



## Exhibitor Profit Analysis Worksheet

This spreadsheet is used to estimate the profit potential by using the Exhibitor Benefits ZaboFish program. Values in the light green cells may be modified to more accurately reflect your operating experience and evaluate "what if" scenarios.

Assumptions				
<b>Patron Admissions Assumptions</b>				
Number of Theater Locations	5	Enter the number of theaters in your chain that will use the ZaboFish program.		
Average Annual Admissions per Theater	100,000	Enter the average number of ticket purchases per theater per year.		
Total Annual Admissions	500,000			
Average Percentage of Unique Patrons	49%	The figure used by the National Association of Theater Owners (NATO) is 49%.		
Average Number of Unique Patrons	245,000			
<b>Revenue and Cost Assumptions</b>				
Average Annual Amount Spent / Patron	\$ 225	Enter the average total amount spent per year by the average patron for tickets and concessions.		
Free Ticket COGS	\$ 4.50	Enter the cost you incur for each free ticket used.		
<b>Exhibitor Benefits FlexSpend Costs</b>				
Monthly APP Fee per Theatre	\$ 250	Enter the fee paid to ZaboFish per theater per month.		
Membership Fee Costs	20%	Enter the fee paid to ZaboFish per membership.		
Other Monthly Costs per Theater	\$ 140	Enter the estimated fee paid to ZaboFish per month for marketing materials, etc.		
<b>Program Membership Assumptions</b>				
Membership Program	<b>Free</b>	<b>VIP</b>	<b>Premiere</b>	
Percent of Patrons that Join ZaboFish	15%	10%	5%	Enter the percentage of unique patrons that join each program over 18 months
Number of Members	36,750	24,500	12,250	
Cash-Back Membership Reward Offer	2%	4%	10%	Enter the percent cash-back rewards you plan to offer for each program.
Annual Membership Cost to Member	\$ -	\$ 15.00	\$ 144.00	Enter the annual costs paid by each member of each program.
Percentage of Unused Cash-Back Rewards	10%	7%	5%	Enter the percent of cash-back rewards that may be unused for each program.

Annual Revenue Model				
<b>Annual Details</b>				
Membership Program	<b>Free</b>	<b>VIP</b>	<b>Premiere</b>	<b>Total</b>
New Revenue from Membership Sign-Ups	\$ -	\$ 367,500	\$ 1,764,000	\$ 2,131,500
Revenue to the Theater from Members	8,268,750	5,512,500	2,756,250	16,537,500
Cost for Cash-Back Rewards Offered	(165,375)	(220,500)	(275,625)	(661,500)
Allowance for Unused Cash-Back Rewards	16,538	15,435	13,781	45,754
Cost for Offering 12 Free Tickets per Year	-	-	(661,500)	(661,500)
Cost of Monthly APP Fees for Theaters				(15,000)
Cost of Membership Fees	-	(73,500)	(352,800)	(426,300)
Cost of Other Monthly Costs				(8,400)
<b>Annual Summary</b>				
New Revenue from Membership Sign-Ups				\$ 2,131,500
Related Program Costs				(1,726,946)
<b>New Profit</b>				\$ 404,554
<b>New Profit Margin</b>				18.98%

This is used to reduce the costs for Cash-Back Rewards

Note: Each 1% increase in Annual Admissions per Theater will increase profits by \$ 4,280