Armanino Benchmarking
for Creative Industry

PEOPLE

armanino

175
# of Employees

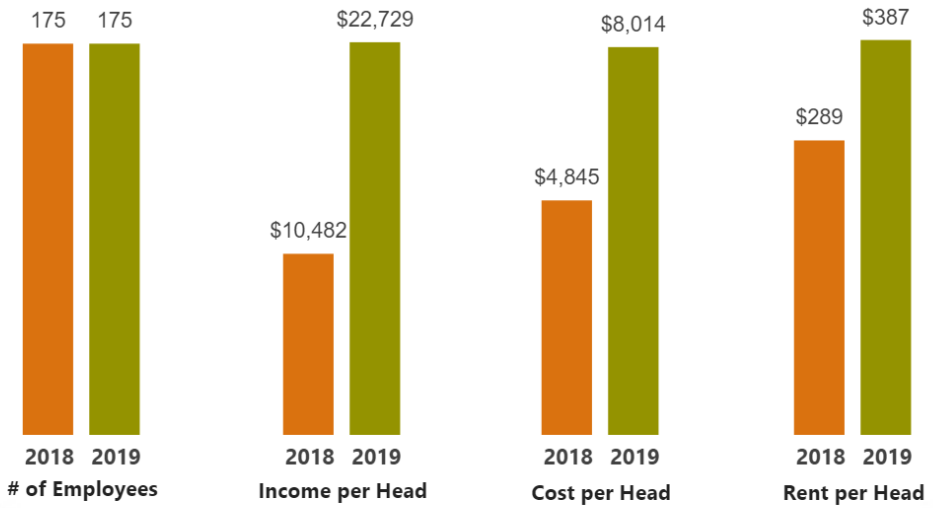
$22,729
Income per Head

$8,014
Cost per Head

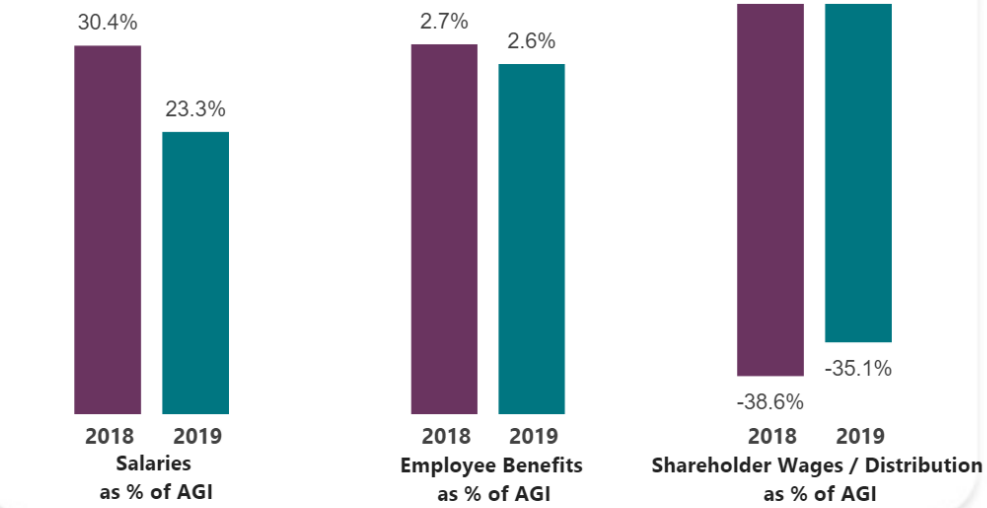
$387
Rent per Head

Per head analysis is important for quick glance benchmark purposes and it is a. meaningful analytical tool because it measures how efficiently a particular firm utilizes its employees in relation to income and expenses

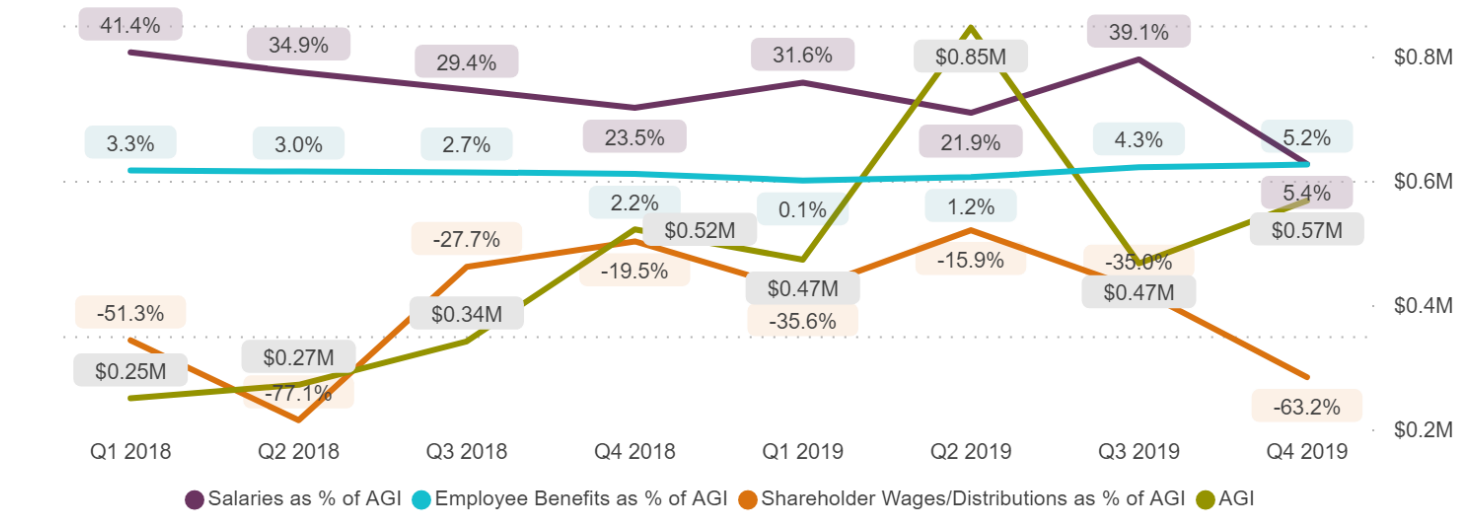
Per Head Trend Analysis



% of AGI Analysis



As % AGI Trend Analysis



Percentage of Adjusted Gross Income (AGI) is also another key metric analysis.It allows to measure how effective in converting people-related expenses into gross income. The lower the percentages means more effective.

A benchmark of various metrics against Adjusted Gross Income (AGI) is very important to provide indication of business health.

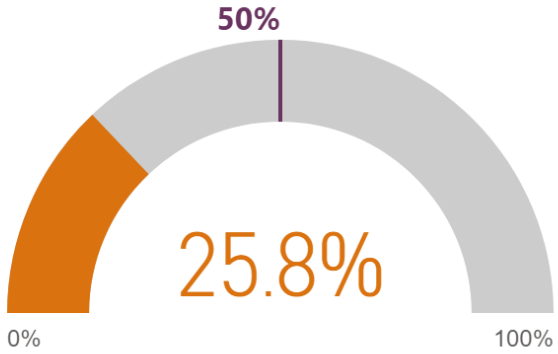
$2,354,672
AGI

Employee Costs as % of AGI

Employee Costs as a % of adjusted gross income (AGI) ideally should be **below** **50.0%**.

In other words, Employee Cost should be less than **$1,177,336** (based on the current AGI) to be considered healthy

$608,452
Employee Cost

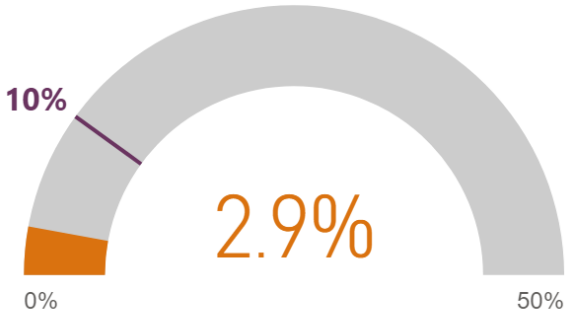


Rent & Facilities as % of AGI

Rent & Facilities as a % of adjusted gross income (AGI) ideally should be **below** **10%**.

In other words, Rent & Facilities should be less than **$235,467** (based on the current AGI) to be considered healthy

$67,768
Rent & Facilities

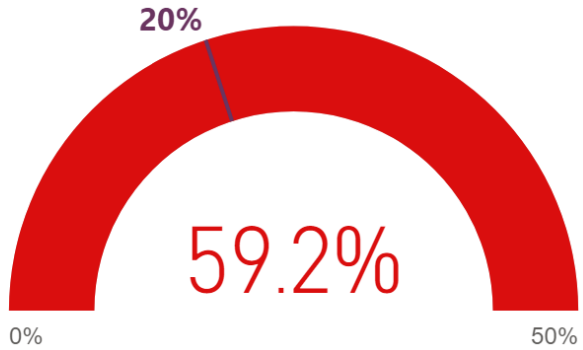


Overhead Expenses as % of AGI

Overhead Expenses as a % of adjusted gross income (AGI) ideally should be **below** **20%**.

In other words, Overhead Expenses should be less than **$470,934** (based on the current AGI) to be considered healthy

$1,393,712
Overhead Expenses

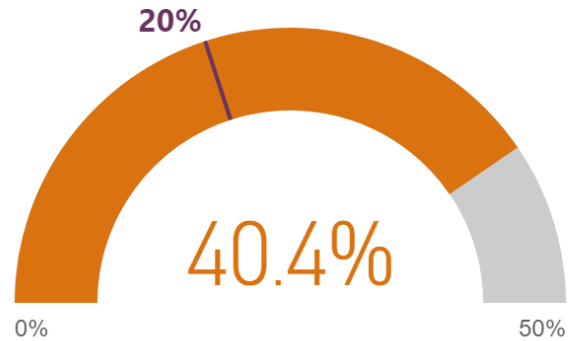


Net Margin as % of AGI

Net Margin as a % of adjusted gross income (AGI) ideally should be **above** **10%**.

In other words, Net Income should be **above** **$470,934** (based on the current AGI) to be considered healthy

$952,252
Net Income



Armanino Benchmarking
for Creative Industry

EXPENSE

armanino

$3,977,648
Revenue

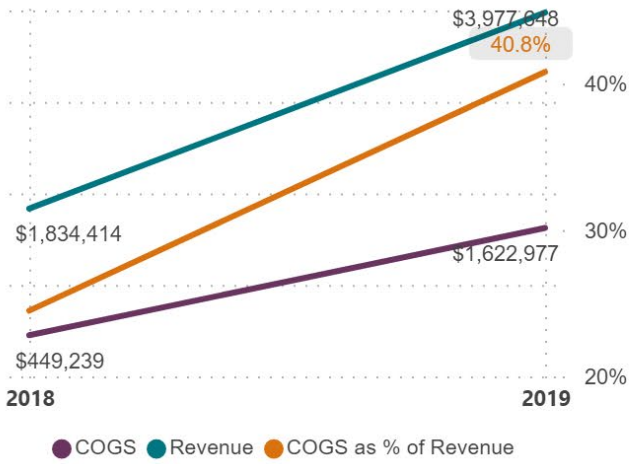
$2,354,672
AGI

$1,622,977
COGS

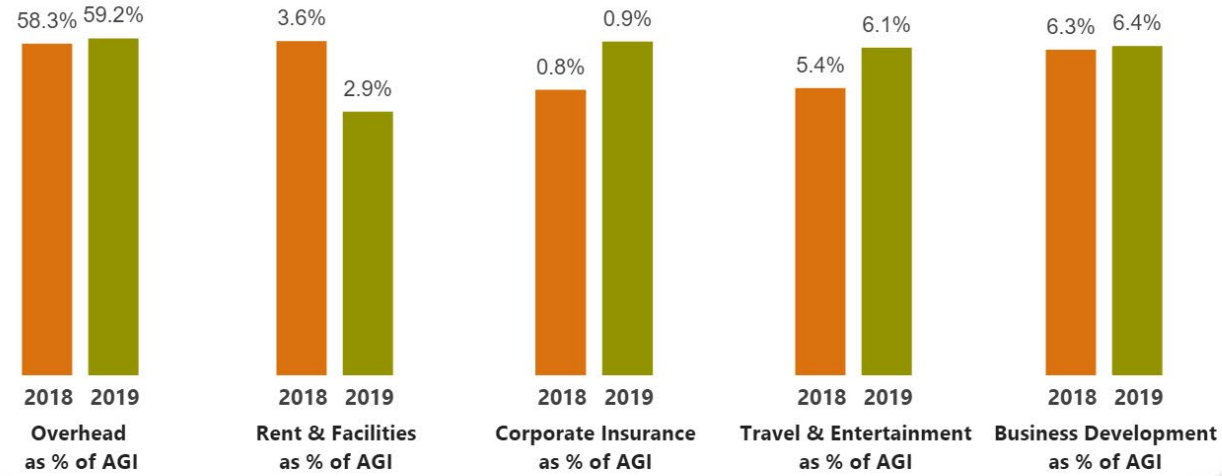
40.8%
COGS / Revenue

Expense analysis as a % of revenue and AGI are important metrics for quick glance benchmark purposes and it is a.meaningful analytical tool to how efficiently expenses are utilized to generate revenue and income

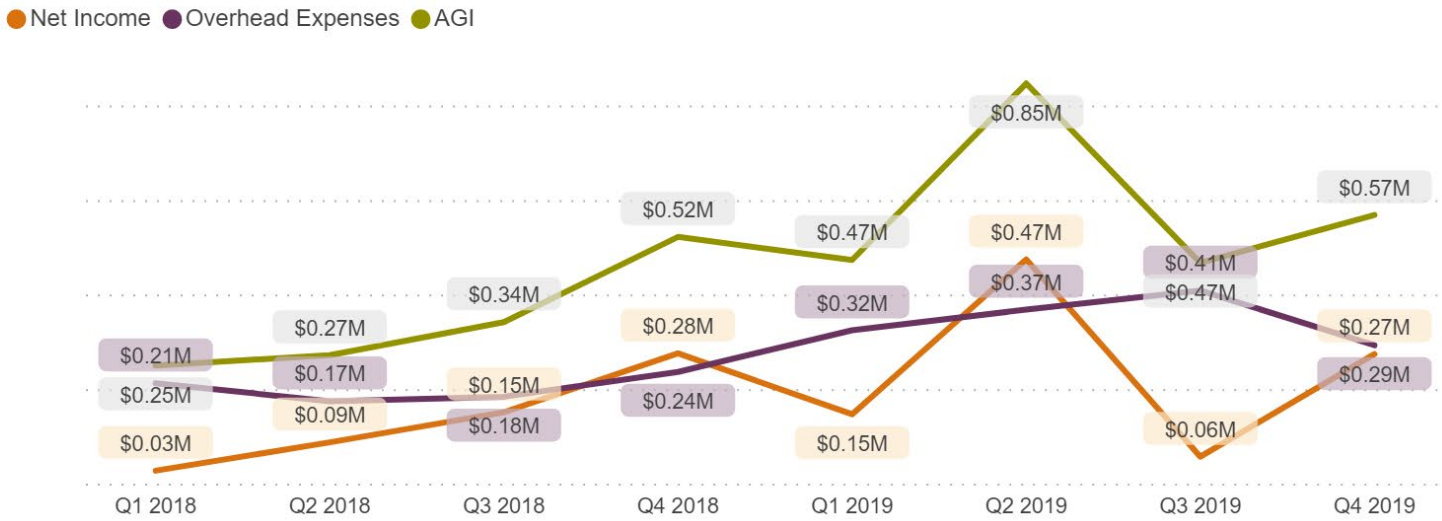
COGS vs. Revenue Trend Analysis



% of AGI Trend Analysis



% of AGI Trend Analysis



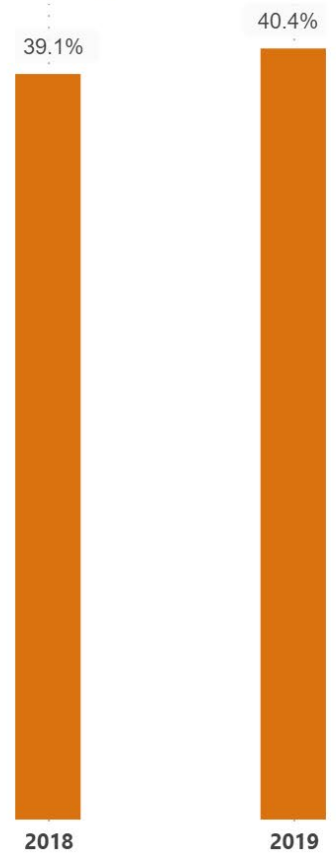
Percentage of Adjusted Gross Income (AGI) is also another key metric analysis.It allows to measure how effective in converting people-related expenses into gross income. The lower the percentages means more effective.

Armanino Benchmarking
for Creative Industry

OVERALL

armanino

Net Margin Trend

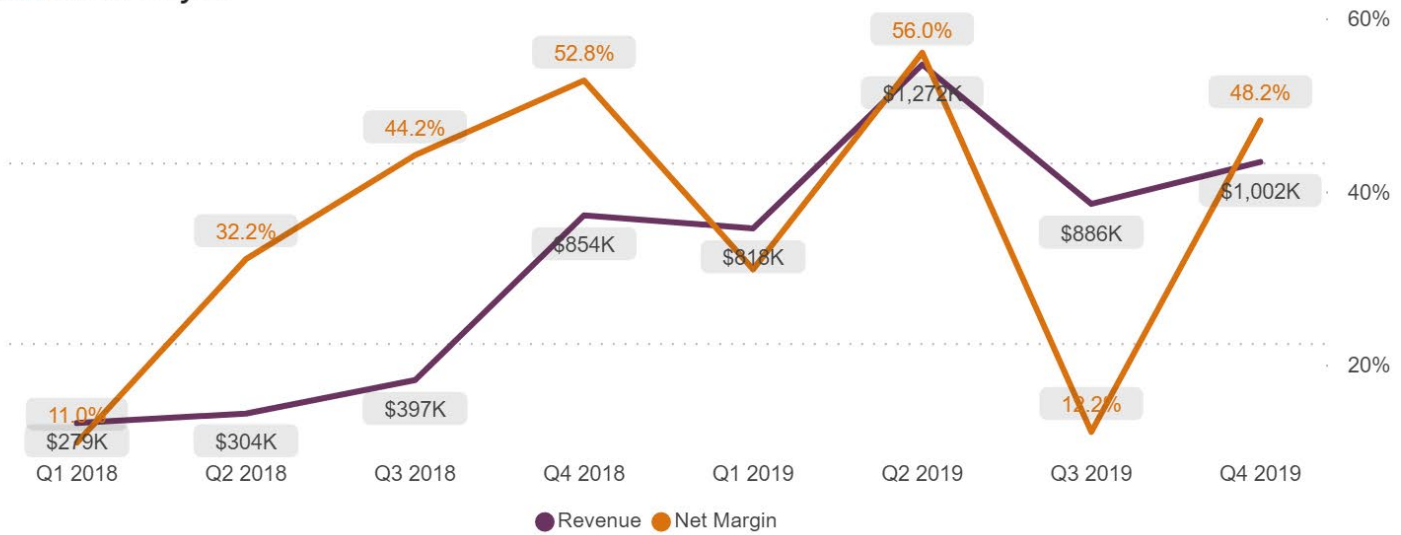


Expense analysis as a % of revenue and AGI are important metrics for quick glance benchmark purposes and it is a.meaningful analytical tool to how efficiently expenses are utilized to generate revenue and income

59.2% Gross Profit / Revenue	**40.4%** Net Margin	**39.6%** EBITDA as % of AGI
$3,977,648 Revenue	**$2,354,672** AGI	**$952,252** Net Income
$932,225 EBITDA		

-2.1% Debt to Equity	**-115.3%** Return on Equity	**$1.1** Average 12-mos Net Working Capital
$17,091 Debt	**$952,252** Net Income	**$143,673** Current Assets
($825,645) Equity	**$116,870** Average 12-mos Current Expenses	**$17,091** Current Liabilities

Income Trend Analysis



Percentage of Adjusted Gross Income (AGI) is also another key metric analysis.It allows to measure how effective in converting people-related expenses into gross income. The lower the percentages means more effective.