

<b>\$500,000 INVESTMENT FOR DIGITAL COUPON PROMOTIONS</b>	<b>YEAR 1</b>	<b>YEAR 2</b>	<b>YEAR 3</b>	<b>YEAR 4</b>	<b>YEAR 5</b>
	<b>19.84%</b>	<b>49.81%</b>	<b>150.48%</b>	<b>166.53%</b>	<b>184.40%</b>
<b>Calculating Return on Equity (ROE)</b>	<b>\$99,176</b>	<b>\$249,030</b>	<b>\$752,399</b>	<b>\$832,666</b>	<b>\$921,993</b>
NET INCOME	\$4,958,798.02	\$12,451,510.83	\$37,619,956.32	\$41,633,297.70	\$46,099,669.35
Shareholder Equity	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000	\$5,000,000
Assume shareholder equity to be \$5,000,000 for simplicity					
<i>ROE= (Net Income) / (Shareholder Equity)</i>					
ROE	0.991759604	2.490302166	7.523991264	8.32665954	9.21993387
Equity Position	0.2	0.2	0.2	0.2	0.2
Investment	\$500,000	\$500,000	\$500,000	\$500,000	\$500,000
Investment Return % = Equity Position × ROE					
<b>Investment Return %</b>	<b>19.84%</b>	<b>49.81%</b>	<b>150.48%</b>	<b>166.53%</b>	<b>184.40%</b>
Investment Return = Investment Return % × Investment					
<b>Investment Return</b>	<b>\$99,176</b>	<b>\$249,030</b>	<b>\$752,399</b>	<b>\$832,666</b>	<b>\$921,993</b>

Please note that our projections are deliberately conservative, reflecting our cautious approach to forecasting. We prioritize realistic expectations to ensure sustainable growth and manage potential risks effectively.