

My Amour

Couple's Gifting Subscription | First-Time Partner | 24-Month Operating Window

The figures below reflect the actual operating performance of one My Amour partner brand — a first-time partner — over a full twenty-four month window, reconciled to NMI settlement 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).

\$266,744 24-MONTH REVENUE	\$90,051 24-MONTH NET PROFIT	33.8% BLENDED PROFIT MARGIN
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Year One vs. Year Two

Period	Revenue	Expenses	Net Profit	Margin
Year 1 — Build	\$63,626	\$47,377	\$9,853	15.5%
Year 2 — Compound	\$203,118	\$98,530	\$80,198	39.5%
24-Month Total	\$266,744	\$145,907	\$90,051	33.8%

Year one is a real build: the first creative tests did not work, and the brand ran at a loss through month four before a winning offer emerged and scale began. Year two runs against an established recurring-revenue base, where most net profit is realized. The early losses are part of the picture, not hidden from it. Illustrative and not guaranteed.

Monthly Progression

Month	Y1 Revenue	Y1 Profit	Y2 Revenue	Y2 Profit
Jan	\$0	-\$400	\$10,977	\$3,629
Feb	\$732	-\$1,432	\$11,865	\$4,103
Mar	\$924	-\$1,324	\$12,992	\$4,607
Apr	\$1,619	-\$1,058	\$14,132	\$5,216
May	\$3,071	-\$502	\$15,380	\$5,784
Jun	\$4,834	\$328	\$16,628	\$6,453
Jul	\$6,550	\$1,144	\$17,875	\$7,121
Aug	\$7,797	\$1,812	\$18,895	\$7,672
Sep	\$8,529	\$2,313	\$19,627	\$8,172
Oct	\$9,249	\$2,701	\$20,395	\$8,582
Nov	\$9,945	\$2,967	\$21,750	\$9,197
Dec	\$10,377	\$3,305	\$22,602	\$9,662
Total	\$63,626	\$9,853	\$203,118	\$80,198

Figures are reconciled to NMI settlement records and reflect 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.