

**Alfalfa House Calendar 2022 Annual Subscription Fee Options (1,000 members)**

	2022 Base Case	Scenario 1	Scenario 2	Scenario 3	Scenario 4
<b>Proposed Annual Subscription Fees</b>					
Gold Membership	NA \$	50.00 \$	50.00 \$	50.00 \$	NA
Concession Membership	NA \$	20.00 \$	20.00 \$	20.00 \$	NA
Standard Membership	\$ 20.00 \$	30.00 \$	35.00 \$	40.00 \$	40.00
Concession Membership (Half Year)	NA \$	10.00 \$	10.00 \$	10.00 \$	NA
Standard Membership (Half Year)	\$ 10.00 \$	15.00 \$	17.50 \$	20.00 \$	20.00
<b>Assumed Annual Subscription Fee Splits (Members)</b>					
Gold Membership	-	100	100	100	-
Concession Membership	-	200	200	200	-
Standard Membership	1,000	700	700	700	1,000
<b>Total Members</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>	<b>1,000</b>
<b>Revenue</b>					
Shop trading (inc vege boxes)	793,163	793,163	793,163	793,163	793,163
Annual subscription fee	22,237	28,288	31,548	34,808	37,260
Donations	5,000	5,000	5,000	5,000	5,000
Workshop fees	-	-	-	-	-
<b>Total Revenue</b>	<b>820,400</b>	<b>826,451</b>	<b>829,711</b>	<b>832,971</b>	<b>835,423</b>
<b>Cost of Goods Sold</b>					
Groceries	318,852	318,852	318,852	318,852	318,852
Produce	157,046	157,046	157,046	157,046	157,046
Packaging	2,421	2,421	2,421	2,421	2,421
<b>Total Cost of Goods Sold</b>	<b>478,319</b>	<b>478,319</b>	<b>478,319</b>	<b>478,319</b>	<b>478,319</b>
<b>Gross Profit</b>	<b>342,081</b>	<b>348,132</b>	<b>351,392</b>	<b>354,652</b>	<b>357,104</b>
<b>Gross Margin %</b>	<b>43%</b>	<b>44%</b>	<b>44%</b>	<b>45%</b>	<b>45%</b>
<b>Operating Expenses</b>					
Administrative Expenses	36,000	36,000	36,000	36,000	36,000
Employee Expenses	208,000	208,000	208,000	208,000	208,000
Communication Expenses	2,640	2,640	2,640	2,640	2,640
Rent and Facility Expenses	60,000	60,000	60,000	60,000	60,000
Insurance Expenses	6,000	6,000	6,000	6,000	6,000
<b>Total Operating Expenses</b>	<b>312,640</b>	<b>312,640</b>	<b>312,640</b>	<b>312,640</b>	<b>312,640</b>
<b>EBITDA</b>	<b>29,441</b>	<b>35,492</b>	<b>38,752</b>	<b>42,012</b>	<b>44,464</b>
<b>Non-Operating Expenses</b>					
Depreciation	14,400	14,400	14,400	14,400	14,400
Interest income/expense	1,000	1,000	1,000	1,000	1,000
Tax	-	-	-	-	-
<b>Total Non-Operating Expenses</b>	<b>15,400</b>	<b>15,400</b>	<b>15,400</b>	<b>15,400</b>	<b>15,400</b>
<b>Net Profit</b>	<b>14,041</b>	<b>20,092</b>	<b>23,352</b>	<b>26,612</b>	<b>29,064</b>

**Notes:**

- 1 All P&L items except for annual subscription fees have been carried over from FY22 budget. These amounts have been fixed across all scenarios for the purposes of this analysis.
- 2 Concession and standard membership fees for the second half of 2022 are reduced 50% in line with current policy. Weighting of membership fee revenue across H1 and H2 2022 reflects actual membership activity in FY21.