

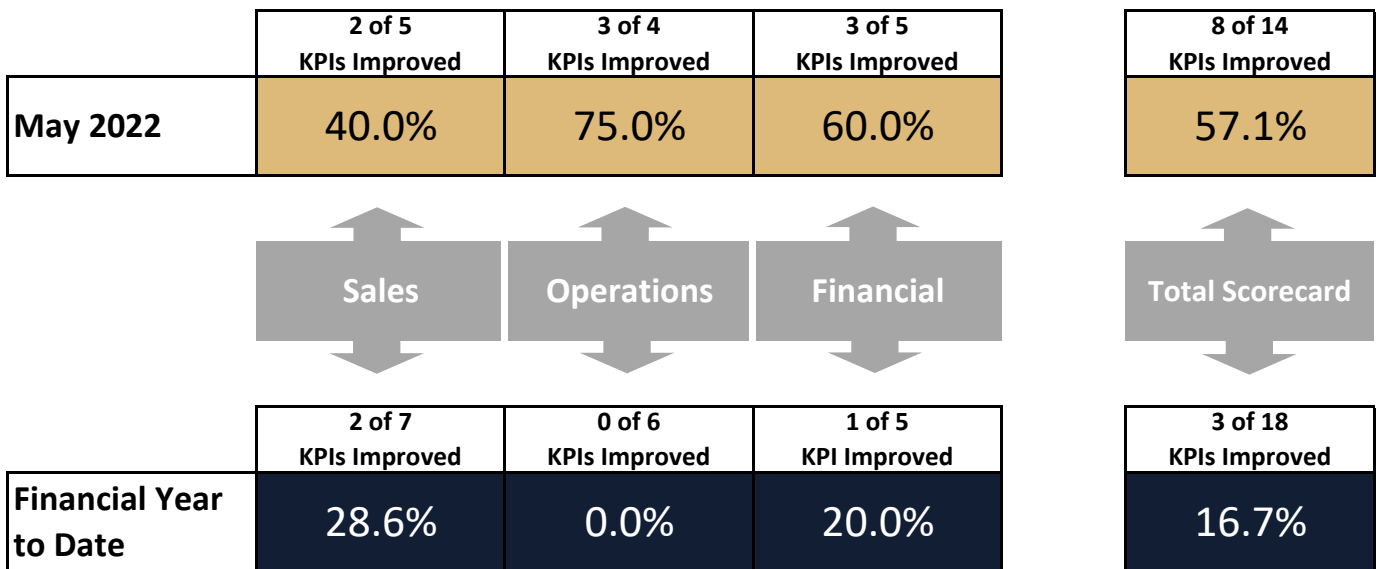
Board Summary For Growing Your Numbers



Your financial scorecard has been designed to identify the focus areas that will enable you to improve the financial performance of Growing Your Numbers. It represents a rounded view of overall performance and progress should be measured on a monthly basis.

Contents Page

Page 3	Financial Scorecard
Page 4	Profit & Loss Performance Summary
Page 5	Net Profit Projection
Page 6	Balance Sheet Performance Summary
Page 7	Note From Growing Your Numbers



The percentage displayed represents the number of KPIs improved out of the total number measured.

	May vs Previous Year	YTD vs Previous Year	KPIs Improved YTD vs Previous Year
Sales			28.6%
Revenue generated (£)	£82.8k ❌	£551.9k ❌	
Invoices raised (#)	98 ❌	674 ❌	
Average Invoice Value (£)	£844 ✅	£819 ✅	
Unique Customers Acquired (#)	8 ❌	109 ❌	
Average Customer Purchase Value (£)	£3,183 ✅	£2,532 ✅	
New Customers Acquired (#)		76 ❌	
Customers Retained from Previous Year (%)		51.6% ❌	*
Operations			0.0%
Gross Margin % of Revenue	37.4% ✅	34.2% ❌	
Overheads % of Revenue	24.5% ❌	28.8% ❌	
Net Profit % of Revenue	12.9% ✅	5.3% ❌	
Months Generating a Profit (#)	1 ✅	4 ❌	
Average Debtors Days (last 12 months)		71.8 ❌	
Average Creditor Days (last 12 months)		24.1 ❌	
Financial			20.0%
Cash Balance (£)	(£53.7k) ✅	(£89.2k) ❌	
Cash Received (£)	£134.4k ✅	£851.7k ✅	
Cash Paid Out (£)	£93.4k ✅	£800.2k ❌	
Current Ratio (current assets / current liabilities)	1.0 ❌	1.0 ❌	
Net Worth (£) (total assets - total liabilities)	£33.5k ❌	£13.4k ❌	

* represents the rolling 12 month performance up to the current reporting month

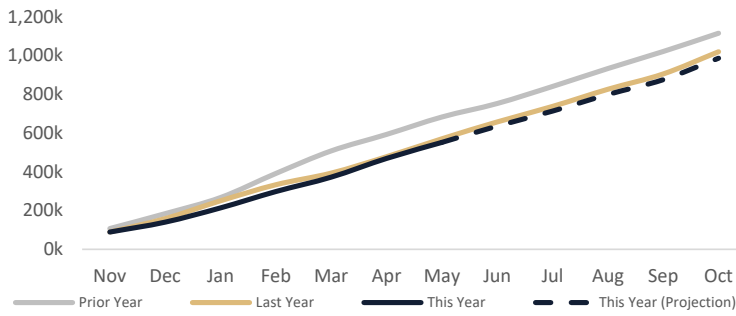
** represents the average per month in each month of the current financial year

A total of 3 out of 18 KPIs have improved in the current financial year compared to last year (16.7%). The best performing area of the business is Sales with 28.6% of KPIs performing better than last year. This is followed by Financial achieving 20.0%, with Operations achieving just 0.0%.



Revenue Performance Trend

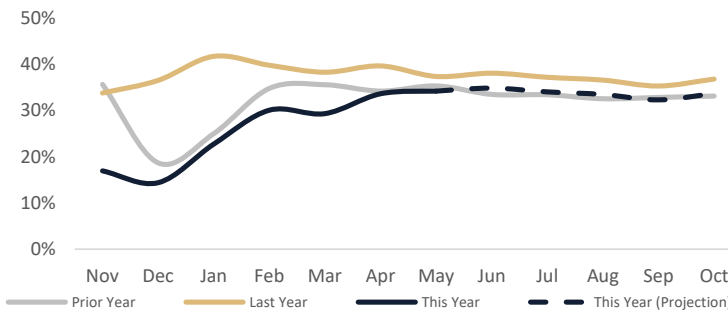
Revenue achieved so far this financial year of £551.9k is £18.6k below the level achieved last year and £131.1k below the level in the previous year. If we were to project the current financial year to date performance against last year forward, revenue for the full year would be £986.5k, £33.3k or 3.3% lower than the revenue achieved last year.



YTD		Projection	
£551.9k		£986.5k	
vs Last Year		vs Last Year	
(£18.6k)	(3.3%)	(£33.3k)	(3.3%)
vs Prior Year		vs Prior Year	
(£131.1k)	(19.2%)	(£128.9k)	(11.6%)

Gross Margin % Performance Trend

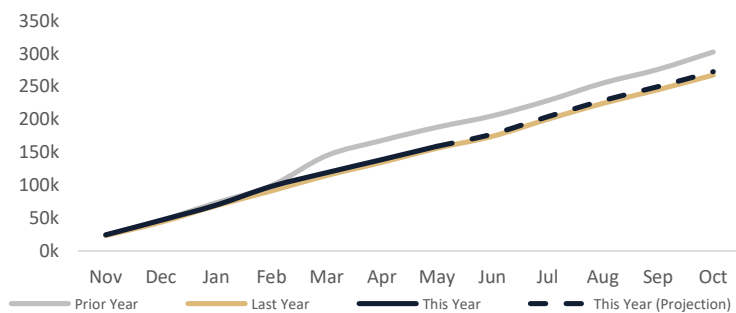
So far this financial year, gross margin achieved of 34.2% is (3.2%) below the level achieved last year and (1.1%) below the level in the previous year. If we were to project the financial year to date gross margin % performance against last year forward, gross margin % for the full year would be 33.6%, (3.1%) lower than the gross margin % achieved last year.



YTD		Projection	
34.2%		33.6%	
vs Last Year		vs Last Year	
	(3.2%)		(3.1%)
vs Prior Year		vs Prior Year	
	(1.1%)		0.5%

Overheads Performance Trend

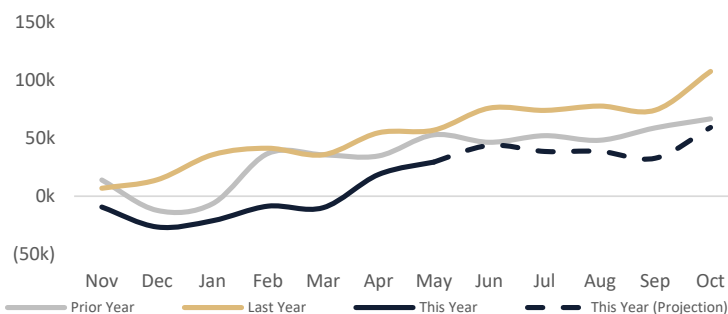
So far this financial year, overhead expenditure of £159.2k is £3.0k above last year's expenditure and £29.0k below expenditure in the previous year. If we were to project the current financial year to date performance against last year forward, overheads for the full year would be £272.7k, £5.1k or 1.9% higher than last year's expenditure.



YTD		Projection	
£159.2k		£272.7k	
vs Last Year		vs Last Year	
£3.0k	1.9%	£5.1k	1.9%
vs Prior Year		vs Prior Year	
(£29.0k)	(15.4%)	(£29.9k)	(9.9%)

Net Profit Performance Trend

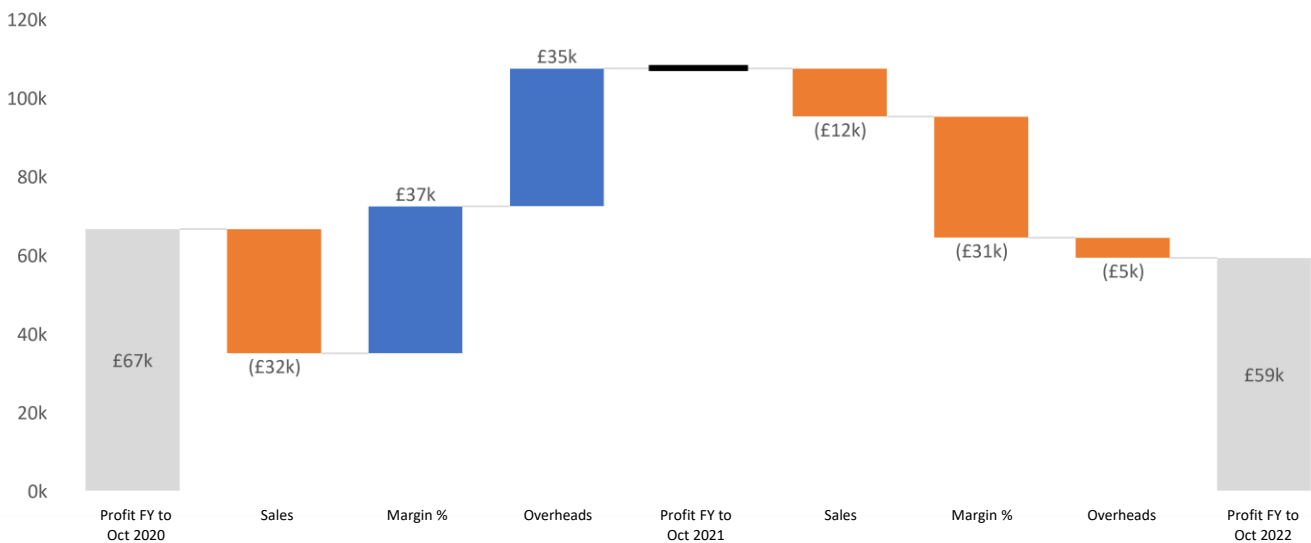
So far this financial year, net profit of £29.4k is £27.5k below the level achieved last year and £23.5k below net profit in the previous year. If we were to consolidate the above projections, net profit for the full year would be £59.2k, £48.2k or 44.9% lower than last year's net profit.



YTD		Projection	
£29.4k		£59.2k	
vs Last Year		vs Last Year	
(£27.5k)	(48.3%)	(£48.2k)	(44.9%)
vs Prior Year		vs Prior Year	
(£23.5k)	(44.4%)	(£7.4k)	(11.1%)

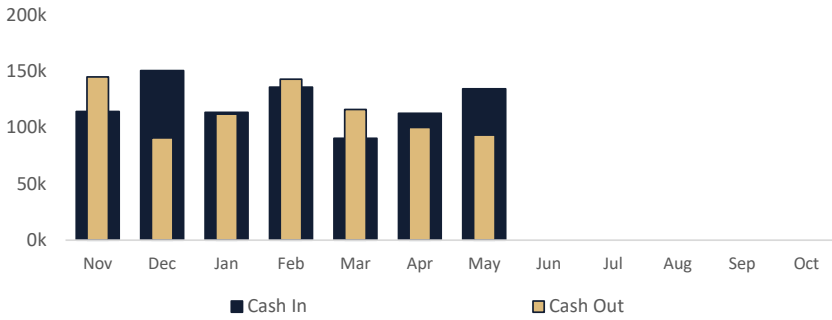
If we project the current performance against last year forward, profit is expected to reduce compared to the previous year by £48.2k. An adverse sales variance will decrease profit by £12.2k, margin % will reduce by 3.1% points which in turn will decrease profit by £30.8k, overheads will increase compared to last year which will reduce profit by £5.1k.

		FY to Oct 2022	Mvmt	Mvmt %	
Revenue	Revenue movement (past 12 months)	£986.5k	(£33.3k)	(3.3%)	Profit Impact (£12.2k)
Gross Margin	Gross Margin £ movement (past 12 months)	£331.9k	(£43.0k)	(11.5%)	Profit Impact (£30.8k)
	Gross Margin % movement (past 12 months)	33.6%		(3.1%)	
Overheads	Overheads £ movement (past 12 months)	£272.7k	£5.1k	1.9%	Profit Impact (£5.1k)
	Overheads % movement (past 12 months)	27.6%		1.4%	
Net Profit	Net Profit £ movement (past 12 months)	£59.2k	(£48.2k)	(44.9%)	
	Net Profit % movement (past 12 months)	6.0%		(4.5%)	



Cash Performance Trend

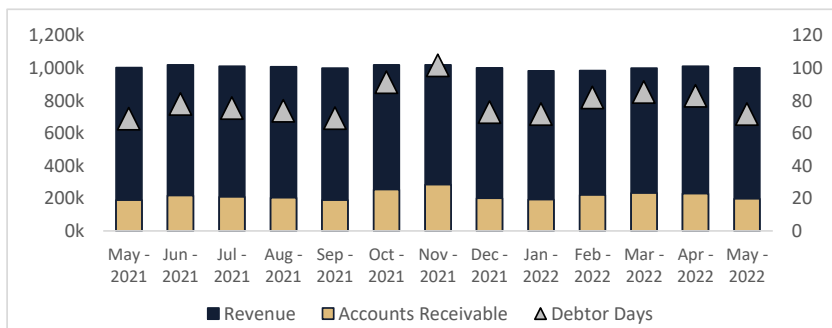
Net cash & cash equivalents for May was £41,027, with £134,416 coming in and £93,389 being paid out. Since the start of the financial year £851,699 has been received and £800,206 paid out, a net increase of £51,493. The Cash Ratio now stands at (0.3), the ratio at the start of the financial year was at (0.6).



Cash May vs Last Year	Cash YTD vs Last Year
£27.2k	£54.2k
Cash Balance Oct	Cash Balance May
(£105.2k)	(£53.7k)
Cash Ratio Oct	Cash Ratio May
(0.6)	(0.3)

Debtor Days Performance Trend

Accounts receivable currently sits at £196,930 which is an increase on the same time last year (£189,427). The average number of days it takes to receive payment has increased from 68.9 to 71.8.

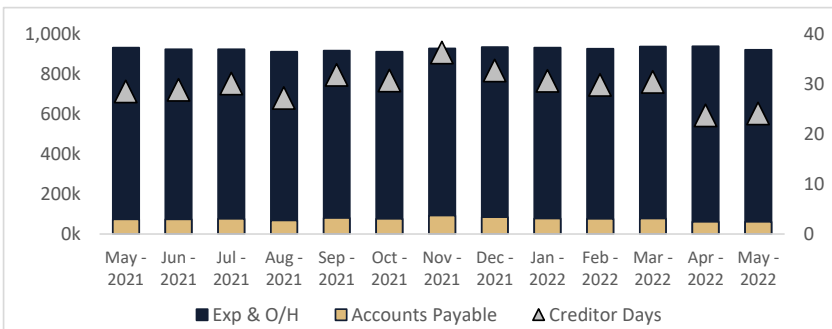


Receivables Oct	Receivables May
£255.1k	£196.9k
Debtor Days Oct	Debtor Days May
91.3	71.8

The decrease in debtor days compared to the position at the start of the year has led to £53,508 more cash in your bank.

Creditor Days Performance Trend

Accounts payable currently sits at £60,859 which is a decrease on the same time last year (£72,892). The average number of days it takes to pay suppliers has decreased from 28.5 to 24.1.

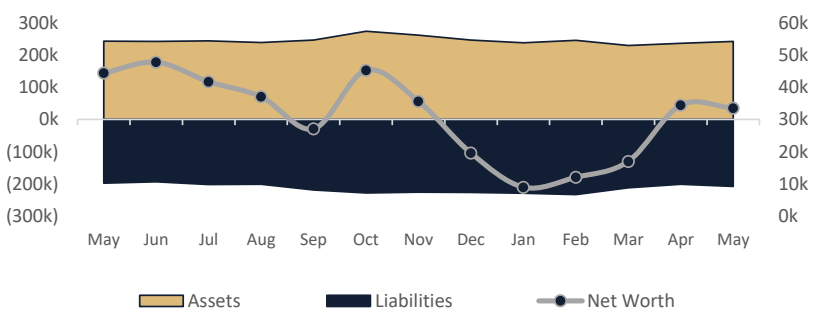


Payables Oct	Payables May
£76.8k	£60.9k
Creditor Days Oct	Creditor Days May
30.7	24.1

The decrease in creditor days compared to the position at the start of the year has led to £16,648 less cash in your bank.

Net Worth Performance Trend

The company's Net Worth has decreased since this month last year by £11k, (from £44k to £33k). This has been driven by a £22k reduction in Fixed Assets, a £21k increase in Current Assets, a £39k increase in Current Liabilities and a £30k reduction in Long Term Liabilities.



Assets Oct	Assets May
£274.1k	£242.2k
Liabilities Oct	Liabilities May
(£228.8k)	(£208.7k)
Net Assets Oct	Net Assets May
£45.3k	£33.5k

The information contained in this document has been prepared for the directors of the company stated above (the Client), solely for your information and may not be reproduced or redistributed in whole or in part to any other person without permission.

We are acting only for you in relation to the preparation of this report and are not acting for any other person and will not regard any other person (whether or not a recipient of this Report) as its client and will not be responsible to anyone other than the Client.

Each of our directors, partners, employees or agents neither owes nor accepts any duty to any person other than the Client, whether in contract or in tort (including, without limitation, negligence and breach of statutory duty), or howsoever otherwise arising.

We shall not be liable, in respect of any loss, damage or expense of whatsoever nature which is caused by any party's reliance upon the explanations, representations or disclosures made by us.