

Performance Dashboard

TOTAL REVENUE

\$1,535,414

▼ -43.2% from last month



GROSS PROFIT MARGIN

47.54%

▲ 5.5% from last month



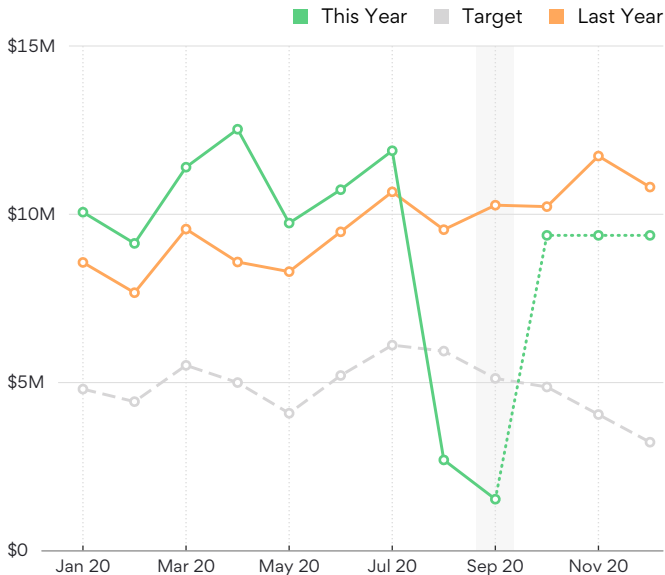
PROFITABILITY RATIO

20.02%

▲ 10.81% from last month



Revenue Trends



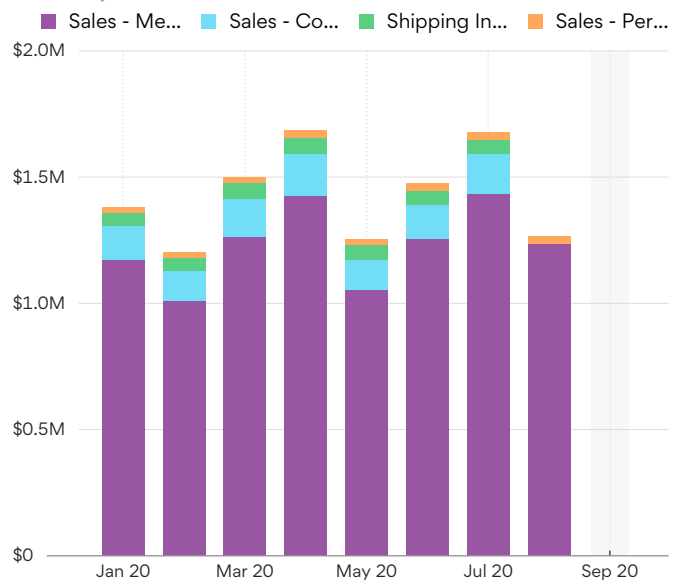
Revenue breakdown (2020/2021 YTD)

Sales	\$12,682,388
Sales - Memberships	\$2,663,697
Sales - Website	\$268,407
Sales - Consulting	\$156,222
Sales - Maintenance	\$92,447
Sales - Personal Training	\$71,226
Other Revenue	\$69,434
Shipping Income	\$55,460
Rental Income	\$23,298
Sales - Supplements	\$20,966

Expenses breakdown (2020/2021 YTD)

Payroll Items	\$1,860,521
Telephone & Internet	\$269,634
Staff & Admin	\$267,527
Salaries & Wages	\$266,964
Salaries & Wages	\$246,375
Travel & Entertainmt	\$242,362
Agents Commissions	\$227,079
Rent	\$211,157
Labour	\$197,781
Other Variable Expenses	\$186,110

Sales by Month



Profitability Dashboard

TOTAL REVENUE

\$1,535,414

▼ -43.2% from last month



A measure of the total amount of money received by the company for goods sold or services provided.

EXPENSES TO REVENUE RATIO

83.75%

▼ -9.15% from last month



A measure of how efficiently the business is conducting its operations.

BREAKEVEN MARGIN OF SAFETY

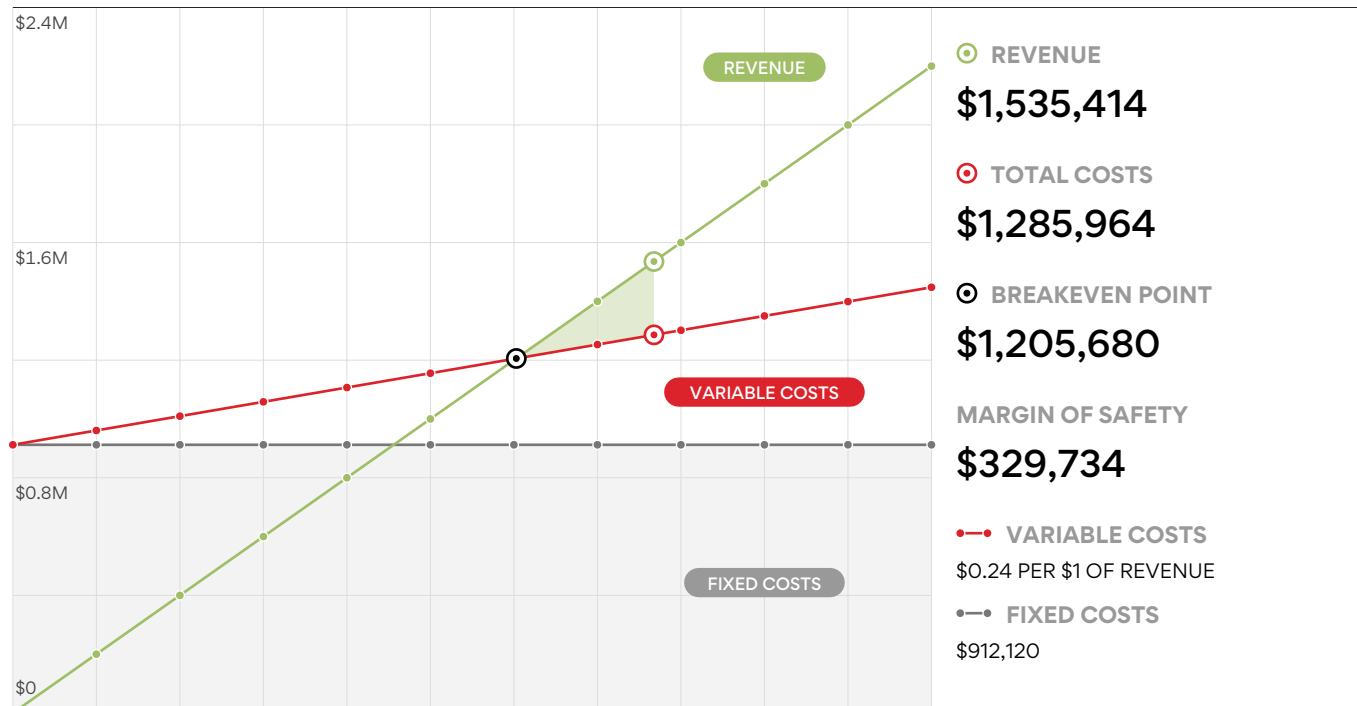
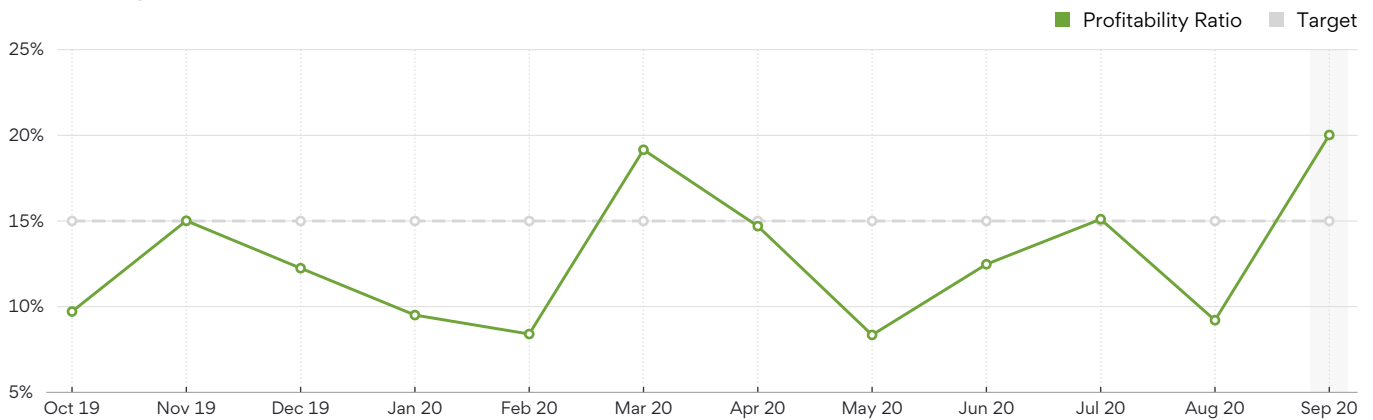
\$329,734

▼ -3.4% from last month



The breakeven safety margin represents the gap between the actual revenue level and the breakeven point.

Profitability Ratio



KPI Performance

New Customers

New Customers 400 (Last quarter 332)

So far this quarter we have seen an increase in New Customers compared to the same quarter last year. Given this increase, we will continue to grow our advertising initiatives targeting new business.

Customer Satisfaction

Customer Satisfaction 74.9% (Last month 75.6%)

Customer Satisfaction surveys are continuing to decrease. This quarter we will focus on decreasing customer inquiry response times, and improve training offerings.

Lost Customers

Lost Customers 43 (Last month 50)

This month is an improvement over last month's client retention numbers and considerably less than the rolling 12-month average of 129 lost customers. We will continue to put retention measures in place to continue this downward trend.

KPI Summary	Sep 2020	YTD	Budget (YTD)	YTD vs YTD budget (%)
Total Revenue	\$1,535,414	\$16,125,887	\$17,173,026	-6.10%
Revenue Growth	-43.17%	-47.09%	48.26%	-197.58%
EBIT Growth	23.56%	-30.50%	269.36%	-111.32%
Gross Profit Margin	47.54%	48.20%	49.91%	-3.42%
Operating Profit Margin	16.25%	13.29%	9.37%	41.82%
Operating Cash Flow to Current Liabilities	0.22:1	0.41:1	2.48:1	-83.28%
Cash on Hand	\$10,187,659	\$10,187,659	\$610,860	1,567.76%

TOTAL COST OF SALES

\$805,423

▼ -48.6% from last month



EXPENSES TO REVENUE RATIO

83.75%

▼ -9.15% from last month



BREAKEVEN MARGIN OF SAFETY

\$329,734

▼ -3.4% from last month

