

## Projected Profit & Loss Statement - SAMPLE TEMPLATE

<https://www.pinnacleliveconcepts.com>

Ticket Scaling	Price in HKD	Price in USD	# of Seats	Comps	Sellable	Gross in HKD	Gross in USD
VIP Floor	1,687.50	\$ 225.00	1500	150	1350	2,278,125.00	\$ 303,750.00
Floor	1,350.00	\$ 180.00	1000	100	900	1,215,000.00	\$ 162,000.00
Lower Box	900.00	\$ 120.00	3000	300	2700	2,430,000.00	\$ 324,000.00
Upper Box	600.00	\$ 80.00	2250	225	2025	1,215,000.00	\$ 162,000.00
General Admission	225.00	\$ 30.00	2750	275	2475	556,875.00	\$ 74,250.00
SRO	187.50	\$ 25.00	3000	300	2700	506,250.00	\$ 67,500.00
Subtotal - Total/Avg			13,500	1,350	12,150	8,201,250.00	\$ 1,093,500.00
<b>Total Gross Revenue</b>			<b>13500</b>	<b>1350</b>	<b>12150</b>	<b>8,201,250.00</b>	<b>\$ 1,093,500.00</b>
Exchange Rate		USD	1			Average Gross Ticket Price	675.00 \$ 90.00
		HKD	7.5			Adjusted Gross Ticket Price	511.65 \$ 68.22
Income Statement	Percent Sellable						
	100%	90%	80%	70%	60%	50%	40%
Ticket Sold	12,150	10,935	9,720	8,505	7,290	6,075	4,860
Gross Revenues	8,201,250.00	7,381,125.00	6,561,000.00	5,740,875.00	4,920,750.00	4,100,625.00	3,280,500.00
less: Amusement Tax 10%	820,125.00	738,112.50	656,100.00	574,087.50	492,075.00	410,062.50	328,050.00
less: Venue Commission 11.2%	918,540.00	826,686.00	734,832.00	642,978.00	551,124.00	459,270.00	367,416.00
less: Ticketing Service Charge 3.5%	287,043.75	258,339.38	229,635.00	200,930.63	172,226.25	143,521.88	114,817.50
less: Credit Card Fees 3%	246,037.50	221,433.75	196,830.00	172,226.25	147,622.50	123,018.75	98,415.00
NET TICKET REVENUE HKD	6,216,547.50	5,594,892.75	4,973,238.00	4,351,583.25	3,729,928.50	3,108,273.75	2,486,619.00
NET TICKET REVENUE USD	828,873.00	745,985.70	663,098.40	580,211.10	497,323.80	414,436.50	331,549.20
LESS: SHOW EXPENSES	HKD	USD					
Artist Fee	3,750,000.00	\$ 500,000.00		Sample Artist Fee			
Accomodation	75,000.00	\$ 10,000.00		Est of Hotels			
Logistics	56,250.00	\$ 7,500.00		Est of Permits/Licenses/Customs			
Production	187,500.00	\$ 25,000.00		Est. cost of Production			
Venue Fees	45,000.00	\$ 6,000.00		Est. cost of venue overrun (ie. AC + extra rooms)			
Security	16,875.00	\$ 2,250.00		Est. cost of close-in security			
Marketing	112,500.00	\$ 15,000.00		Est. cost of out of pocket marketing			
Administration	30,000.00	\$ 4,000.00		Est. cost of administrative costs			
TOTAL	4,273,125.00	569,750.00					
<b>Net Income without Sponsors HKD</b>	<b>1,943,422.50</b>	<b>1,321,767.75</b>	<b>700,113.00</b>	<b>78,458.25</b>	<b>- 543,196.50</b>	<b>- 1,164,851.25</b>	<b>- 1,786,506.00</b>
<b>Net Income without Sponsors USD</b>	<b>259,123.00</b>	<b>176,235.70</b>	<b>93,348.40</b>	<b>10,461.10</b>	<b>- 72,426.20</b>	<b>- 155,313.50</b>	<b>- 238,200.80</b>

