

Custom Antiques

Personalized Jewelry Club | Subscription Model | 24-Month Operating Window

The figures below reflect the actual operating performance of one Custom Antiques partner brand over a full twenty-four month window, compiled from CartCapital's internal records. This is one partner's result under specific conditions. It is illustrative, is not typical, and is not a prediction of any result you may achieve. All figures are subject to the limitations set out in the Earnings & Income Disclosure (Exhibit A).

\$270,197 24-MONTH REVENUE	\$87,915 24-MONTH NET PROFIT	32.5% BLENDED PROFIT MARGIN
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Year One vs. Year Two

Period	Revenue	Expenses	Net Profit	Margin
Year 1 — Build	\$74,458	\$52,545	\$14,302	19.2%
Year 2 — Compound	\$195,739	\$98,732	\$73,613	37.6%
24-Month Total	\$270,197	\$151,277	\$87,915	32.5%

Year one builds the subscriber base through testing and gradual scale; year two runs against an established recurring-revenue base, where most net profit is realized. Same team, same broad ad-spend range — the difference is the maturing subscriber asset. Illustrative and not guaranteed.

Monthly Progression

Month	Y1 Revenue	Y1 Profit	Y2 Revenue	Y2 Profit
Jan	\$0	-\$400	\$8,697	\$2,198
Feb	\$1,067	-\$1,362	\$9,945	\$2,867
Mar	\$2,471	-\$826	\$11,493	\$3,597
Apr	\$4,234	\$4	\$13,052	\$4,433
May	\$5,950	\$820	\$14,600	\$5,163
Jun	\$7,197	\$1,488	\$16,148	\$5,994
Jul	\$8,145	\$1,895	\$17,695	\$6,824
Aug	\$8,745	\$2,219	\$18,895	\$7,472
Sep	\$8,877	\$2,495	\$19,747	\$8,037
Oct	\$9,045	\$2,581	\$20,515	\$8,447
Nov	\$9,333	\$2,624	\$22,050	\$9,059
Dec	\$9,393	\$2,763	\$22,902	\$9,524
Total	\$74,458	\$14,302	\$195,739	\$73,613

Figures are compiled from CartCapital internal operating records and illustrate one partner's experience under specific conditions. They are not typical, not averages, and not a representation of what any other partner will achieve; building and operating an ecommerce brand involves substantial risk, including possible loss of deployed capital. Nothing herein guarantees revenue, profit, or return, or is an offer to sell or solicitation to buy. Confidential; restricted to invited partners. See the Earnings & Income Disclosure (Exhibit A) for full terms.