

Atlantis Holdings

SAMPLE REPORT (NZD) - December 2023

Prepared 19 January 2024



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Highlights

1. General Overview

A steady year so far. Revenue for next quarter is shaping up to be similar to last year as predicted.

2. Revenue

The Revenue for Dec 2023 was \$570,386, compared to \$511,235 for the same period last year. This represents an increase of \$59,151, or 11.57%.

Great effort!

3. Gross Profit

The Gross Profit for Dec 2023 was \$397,853, compared to \$322,148 for the same period last year. This represents an increase of \$75,705, or 23.5%.

4. Profit

The Net Profit for Dec 2023 was \$81,016, compared to the monthly average of \$44,072 for the last 12 months. This represents an increase of \$36,944, or 83.83%.

5. Bank

The Bank for Dec 2023 was \$4,425,262, compared to \$4,456,793 last month. This represents a decrease of \$31,531, or 0.71%.

Observations

1. Market Conditions

We continue to maintain a solid corner of the market.

2. Projections

Expansion of our sales avenues coupled with a decrease in interest rates is expected to increase sales revenue by 10% in the next two quarters.

3. Cash

Cash has remained in an increasing position compared to last quarter with an increase of 4.76%.

Recommendations for Action

1. Revenue

The Revenue for the year to date is \$4,847,590, compared to \$4,646,931 for the same period last year. This represents an increase of \$200,659, or 4.32%.

2. Margins

Margins remain stable this month with market contractions are seeing an increase to overheads.

3. Profit

Profits YTD exceed budget expectations however caution is advised as continued growth is predicted to slow over next quarter.

Finance

Assignee: Peter

Due: Feb 24



Adjust forecast to include new pricing model for AU and CA.

Marketing

Assignee: Stewart

Due: Apr 24



- 1. Formulate new year strategy.
- 2. Select a new advertising agency.
- 3. Create new product campaigns

Human Resources

Assignee: Brian

Due: Feb 24



- 1. Recruit new SAM for US team.
- 2. Migrate to new HMRS system.

Operations

Assignee: Chris

Due: Mar 24



- 1. Implement new employee development plan.
- 2. Develop new quality control measures.
- 3. Operational guidelines review.

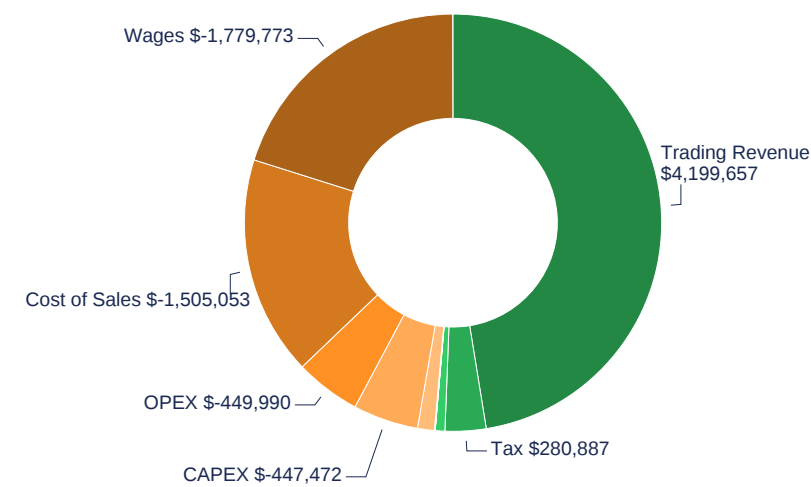
	YTD	Actual vs Last Year		Dec 23 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Dec 23	Nov 23	Oct 23	Sep 23	YTD	Budget	Total 23/24
Revenue										
Consultancy Revenue	5,053	0	0.0%	0	5,053	0	0	5,053	0	5,053
Product Revenue	554,942	526,854	5.3%	72,173	141,181	0	64,210	554,942	227,874	782,816
Project Revenue	4,102,578	3,967,937	3.4%	472,318	455,494	499,486	454,571	4,102,578	1,317,234	5,419,812
Support Revenue	185,017	152,140	21.6%	25,895	20,788	24,508	28,825	185,017	49,786	234,803
Total Revenue	4,847,590	4,646,931	4.3%	570,386	622,516	523,994	547,606	4,847,590	1,594,894	6,442,484
Cost of Sales										
Product Costs	111,312	110,188	1.0%	11,596	12,820	13,690	10,466	111,312	42,036	153,348
Project Costs	1,499,769	1,461,585	2.6%	151,489	173,012	172,861	185,878	1,499,769	502,144	2,001,913
Support Costs	70,791	68,622	3.2%	9,448	7,944	8,265	8,232	70,791	26,412	97,203
Gross Profit	3,165,718	3,006,536	5.3%	397,853	428,740	329,178	343,030	3,165,718	1,024,302	4,190,020
GP%	65.3%	64.7%	0.6%	69.8%	68.9%	62.8%	62.6%	65.3%	64.2%	65.0%
OPEX										
Admin										
Wages	1,998,742	1,962,458	1.8%	218,969	220,526	224,600	221,080	1,998,742	607,662	2,606,404
Finance										
Accounting Fees	19,236	18,887	1.8%	2,107	2,123	2,161	2,127	19,236	6,636	25,872
Bank Fees	8,749	8,591	1.8%	959	965	983	968	8,749	3,021	11,770
Interest Expense	4,534	4,449	1.9%	497	499	510	502	4,534	1,563	6,097
Total Finance	32,519	31,927	1.9%	3,563	3,587	3,654	3,597	32,519	11,220	43,739
Operations										
Rent Expense	438,074	430,121	1.8%	47,993	48,333	49,227	48,455	438,074	151,125	589,199
Total Operations	438,074	430,121	1.8%	47,993	48,333	49,227	48,455	438,074	151,125	589,199
Entertainment	18,410	18,077	1.8%	2,017	2,032	2,069	2,036	18,410	6,348	24,758
Other	63,846	62,681	1.9%	6,994	7,046	7,175	7,062	63,846	20,313	84,159
FX and other Adjustments	-2,795	-55,501	95.0%	-2,795	0	0	0	-2,795	0	-2,795
Total OPEX	2,548,796	2,449,763	4.0%	276,741	281,524	286,725	282,230	2,548,796	796,668	3,345,464
Net Profit Before Tax	616,922	556,773	10.8%	121,112	147,216	42,453	60,800	616,922	242,826	859,748

	Entities YTD					
	AU	CA	EU	NZ	Elimination	Total
Revenue						
Consultancy Revenue	1,075	1,195	1,783	1,000	0	5,053
Events Revenue	32,795	0	0	0	-32,795	0
Support Revenue	39,298	44,326	64,999	36,394	0	185,017
Product Revenue	117,935	132,648	195,011	109,348	0	554,942
Project Revenue	871,052	982,398	1,442,861	806,267	0	4,102,578
Total Revenue	1,062,155	1,160,567	1,704,654	953,009	-32,795	4,847,590
Cost of Sales						
Product Costs	23,632	26,660	39,155	21,865	0	111,312
Project Costs	318,412	359,245	527,324	294,788	0	1,499,769
Support Costs	15,031	16,950	24,894	13,916	0	70,791
Gross Profit	705,080	757,712	1,113,281	622,440	-32,795	3,165,718
GP%	66.4%	65.3%	65.3%	65.3%	100.0%	65.3%
OPEX						
Admin						
Wages	424,378	478,795	702,800	392,769	0	1,998,742
Total Admin	424,378	478,795	702,800	392,769	0	1,998,742
Finance						
Accounting Fees	4,084	4,609	6,763	3,780	0	19,236
Bank Fees	1,857	2,096	3,077	1,719	0	8,749
Interest Expense	963	1,086	1,594	891	0	4,534
Total Finance	6,904	7,791	11,434	6,390	0	32,519
Operations						
Rent Expense	93,014	104,939	154,036	86,085	0	438,074
Total Operations	93,014	104,939	154,036	86,085	0	438,074
Other	17,467	19,704	28,921	46,164	-30,000	82,256
FX and other Adjustments	0	0	0	0	-2,795	-2,795
Total OPEX	541,763	611,229	897,191	531,408	-32,795	2,548,796
Net Profit Before Tax	163,317	146,483	216,090	91,032	0	616,922

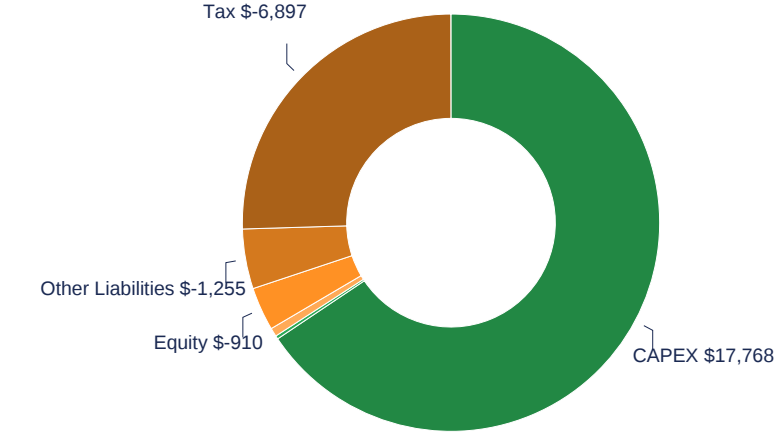
	Now	Last 3 Months			Monitors	
	As at Dec 23	Nov 23	Oct 23	Sep 23	CAPEX Monitor	YTD
Accounts Receivable	1,622,010	972,941	942,246	888,195	Motor Vehicle	442,895
Bank Accounts	4,425,262	4,456,793	4,387,874	4,224,364	Office Equipment	2,153
Other Current Assets	-266,622	50,532	51,465	50,659	Computer Equipment	2,066
Rounding	-24	15	-3	24	Leasehold Improvements	1,391
Total Current Assets	5,780,626	5,480,281	5,381,582	5,163,242	Furniture & Fittings	732
Term Assets	1,763,554	1,776,093	1,814,248	1,791,065	Total CAPEX	449,237
Total Assets	7,544,180	7,256,374	7,195,830	6,954,307		
Accounts Payable	419,680	222,841	224,039	235,265	Debt Monitor	As at Dec 23
Other Current Liabilities	3,010,586	2,971,891	2,929,809	2,737,408	Taxes	2,810,523
Total Current Liabilities	3,430,266	3,194,732	3,153,848	2,972,673	Accounts Payable	480,301
Term Liabilities	400,447	403,295	425,669	433,690	Term Loans	400,447
Total Liabilities	3,830,713	3,598,027	3,579,517	3,406,363	Other	139,442
Net Assets	3,713,467	3,658,347	3,616,313	3,547,944	Total Debt	3,830,713
Equity	3,281,385	3,304,719	3,365,763	3,313,019		
Current Year Earnings	448,546	367,530	260,118	248,322		
Adjustments on Consolidation	-11,757	-11,775	-12,201	-12,109		
FX Reserves	-4,707	-2,127	2,633	-1,288		
Total Equity	3,713,467	3,658,347	3,616,313	3,547,944		

	Entities YTD					
	AU	CA	EU	NZ	Elimination	Total
Accounts Receivable	356,778	395,287	578,815	331,270	0	1,662,150
Other Current Assets	918,911	981,182	1,437,577	792,762	-11,932	4,118,500
Rounding	-9	-4	-7	-4	0	-24
Total Current Assets	1,275,680	1,376,465	2,016,385	1,124,028	-11,932	5,780,626
Term Assets	378,544	419,403	614,127	351,480	0	1,763,554
Total Assets	1,654,224	1,795,868	2,630,512	1,475,508	-11,932	7,544,180
Accounts Payable	90,084	99,807	146,146	83,643	0	419,680
Other Current Liabilities	646,255	716,009	1,048,446	600,051	-175	3,010,586
Total Current Liabilities	736,339	815,816	1,194,592	683,694	-175	3,430,266
Term Liabilities	85,956	95,233	139,448	79,810	0	400,447
Total Non-Current Liabilities	85,956	95,233	139,448	79,810	0	400,447
Total Liabilities	822,295	911,049	1,334,040	763,504	-175	3,830,713
Net Assets	831,929	884,819	1,296,472	712,004	-11,757	3,713,467
Equity	831,929	884,819	1,296,472	712,004	-11,757	3,713,467

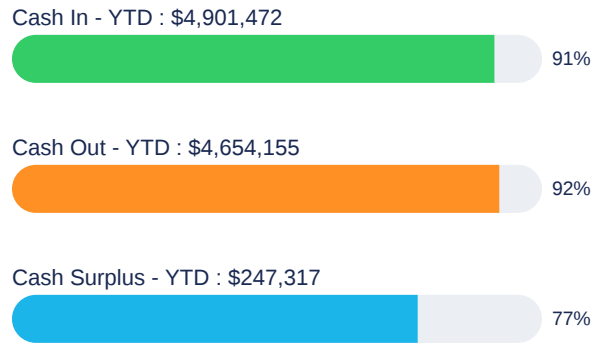
YTD CASH - excluding GST



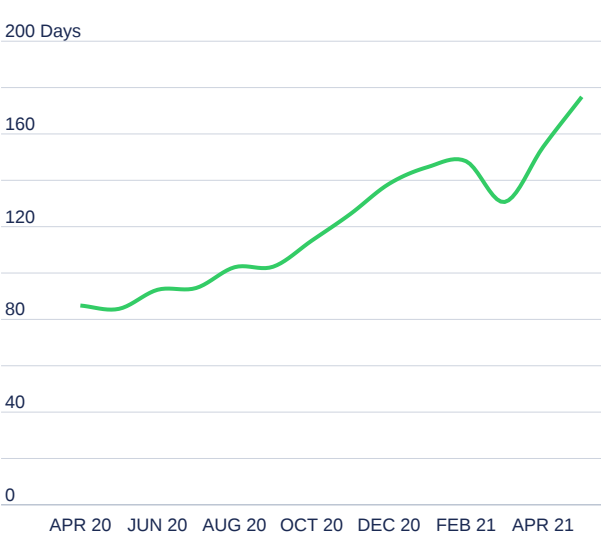
CASH - December 23 (excluding GST)



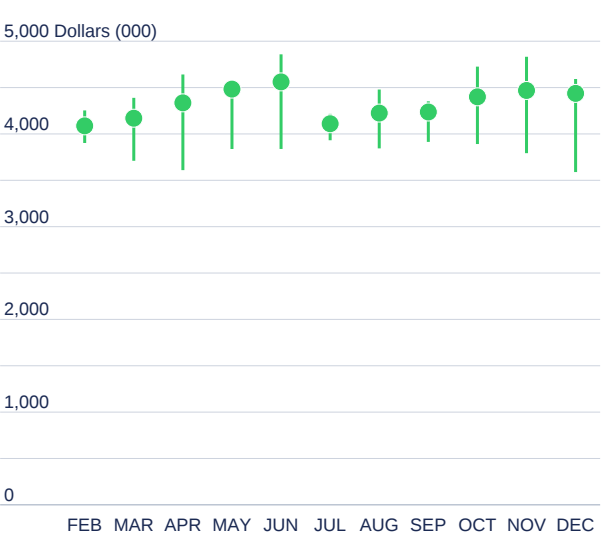
CASH TARGET MONITOR



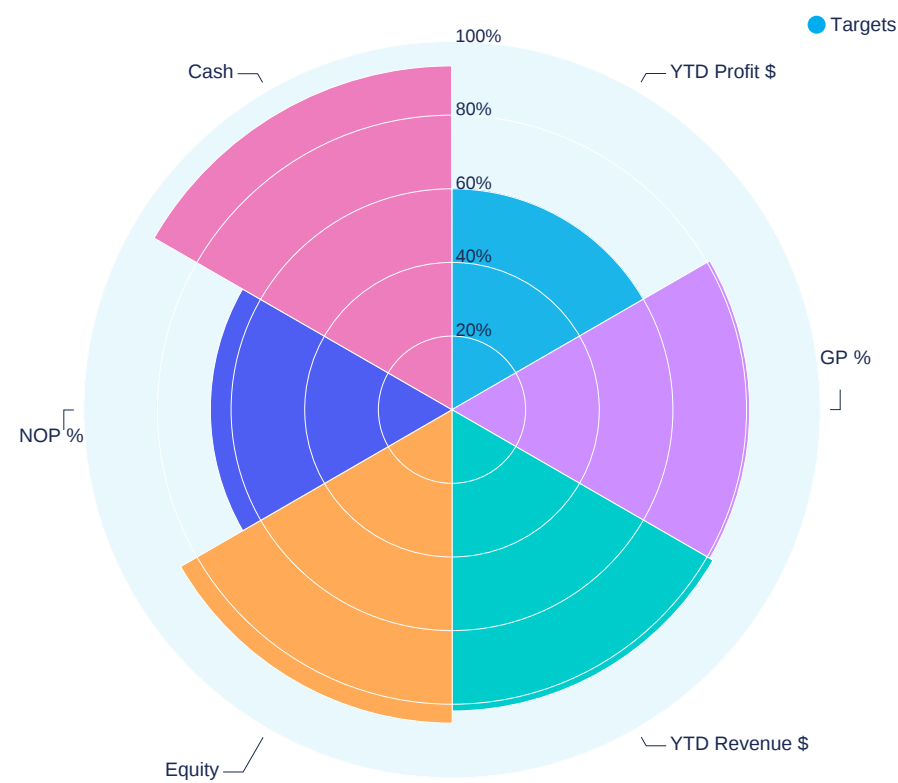
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

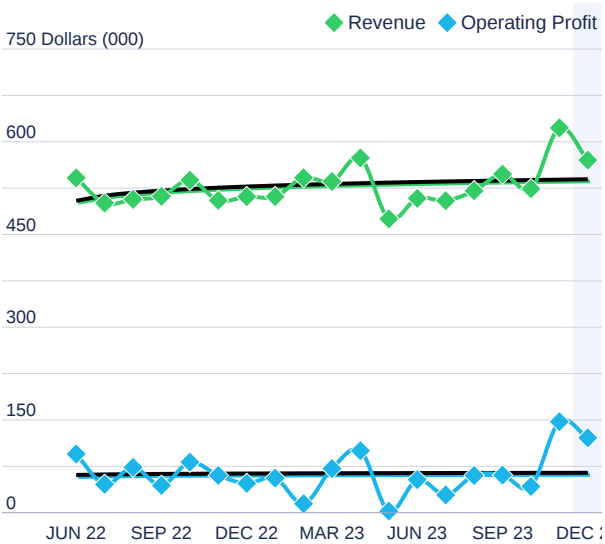


TARGET SCORE CARD



Actual vs Target		
	Actual	Target
Profit	616,922	1,023,150
GP %	65.3%	80.8%
Revenue	4,847,590	5,923,499
Equity	3,713,491	4,361,850
Net Operating Profit %	12.7%	19.4%
Cash	4,425,262	4,738,800

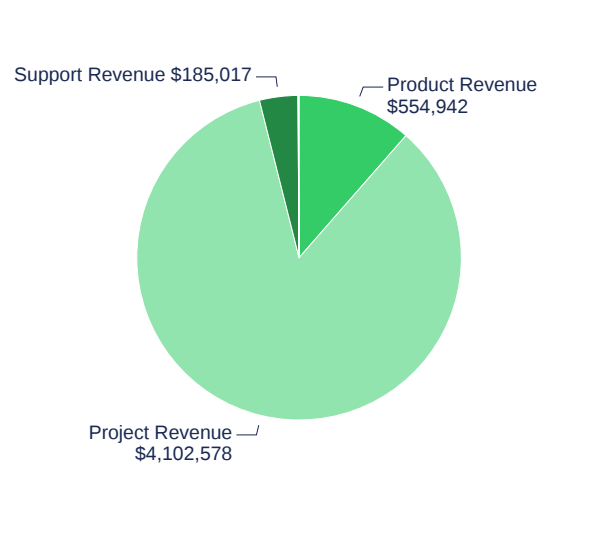
REVENUE AND OPERATING PROFIT TRENDS - Last 12 Mo



The Revenue for Dec 2023 was \$570,386, compared to \$622,516 last month. This represents a decrease of \$52,130, or 8.37%.

The Operating Profit for Dec 2023 was \$121,000, compared to \$147,000 last month. This represents decrease of \$26,000, or 17.69%.

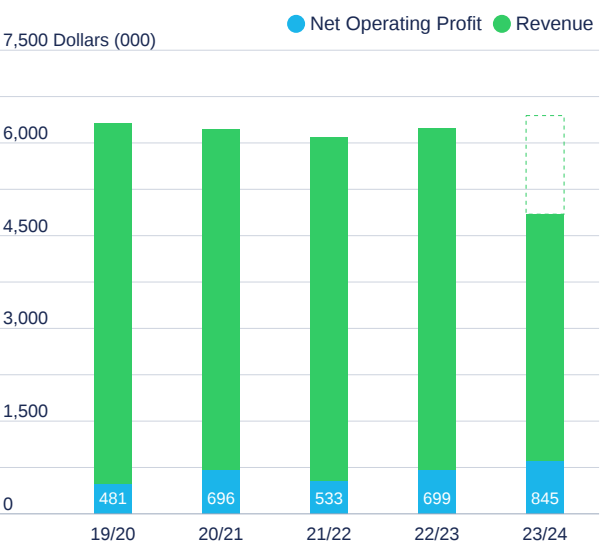
TOP REVENUE CONTRIBUTORS



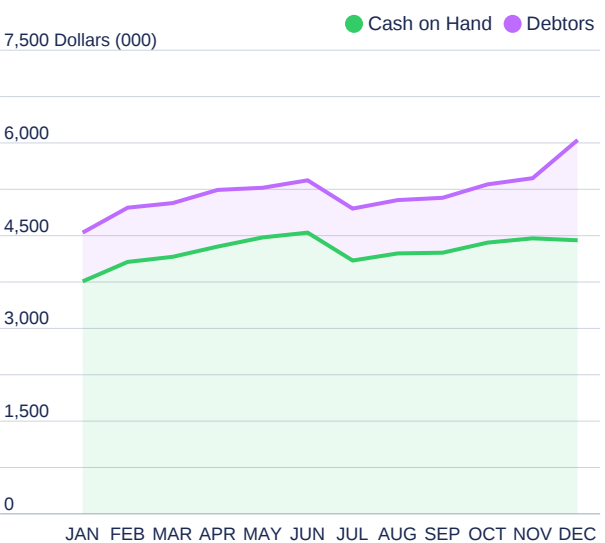
GROSS PROFIT % (EFFICIENCY)



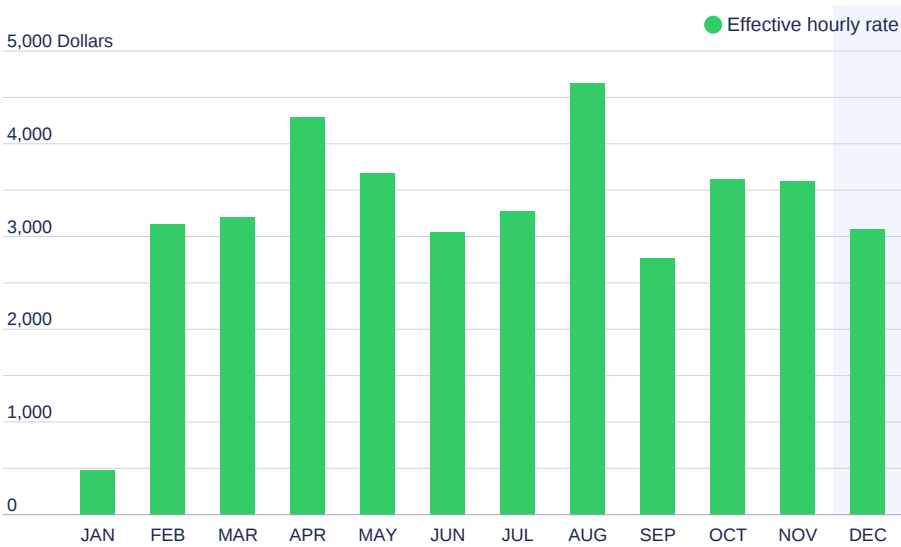
REVENUE AND NET OPERATING PROFIT - Last and Current Year



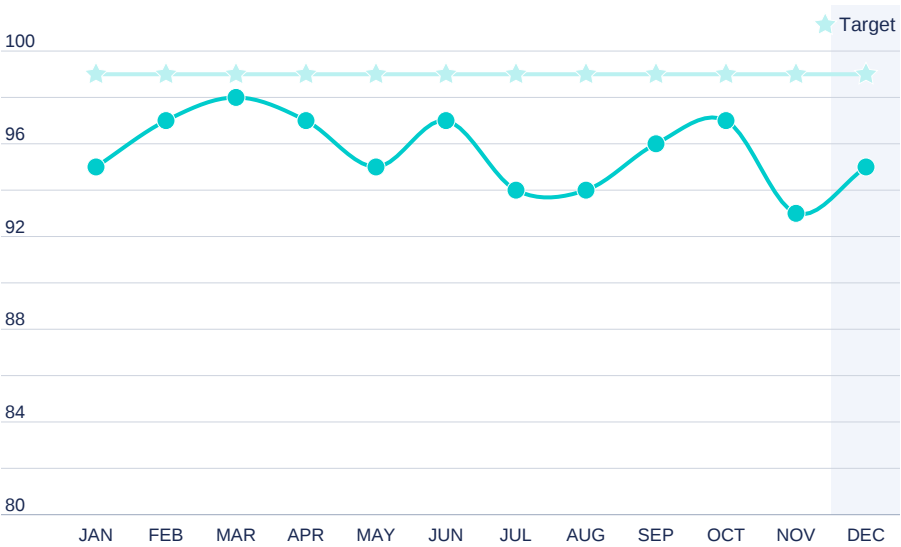
LIQUIDITY - (Cash + Debtors)



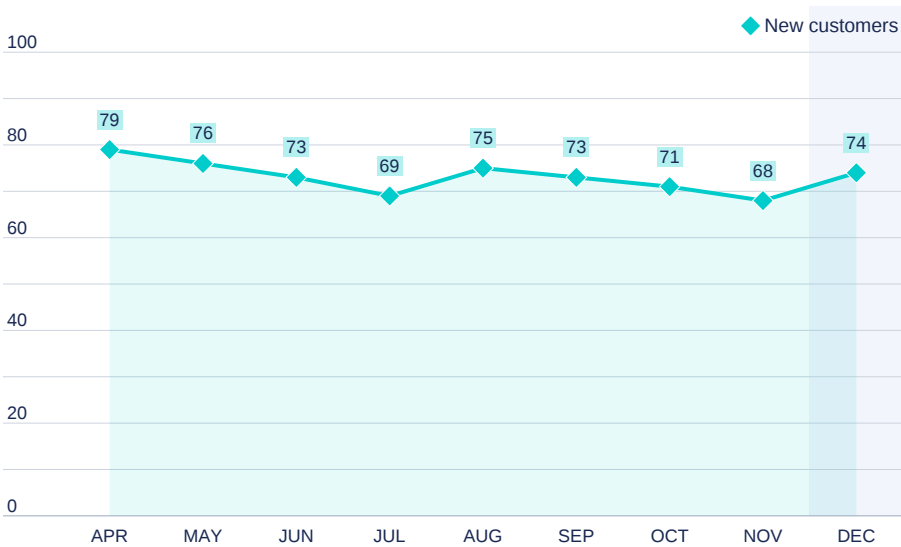
EFFECTIVE HOURLY RATE



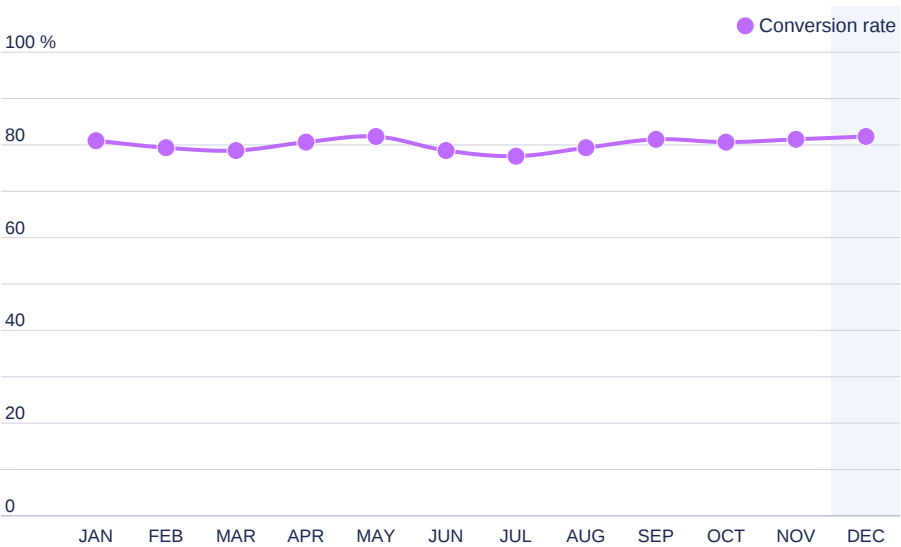
CUSTOMER SATISFACTION RATING



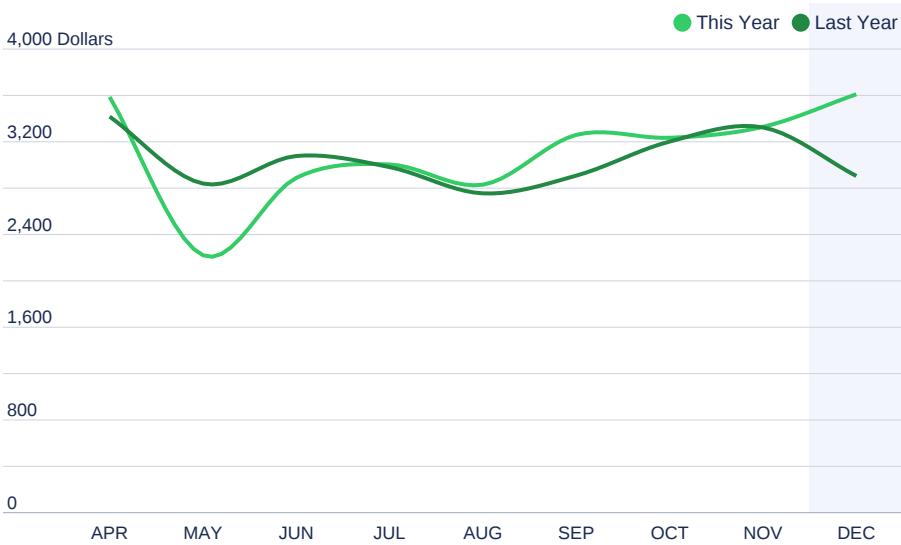
NEW CUSTOMERS



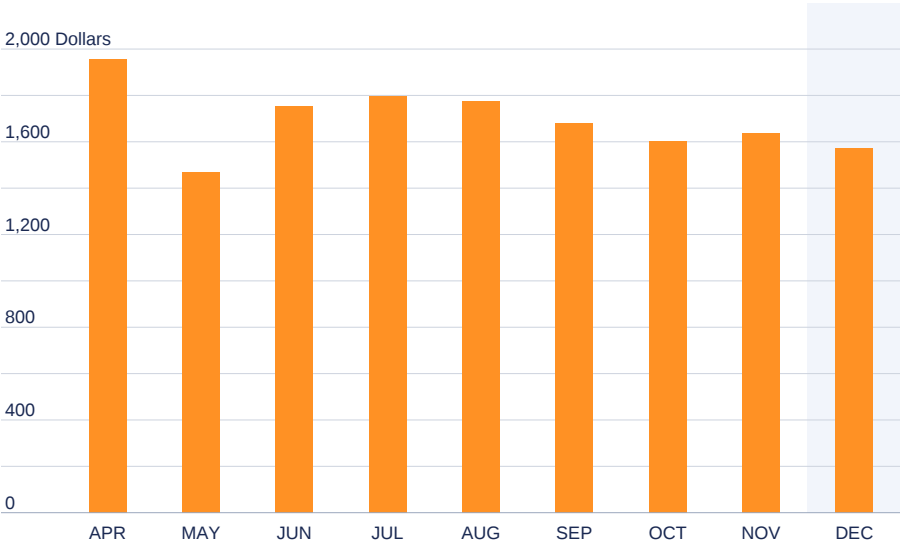
SALES CONVERSIONS



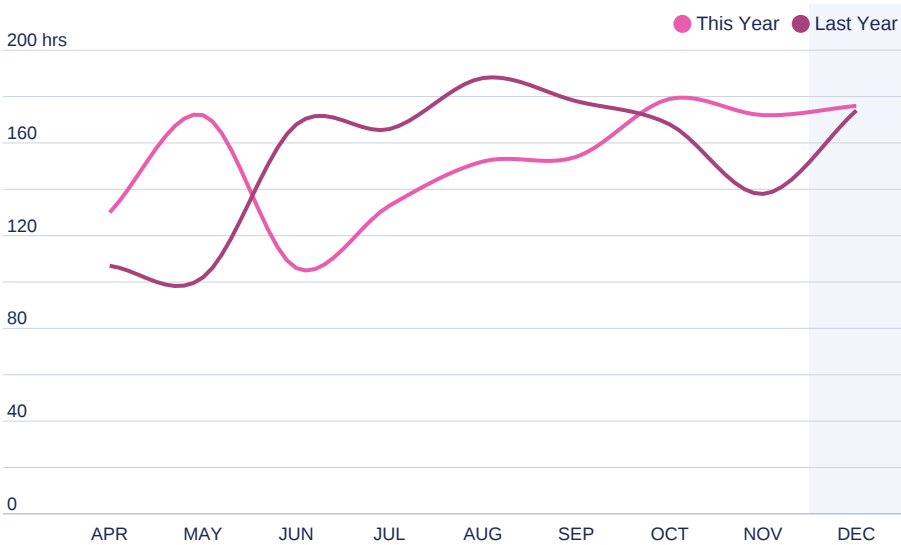
EFFECTIVE HOURLY RATE - GROSS - This Year



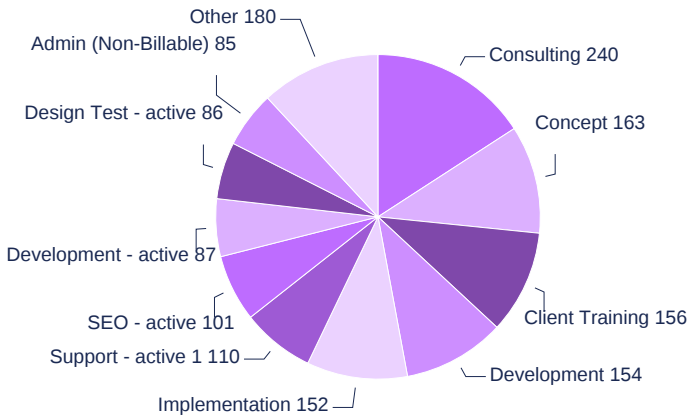
OVERHEAD BURDEN PER HOUR



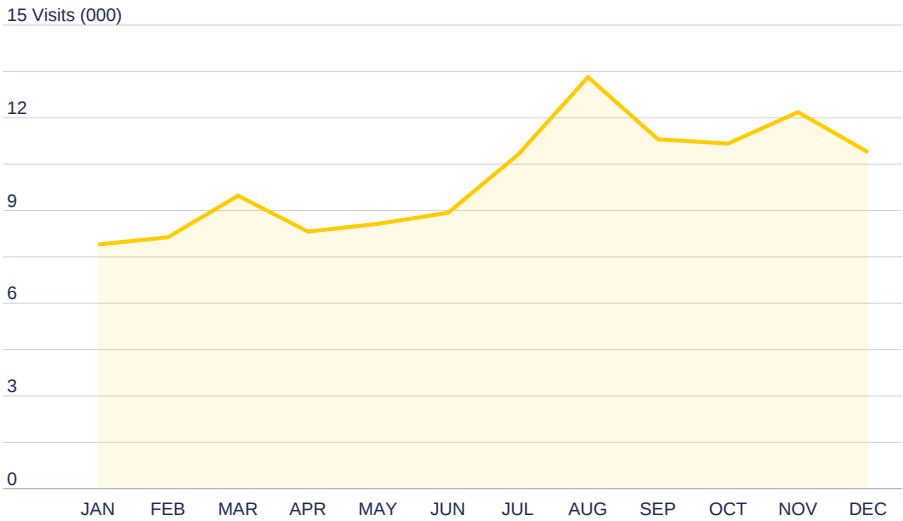
FIRM BILLABLE HOURS - This Year vs Last Year



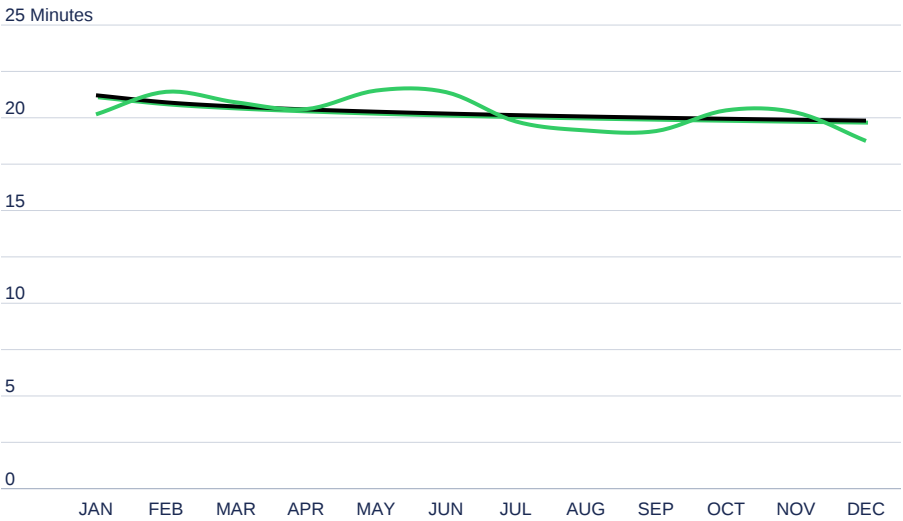
TOP TEN TIME SPENT ON TASKS (hrs) - YTD



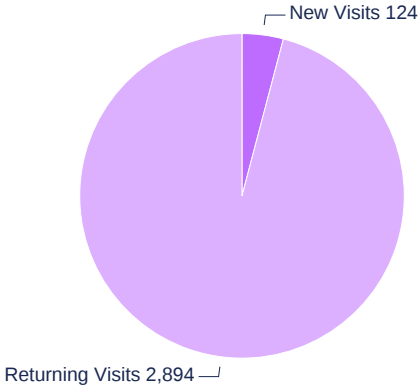
MONTHLY UNIQUE VISITS



TIME ON SITE



NEW vs RETURNING VISITS - This Month



UNIQUE VISITS BY COUNTRY - This Month

