



## ECONOMIC MODEL ALTAIR VR

This version of calculations is made if half of the hard-cup is collected.

Calculations are made on the basis of data released VR devices from the site statista.com. We assumed that with marketing costs of \$ 21.0 million in 2018, \$ 24.0 million in 2019 and \$ 42.4 million in 2020, the share of VR devices using the platform would be 5%, 8%, and 12 % respectively. In this case, the number of purchased virtual reality experience (VRE) per month per device will be 2, 4 and 7 VRE, respectively.

The cost of VRE is determined by the developers and will be from 1 to 15 \$. For calculations, the average cost is \$ 6. Commission platform is 10%. When buying a franchise, the franchisee pays from each show at \$ 0.50, which will be distributed in the following ratio: 50% to the developers, 50% to the platform.

### Model parameters

	<u>2018</u>	<u>2019</u>	<u>2020</u>
Share of users of the ALTAIR VR platform	5%	8%	12%
The amount of content (VRE) per headset per month	1 - 2	3 - 4	5 - 7
The average cost of a content unit (VRE)	6 \$		
Commission of the platform ALTAIR VR	10%		
Royalties deductible from one show	0,25 \$		



ALTAIR VR

## TOTALS 2017-2020

Currency: \$ (USD)

Unit of funds measurement: 1:1000

	<b>TOTAL</b>	<u>I Q 2018</u>	<u>II Q 2018</u>	<u>III Q 2018</u>	<u>IV Q 2018</u>	<u>I Q 2019</u>	<u>II Q 2019</u>	<u>III Q 2019</u>	<u>IV Q 2019</u>	<u>I Q 2020</u>	<u>II Q 2020</u>	<u>III Q 2020</u>	<u>IV Q 2020</u>
REVENUES	<b>560 417</b>	25 000	82	3 974	6 783	17 960	23 446	26 528	32 254	87 651	105 378	106 698	124 664
EXPENSES	<b>117 485</b>	1 070	8 149	9 579	10 107	11 306	12 051	5 433	6 055	11 589	13 362	13 494	15 290
PROFIT	<b>442 931</b>	23 930	-8 067	-5 605	-3 324	6 653	11 395	21 094	26 199	76 062	92 016	93 204	109 374
Net Profit Value	<b>394 776</b>	23 930	-7 871	-5 403	-3 165	6 262	10 600	19 397	23 818	68 370	81 792	81 937	95 108
CASH FLOW		23 930	15 863	10 258	6 934	13 588	24 982	46 077	72 276	148 338	240 354	333 558	442 931
Self-sufficiency	<b>1 year</b>												

## PROFIT & LOSS

		<b>TOTAL</b>	<u>I Q 2018</u>	<u>II Q 2018</u>	<u>III Q 2018</u>	<u>IV Q 2018</u>	<u>I Q 2019</u>	<u>II Q 2019</u>	<u>III Q 2019</u>	<u>IV Q 2019</u>	<u>I Q 2020</u>	<u>II Q 2020</u>	<u>III Q 2020</u>	<u>IV Q 2020</u>
REVENUES		<b>560 417</b>	25 000	82	3 974	6 783	17 960	23 446	26 528	32 254	87 651	105 378	106 698	124 664
DISTRIBUTION (B2C)	<b>90%</b>	<b>483 202</b>	0	0	3 069	5 115	15 691	20 174	22 416	26 899	81 216	97 459	97 459	113 702
FRANCHIZE	<b>10%</b>	<b>52 215</b>	0	82	905	1 668	2 268	3 272	4 112	5 355	6 435	7 918	9 238	10 962
<b>EXPENSES</b>		<b>117 485</b>	1 070	8 149	9 579	10 107	11 306	12 051	5 433	6 055	11 589	13 362	13 494	15 290
Office costs	<b>1%</b>	<b>1 175</b>	38	77	85	97	104	108	110	111	111	111	111	111
HR costs	<b>21%</b>	<b>24 505</b>	766	1 533	1 780	1 975	2 064	2 245	2 318	2 365	2 365	2 365	2 365	2 365
Marketing costs	<b>75%</b>	<b>87 543</b>	-	6 009	7 397	7 678	8 796	9 345	2 653	3 225	8 765	10 538	10 670	12 466
Hard&Soft	<b>1%</b>	<b>1 541</b>	168	336	119	136	114	108	100	96	91	91	91	91
Other expenses	<b>2%</b>	<b>2 722</b>	97	195	198	221	228	246	253	257	257	257	257	257