3-YEAR FORECAST - Low, Medium, High

LOW Case	ACTILAL	ACTUAL	V 4		V 2
Year	ACTUAL	ACTUAL	Year 1	Year 2	Year 3
	<u>2018</u>	2019	2020	<u>2021</u>	<u>2022</u>
Sales	10,764,366	10,591,109	8,500,000	10,800,000	12,000,000
% change	15%	-2%	-20%	27%	11%
Net Income/Loss * % change	230,647 41%	(358,149)	100,000 -128%	150,000 50%	450,000 200%
ROS	2.1%		2.5%	3.3%	3.8%
Financial Goals:	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Grow Sales from \$10.6 N Grow Profits from \$100K Increase ROS from 2.5% Increase from 21% to 26	to \$456K in 2 Years from in 2020 to 3.8% in 2022	າ 2020	
Digital Sales %	21%	20%	20%	21%	22%
Digital Sales	2,262,084	2,093,885	1,700,000	2,268,000	2,640,000
OTP Sales	210,000	105,118	270,000	380,000	530,000
Revised Digital	2,472,084	2,199,003	1,970,000	2,648,000	3,170,000
Revised Digital %	23%	21%	23%	25%	26%
OTP % of Digital	8%	5%	14%	14%	17%
OTP % of Total	2%	1%	3%	4%	4%
Print & Rights Sale % change Aggregate change	8,292,282	8,392,106 1%	6,530,000 -22%	8,152,000 25%	8,830,000 8% 4%
MEDIUM Case					
Year	ACTUAL	ACTUAL	Year 1	Year 2	Year 3
	2018	2019	<u>2020</u>	<u>2021</u>	<u>2022</u>
Sales	10,764,366	10,591,109	8,850,000	11,100,000	13,000,000
% change	15%	-2%	-16%	25%	17%
Net Income/Loss * % change	230,647	(358,149)	225,000	335,000	520,000
	41%	-255%	-163%	49%	55%
ROS	2.1%	-3.4%	3.0%	3.8%	4.0%
Financial Goals:	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Grow Sales from \$10.6 N Grow Profits from \$225K Increase ROS from 3% in Increase from 21% to 29	to \$520K in 2 Years from 2020 to 4% in 2022		
Digital Sales %	21%	20%	21%	22%	23%
Digital Sales	2,262,084	2,093,885	1,858,500	2,442,000	2,990,000
OTP Sales	210,000	105,118	355,000	530,000	800,000
Revised Digital	2,472,084	2,199,003	2,213,500	2,972,000	3,790,000
Revised Digital %	23%	21%	25%	27%	29%
OTP % of Digital	8%	5%	16%	18%	21%
OTP % of Total	2%	1%	4%	5%	6%
Print & Rights Sale Annuage '% change Aggregate change		8,392,106 1%	6,636,500 -21%	8,128,000 22%	9,210,000 13% 5%
HIGH Case					
Year	ACTUAL	ACTUAL	Year 1	Year 2	Year 3
	<u>2018</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>	<u>2022</u>
Sales	10,764,366	10,591,109	9,000,000	11,500,000	15,000,000
% change	15%	-2%	-15%	28%	30%
Net Income/Loss * % change	230,647 41%	(358,149) -255%	350,000	500,000 43%	750,000 50%
ROS	2.1%		3.9%	4.3%	5.0%
Financial Goals:	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Grow Sales from \$10.6 N Grow Profits from \$350K Increase ROS from 3.9% Increase from 21% to 32	to \$750K in 2 Years from in 2020 to 5% in 2023		
Digital Sales %	21%	20%	21%	23%	25%
Digital Sales	2,262,084	2,093,885	1,890,000	2,587,500	3,750,000
OTP Sales	210,000	105,118	410,000	650,000	1,050,000
Revised Digital	2,472,084	2,199,003	2,300,000	3,237,500	4,800,000
Revised Digital %	23%	21%	26%	28%	32%
OTP % of Digital	8%	5%	18%	20%	22%
OTP % of Total	2%	1%	5%	6%	7%
Print & Rights Sale % change Aggregate change	8,292,282	8,392,106 1%	6,700,000 -20%	8,262,500 23%	10,200,000 23% 9%

^{*} Note: 2020 Net Profit for LOW, MEDIUM, and HIGH cases include 100% forgiven \$692K Paycheck Protection Program loan by the Smal Business Administtion as part of the Covid-19 CARES Act by the U.S. Congress.

5-YEAR FORECAST - Low, Medium, High

V		V 2	V 2	V4	ACTUAL	ACTUAL	LOW Case
Year 5 <u>2024</u>	Year 4 <u>2023</u>	Year 3 <u>2022</u>	Year 2 <u>2021</u>	Year 1 <u>2020</u>	ACTUAL <u>2019</u>	ACTUAL <u>2018</u>	Year
13,800,000 8%	12,800,000 7%	12,000,000 11%	10,800,000 27%	8,500,100 -20%	10,591,109 -2%	10,764,366 15%	Sales % change
650,000 18%	550,000 21%	456,000 204%	150,000 50%	100,000 -143%	(230,647)	² 230,647 41%	Net Income/Loss * % change
4.7%	4.3%	3.8%	3.3%	2.5%		2.1%	ROS
				o \$650K in 4 Years from 2 n 2020 to 4.7% in 2024	Grow Sales from \$10.6 Mi Grow Profits from \$100K to Increase ROS from 2.5% ir Increase from 21% to 29%	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Financial Goals:
21% 2,898,000	21% 2,688,000	22% 2,640,000	21% 2,268,000	20% 1,700,020	20% 2,093,885	21% 2,262,084	Digital Sales % Digital Sales
1,040,000 3,938,000 29%	740,000 3,428,000 27%	530,000 3,170,000 26%	380,000 2,648,000 25%	270,000 1,970,020 23%	105,118 2,199,003 21%	210,000 2,472,084 23%	OTP Sales Revised Digital Revised Digital %
26% 8%	22% 6%	17% 4%	14% 4%	14% 3%	5% 1%	8% 2%	OTP % of Digital OTP % of Total
9,862,000 5% 4%	9,372,000 6%	8,830,000 8%	8,152,000 25%	6,530,080 -22%	8,392,106 1%		Print & Rights Sale % change Aggregate change
							NACDILINA Coco
Year 5	Year 4	Year 3	Year 2	Year 1	ACTUAL	ACTUAL	MEDIUM Case
<u>2024</u>	<u>2023</u>	<u>2022</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>	Year
16,000,000 12%	14,250,000 10%	13,000,000 17%	11,100,000 25%	8,850,000 -16%	10,591,109 -2%	10,764,366 15%	Sales % change
950,000 36%	700,000 35%	520,000 55%	335,000 49%	225,000 -163%	(358,149) -255%	^{41%}	Net income/Loss * % change
5.9%	4.9%	4.0%	3.8%	3.0%		2.1%	ROS
				o \$950K in 4 Years from 2 2020 to 5.9% in 2024	Grow Sales from \$10.6 Mi Grow Profits from \$225K tu Increase ROS from 3% in 2 Increase from 21% to 37%	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Financial Goals:
26% 4,160,000	24% 3,420,000	23% 2,990,000	22% 2,442,000	21% 1,858,500	20% 2,093,885	21% 2,262,084	Digital Sales % Digital Sales
1,800,000 5,960,000 37%	1,200,000 4,620,000 32%	800,000 3,790,000 29%	530,000 2,972,000 27%	355,000 2,213,500 25%	105,118 2,199,003 21%	210,000 2,472,084 23%	OTP Sales Revised Digital Revised Digital %
30% 11%	26% 8%	21% 6%	18% 5%	16% 4%	5% 1%	8% 2%	OTP % of Digital OTP % of Total
10,040,000 4% 5%	9,630,000 5%	9,210,000 13%	8,128,000 22%	6,636,500 -21%	8,392,106 1%	e	Print & Rights Sale Annuage '% change Aggregate change
							HIGH Case
Year 5 <u>2024</u>	Year 4 <u>2023</u>	Year 3 <u>2022</u>	Year 2 <u>2021</u>	Year 1 <u>2020</u>	ACTUAL <u>2019</u>	ACTUAL <u>2018</u>	Year
21,000,000 20%	17,500,000 17%	15,000,000 30%	11,500,000 28%	9,000,000 -15%	10,591,109 -2%	10,764,366 15%	Sales % change
1,500,000 50%	1,000,000 33%	750,000 50%	500,000 41%	350,000	(358,149) -255%	° 230,647 41%	Net Income/Loss * % change
7.1%	5.7%	5.0%	4.3%	3.9%		2.1%	ROS
				to \$1.5M in 4 Years from n 2020 to 7.1% in 2024	Grow Sales from \$10.6 Mi Grow Profits from \$350K to Increase ROS from 3.9% ir Increase from 21% to 42%	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Financial Goals:
29% 6,090,000	26% 4,550,000	25% 3,750,000	23% 2,587,500	21% 1,890,000	20% 2,093,885	21% 2,262,084	Digital Sales % Digital Sales
		1,050,000	650,000 3,237,500	410,000 2,300,000	105,118 2,199,003	210,000 2,472,084	OTP Sales Revised Digital Revised Digital %
2,700,000 8,790,000 42%	1,680,000 6,230,000 36%	4,800,000 32%	28%	26%	21%	23%	Nevised Digital 70
8,790,000	6,230,000			26% 18% 5%	21% 5% 1%	23% 8% 2%	OTP % of Digital OTP % of Total

^{*} Note: 2020 Net Profit for LOW, MEDIUM, and HIGH cases include 100% forgiven \$692K Paycheck Protection Program loan by the Smal Business Administrion as part of the Covid-19 CARES Act by the U.S. Congress.

LOW Case	ACTUAL	. ACTUAL	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Year	2018		<u>2020</u>	<u>2021</u>	<u>2022</u>	2023	<u>2024</u>	<u>2025</u>	<u>2026</u>	<u>2027</u>	<u>2028</u>	<u>2029</u>
Sales % change	10,764,366 15%	10,591,109 -4%	8,500,100 -20%	10,800,000 27%	12,000,000 11%	12,800,000 7%	13,800,000 8%	14,750,000 7%	16,000,000 8%	17,250,000 8%	18,500,000 7%	20,000,000
Net Income/Loss * % change	230,647 41%	(358,149)	100,000 -128%	150,000 50%	456,000 204%	550,000 21%	650,000 18%	800,000 23%	950,000 19%	1,150,000 21%	1,300,000 13%	1,450,000 12%
ROS	2.8%		2.5%	3.3%	3.8%	4.3%	4.7%	5.4%	5.9%	6.7%	7.0%	7.3%
Financial Goals:	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Grow Sales from \$10 Grow Profits from \$1 Increase ROS from 2 Increase from 20% to	.00K to \$1.45M in 9 2.5% in 2019 to 7.3%	Years from 2020- 2	029							
Digital Sales % Digital Sales	21% 2,262,084	20% 2,093,885	20% 1,700,020	21% 2,268,000	22% 2,640,000	21% 2,688,000	21% 2,898,000	22% 3,500,000	23% 3,720,000	24% 4,140,000	24% 4,440,000	25% 5,000,000
OTP Sales Revised Digital Revised Digital %	210,000 2,472,084 23%	105,118 2,199,003 20%	270,000 1,970,020 23%	380,000 2,648,000 25%	530,000 3,170,000 26%	740,000 3,428,000 27%	1,040,000 3,938,000 29%	1,350,000 4,850,000 33%	1,755,000 5,475,000 34%	2,280,000 6,420,000 37%	2,900,000 7,340,000 40%	3,700,000 8,700,000 44%
OTP % of Digital OTP % of Total	8% 2%		14% 3%	14% 4%	17% 4%	22% 6%	26% 8%	28% 9%	32% 11%	36% 13%	40% 16%	43% 19%
Print & Rights Sale % change Aggregate change	8,292,282	8,392,106 -1%	6,530,080 -22%	8,152,000 25%	8,830,000 8%	9,372,000 6%	9,862,000 5%	9,900,000 0%	10,525,000 6%	10,830,000 3%	11,160,000 3%	11,300,000 1% 4%
MEDIUM Case												
Year	ACTUAL <u>2018</u>		Year 1 <u>2020</u>	Year 2 <u>2021</u>	Year 3 <u>2022</u>	Year 4 <u>2023</u>	Year 5 <u>2024</u>	Year 6 <u>2025</u>	Year 7 <u>2026</u>	Year 8 <u>2027</u>	Year 9 <u>2028</u>	Year 10 2029
Sales % change	10,764,366 15%	10,591,109 -2%	8,850,000 -16%	11,100,000 25%	13,000,000 17%	14,250,000 10%	16,000,000 12%	18,000,000 13%	20,500,000 14%	23,500,000 15%	26,500,000 13%	30,000,000 13%
Net Income/Loss * % change	230,647 41%	(358,149) -255%	225,000 -163%	335,000 49%	520,000 55%	700,000 35%	950,000 36%	1,250,000 32%	1,500,000 20%	2,000,000 33%	3,000,000 50%	3,500,000 17%
ROS	2.1%		3.0%	3.8%	4.0%	4.9%	5.9%	6.9%	7.3%	8.5%	11.3%	11.7%
Financial Goals:	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Grow Sales from \$10.6 Million to \$30 Million in 10 Years Grow Profits from \$225K to \$3.5M in 9 Years from 2019 to 2029 Increase ROS from 3% in 2020 to 11.7% in 2029 es Increase from 21% to 50% in 10 Years										
Digital Sales % Digital Sales	23% 2,472,084	20% 2,093,885	21% 1,858,500	22% 2,442,000	23% 2,990,000	24% 3,420,000	26% 4,160,000	28% 5,040,000	30% 6,150,000	32% 7,520,000	33% 8,745,000	36% 10,650,000
OTP Sales Revised Digital Revised Digital %	210,000 2,682,084 25%	105,118 2,199,003 21%	355,000 2,213,500 25%	530,000 2,972,000 27%	800,000 3,790,000 29%	1,200,000 4,620,000 32%	1,800,000 5,960,000 37%	2,400,000 7,440,000 41%	3,200,000 9,350,000 46%	4,300,000 11,820,000 50%	5,800,000 14,545,000 55%	7,000,000 17,650,000 59%
OTP % of Digital OTP % of Total	8% 2%		16% 4%	18% 5%	21% 6%	26% 8%	30% 11%	32% 13%	34% 16%	36% 18%	40% 22%	40% 23%
Print & Rights Sale Annuage '% chang Aggregate change		8,392,106 4%	6,636,500 -21%	8,128,000 22%	9,210,000 13%	9,630,000 5%	10,040,000 4%	10,560,000 5%	11,150,000 6%	11,680,000 5%	11,955,000 2%	12,350,000 3% 4%
HIGH Case												
Year	ACTUAL <u>2018</u>		Year 1 <u>2020</u>	Year 2 <u>2021</u>	Year 3 <u>2022</u>	Year 4 <u>2023</u>	Year 5 <u>2024</u>	Year 6 <u>2025</u>	Year 7 <u>2026</u>	Year 8 <u>2027</u>	Year 9 <u>2028</u>	Year 10 2029
Sales % change	10,764,366 15%	10,591,109 -2%	9,000,000 -15%	11,500,000 28%	15,000,000 30%	17,500,000 17%	21,000,000 20%	25,000,000 19%	29,500,000 18%	35,000,000 19%	42,000,000 20%	50,000,000 19%
Net Income/Loss * % change	230,647 41%	(358,149) -255%	350,000	500,000 43%	750,000 50%	1,000,000 33%	1,500,000 50%	2,250,000 50%	3,500,000 56%	4,500,000 29%	6,000,000 33%	7,500,000 25%
ROS	2.1%		3.9%	4.3%	5.0%	5.7%	7.1%	9.0%	11.9%	12.9%	14.3%	15.0%
Financial Goals:	Sales Growth Profit Growth ROS Growth Rev Dig as % of Sales	Grow Sales from \$10 Grow Profits from \$3 Increase ROS from 3 Increase from 21% to	350K to \$7.5M in 10 3.9% in 2020 to 15%	Years from 2019								
Digital Sales % Digital Sales	23% 2,472,084	20% 2,093,885	21% 1,890,000	23% 2,587,500	25% 3,750,000	26% 4,550,000	29% 6,090,000	32% 8,000,000	35% 10,325,000	39% 13,650,000	43% 18,060,000	45% 22,250,000
OTP Sales Revised Digital Revised Digital %	210,000 2,682,084 25%	105,118 2,199,003 21%	410,000 2,300,000 26%	650,000 3,237,500 28%	1,050,000 4,800,000 32%	1,680,000 6,230,000 36%	2,700,000 8,790,000 42%	3,780,000 11,780,000 47%	5,290,000 15,615,000 53%	7,000,000 20,650,000 59%	8,900,000 26,960,000 64%	12,500,000 34,750,000 70%
OTP % of Digital OTP % of Total	8% 2%		18% 5%	20% 6%	22% 7%	27% 10%	31% 13%	32% 15%	34% 18%	34% 20%	33% 21%	36% 25%
Print & Rights Sale % change Aggregate change	8,082,282	8,392,106 4%	6,700,000 -20%	8,262,500 23%	10,200,000 23%	11,270,000 10%	12,210,000 8%	13,220,000 8%	13,885,000 5%	14,350,000 3%	15,040,000 5%	15,250,000 1% 7%

^{*} Note: 2020 Net Profit for LOW, MEDIUM, and HIGH cases include 100% forgiven \$692K Paycheck Protection Program loan by the Smal Business Administrion as part of the Covid-19 CARES Act by the U.S. Congress.