

	Total 2015 Plan	Total 2016 Plan	Total 2017 Plan	Total 2018 Plan
P&L Naturaslim				
Top Line Webshop				
Net revenues Webshop	262.925	695.702	1.174.086	1.769.448
Material & other expenditures Total	-143.707	-351.326	-564.172	-811.641
<i>% of net revenues Webshop</i>	-55%	-50%	-48%	-46%
CM 1 Webshop Total	119.219	344.376	609.913	957.808
<i>% of net revenues Webshop</i>	45%	50%	52%	54%
Top Line RTD (Ready To Drink)				
Net revenues RTD	0	132.100	320.550	637.300
Material & other expenditures RTD	0	-80.540	-180.872	-329.112
<i>% of net revenues RTD</i>	#DIV/0!	-61%	-56%	-52%
CM 1 RTD	0	51.560	139.678	308.188
<i>% of net revenues RTD</i>	#DIV/0!	39%	44%	48%
Top Line Total				
Net revenues total	262.925	827.802	1.494.636	2.406.748
<i>y/y growth rate (%)</i>	673%	215%	81%	61%
Material & other expenditures total	-143.707	-431.866	-745.044	-1.140.753
<i>% of net revenues Webshop</i>	-55%	-52%	-50%	-47%
CM 1 total	119.219	395.936	749.591	1.265.996
<i>% of net revenues total</i>	45%	48%	50%	53%
Non-Material Expenditures Total				
Personnel	-15.988	-64.000	-76.800	-88.320
<i>% of net revenues total</i>	-6%	-8%	-5%	-4%
Operating expenditures	-46.457	-68.000	-76.000	-102.000
<i>% of net revenues total</i>	-18%	-8%	-5%	-4%
Personnel & operating expenditures	-62.445	-132.000	-152.800	-190.320
<i>% of net revenues total</i>	-24%	-16%	-10%	-8%
CM 2 total	56.774	263.936	596.791	1.075.676
<i>% of net revenues total</i>	22%	32%	40%	45%
Marketing	-13.456	-191.000	-340.000	-444.000
<i>% of net revenues total</i>	-5%	-23%	-23%	-18%
Total non-material expenditures	-75.901	-323.000	-492.800	-634.320
<i>% of net revenues total</i>	-29%	-39%	-33%	-26%
EBITDA	43.317	72.936	256.791	631.676
<i>% of net revenues total</i>	16%	9%	17%	26%
Depreciation and Amortization	-3.593	-13.334	-18.333	-18.333
<i>% of net revenues total</i>	-1%	-2%	-1%	-1%
EBIT	39.725	59.602	238.458	613.342
<i>% of net revenues total</i>	15%	7%	16%	25%
Interest expense	0	-9.000	-9.000	-9.000
Interest income	0	0	0	0
Financial result	0	0	-9.000	-9.000
EBT	39.725	59.602	229.458	604.342
<i>% of net revenues total</i>	15%	7%	15%	25%
Corporate tax	-1.637	-14.900	-57.364	-151.086
Net profit / loss	38.088	44.701	172.093	453.257
<i>% of net revenues total</i>	14%	5%	12%	19%