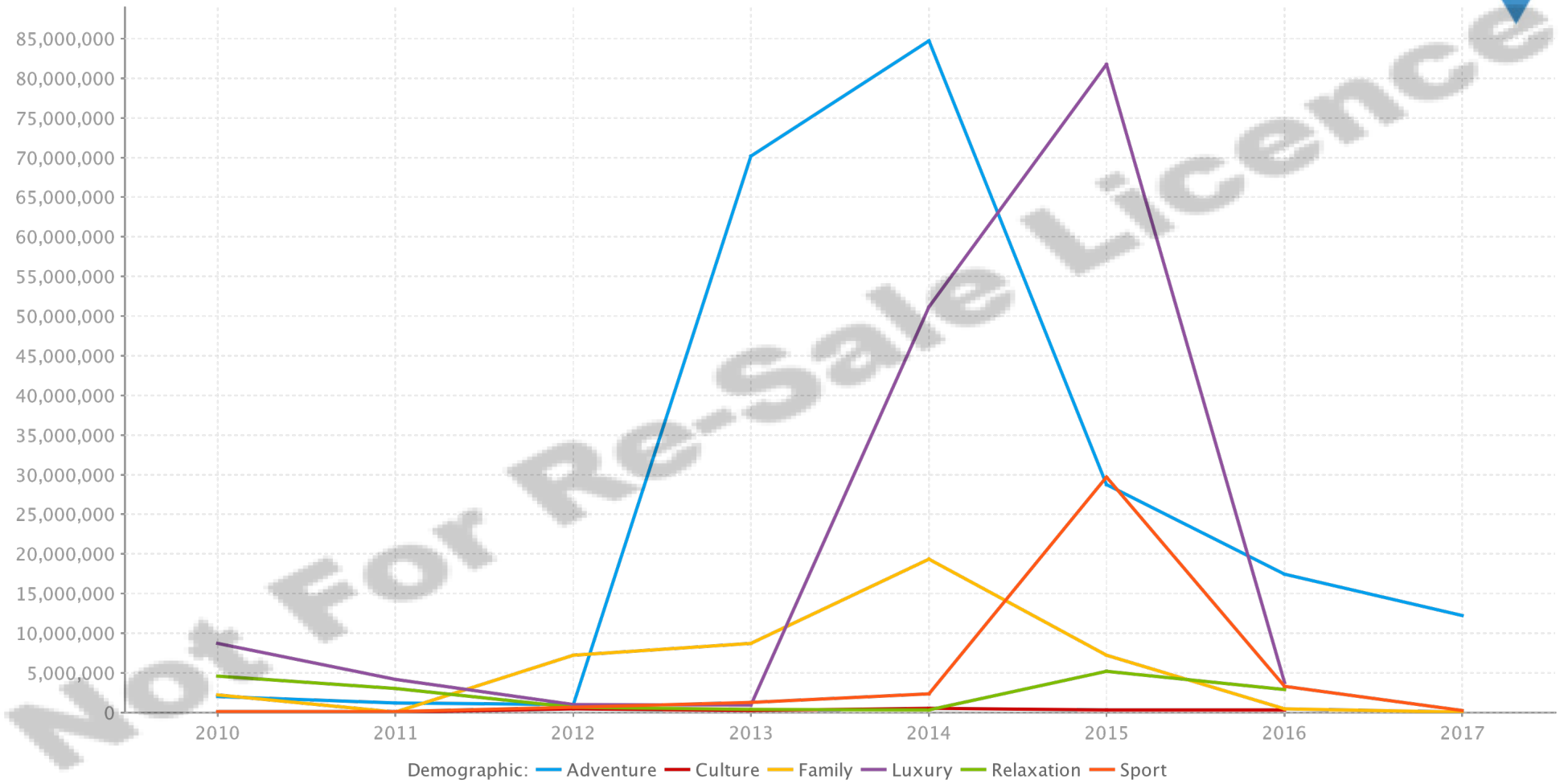


A stylized graphic of a mountain range on the left side of the slide. The mountains are represented by overlapping triangles in various shades of blue, from light to dark. The background is a solid, vibrant blue.

# Lesley's storyboard

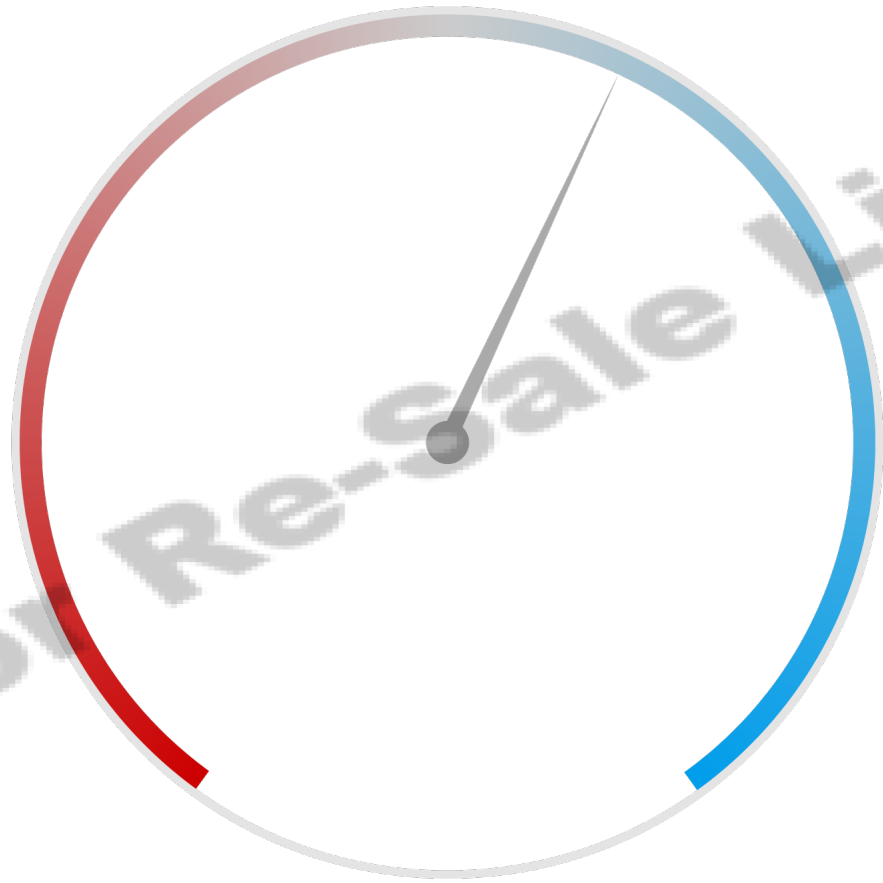
# slide 2



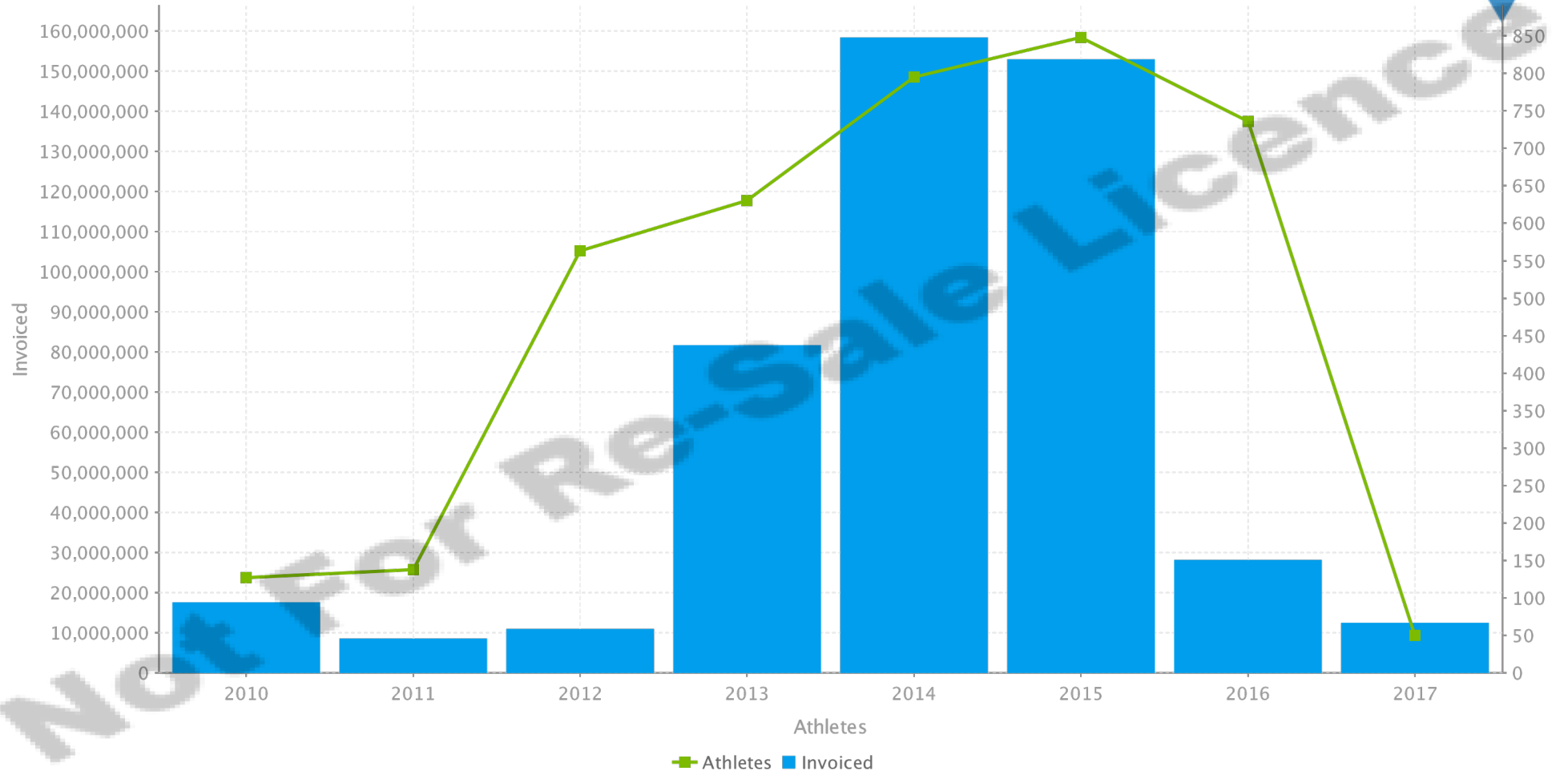
# Slide 3



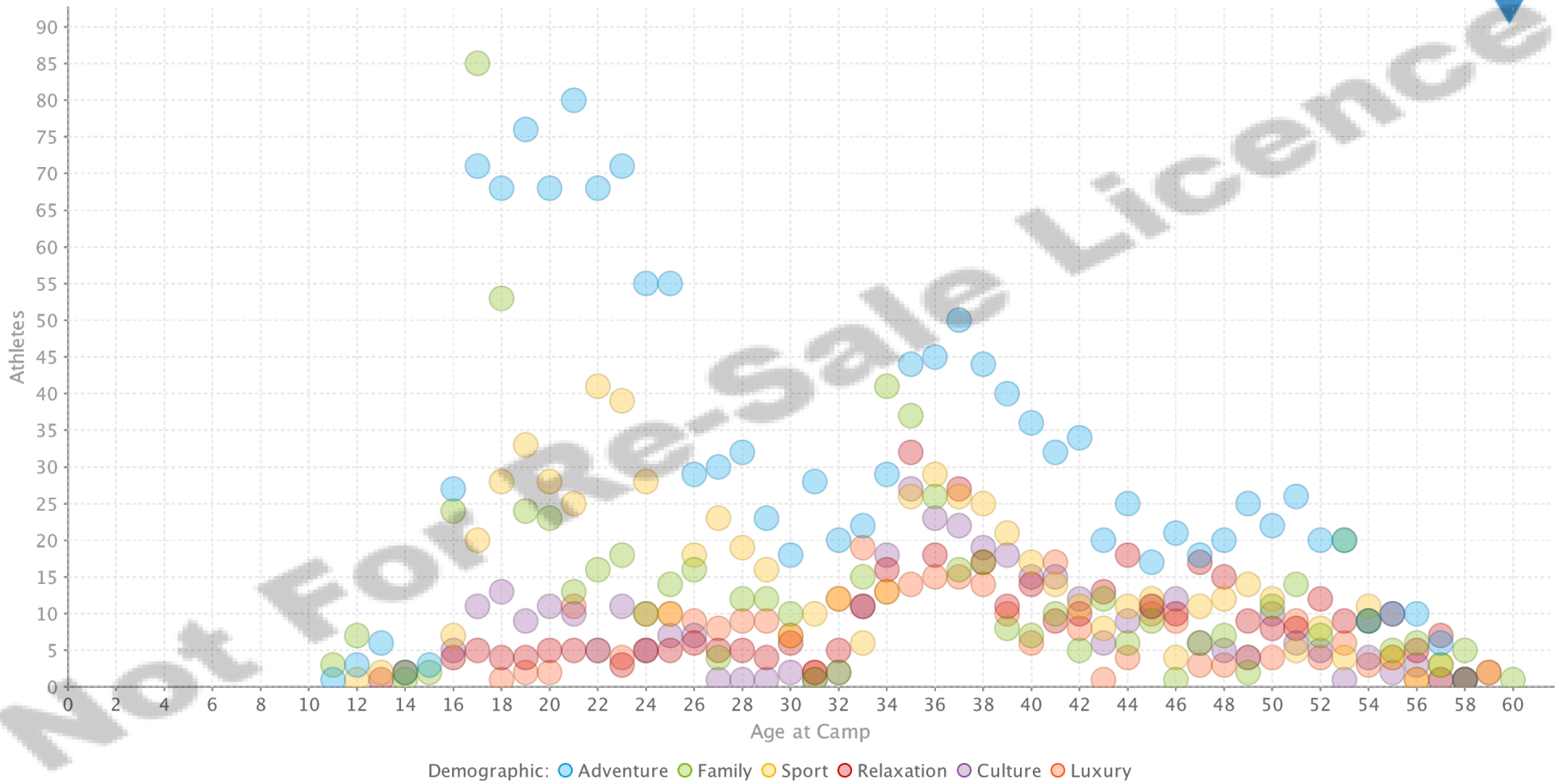
Not For Re-sale Licence



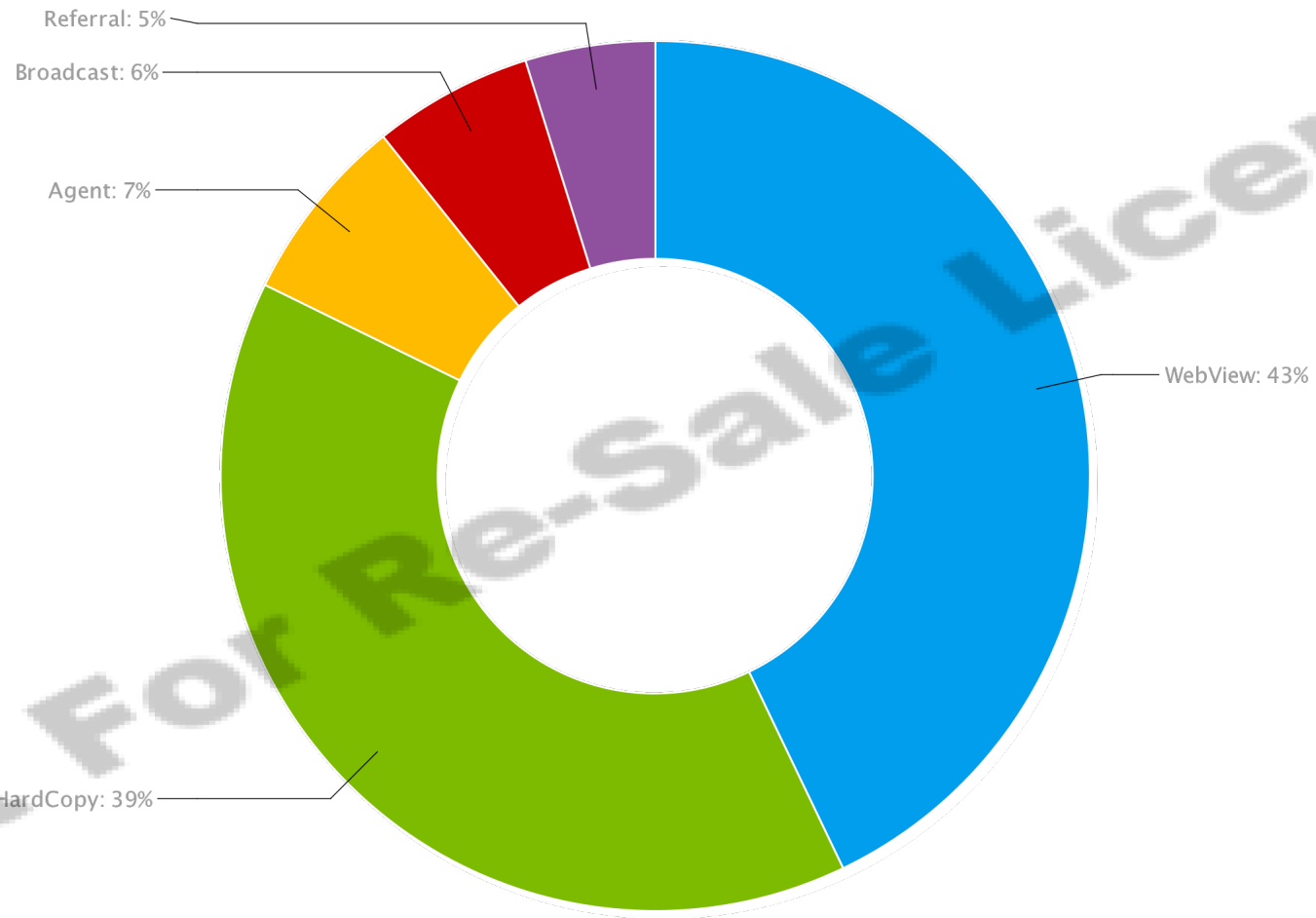
# Slide 4



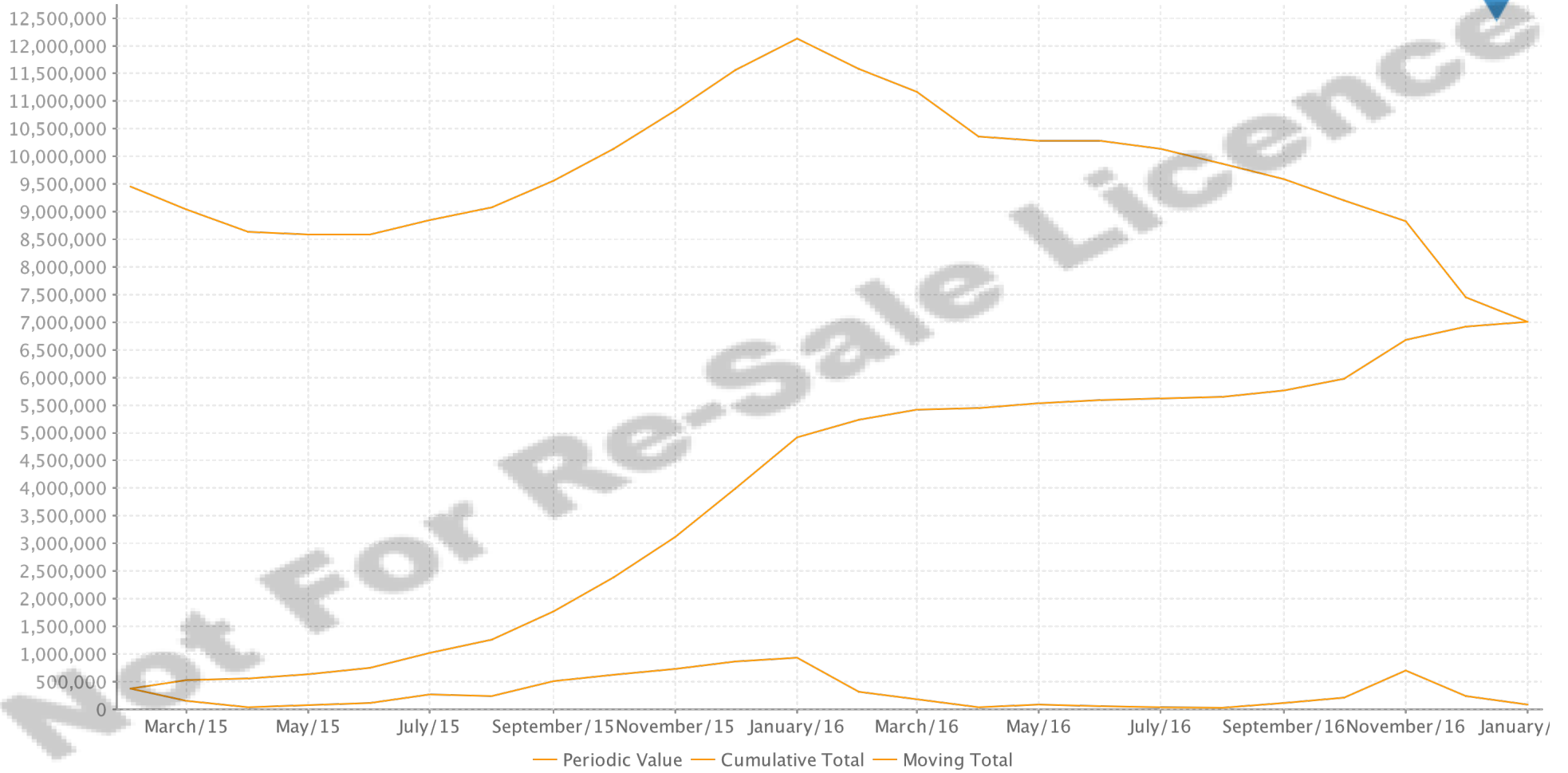
# Slide 5



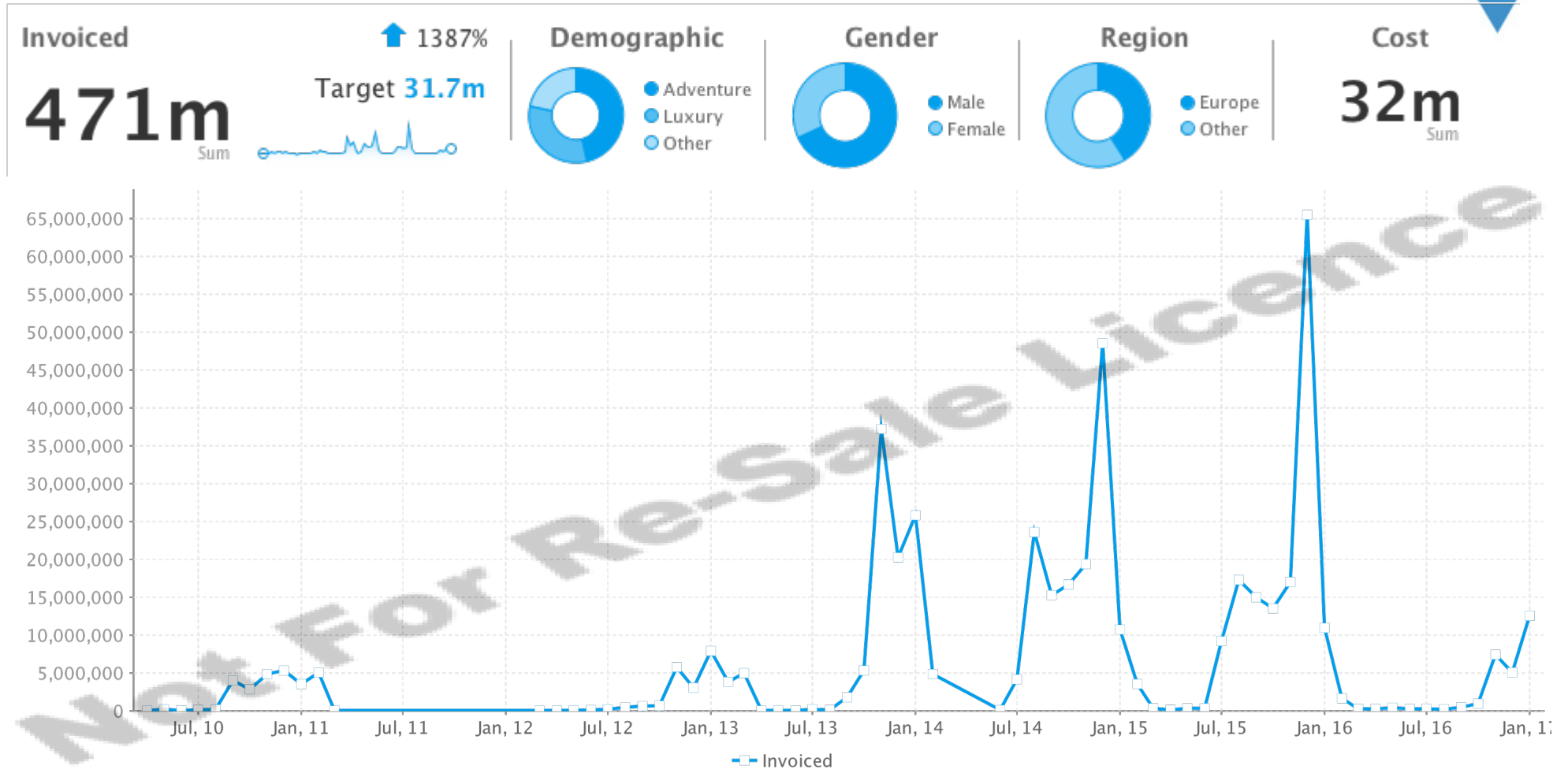
# Slide 6



# Slide 7



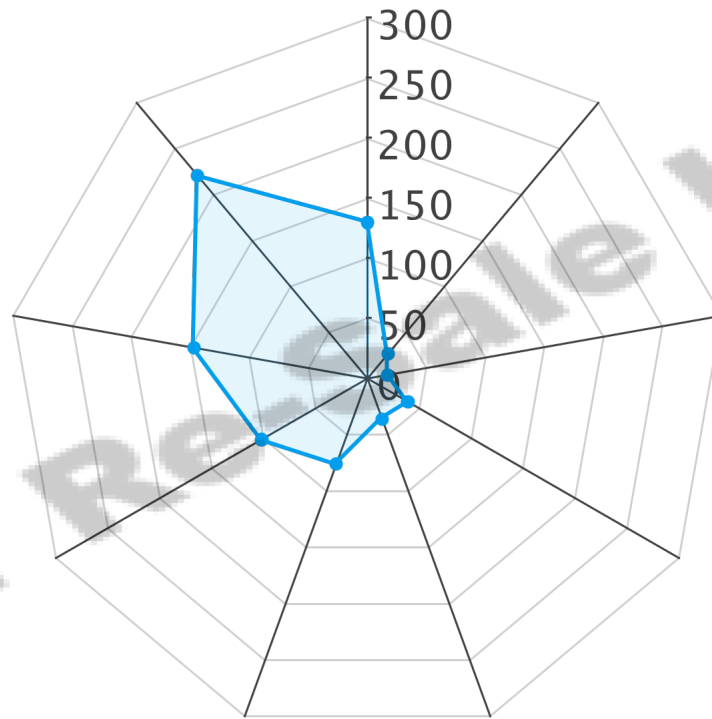
# Slide 8



NOT FOR RE-SALE LICENCE

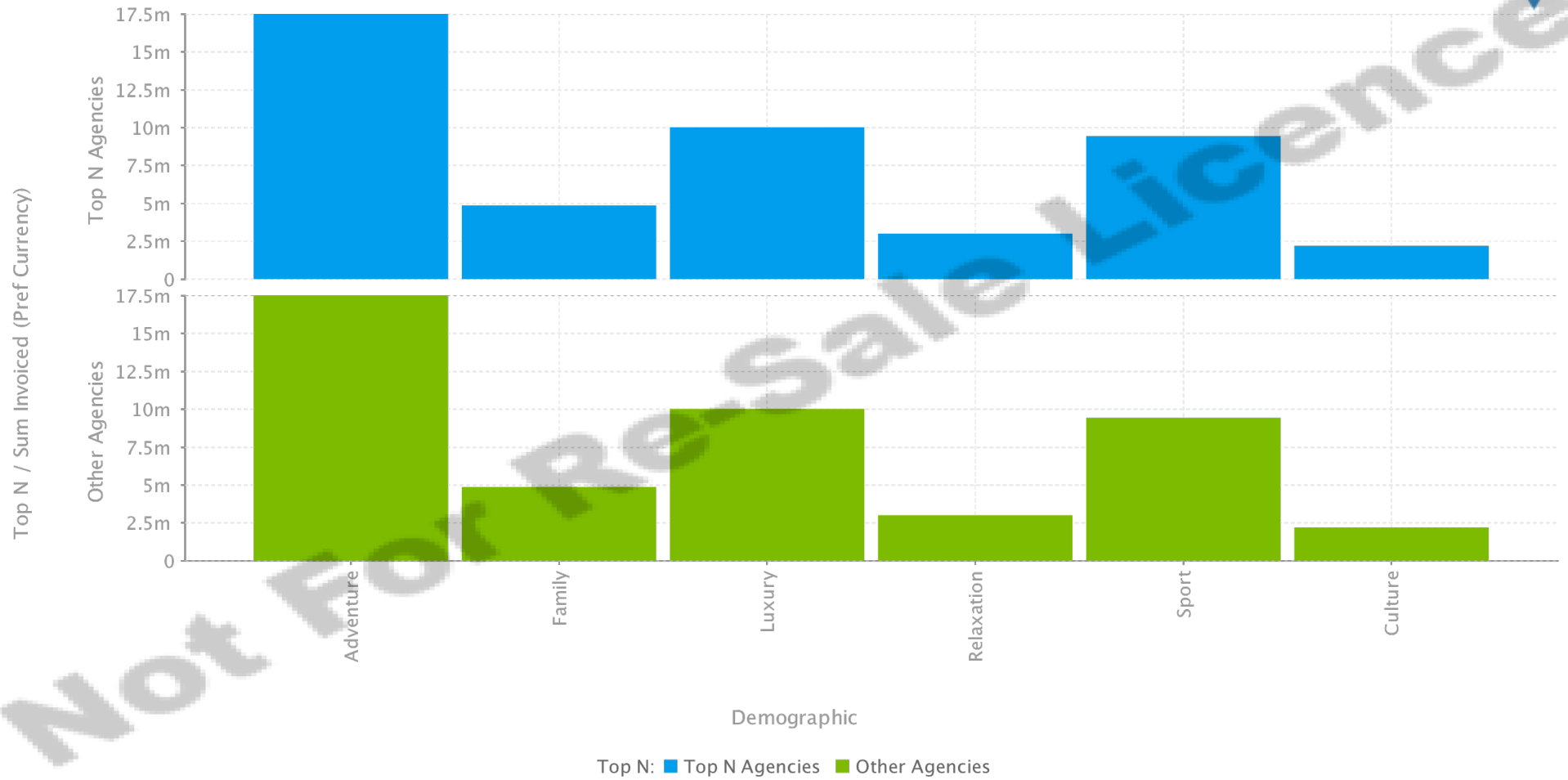


# Slide 9

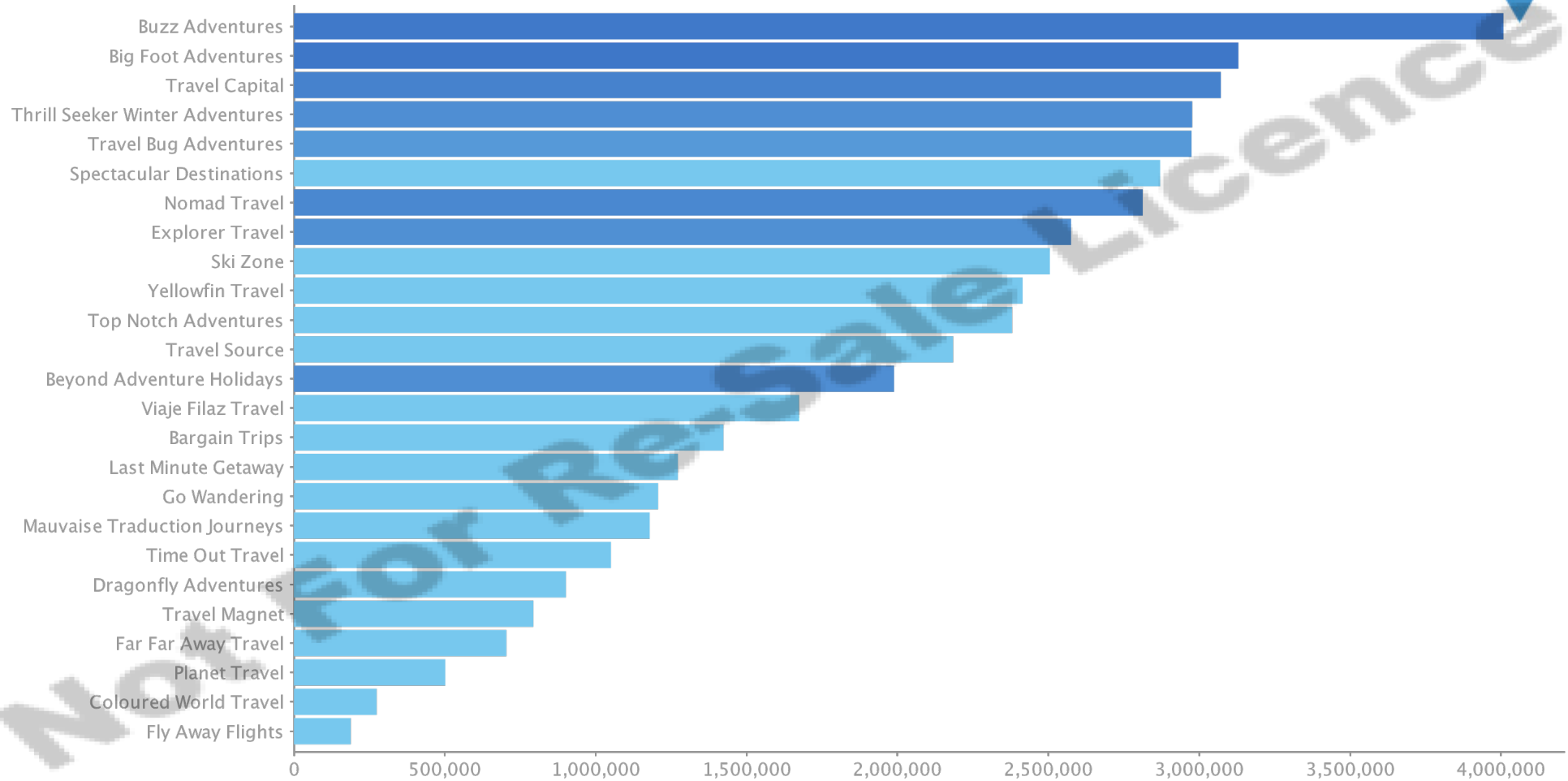


Not For Resale Licence

# Slide 10



# Slide 11



# Slide 12



Not for Re-Sale Licence					
Month	Invoiced	Profit Margin	% Profit Margin	Athletes	Athlete KPI
February	\$348,614	\$185,313	53%	28	↑
March	\$341,509	\$182,013	53%	29	↑
April	\$216,555	\$34,056	16%	9	↑
May	\$413,020	\$84,206	20%	19	↑
June	\$166,081	\$56,085	34%	15	↑
July	\$118,234	\$35,939	30%	12	↑
August	\$78,186	\$25,256	32%	9	↑
September	\$395,895	\$116,817	30%	27	↑
October	\$444,244	\$214,077	48%	28	↑
November	\$1,432,719	\$698,659	49%	91	↓
December	\$145,681	\$68,758	47%	11	↑
Not for Re-Sale Licence					

# Slide 13

## Cost

**29m**  
Sum

↑ 65%

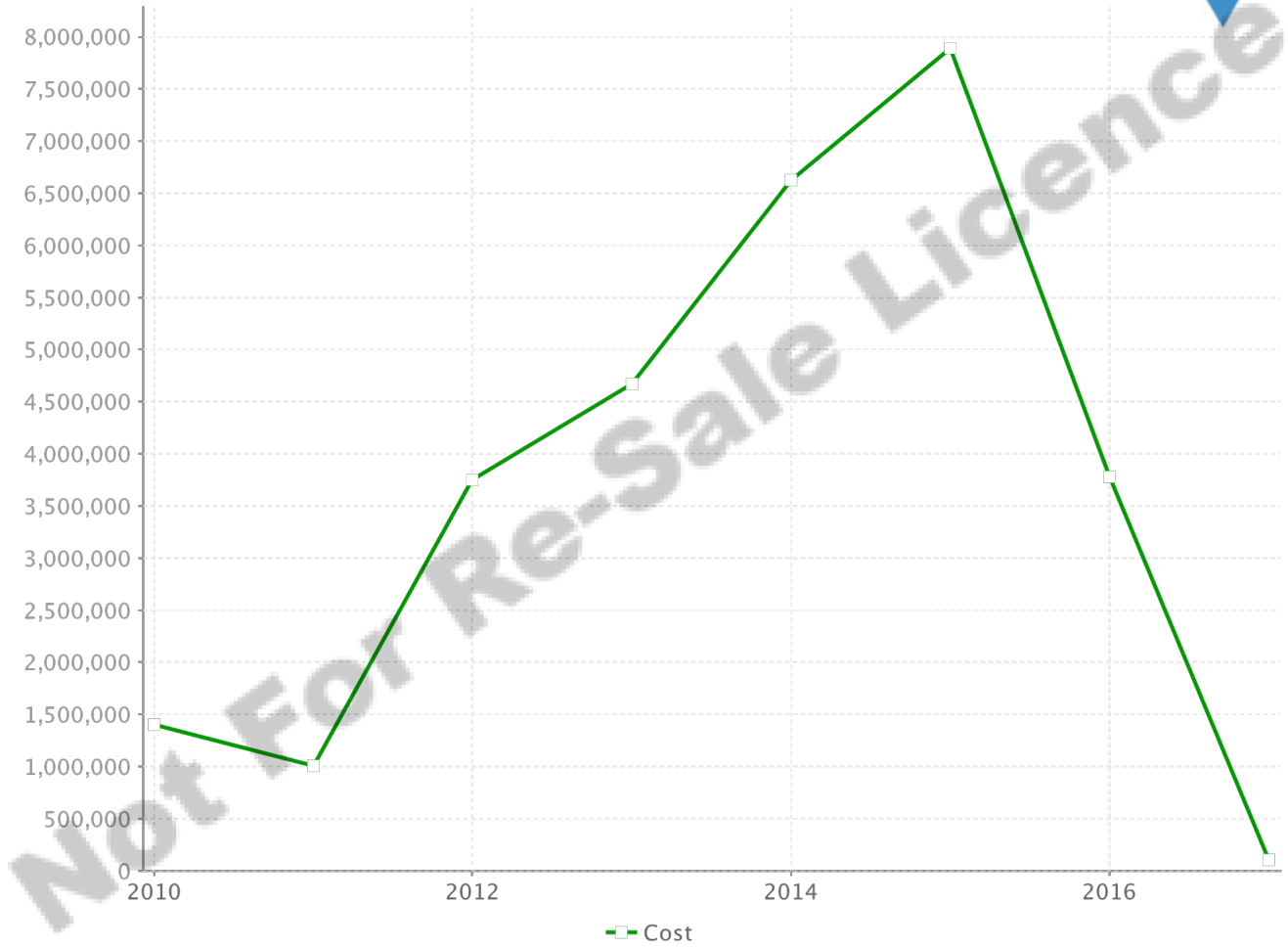
Target **17.8m**



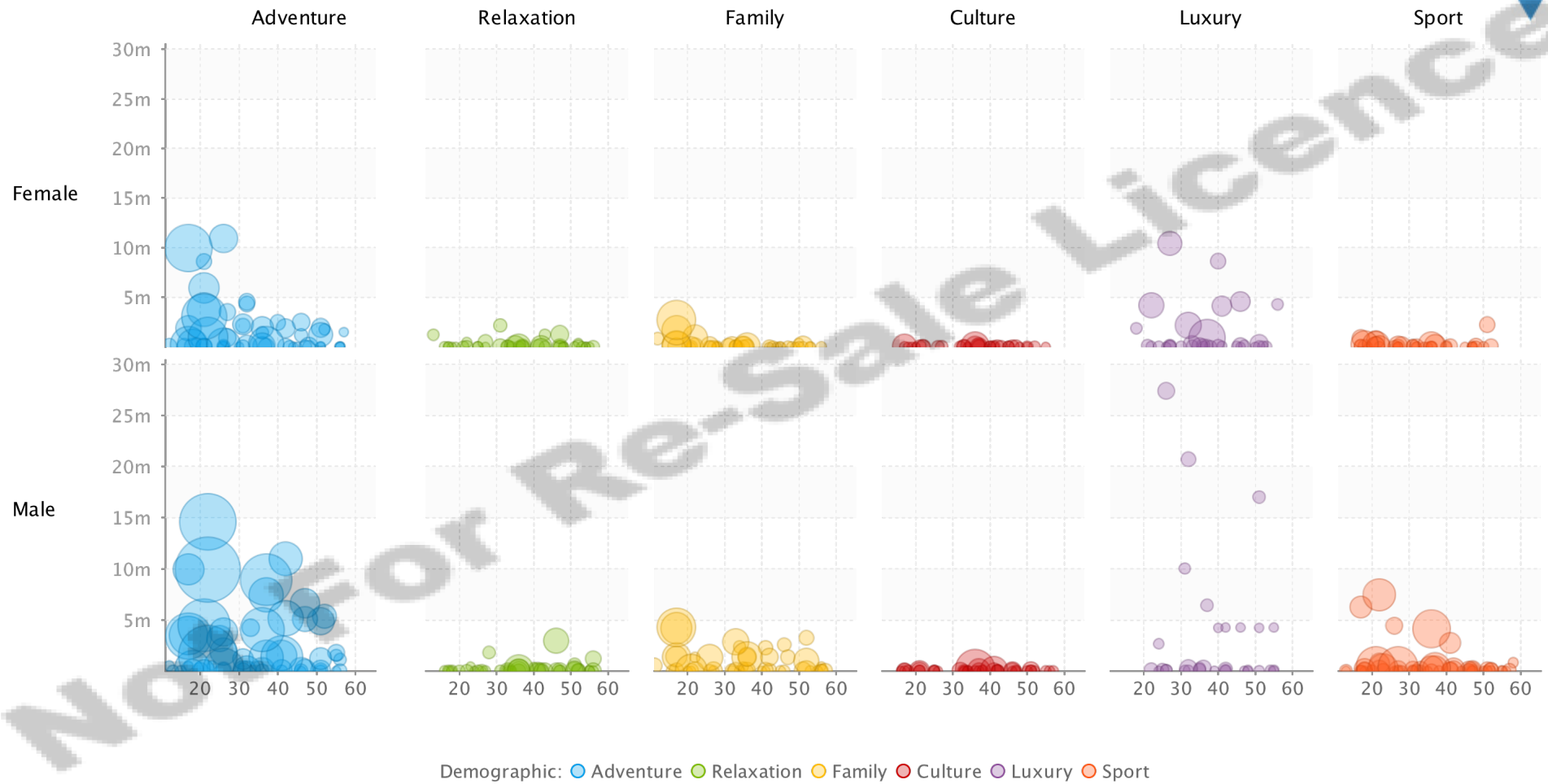
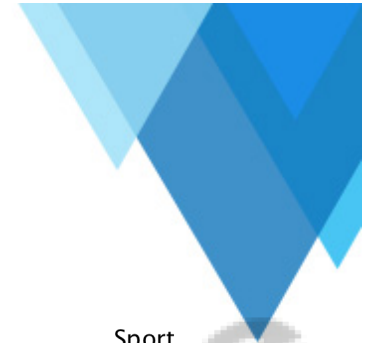
## Demographic



- Adventure
- Luxury
- Sport
- Other

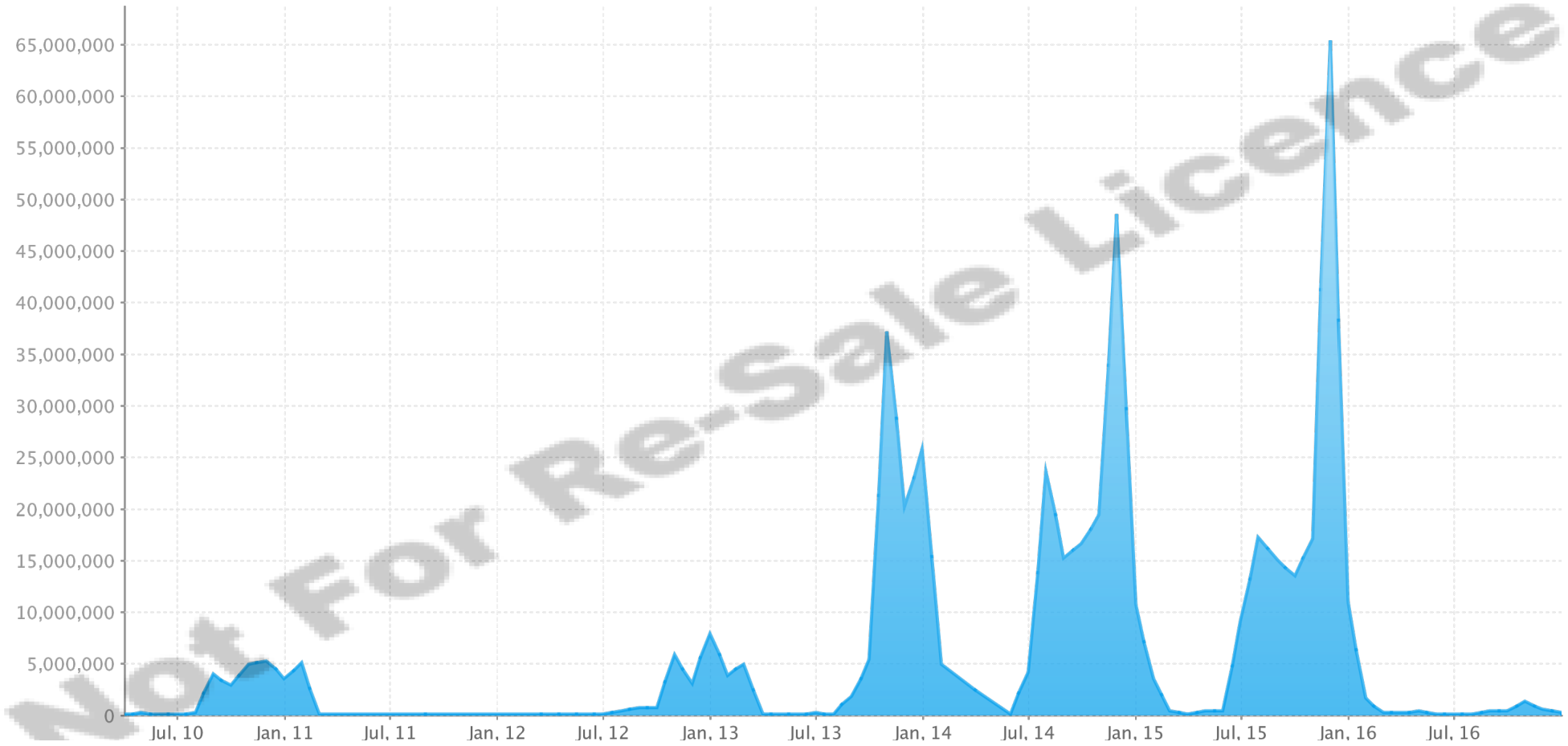


# Slide 14



# Slide 15

Invoiced



# Slide 16

Profit

**18m**  
Sum

↓ -97%

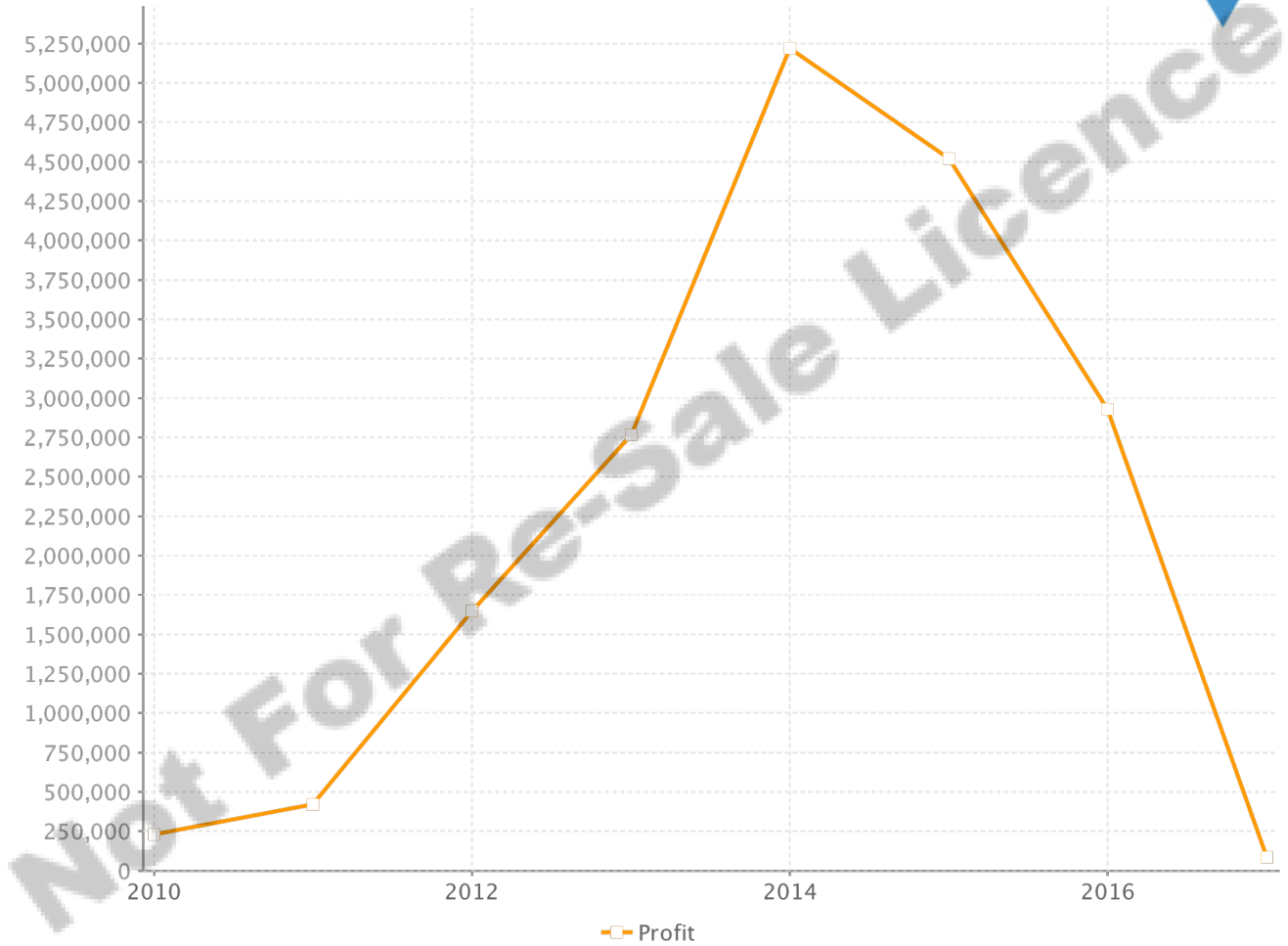
Target **446.7m**



Demographic



● Adventure ● Sport  
● Luxury ● Other

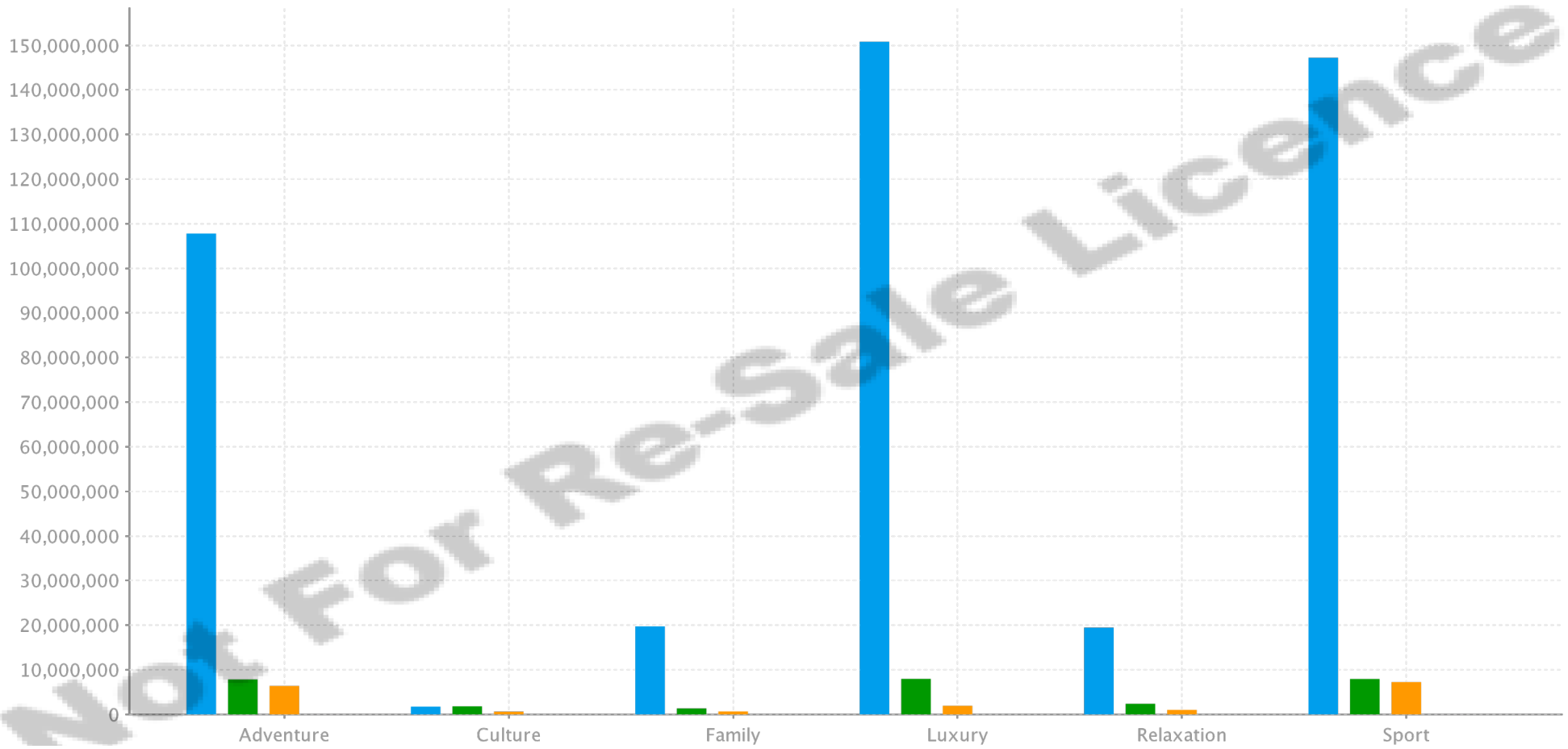




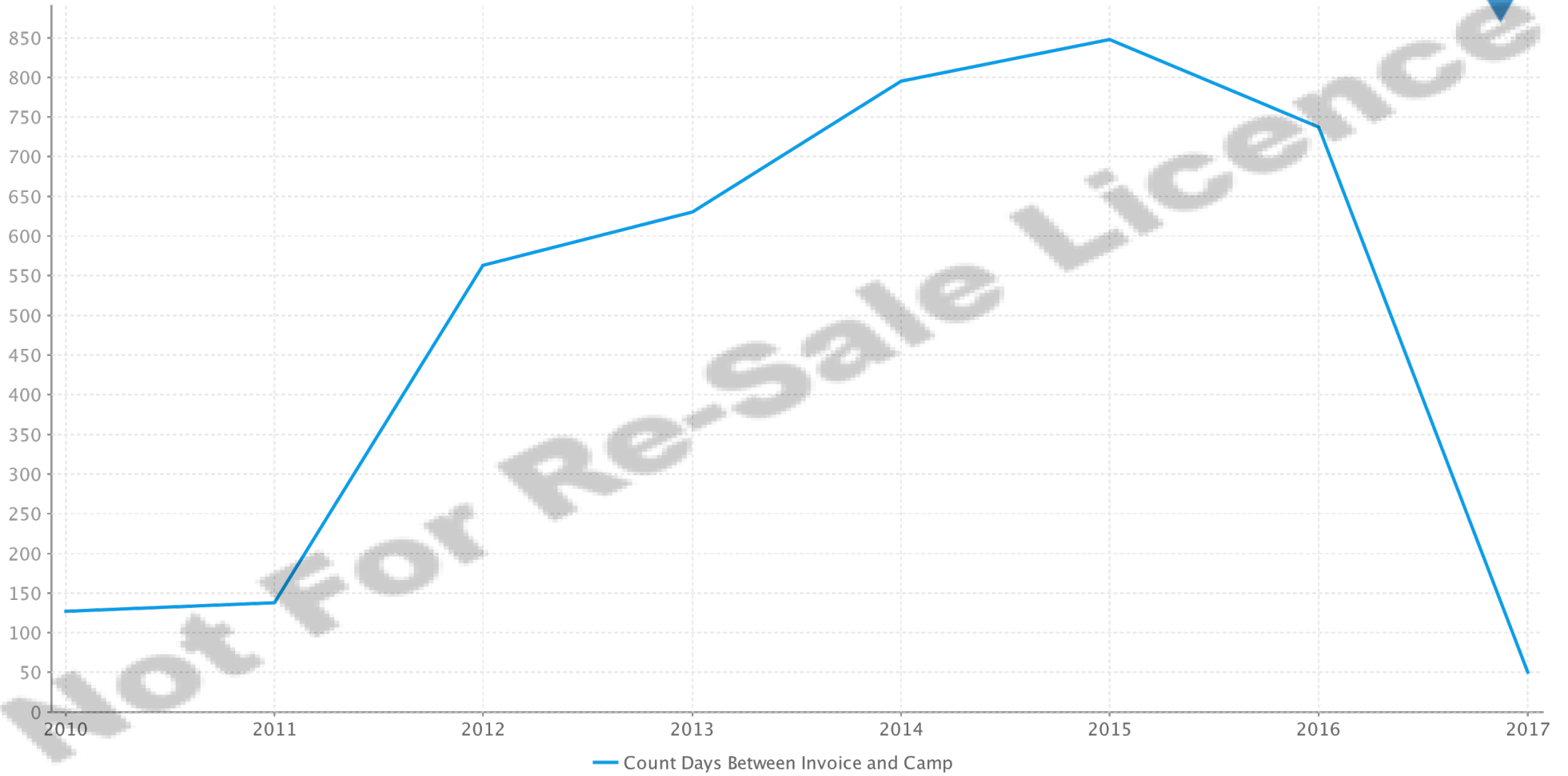
# Slide 17



Invoiced



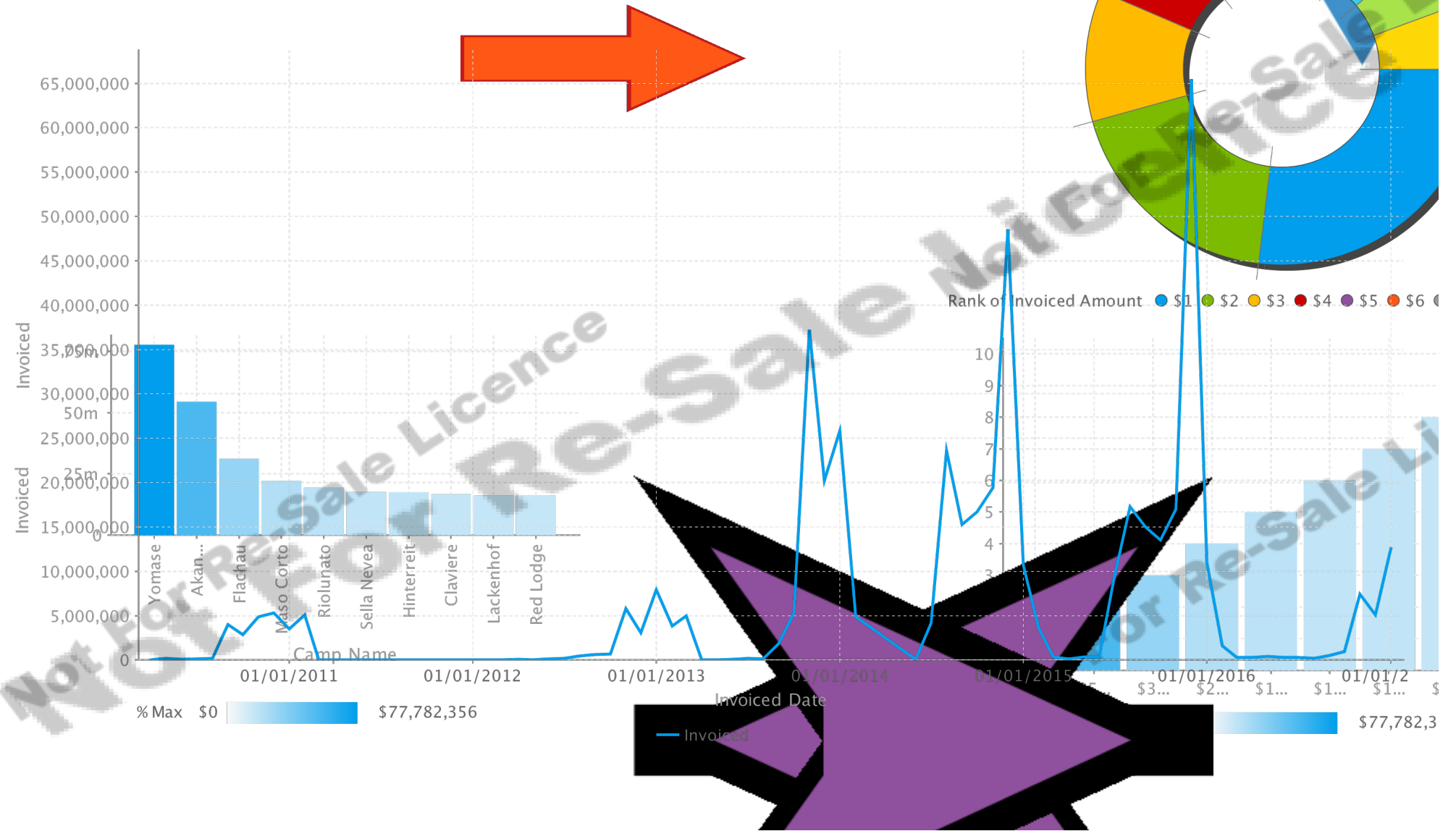
# Slide 18



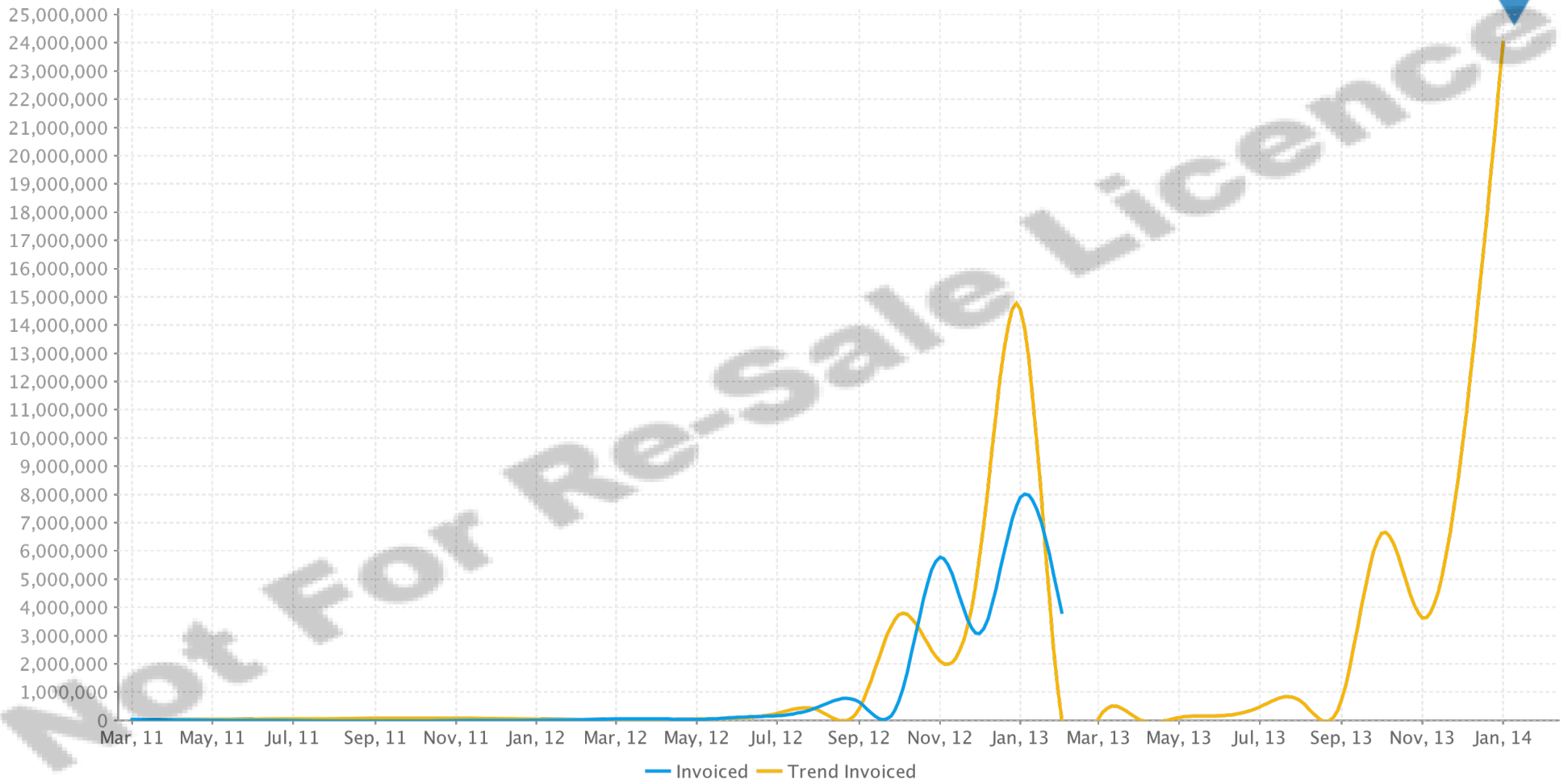
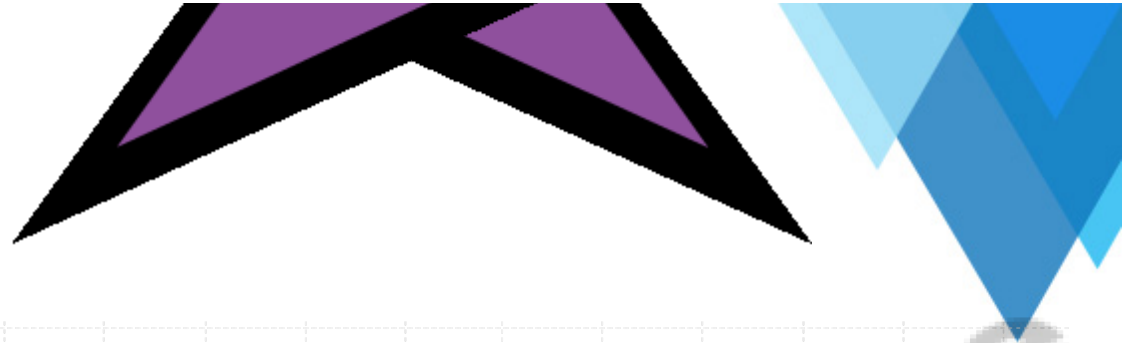
# Slide 19



# Slide 21



# Slide 22



# Slide 23

