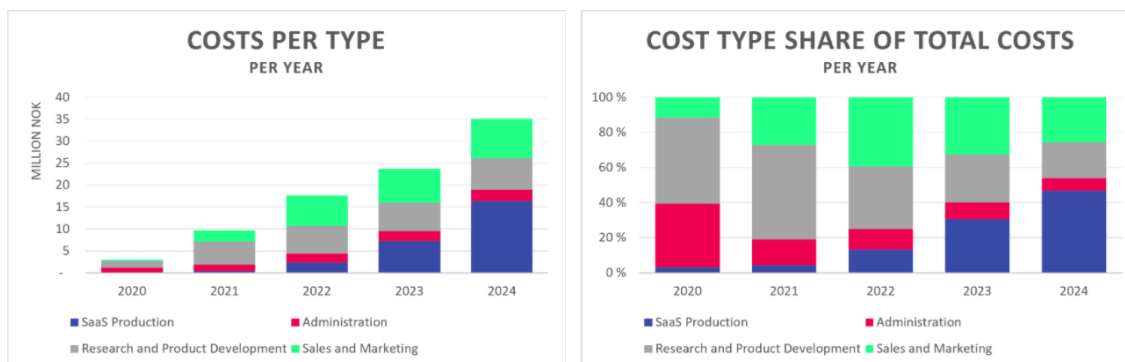
## REVENUE FORECAST

Annual revenue growth with net customer access per year.



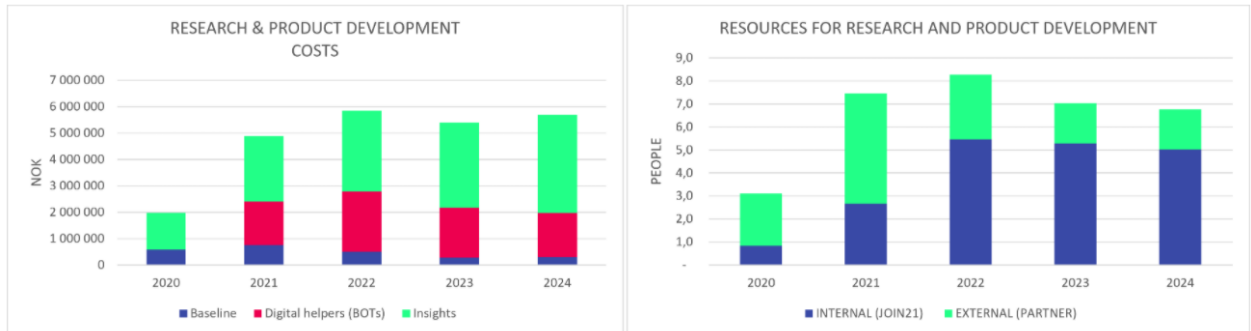
## COSTS

Aggregate figures with all our monthly repetitive earnings (MRR) based on monthly active users (MAU).



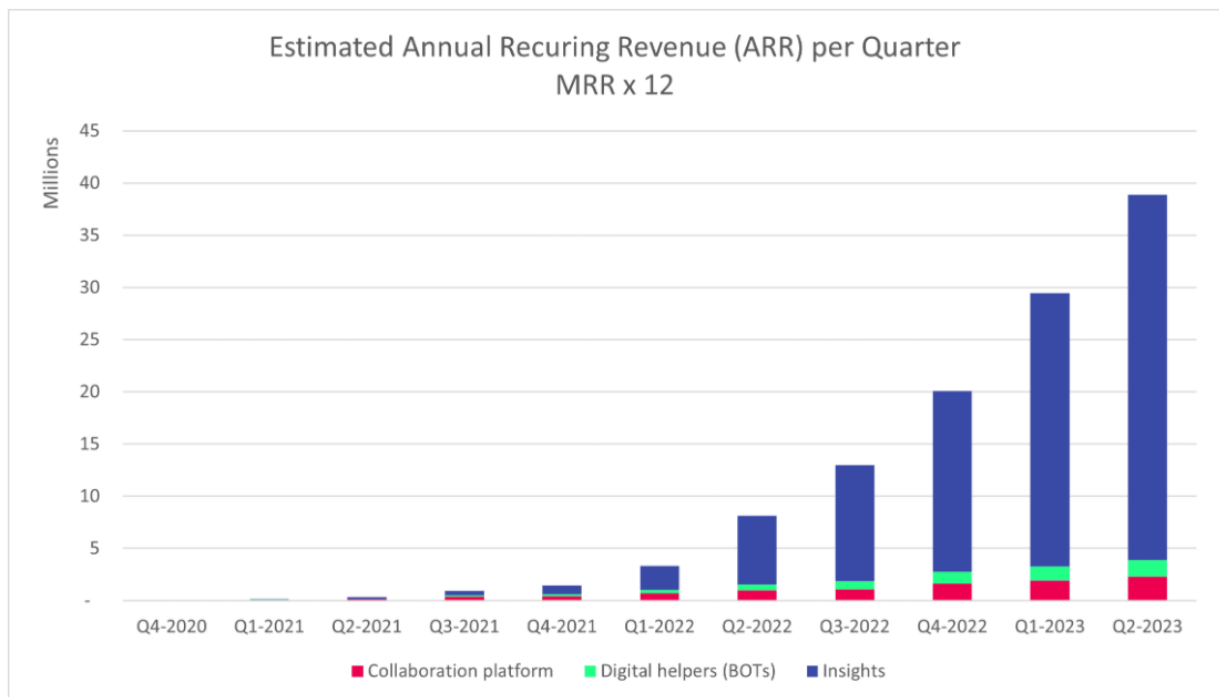
## PRODUCTDEVELOPMENT

Research and product development costs as well as internal and external resource investments.



## ANNUAL RECURRING REVENUES (ARR)

Total figures with all our monthly repetitive earnings (ARR) based on monthly active users (MAU)



## PROFITABILITY

Shows total operating costs as well as research and development with profitability growth over time.

