

Partner Name: ABC Consultants Inc.

| | Q1 | Q2 | Q3 | Q4 | Total |
|------------------------------------------|------------------|------------------|------------------|------------------|-------------------|
| B2C Digital Marketing Spend | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 15,000 | \$ 60,000 |
| Average Cost Per Click (Lead) Assumption | \$ 10 | \$ 10 | \$ 10 | \$ 10 | \$ 10 |
| Estimated B2C Click (Lead) Conversion | 10% | 10% | 10% | 10% | 10% |
| Total # of B2C Licenses Sold | 150 | 150 | 150 | 150 | 600 |
| Avg. B2C Size in ARR* | \$ 499 | \$ 499 | \$ 499 | \$ 499 | \$ 499 |
| Total B2C License ARR* | \$ 74,850 | \$ 74,850 | \$ 74,850 | \$ 74,850 | \$ 299,400 |

| | Q1 | Q2 | Q3 | Q4 | Total |
|--------------------------------------------------------------------|-----------------|-----------------|------------------|------------------|------------------|
| Total # of B2B Opportunities in Market | 10 | 20 | 40 | 40 | 110 |
| Estimate B2B Opportunity to Win Conversion Rate | 10% | 10% | 15% | 15% | 13% |
| Est. # of B2B Licenses Sold | 1 | 2 | 6 | 6 | 15 |
| Avg. B2B Opportunity Size in ARR* (excludes Partner Training Fees) | \$20,000 | \$20,000 | \$20,000 | \$20,000 | \$20,000 |
| Total B2B License ARR* | \$20,000 | \$40,000 | \$120,000 | \$120,000 | \$300,000 |

| | | | | | |
|----------------------------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| Total Partner Subscribers Added | 151 | 152 | 156 | 156 | 615 |
| Total Partner ARR* | \$ 94,850 | \$ 114,850 | \$ 194,850 | \$ 194,850 | \$ 599,400 |

*Annual Recurring Revenue