SUREPATH
wealth

Quarterly Performance Report

Client Name
Q4 2018

Executive Summary

REVENUE

Revenue $385,615 (Last quarter $381,226)

Positive trend upwards.

PROFITABILITY

Profitability Ratio 9.83% (Last quarter 30%)

Negative trend downwards. Strategies to improve profitability include: increasing price, increasing sales volume, reducing cost of sales and reducing operating expenses

ACTIVITY

Activity Ratio 7.53 times (Last quarter 7.18 times)

Positive trend upwards. Strategies to improve the activity ratio include seeking ways to optimize the balance sheet, ie. by reducing the investment in working capital, selling-off any unused assets or by increasing sales using the same asset base.

EFFICIENCY

Return on Capital Employed 73.98% (Last quarter 215.49%)

Negative trend downwards. A lower ROCE% may indicate a less efficient use of capital employed.

WORKING CAPITAL

Cash Conversion Cycle 0 days (Last quarter 0 days)

Positive trend downwards. Strategies to improve cash conversion include: collecting debt faster, reducing inventory levels, billing work in progress faster and paying creditors slower

CASH FLOW

Free Cash Flow $21,203

Free Cash Flow is positive. After paying its operating expenses and investing for future growth (capital expenditures) the business has generated cash. This cash is available to be paid back to the suppliers of capital.

MARGINAL CASH FLOW

Net Variable Cash Flow 100%

Net variable cash flow is positive. The business will generate cash from each additional $1 of products or services that the business sells.

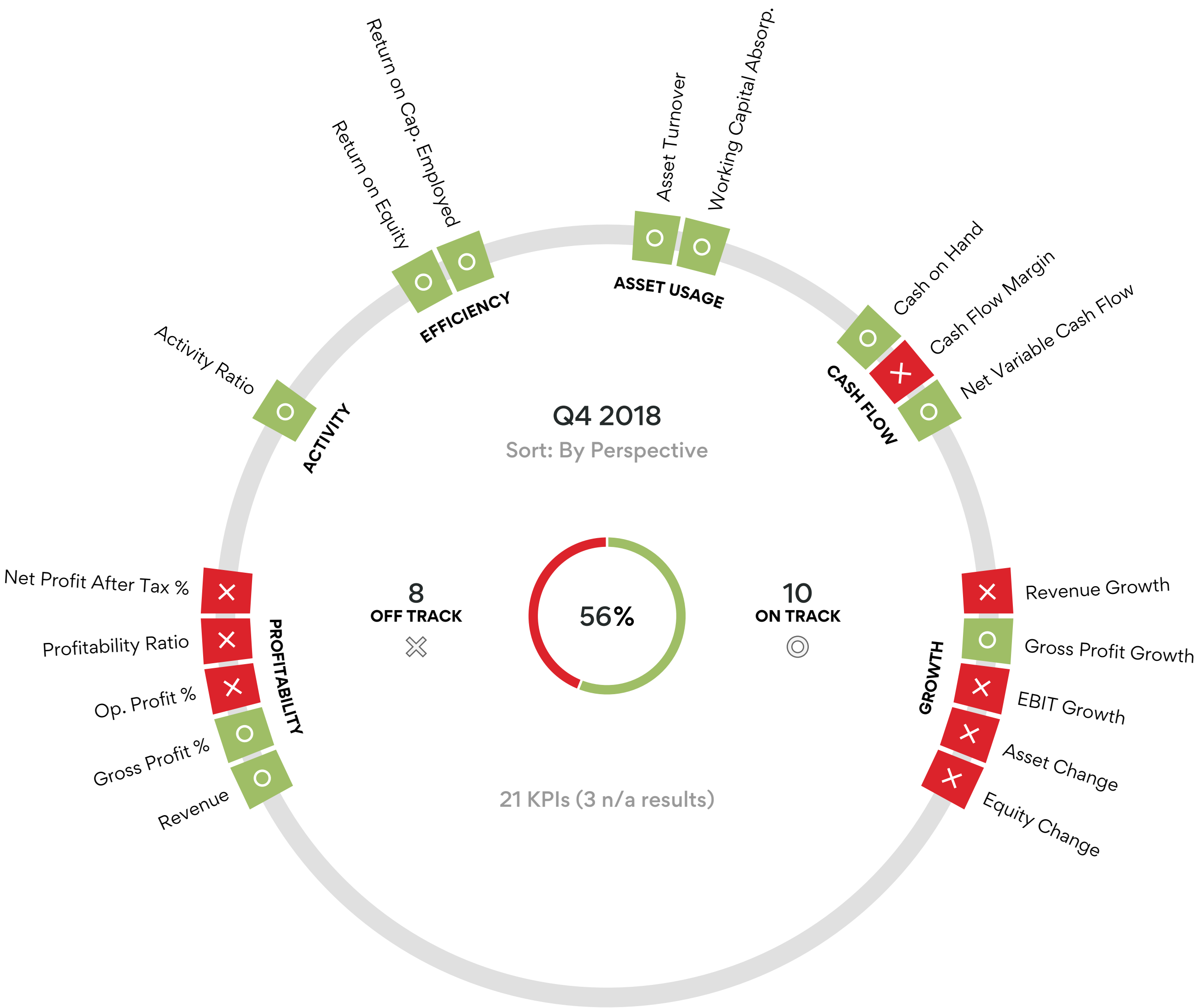
DEBT

Net Debt ($192,219) (Last quarter ($204,484))

Net debt levels have risen.

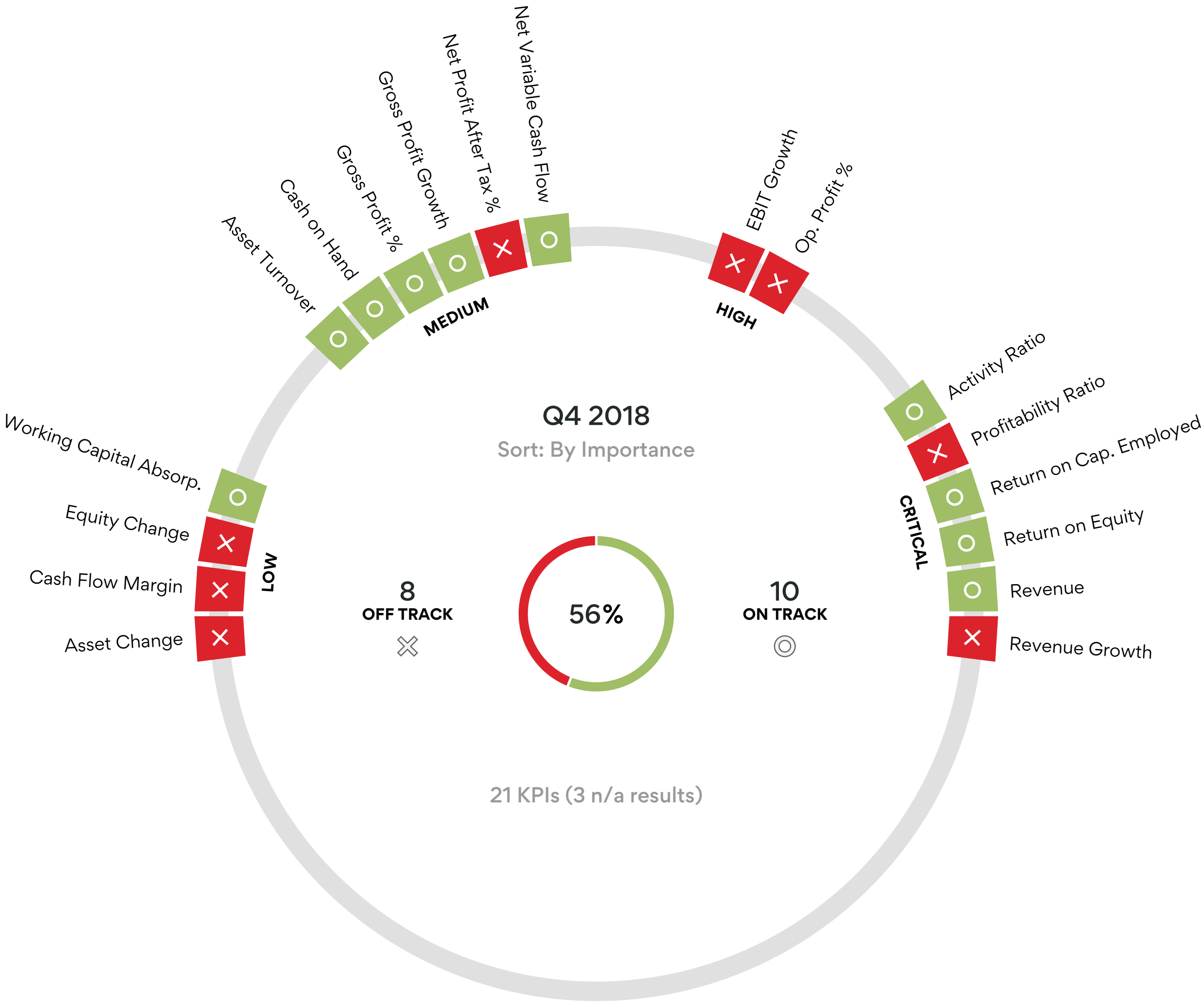
KPI Results

This chart shows KPIs grouped into performance perspectives.



KPI Results

This chart shows KPIs sorted by degree of importance. KPIs are classified as either low, medium, high or critical importance.



KPI Results

	1 ALERT	RESULT		TREND	IMPORTANCE
A **PROFITABILITY**		Q4 2018	Q3 2018	vs Q3 2018	
Total Revenue		$385,615	$381,226	▲ 1.2%	Critical
Gross Profit Margin		100%	100%	0%	Medium
Operating Profit Margin	●	9.83%	30%	▼ -20.17%	High
Profitability Ratio		9.83%	30%	▼ -20.17%	Critical
Net Profit After Tax Margin		6.79%	27.76%	▼ -20.96%	Medium
B **ACTIVITY**					
Activity Ratio		7.53 times	7.18 times	▲ 0.34 times	Critical
Accounts Payable Days		–	–	–	Medium
C **EFFICIENCY**					
Return on Equity		49.61%	273.07%	▼ -223.46%	Critical
Return on Capital Employed		73.98%	215.49%	▼ -141.51%	Critical
D **ASSET USAGE**					
Asset Turnover		7.53 times	7.18 times	▲ 0.34 times	Medium
Working Capital Absorption *		0%	0%	0%	Low
E **LIQUIDITY**					
Current Ratio		–	–	–	Medium
Quick Ratio		–	–	–	Medium
F **CASH FLOW**					
Cash on Hand		$192,219	$204,484	▼ -6%	Medium
Cash Flow Margin		6.79%	34.54%	▼ -27.75%	Low
Net Variable Cash Flow		100%	100%	0%	Medium
G **GROWTH**					
Revenue Growth		1.15%	17.49%	▼ -16.34%	Critical
Gross Profit Growth		1.15%	17.49%	▼ -16.34%	Medium
EBIT Growth		-66.85%	-9.67%	▼ -57.19%	High
Asset Change		-3.45%	33.41%	▼ -36.86%	Low
Equity Change		-3.6%	36.31%	▼ -39.91%	Low

* For this metric, a result below target is favourable

Alerts

Operating Profit Margin

The Operating Profit Margin % is less than the alert level of 10%. A review of all costs of sales and operating expenses may assist to identify strategies to improve this KPI.

Profitability

REVENUE

$385,615

A measure of the total amount of money received by the company for goods sold or services provided.

EXPENSES TO REVENUE RATIO

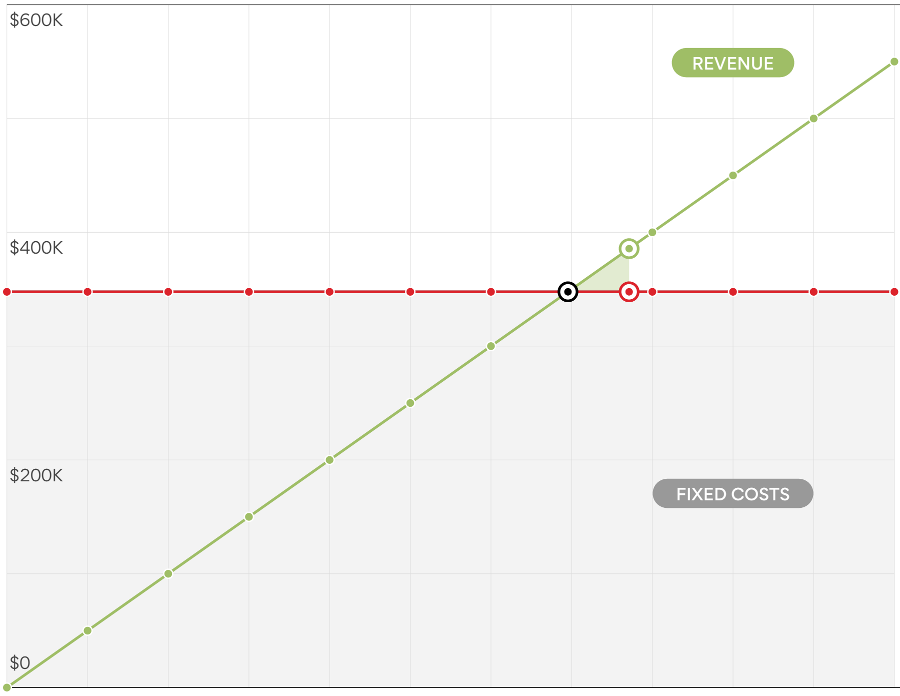
90.17%

A measure of how efficiently the business is conducting its operations.

MARGIN OF SAFETY

$37,905

The breakeven safety margin represents the gap between the actual revenue level and the breakeven point.



REVENUE

$385,615

TOTAL COSTS

$347,710

BREAKEVEN POINT

$347,710

MARGIN OF SAFETY

$37,905

VARIABLE COSTS

$0.00 PER $1 OF REVENUE

FIXED COSTS

$347,710

Profitability can be further improved by improving price, volume, cost of sales and operating expense management.

Top 10 Revenue Accounts

Sales- Consulting	$385,615
Other Revenue	$0

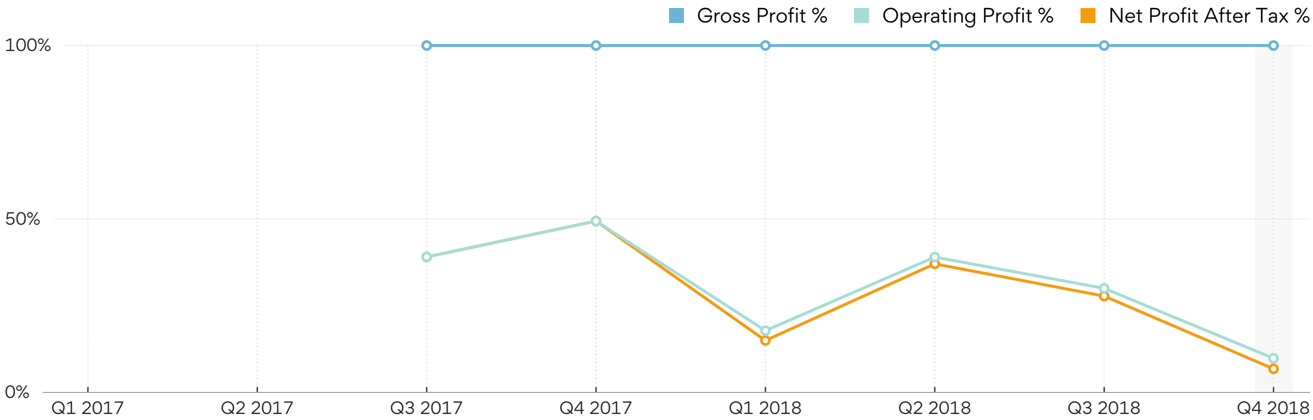
Top 10 Expense Accounts

Wages and Salaries	$246,464
SLS Licenses	$15,083
Advertising/Marketing	$14,643
Merchant Fees	$11,785
Travel	$8,869
Facebook Advertising	$7,633
Software Subscriptions	$6,944
Marketing Consulting	$6,852
Education and Learning	$5,566
Marketing Software	$4,545

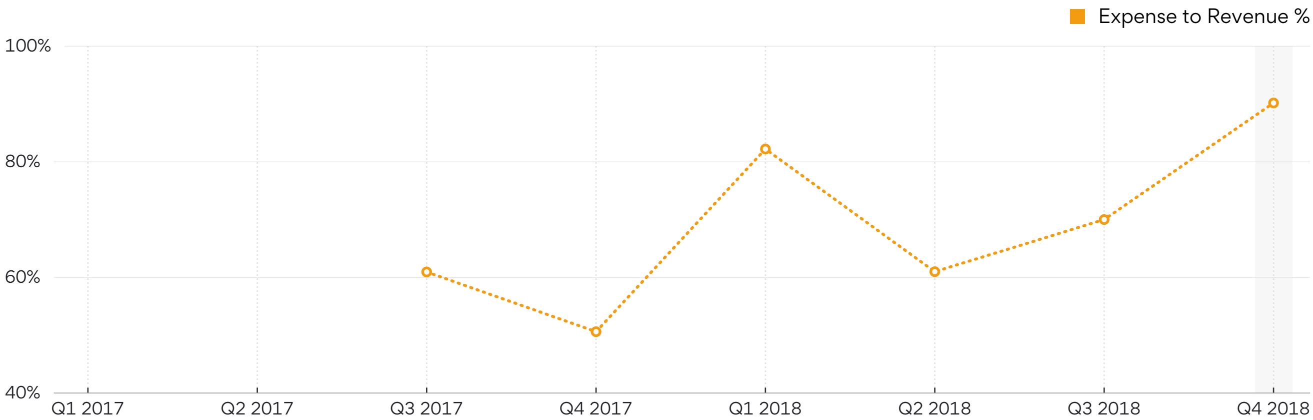
Profitability Charts

	Q4 2018	% of Revenue	Q1 2018	Q2 2018	Q3 2018
Gross Profit	$385,615	100.0%	$236,641	$324,479	$381,226
Operating Profit	$37,905	9.8%	$42,109	$126,594	$114,356
Earnings Before Interest & Tax	$37,905	9.8%	$42,109	$126,594	$114,356
Earnings After Tax	$26,202	6.8%	$35,402	$120,234	$105,819

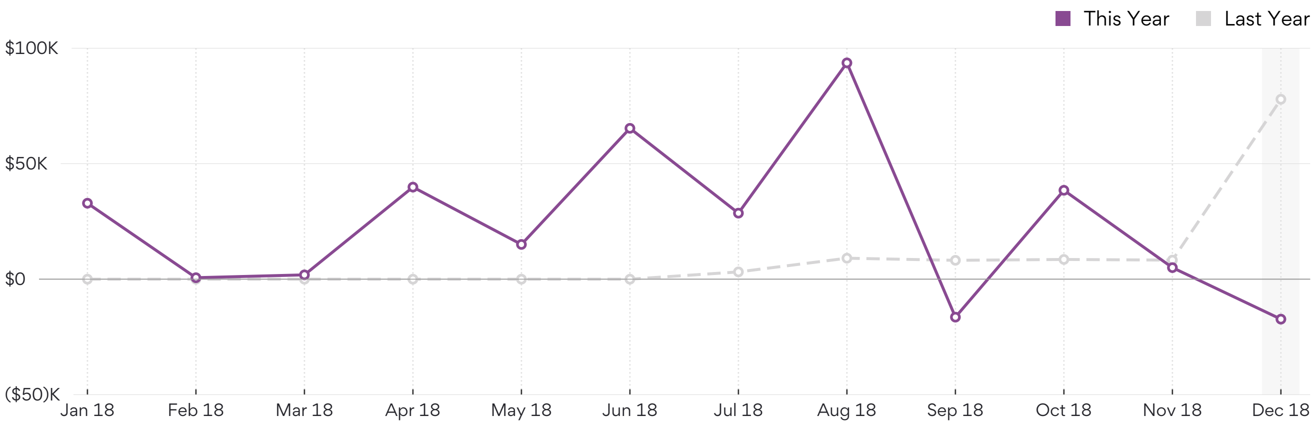
% Margins



Expense-to-Revenue (%)



Earnings After Tax This Year vs Last Year



Cash Flow

OPERATING CASH FLOW

$26,202

Operating cash flow is simply the cash generated by the operating activities of the business. Operating activities include the production, sales and delivery of the company's product and/or services as well as collecting payment from its customers and making payments to suppliers.

FREE CASH FLOW

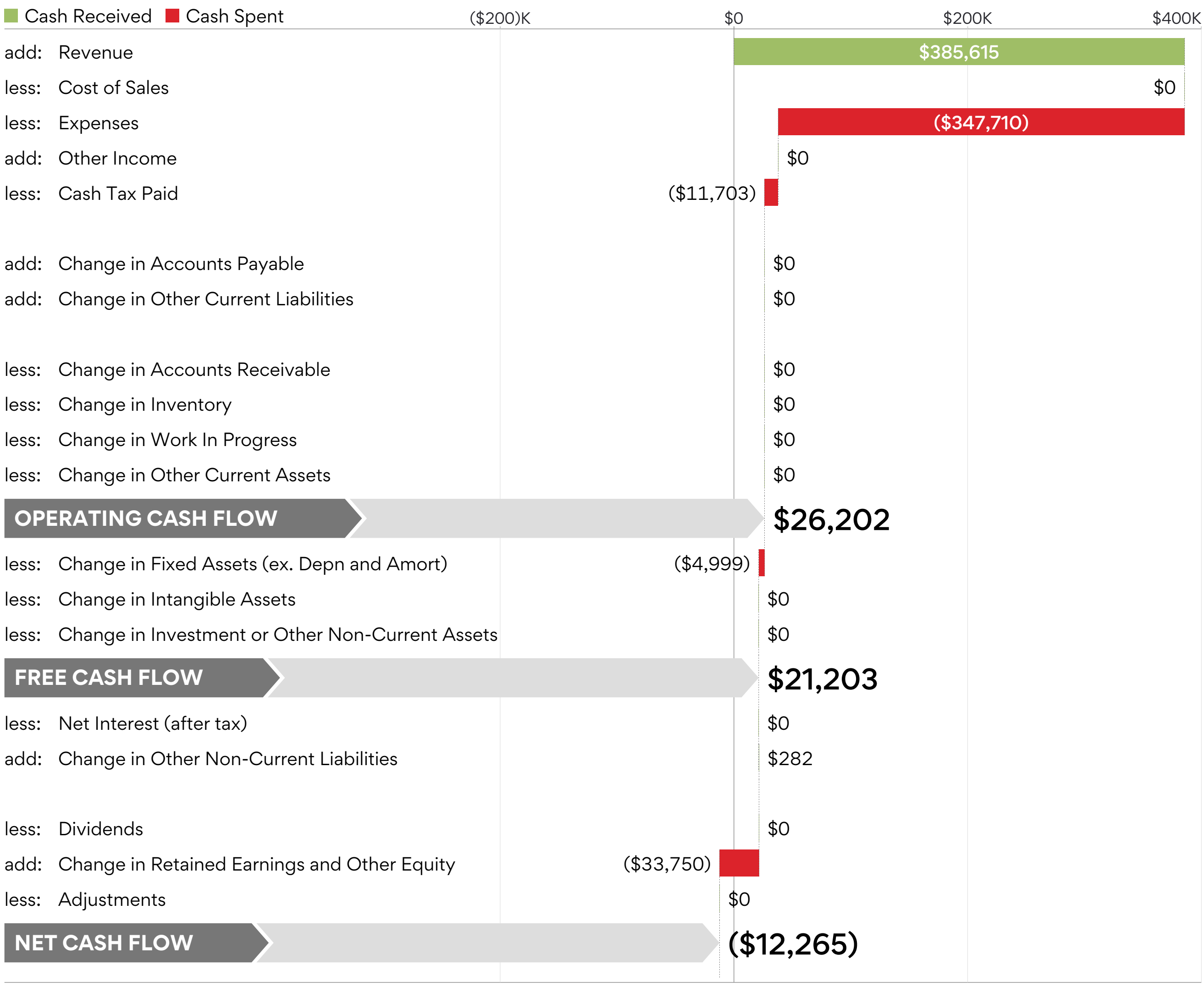
$21,203

Free cash flow is the cash generated by the business, after paying its expenses and investing for future growth. It is the cash left after subtracting capital expenditure from operating cash flow. The term "free cash flow" is used because this cash is free to be paid back to the suppliers of capital.

NET CASH FLOW

($12,265)

Net cash flow is the cash left after subtracting expenditures from financing activities from the free cash flow. This includes the cash impact from financing activities. Financing activities include the inflow of cash from investors such as banks or shareholders, as well as the outflow of cash to shareholders as dividends.



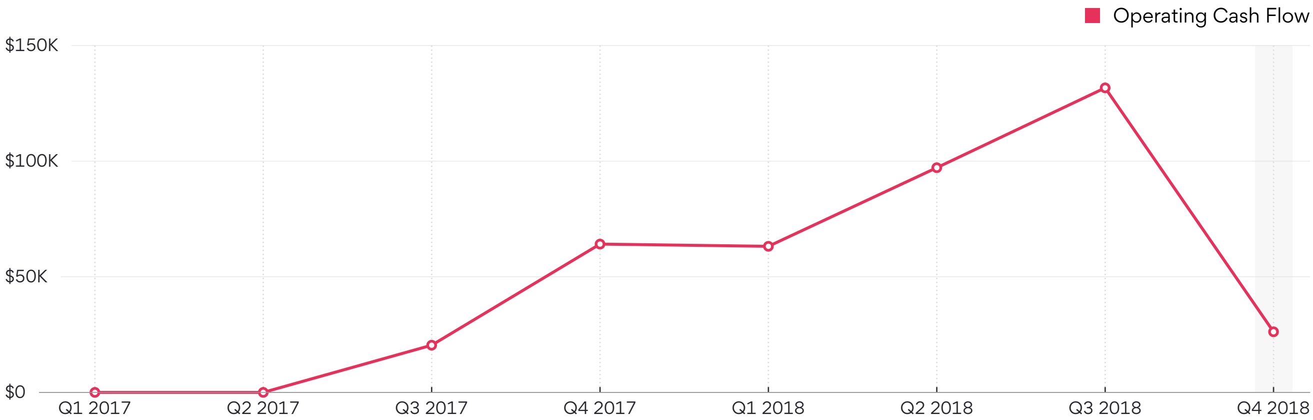
Net Cash Flow can also be calculated as:

Change in Cash on Hand ($12,265) (Open: $204,484, Close: $192,219) — **Change in Debt** $0 (Open: $0, Close: $0)

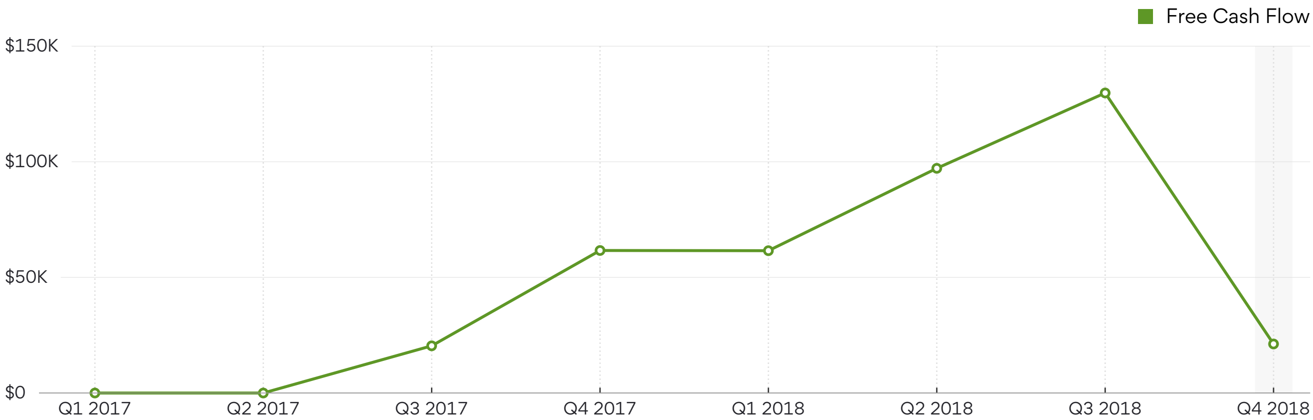
Cash Flow Charts

	Q4 2018	Q1 2018	Q2 2018	Q3 2018
Operating Cash Flow	$26,202	$63,172	$97,166	$131,687
Free Cash Flow	$21,203	$61,547	$97,166	$129,754
Net Cash Flow	($12,265)	$11,547	$62,166	$80,734
Cash on Hand	$192,219	$61,584	$123,750	$204,484

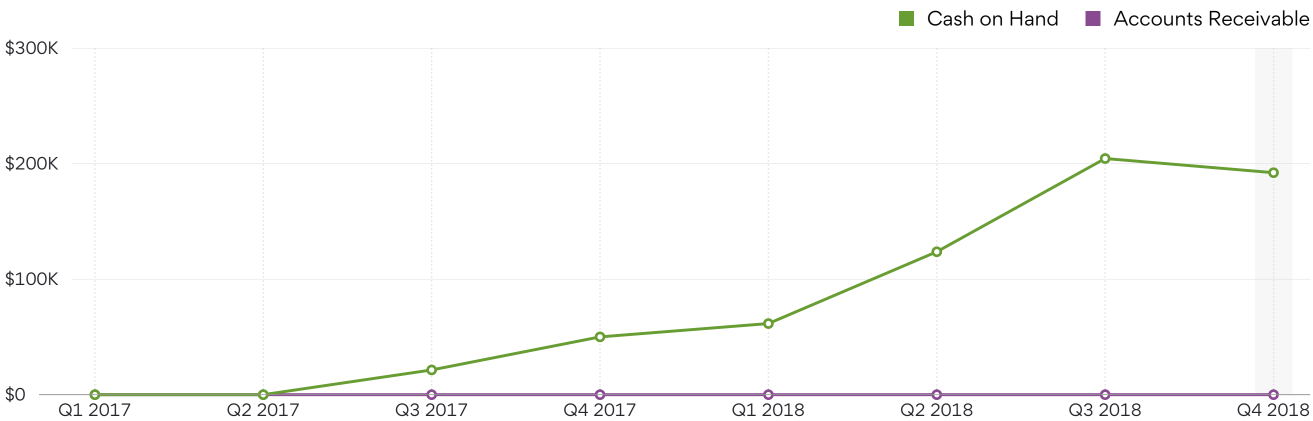
Operating Cash Flow



Free Cash Flow



Cash & Receivables



Growth

REVENUE GROWTH

1.15%

A measure of the percentage change in Revenue for the period.

EBIT GROWTH

-66.85%

A measure of the percentage change in EBIT for the period.

ASSET CHANGE

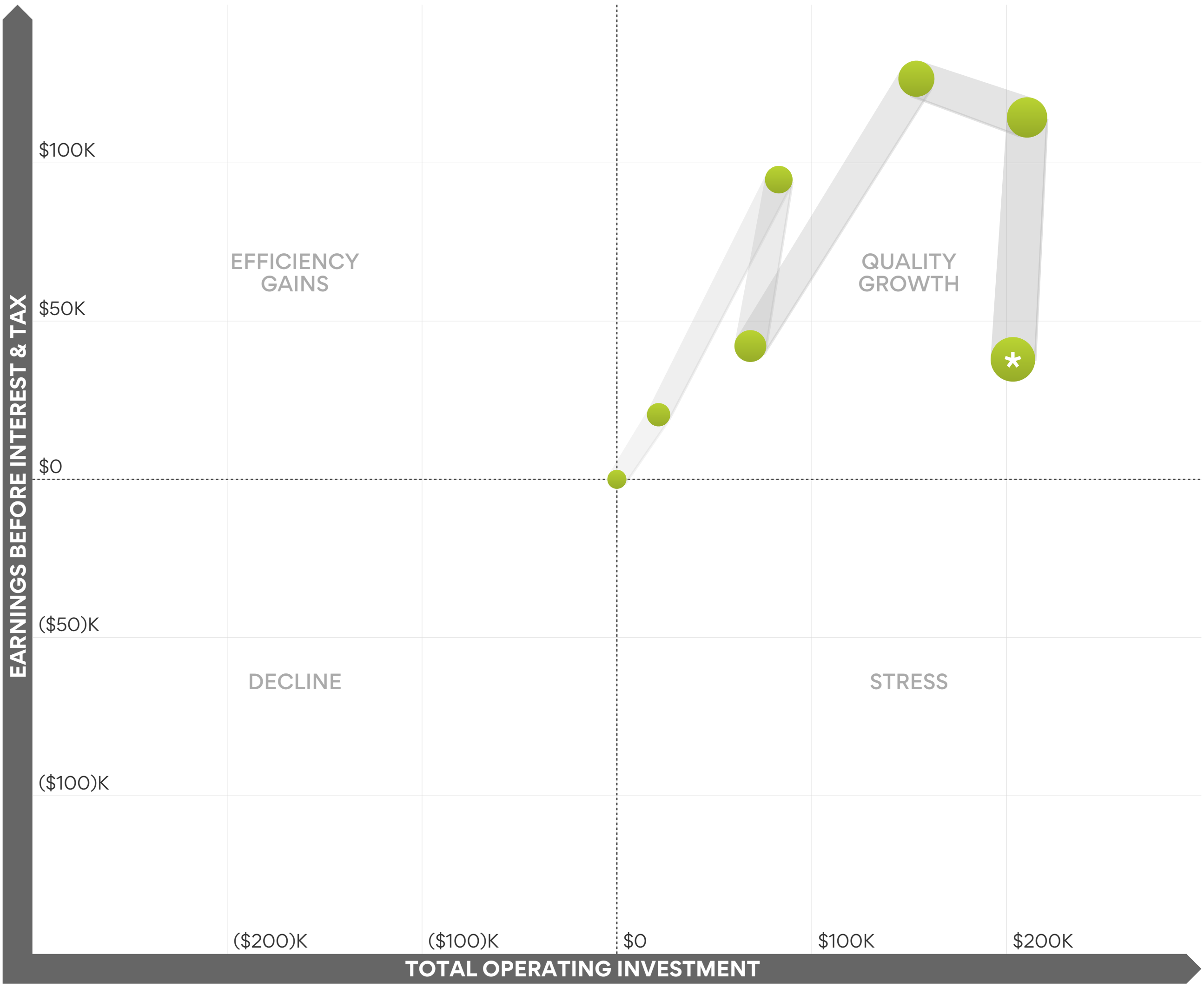
-3.45%

A measure of the percentage change in Total Assets for the period.

Change in Key Drivers (from prior quarter)

Revenue	Cost of Sales	Expenses	Receivable Days	Inventory Days	Payable Days
Up 1.2%	–	Up 30.3%	–	–	–

GROWTH FROM Q1 2017 to Q4 2018



*** Total Operating Investment $203,275; Earnings Before Interest & Tax $37,905**

Size of the circle shows the recency of the result

Vertical position of the circle shows the growth in Earnings Before Interest & Tax

Horizontal position of the circle shows the growth in Total Operating Investment

Financials

PROFIT & LOSS	Q4 2018	Q3 2018	Variance %
Revenue	$385,615	$381,226	1.15%
Cost of Sales	$0	$0	–
Gross Profit	**$385,615**	**$381,226**	**1.15%**
Expenses	$347,710	$266,869	30.29%
Operating Profit	**$37,905**	**$114,356**	**-66.85%**
Tax Expenses	$11,703	$8,538	37.08%
Earnings After Tax	**$26,202**	**$105,819**	**-75.24%**
Dividends	$0	$0	–
Retained Income	**$26,202**	**$105,819**	**-75.24%**

BALANCE SHEET	Q4 2018	Q3 2018	Variance %
ASSETS			
Cash & Equivalents	$192,219	$204,484	-6.00%
Accounts Receivable	$0	$0	–
Inventory	$0	$0	–
Work in Progress	$0	$0	–
Other Current Assets	$0	$0	–
Total Current Assets	**$192,219**	**$204,484**	**-6.00%**
Fixed Assets	$11,056	$6,057	82.54%
Intangible Assets	$0	$0	–
Investments or Other NCAs	$0	$0	–
Total Non-Current Assets	**$11,056**	**$6,057**	**82.54%**
Total Assets	**$203,275**	**$210,541**	**-3.45%**
LIABILITIES			
Short Term Debt	$0	$0	–
Accounts Payable	$0	$0	–
Tax Liability	$0	$0	–
Other Current Liabilities	$0	$0	–
Total Current Liabilities	**$0**	**$0**	**–**
Long Term Debt	$0	$0	–
Deferred Taxes	$0	$0	–
Other Non-Current Liabilities	$1,262	$980	28.78%
Total Non-Current Liabilities	**$1,262**	**$980**	**28.78%**
Total Liabilities	**$1,262**	**$980**	**28.78%**
EQUITY			
Retained Earnings	$115,106	$115,106	0.00%
Current Earnings	$287,657	$261,455	10.02%
Other Equity	($200,750)	($167,000)	-20.21%
Total Equity	**$202,013**	**$209,561**	**-3.60%**
Total Liabilities & Equity	**$203,275**	**$210,541**	**-3.45%**

KPIs Explained

NA Accounts Payable Days

A measure of how long it takes for the business to pay its creditors. A stable higher number of days is generally an indicator of good cash management. A longer time taken to pay creditors has a positive impact on Cash Flow. But an excessive lengthening in this ratio could indicate a problem with sufficiency of working capital to pay creditors.

Accounts Payable Days = Accounts Payable * Period Length / Cost of Sales

Activity Ratio 7.53 times

A measure of the efficiency or effectiveness with which the business manages its resources or assets. This measure indicates the speed with which Net Operating Assets (Equity + Debt) are converted or turned into sales. This can be improved by optimising balance sheet efficiency, ie. by reducing the investment in working capital, selling-off any unused assets or by seeking ways to maximise the use of assets. For this period, the activity ratio has exceeded the target of 2.00 times.

Activity Ratio = Annualised Revenue / Total Invested Capital

Asset Change -3.45%

A measure of the percentage change in Total Assets for the period. Total Assets on the balance sheet changed by -3.45%. For this period, change in total assets was less than the target of 0.74%.

Asset Change = (Total Assets - Opening Total Assets) / Opening Total Assets * 100

Asset Turnover 7.53 times

A measure of how effectively the business has used its assets to generate revenue. The business makes $752.62 of sales for every $100 of its asset investment. The higher the number the better the turnover. Ways to improve this metric include increasing sales using the same asset base, using capital more efficiently, and/or improve cash management by reducing inventory and receivables. For this period, the Asset Turnover exceeds the target of 5.00 times.

Asset Turnover = Annualised Revenue / Total Assets

Cash Flow Margin 6.79%

A measure of the company's ability to turn sales into cash. The business converts each $100 of sales into $6.79 of Operating Cash Flow. For this period, the Cash Flow Margin was less than the target of 120%.

Cash Flow Margin = Operating Cash Flow / Revenue * 100

Cash on Hand $192,219

A measure of the cash and cash equivalents in actual possession by the company at a particular time. At the end of this period the company held $192,219 of cash and cash equivalents. Cash on Hand is above the required target of $10,000.

Cash on Hand = Cash & Equivalents

NA Current Ratio

A measure of liquidity. This measure compares the totals of the current assets and current liabilities. The higher the current ratio, the greater the 'cushion' between current obligations and the business's ability to pay them. Generally a current ratio of 2 or more is an indicator of good short-term financial strength. In other words, the current assets of the business should be at least double the current liabilities.

Current Ratio = Total Current Assets / Total Current Liabilities

✕ EBIT Growth -66.85%

A measure of the percentage change in EBIT for the period. A combination of growth in revenues and growth in profits presents a balanced measure of growth For this period, EBIT growth of -66.85% was less than the target of 0.5%.

EBIT Growth = (Earnings Before Interest & Tax - Prior Earnings Before Interest & Tax) / Prior Earnings Before Interest & Tax * 100

✕ Equity Change -3.6%

A measure of the percentage change in Total Equity for the period. Total Equity changed by -3.6%. For this period, change in equity was less than the target of 0.74%.

Equity Change = (Total Equity - Opening Total Equity) / Opening Total Equity * 100

✓ Gross Profit Growth 1.15%

A measure of the percentage change in gross profit for the period. For this period, gross profit growth of 1.15% exceeded the target of 0.5%.

Gross Profit Growth = (Gross Profit - Prior Gross Profit) / Prior Gross Profit * 100

✓ Gross Profit Margin 100%

A measure of the proportion of revenue that is left after deducting all costs directly related to the sales. For each $100 in sales the business retains $100.00 after deducting the cost of sales. The gross profit serves as the source for paying operating expenses. The gross profit margin can be further improved by improving price, volume and cost of sales management. For this period, the gross profit margin % is above the required target of 35%.

Gross Profit Margin = Gross Profit / Revenue * 100

✕ Net Profit After Tax Margin 6.79%

A measure of the proportion of revenue that is left after all expenses have been paid. The business makes $6.79 of net profit for every $100 it generates in revenue. For this period, the Net Profit After Tax margin is below the required target. This may indicate cost blowouts that require efficiency improvements.

Net Profit After Tax Margin = Earnings After Tax / Revenue * 100

✓ Net Variable Cash Flow 100%

A measure of the additional cash that will either be generated or used up by the next $100 of products or services that the business sells. If the Net Variable Cash Flow is positive then for every additional $100 of revenue the business will generate cash. If the Net Variable Cash Flow is negative then for every additional $100 of revenue the business will require additional cash funding. For this period, the Net Variable Cash Flow exceeded the target of 0%. The Net Variable Cash Flow is 100% of gross revenue. Each additional $100 of Revenue will generate $100.00 of cash.

Net Variable Cash Flow = (Annualised Revenue - Annualised Variable COS - Annualised Variable Expenses - Operating Working Capital) / (Annualised Revenue) * 100

✕ Operating Profit Margin 9.83%

A measure of the proportion of revenue that is left after deducting all operating expenses. This reveals the operating efficiency of the business. The business converts each $100 of sales into $9.83 of profits. The operating profit margin can be further improved by improving price, volume, cost of sales and expense management. For this period, the operating profit margin is below the required target of 25%.

Operating Profit Margin = Operating Profit / Revenue * 100

Profitability Ratio 9.83%

A measure of the proportion of revenue that is left after deducting all expenses. This excludes finance costs and tax expenses. The business makes $9.83 of EBIT for every $100 it generates of revenue. The profitability ratio can be further improved by improving price, volume, cost and expense management. For this period, the Profitability ratio is below the required target of 15%.

Profitability Ratio = Earnings Before Interest & Tax / Revenue * 100

NA Quick Ratio

The Quick Ratio measures the availability of assets which can quickly be converted into cash to cover current liabilities. Inventory and other less liquid current assets are excluded from this calculation. The Quick Ratio is a measure of the ability to pay short-term creditors immediately from liquid assets. A quick ratio of 1:1 or more is considered 'safe'.

Quick Ratio = (Cash & Equivalents + Accounts Receivable) / Total Current Liabilities

Return on Capital Employed 73.98%

A measure of the efficiency and profitability of capital investment (ie. funds provided by shareholders & lenders). ROCE monitors the relationship between the capital ('inputs') used by the business and the earnings ('outputs') generated by the business. ROCE is arguably one of the most important performance measures. The higher the result the greater the return to providers of capital. For this period, the business has generated a ROCE of 73.98%. This return exceeds the target of 12.5%.

Return on Capital Employed = Annualised Earnings Before Interest & Tax / Total Invested Capital * 100

Return on Equity 49.61%

A measure of how effectively the business has used the resources provided by its owners to generate profits. The higher the ratio the greater the rate of return for shareholders. For this period, the business has generated a Return on Equity of 49.61%. This return exceeds the target of 15%.

Return on Equity = Annualised Net Income / Opening Total Equity * 100

Revenue Growth 1.15%

A measure of the percentage change in revenue for the period. Management should ensure that revenues increase at rates higher than general economic growth rates (ie. inflation). For this period, revenue growth of 1.15% was below the target growth of 1.23%.

Revenue Growth = (Revenue - Prior Revenue) / Prior Revenue * 100

Total Revenue $385,615

A measure of the total amount of money received by the company for goods sold or services provided. The business has earned total revenues of $385,615. Strategies to improve revenue may include increasing prices, increasing the volume of sales through marketing initiatives or finding alternative sources of income. For this period, the revenue earned is above the required target of $30,000.

Total Revenue = Revenue

Working Capital Absorption 0%

A measure of the adequacy of working capital to support sales activity. This measure indicates the investment made in working capital for each unit of revenue. The trend of this ratio is particularly useful for growing businesses. If sales increase rapidly but working capital levels remain constant, the business may be at risk that insufficient working capital is available to support this growth. Moreover, if the result for this metric is greater than the Gross Profit Margin %, then for every additional unit of Revenue generated, additional cash will be required. For this period, Working Capital Absorption is less than the target of 25%.

Working Capital Absorption = Operating Working Capital / (Annualised Revenue) * 100