

SaaS Metrics Dashboard

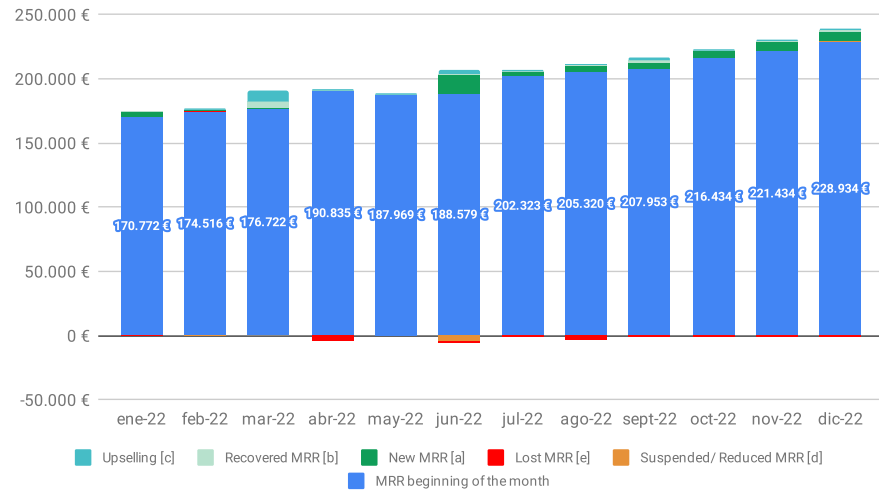
Updated Sept 20th 2022

| | | |
|----------|--------------------|-------|
| Estimado | Previsión con real | EUR € |
|----------|--------------------|-------|

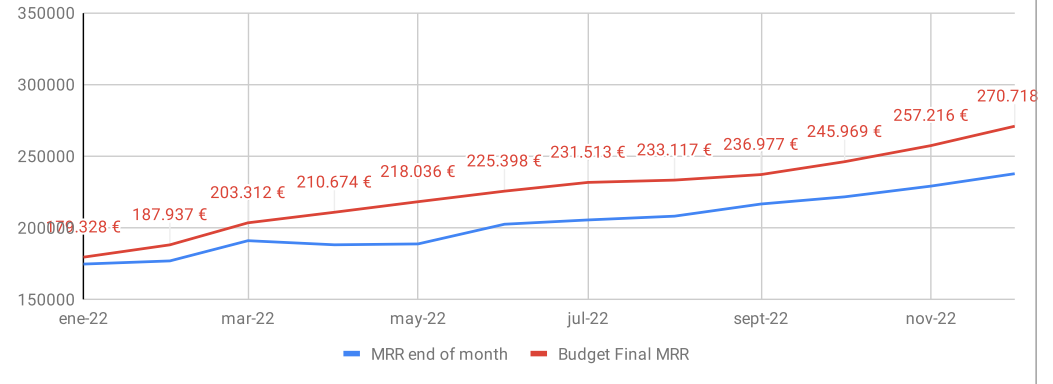
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| REAL | | | | | | | | | | | | | 20/09/2022 | |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|--------------|
| | ene-22 | feb-22 | mar-22 | abr-22 | may-22 | jun-22 | jul-22 | ago-22 | sept-22 | oct-22 | nov-22 | dic-22 | | |
| INVOICING | | | | | | | | | | | | | | |
| NET Invoice | 166.601 | 172.497 | 206.077 | 191.478 | 186.375 | 237.121 | 254.385 | 192.497 | 239.193 | 227.518 | 234.978 | 237.157 | 1.543.971 | 164,89% |
| <i>m/m growth [Invoiced]</i> | 189,96% | 3,54% | 19,47% | -7,08% | -2,66% | 27,23% | 7,28% | -24,33% | 24,26% | -4,88% | 3,28% | 0,93% | 1.001.908 | 2,54 |
| Suspended Fees | 19.805 | 19.705 | 13.436 | 12.419 | 11.158 | 10.348 | 11.024 | 9.872 | 7.051 | 7.051 | 7.051 | 19.247 | 148.166 | |
| Monthly Fees | 161.751 | 167.364 | 189.600 | 180.394 | 181.020 | 195.471 | 200.051 | 192.497 | 200.978 | 205.978 | 213.478 | 222.130 | 2.310.713 | |
| % Monthly Growth | | 3,47% | 13,29% | -4,86% | 0,35% | 7,98% | 2,34% | -3,78% | 4,41% | 2,49% | 3,64% | 4,05% | 40,58% | |
| SetUp Fees | 4.850 | 5.133 | 15.298 | 284 | 356 | 39.945 | 7.918 | 0 | 6.915 | 23.098 | 23.545 | 8.906 | 136.248 | |
| Yearly and non-Monthly Fees | 0 | 0 | 1.179 | 10.800 | 5.000 | 1.705 | 46.416 | 0 | 30.362 | 11.540 | 6.500 | 1.179 | 114.681 | 9,6 |
| 16,09% | | | | | | | | | | | | /12 = 9.557 | 205,0 | |
| % Monthly Fees | 97,09% | 97,02% | 92,00% | 94,21% | 97,13% | 82,44% | 78,64% | 100,00% | 84,02% | 90,53% | 90,85% | 93,66% | | |
| MRR | | | | | | | | | | | | | | |
| MRR beginning of the month | 170.772 € | 174.516 € | 176.722 € | 190.835 € | 187.969 € | 188.579 € | 202.323 € | 205.320 € | 207.953 € | 216.434 € | 221.434 € | 228.934 € | 232 € | |
| New MRR [a] | 3.650 € | 1.410 € | 0 € | 0 € | 0 € | 15.318 € | 3.868 € | 4.533 € | 4.800 € | 5.000 € | 7.500 € | 7.500 € | 53.579 € | |
| Recovered MRR [b] | | | 5.113 € | 0 € | 0 € | 0 € | 0 € | 1.152 € | 1.216 € | 0 € | 0 € | 1.152 € | 8.632 € | |
| Upselling [c] | 502 € | 1.028 € | 9.000 € | 900 € | 610 € | 3.476 € | 155 € | 0 € | 2.965 € | 1.000 € | 1.000 € | 1.000 € | 21.637 € | |
| Total new MRR [a]+[b]+[c] | 4.152 € | 2.438 € | 14.113 € | 900 € | 610 € | 18.794 € | 4.023 € | 5.685 € | 8.981 € | 6.000 € | 8.500 € | 9.652 € | 83.848 € | 1.006.181 |
| Suspended/ Reduced MRR [d] | 0 € | -232 € | | | | -4.250 € | 0 € | 0 € | 0 € | 0 € | | | -4.482 € | |
| Lost MRR [e] | -407 € | 0 € | | -3.766 € | 0 € | -800 € | -1.026 € | -3.053 € | -500 € | -1.000 € | -1.000 € | -1.000 € | -12.552 € | |
| Total LOST [d]+[e] | -407 € | -232 € | 0 € | -3.766 € | 0 € | -5.050 € | -1.026 € | -3.053 € | -500 € | -1.000 € | -1.000 € | -1.000 € | -17.034 € | -204.407 |
| CHURN [b]+[c]+[d]+[e] | 95 € | 796 € | 14.113 € | -2.866 € | 610 € | -1.574 € | -871 € | -1.901 € | 3.681 € | 0 € | 0 € | 1.152 € | 13.235 € | |
| MRR churn rate [=CHURN/MRR] | -0,05% | -0,45% | -7,40% | 1,52% | -0,32% | 0,78% | 0,42% | 0,91% | -1,70% | 0,00% | 0,00% | -0,48% | -6,70% | -4,5% |
| Net new MRR | 3.745 € | 2.206 € | 14.113 € | -2.866 € | 610 € | 13.744 € | 2.997 € | 2.633 € | 8.481 € | 5.000 € | 7.500 € | 8.652 € | 66.814 € | 39,1% |
| MRR end of month | 174.516 € | 176.722 € | 190.835 € | 187.969 € | 188.579 € | 202.323 € | 205.320 € | 207.953 € | 216.434 € | 221.434 € | 228.934 € | 237.586 € | 2.851.032 € | 2,85 |
| <i>m/m growth [MRR]</i> | 2,19% | 1,26% | 7,99% | -1,50% | 0,32% | 7,29% | 1,48% | 1,28% | 4,08% | 2,31% | 3,39% | 3,78% | 39,13% | 111,99% |
| <i>Compound Monthly Growth 2022 [MRR]</i> | 2,19% | 1,73% | 3,77% | 2,43% | 2,00% | 2,87% | 2,67% | 2,49% | 2,67% | 2,63% | 2,70% | 2,79% | 7,41% | \$2.463.844, |
| <i>Compound Monthly Growth since April 2020 [MRR]</i> | 9,08% | 8,71% | 8,68% | 8,24% | 7,91% | 7,88% | 7,64% | 7,41% | 7,29% | 7,12% | 7,00% | 6,90% | 7,12% | 111,75 |
| Budget Net Sales Monthly | 186.385 € | 197.352 € | 218.486 € | 226.111 € | 227.673 € | 245.194 € | 234.329 € | 230.522 € | 238.267 € | 262.717 € | 265.870 € | 282.517 € | 2.815.423 € | 90,4% |
| % Monthly | 89,4% | 87,4% | 94,3% | 84,7% | 81,9% | 96,7% | 108,6% | 83,5% | 100,4% | | | | | |
| % Accrued | 89,4% | 88,4% | 90,5% | 88,9% | 87,4% | 89,2% | 92,1% | 91,0% | 92,1% | | | | | |
| Budget Final MRR | 179.328 € | 187.937 € | 203.312 € | 210.674 € | 218.036 € | 225.398 € | 231.513 € | 233.117 € | 236.977 € | 245.969 € | 257.216 € | 270.718 € | | |
| Difference Accrued | - 4.812 € | - 11.215 € | - 12.477 € | - 22.705 € | - 29.457 € | - 23.075 € | - 26.193 € | - 25.164 € | - 20.543 € | - 24.535 € | - 28.282 € | - 33.132 € | -261.588 € | |
| Difference Accrued | 97% | 94% | 94% | 89% | 86% | 90% | 89% | 89% | 91% | 90% | 89% | 88% | | |
| LTV / CAC (accrued 2022) | 3,78 | 3,00 | 6,08 | 4,68 | 3,81 | 5,82 | 5,46 | 5,36 | 5,44 | 5,26 | 5,30 | 5,41 | | |
| ARPA (p.m.) | 38.076 € | 37.869 € | 40.893 € | 42.559 € | 42.697 € | 44.961 € | 45.627 € | 46.212 € | 48.096 € | 54.229 € | 51.834 € | 51.837 € | | |
| ARPA new customers (p.m.) | 21.900 € | 30.360 € | 30.360 € | 30.360 € | 20.240 € | 61.134 € | 58.190 € | 57.559 € | 67.159 € | 77.159 € | 92.159 € | 45.925 € | | |
| CASH | | | | | | | | | | | | | | |
| [CASH CRITERIA DO NOT INCLUDE BAILS] | | | | | | | | | | | | | | |
| REAL | | | | | | | | | | | | | | |
| Cash beginning of month | 1.718.459 € | 1.721.615 € | 1.675.186 € | 1.621.420 € | 1.535.127 € | 1.518.151 € | 1.700.269 € | 1.644.076 € | 1.637.663 € | 1.681.447 € | 1.644.831 € | 1.645.504 € | | 1 |
| Cash in (customers only) | 174.575 € | 126.187 € | 172.112 € | 225.525 € | 162.735 € | 255.976 € | 171.499 € | 174.468 € | 222.911 € | 191.339 € | 196.834 € | 195.718 € | 2.269.879 € | |
| Cash going out (without leverage) [Opex+Capex] | -188.460 € | -160.323 € | -216.961 € | -302.893 € | -167.807 € | -210.509 € | -211.470 € | -164.397 € | -163.162 € | -211.470 € | -179.676 € | -179.676 € | -2.356.805 € | |
| Net cash burn (operational) | -13.885 € | -34.136 € | -44.850 € | -77.368 € | -5.072 € | 45.466 € | -39.971 € | 10.072 € | 59.749 € | -20.131 € | 17.158 € | 16.042 € | -86.926 € | |
| Others (Capital Increase & grants & TaxRef) | 29.316 € | | | | | | | | | | | | 29.316 € | |
| Leverage | -12.276 € | -12.294 € | -8.916 € | -8.925 € | -11.905 € | 136.652 € | -16.222 € | -16.484 € | -15.966 € | -16.484 € | -16.484 € | 103.516 € | 104.212 € | 66 |
| Net cash burn | 3.156 € | -46.430 € | -53.765 € | -86.293 € | -16.977 € | 182.118 € | -56.193 € | -6.413 € | 43.783 € | -36.616 € | 673 € | 119.557 € | 46.602 € | -74 |
| Net cash burn (with income 100% cash / without Leverage) | -11.029 € | 23.387 € | 2.511 € | -98.969 € | 30.682 € | 42.025 € | 59.450 € | 40.613 € | 91.579 € | 30.837 € | 70.576 € | 72.896 € | 354.557 € | 48 |
| Cash end of month (liquid) | 1.721.615 € | 1.675.186 € | 1.621.420 € | 1.535.127 € | 1.518.151 € | 1.700.269 € | 1.644.076 € | 1.637.663 € | 1.681.447 € | 1.644.831 € | 1.645.504 € | 1.765.062 € | 46602 | |
| Leverage planned next 18 months (average) | -12.000,0 | -12.000,0 | -9.000,0 | -9.000,0 | -12.000,0 | -13.348,0 | -16.221,8 | -16.484,0 | -16.484,0 | -16.484,0 | -16.484,0 | -16.484,0 | -165.990 € | |
| Runway (Y) current burn rate (operational last Q - lev.) | | | -3,4 | -2,1 | -2,3 | -5,5 | -8,5 | -12,1 | -21,4 | CF >0 | CF >0 | -12,1 | | |

MRR [Q4 = Estimated]



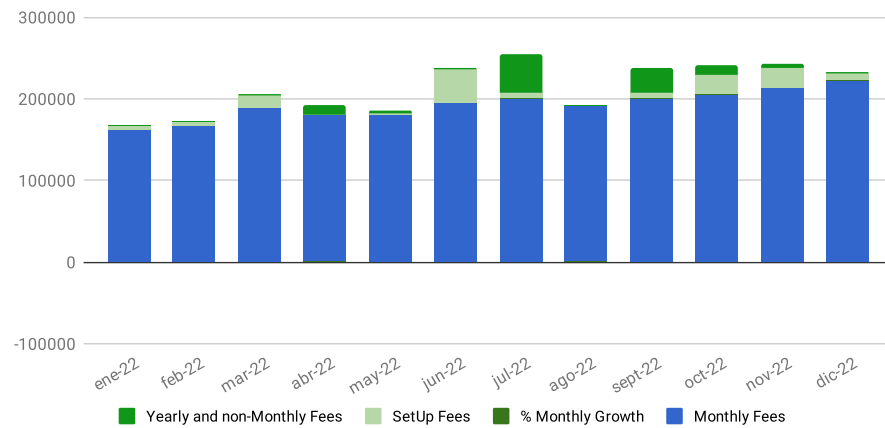
MRR vs BUDGET



INCLUDES CDTI (120K Feb) and BS (75K June) NEW LEVERAGE, 802 K Bridge, 15 K Grants, BS (100K Nov) and PPC (-88K)

Updated Sept 20th 2022

Invoiced : Recurrent / SetUp / Yearly Fees



Cash end of month

