

**pagerzz.**

**Business Model incl. Financial Data**

## Bussines Model

## Financials

First Year Financials

Costs 2020

Second Year Financials

Costs 2021

## Human Ressouces

Positions

First Year

Second Year

## New Business

Overview

First Year

Second Year

## Summary

### GERMAN AND SWISS MARKET

One-time  
payment  
€ 300\*

Customer Journey: First Year

Subscription  
model monthly  
€ 20\*\*

Customer Journey: Second Year

### TURKISH MARKET

One-time  
payment  
₺ 1200\*

Customer Journey: First Year

Subscription  
model monthly  
₺ 60\*\*

Customer Journey: Second Year

\* Website already includes service and hosting for one year

\*\* Subscription model for service and hosting

 Bussines Model

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Overview

First Year

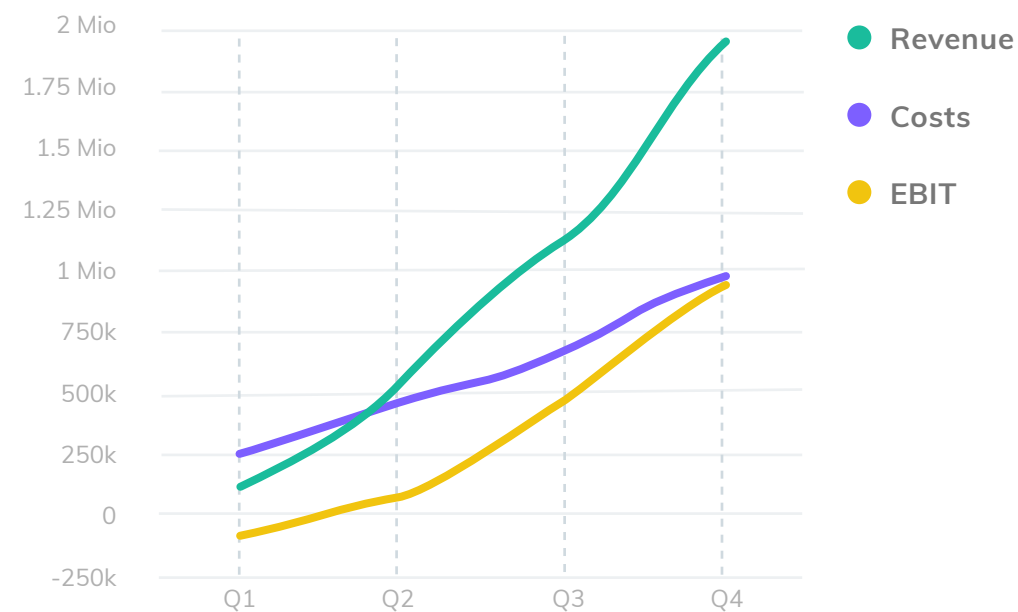
Second Year

 Summary

FINANCIALS 2020

	Q1- 2020	Q2- 2020	Q3- 2020	Q4- 2020
Cost in €	€ 252.136	€ 430.766	€ 675.528	€ 971.284
Revenue in €	€ 122.756	€ 500.534	€ 1.144.452	€ 1.922.099
EBIT	€ -85.213	€ 69.769	€ 468.924	€ 950.815 €
Cash Balance	€ -129.3379	€ -59.611	€ 409.313	€ 1.360.128 €
New Costumer	504	2.058	4.562	7.785
Costumer Base	504	2.564	7.214	15.000

FIRST YEAR SUMMARY



 First Year Costs

€ 2.329.713

 First Year New Business

15.000

 First Year Revenue

€ 3.689.841

 First Year EBIT

€ 1.360.128

 Bussines Model

 Financials

First Year Financials

**Costs 2020**

Second Year Financials

Costs 2021

 Human Ressouces

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 Summary

●→ Get All Data

COSTS	Q1- 2020	Q2- 2020	Q3- 2020	Q4- 2020
Employee Cost	₺ 1.003.695	₺ 1.846.280	₺ 2.947.740	₺ 4.221.330
Incentive Funds	₺ 5.310	₺ 11.400	₺ 22.740	₺ 36.180
Tax Consultant	₺ 5.400	₺ 5.400	₺ 5.400	₺ 5.400
Insurance	₺ 5.400	₺ 10.800	₺ 10.800	₺ 10.800
Travel Expenses	₺ 9.000	₺ 9.000	₺ 9.000	₺ 9.000
Rent (incl. ancillary Cost)	₺ 33.000	₺ 150.000	₺ 150.000	₺ 150.000
Phone cost	₺ 2.550	₺ 10.800	₺ 28.800	₺ 50.400
Office Supply	₺ 3.983	₺ 8.550	₺ 17.055	₺ 27.135
Recruiting Cost	₺ 19.200	₺ 23.040	₺ 27.648	₺ 33.178
Marketing Budget DE/CH	₺ 45.000	₺ 180.000	₺ 216.000	₺ 259.200
Marketing Budget TR	₺ 45.000	₺ 180.000	₺ 216.000	₺ 259.200
Costumer Hosting+Domain	₺ 16.276	₺ 95.323	₺ 293.987	₺ 657.881
Server	₺ 54.000	₺ 54.000	₺ 108.000	₺ 108.000
IT Set Up	₺ 6000	₺ 30.000	₺ 0	₺ 0
Advertising spot	₺ 0	₺ 0	₺ 90.000	₺ 0
Office Upgrade	₺ 0	₺ 180.000	₺ 0	₺ 0
Product Development	200.00 ₺	₺ 0	₺ 0	₺ 0
<b>Total in TL</b>	₺ 1.512.814	₺ 2.584.593	₺ 4.053.170	₺ 5.827.703
<b>Total in €</b>	<b>€ 252.136</b>	<b>€ 430.766</b>	<b>€ 675.528</b>	<b>€ 971.284</b>

**Bussines Model**

**Financials**

First Year Financials

Costs 2020

**Second Year Financials**

Costs 2021

**Human Ressources**

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**New Business**

Overview

First Year

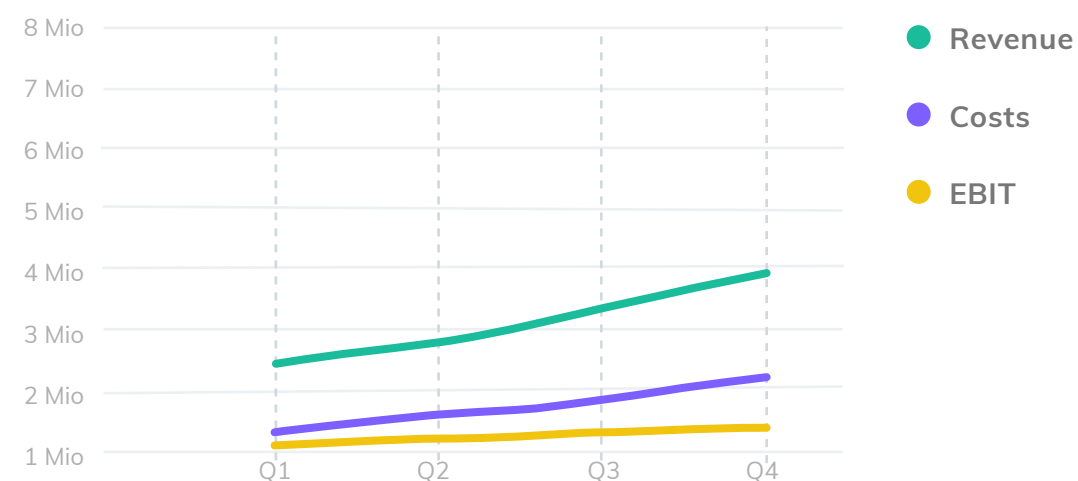
Second Year

**Summary**

FINANCIALS 2021

	Q1- 2021	Q2- 2021	Q3- 2021	Q4- 2021
Cost in €	€ 1.384.922	€ 1.614.630	€ 1.900.598	€ 2.181.131
Revenue in €	€ 2.611.440	€ 2.874.024	€ 3.344.556	€ 3.953.998
EBIT	€ 1.187.320	€ 1.246.268	€ 1.259.394	€ 1.368.255
Cash Balance	<b>€ 2.586.646</b>	<b>€ 3.846.040</b>	<b>€ 5.289.997</b>	<b>€ 7.062.865</b>
New Costumer	10.538	11.357	12.578	13.917
Costumer Base	25.437	36.383	48.031	60.390

FIRST YEAR SUMMARY



🔍 2021 Costs

€ 7.081.281

👤 2021 New Business

48.391

2021 Revenue  
New Business

€ 14.020.106

2021 Recurring  
Revenue

€ 686.010

🏠 2021 Total Revenue

€ 14.706.117

📊 2021 EBIT

€ 7.624.835

 **Bussines Model**

 **Financials**

- First Year Financials
- Costs 2020
- Second Year Financials
- Costs 2021**

 **Human Ressources**

- Positions
- First Year
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 **New Business**

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 **Summary**

COSTS	Q1- 2021	Q2- 2021	Q3- 2021	Q4- 2021
Employee Cost	₺ 5.592.115	₺ 6.167.595	₺ 7.000.650	₺ 7.716.330
Incentive Funds	₺ 50.640	₺ 56.880	₺ 65.700	₺ 73.260
Tax Consultant	₺ 16.200	₺ 16.200	₺ 16.200	₺ 16.200
Insurance	₺ 21.600	₺ 21.600	₺ 21.600	₺ 21.600
Travel Expenses	₺ 9.000	₺ 9.000	₺ 9.000	₺ 9.000
Rent (incl. ancillary Cost)	₺ 150.000	₺ 150.000	₺ 150.000	₺ 150.000
Phone cost	₺ 66.000	₺ 69.300	₺ 74.700	₺ 80.100
Office Supply	₺ 37.980	₺ 42.660	₺ 49.275	₺ 54.945
Recruiting Cost	₺ 39.813	₺ 47.776	₺ 57.331	₺ 68.797
Marketing Budget DE/CH	₺ 311.040	₺ 373.248	₺ 447.898	₺ 537.477
Marketing Budget TR	₺ 311.040	₺ 373.248	₺ 447.898	₺ 537.477
Marketing Budget EN	₺ 360.000	₺ 432.000	₺ 518.400	₺ 622.080
Costumer Hosting+Domain	₺ 1.182.105	₺ 1.766.275	₺ 2.382.936	₺ 3.037.520
Server	₺ 162.000	₺ 162.000	₺ 162.000	₺ 162.000
<b>Total in TL</b>	₺ 8.309.533	₺ 9.687.782	₺ 11.403.588	₺ 13.086.786
<b>Total in €</b>	<b>€ 1.384.922</b>	<b>€ 1.614.630</b>	<b>€ 1.900.598</b>	<b>€ 2.181.131</b>

## Bussines Model

## Financials

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### Positions

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## Summary

### POSITIONS

- Management
- CTO
- CMO
- CPO
- CEO
- Human Ressources
- Head of HR
- Buchhaltung
- Projektleiter
- IT
- Support DE
- Telesales DE
- Support TR
- Telesales TR
- Support En
- Telesales En
- Head of Sales/CRM TR
- Sales Director
- Creative Director
- Head of Webdesign
- Webdesign
- SEO
- Marketing TR
- Marketing DE
- Marketing EN
- Texter

 **Bussines Model**

 **Financials**

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 **Human Ressources**

- Positions
- First Year**
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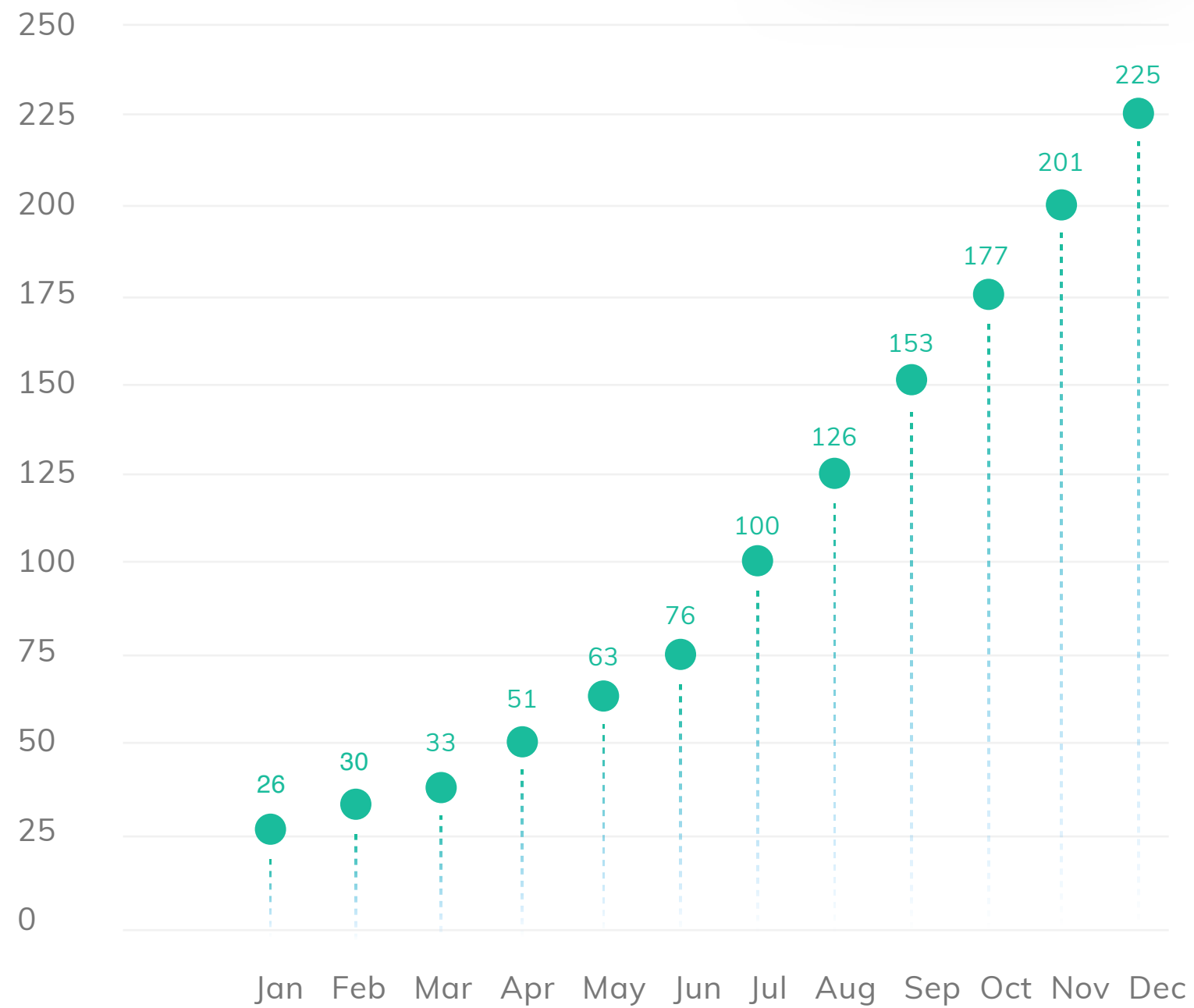
 **New Business**

- Overview
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 **Summary**

**NUMBER OF EMPLOYEES 2020**

Employee Costs Total  
**€ 1.668.940**



Telesales at the end of the year **128**

DE + TR

Customer Support at the end of the year **64**

DE + TR

Average per Employee in Jan 2020

**€ 2.044**

Average per Employee in Dec 2020

**€ 1.141**



 **Bussines Model**

 **Financials**

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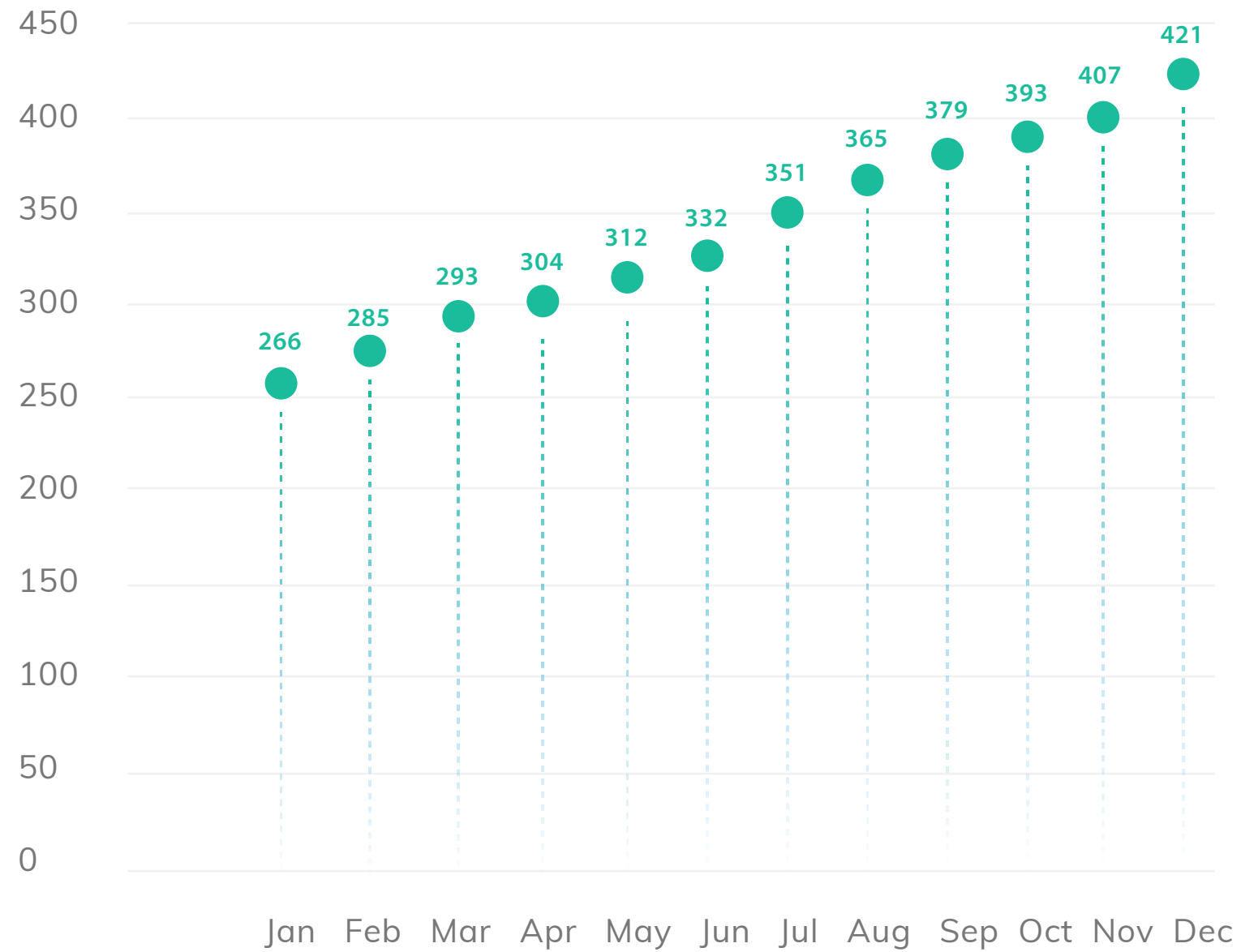
 **New Business**

- Overview
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 **Summary**

**NUMBER OF EMPLOYEES 2021**

Personnel Costs Total  
**€ 4.412.781**



Telesales at the end of the year **182**

DE + TR + EN

Customer Support at the end of the year **91**

DE + TR + EN

Average per Employee in Jan 2021

**€ 1116**

Average per Employee in Dec 2021

**€ 1050**

 **Bussines Model**

 **Financials**

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 **New Business**

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 **Summary**

2020

NEW BUSINESS OVERVIEW

 Costumer Base at the  
End of 2020  
**6.900**


 Costumer Base at the  
End of 2020  
**8.100**

Costumer Base total at  
the End of 2020  
**15.000**

2021

NEW BUSINESS OVERVIEW

 Costumer Base at the  
End of 2021  
**24.185**

 Costumer Base at the  
End of 2021  
**32.293**

 Costumer Base at the  
End of 2021  
**6.912**

Consumer Base total at  
the End of 2021  
**60.390**

 **Bussines Model**

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 **Human Ressouces**

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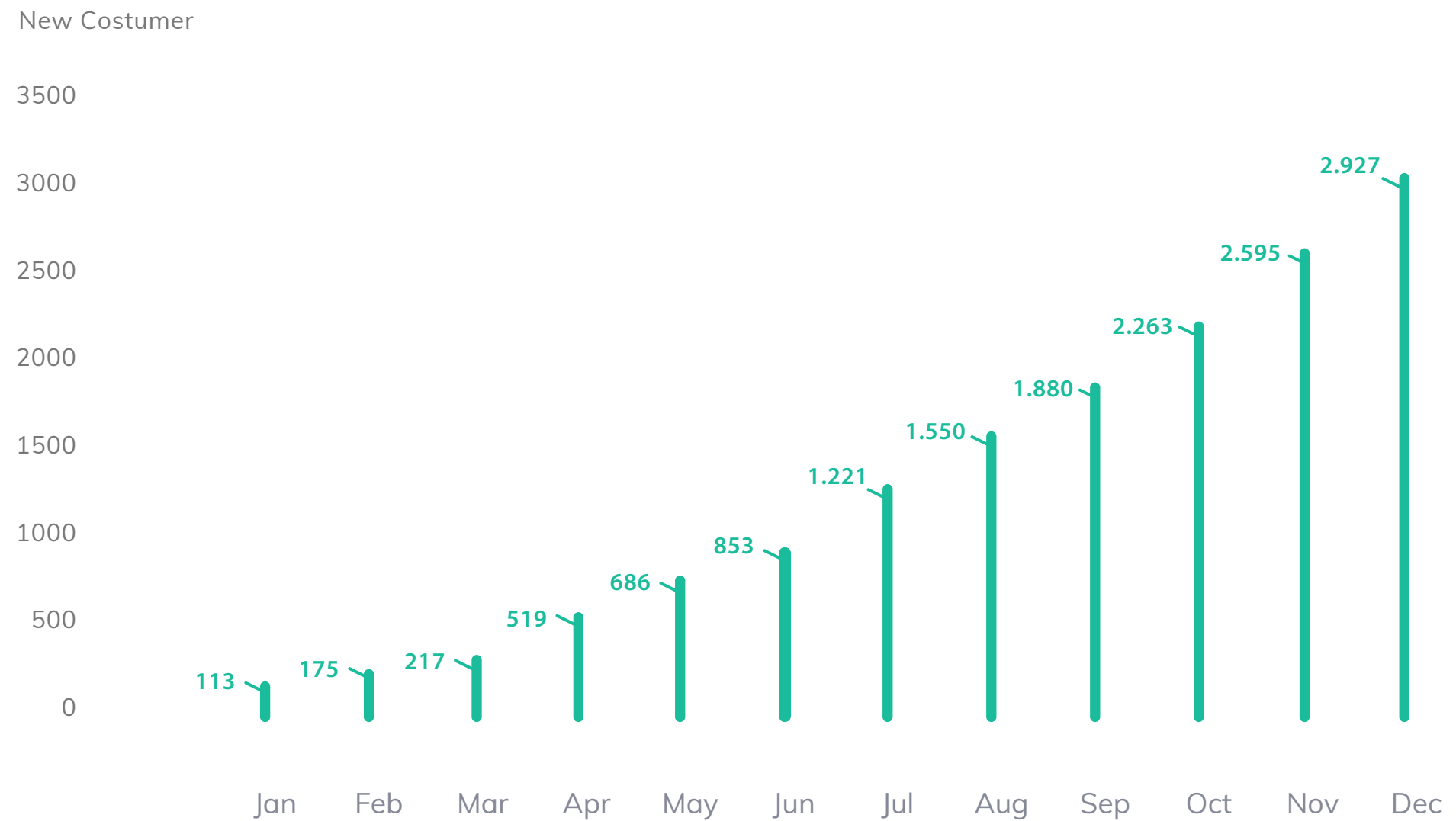
 **New Business**

- Overview
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- Second Year

 **Summary**

●→ **Get All Data**

**FIRST YEAR NEW BUSINESS GROWTH**



● New Business per month

## Bussines Model

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## New Business

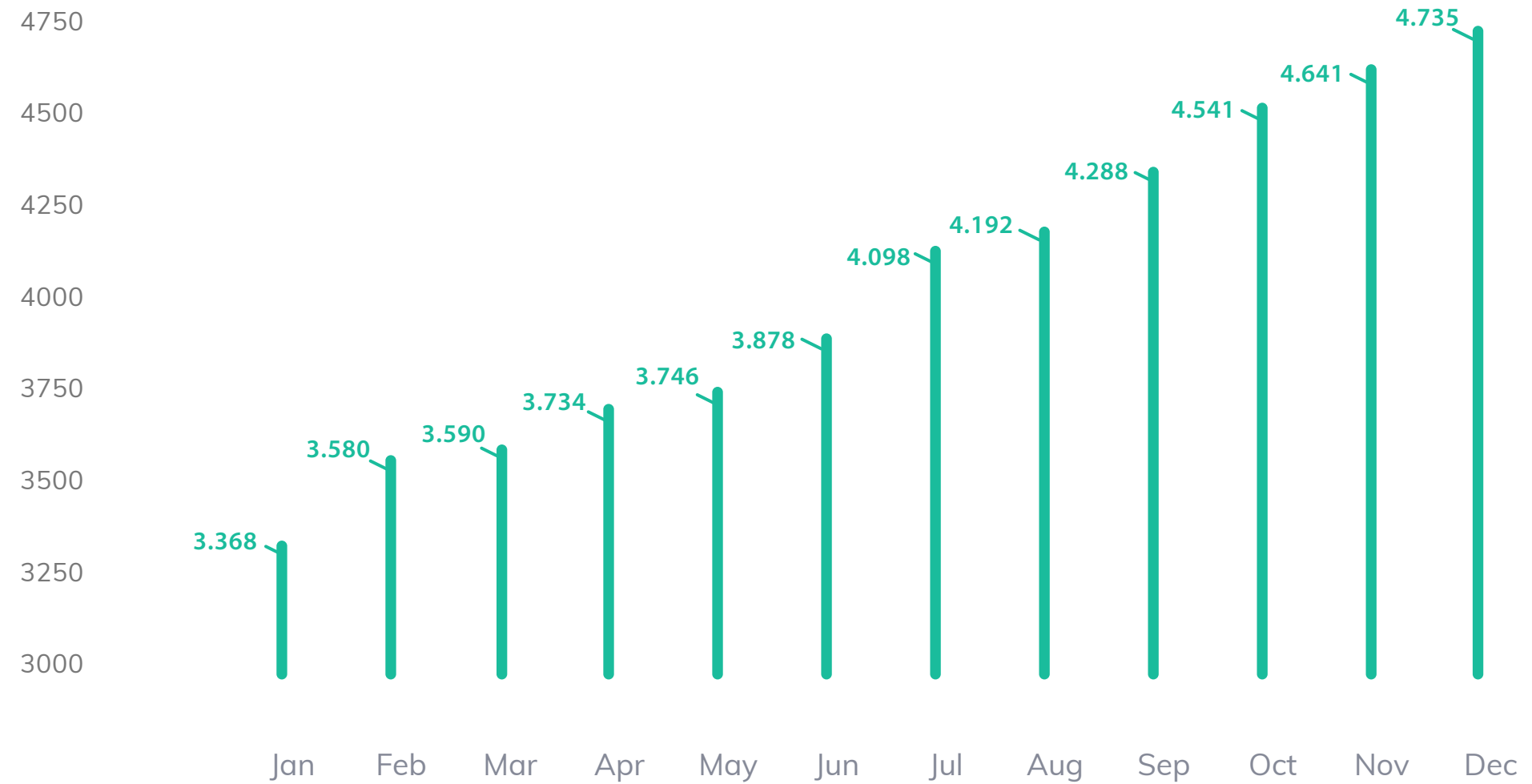
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## Summary

[●→ Get All Data](#)

### SECOND YEAR NEW BUSINESS GROWTH

New Costumer



● New Business per month

 **Bussines Model**

 **Financials**

First Year Financials

Costs 2020

Second Year Financials

Costs 2021

 **Human Ressources**

Positions

First Year

Second Year

 **New Business**

Overview

First Year

Second Year

 **Summary**

SUMMARY

2020

 Total Costs: € 2.329.713

 Employee Cost: € 1.669.840

 Costumer Base: 15.000

 Revenue: € 3.689.841

 EBIT: € 1.360.128

 Employees: 225

SUMMARY

2021

 Total Costs: € 7.081.281

 Employee Cost: € 4.412.781

 Costumer Base: 60.390

 Revenue: € 14.706.117

 EBIT: € 7.624.835

 Employees: 421