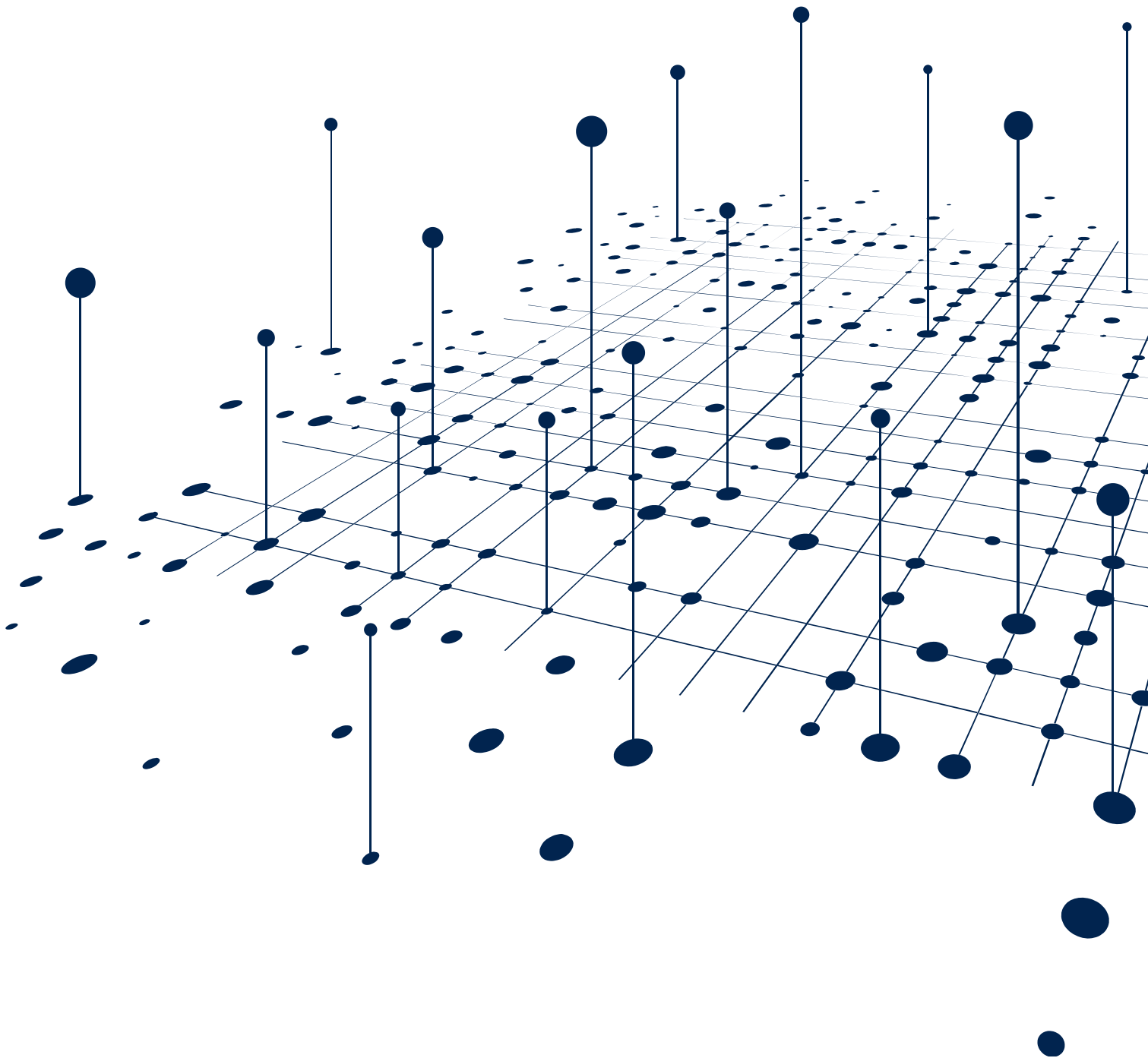




MMEASURE

Fact Sheet



**A one-stop solution for smarter,
more efficient business operations.**

\$

Revenue YTD

\$4.05M

▲ 12% vs LY

📈

Gross Profit YTD

\$1.58M

▲ 10% vs LY

💰

Net Profit YTD

\$935K

▲ 8% vs LY

📊

Gross Margin

39%

▲ 1.8pp vs LY

📊

Net Margin

23%

▲ 1.2pp vs LY

🏦

Cash Position

\$1.92M

▲ 15% vs LY

📄

Receivables

\$535K

▼ 3% vs LY

📅

Avg Collection Days

50

▼ 5 days vs LY

Profit & Loss (Quarterly)						
2026	Q1 2026 Jan – Mar	Q2 2026 Apr – Jun	Q3 2026 Jul – Sep	Q4 2026 Oct – Dec	YTD 2026 Jan – Dec	vs LY YTD
Revenue	\$1.18M	\$1.32M	\$0.98M	\$0.57M	\$4.05M	▲ 12%
Gross Profit	\$450K	\$520K	\$390K	\$220K	\$1.58M	▲ 10%
Sales Cost	\$420K	\$480K	\$360K	\$180K	\$1.44M	▲ 9%
Operating Cost	\$120K	\$130K	\$125K	\$80K	\$455K	▲ 5%
Net Profit	\$280K	\$390K	\$290K	\$180K	\$935K	▲ 8%

Forecast Revenue

\$

81%
Achieved

\$5.0M

Forecast: \$6.2M

Forecast Profit

📈

77%
Achieved

\$1.8M

Forecast: \$2.3M

Forecast Variance (vs Budget)

📊

Revenue vs Budget

+8%

+\$310K

💰

Profit vs Budget

+4%

+\$72K



Receivables Overview

Outstanding Invoices

31

vs Last Year

Total Receivables

\$535K

▼ 6%

Average Days Outstanding

50

▼ 5 days

Collection Rate

97%

▲ 2pp

In Progress

2

—

Bank Accounts

Wells Fargo

WF

\$165K

Chase

🏦

\$725K

Total Cash (All Accounts)

🏦

\$890K

- KEY FEATURES:
- Customisable finance dashboards
 - Automated cash flow forecasting
 - Budget tracking by team and hierarchy
 - AR concentration reporting
 - Debtor and receivables day analysis
 - Sales and P&L reporting
 - Margin analysis charts
- TECHNICAL POINTS:
- No integration required
 - Works with your existing data
 - Automated financial data synchronisation
 - Historical finance data import support
 - Role-based access and reporting
 - Team hierarchy and budget partition controls

SALES SUMMARY

Date Filter: This Year

Hierarchy: Select Options

Apply

Sales YTD

\$1,245,000

▲ 15.2% vs Target

Sales QTD

\$350,000

▲ 12.1% vs Target

Sales MTD

\$110,000

▲ 8.7% vs Target

Sales YTD vs Target YTD

115.00%

▲ 15.00% vs Target

Sales QTD vs Target QTD

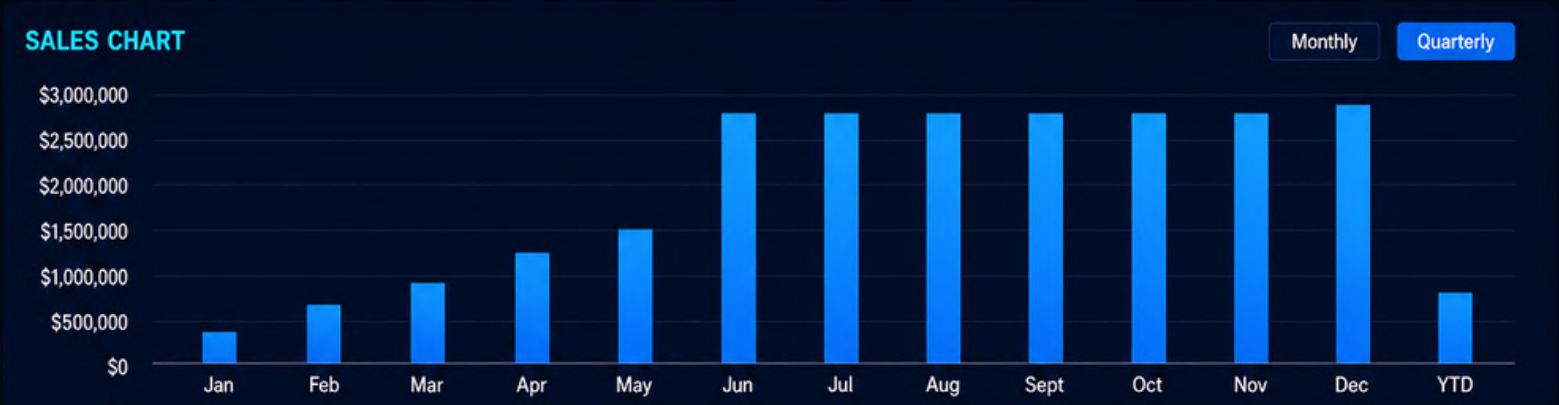
108.00%

▲ 8.00% vs Target

Sales MTD vs Target MTD

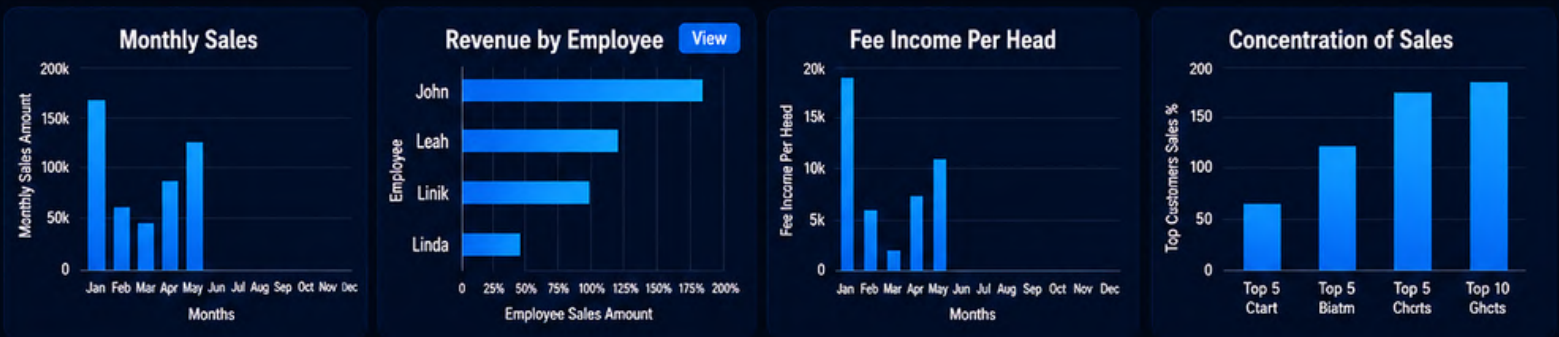
102.00%

▲ 2.00% vs Target



SALES LIST

Sales Date	Item	Dealer	Client Name	Sales Amount	Category	Brand	Source	Notes
01/08/2025	Graphic Cards	John	Kristen B	\$52,000	Computer Hardware	ABC	Store	—
01/08/2025	Software Rimese	Lean	Melani C	\$30,000	Computer Software	XY7	Online	—
01/09/2025	Motherboards	Lean	Stewart C	\$30,000	Computer Software	ABC	Online	—
03/09/2025	Software Rimese	Lean	Tom C	\$8,000	Computer Software	XYZ	Online	—
03/09/2025	Hard Disks	Lean	Sierra A	\$8,000	Computer Software	ABC	Store	—
08/09/2025	Keyboards	John	Mandy D	\$12,000	Computer Hardware	ABC	Store	—
08/09/2025	Brand A Phone	Mark	Jeanne G	\$20,000	Mobile Phones	ABC	Store	—



KEY FEATURES:

- Standard sales reporting
- Monthly, quarterly, and Year-to-Date sales views
- Customer concentration reporting
- New vs existing business charts
- Team performance drill-downs
- Sales target tracking over time

TECHNICAL POINTS:

- Integration supported with CRM or accounting platforms of your choice when required.
- Excel uploads are supported for businesses that prefer manual data management.
- Historical data imports are supported for long-term trend and performance analysis.
- Cloud-based dashboards accessible across desktop and mobile devices.

Return On Investment

Export

Support

Dark

Languages

Full View

dev_2

Written Sales

\$448,600

Sales Invoiced

\$63,101

Sales Paid

\$93,800

Total Cost

\$218,766

Margin

\$229,834

Sales Vs Cost

Employee	Written Sales	Cost	Margin	Percentage
All	\$448,600	\$218,766	\$229,834	205.05%

Paid Vs Cost

Employee	Sales Paid	Cost	Margin	Percentage
All	\$93,800	\$218,766	-\$124,966	42.87%

Investment Report

Search by employee name...

Employee Name	Details
Cumulative (All Employees)	Budget \$276,760
	Total Investment \$279,100
	Sales Generated \$448,600
	Budget Progress 100.8% budget used \$-2,340 left
	Profitability \$170,500
	Status Profitable
Alicia B	Budget \$14,000
	Total Investment \$14,000
	Sales Generated \$15,000
	Budget Progress 100% budget used \$0 left
	Profitability \$200
	Status Profitable
Bryan	Budget \$37,250
	Total Investment \$37,250
	Sales Generated \$14,250
	Budget Progress 100% budget used \$0 left
	Profitability -\$23,000
	Status Not Profitable

Investment Performance & Forecast

Select Employee:

Cumulative (All Employees)

Cumulative (US Employees)

Tenure: 12 months | Joined: Jun 1888

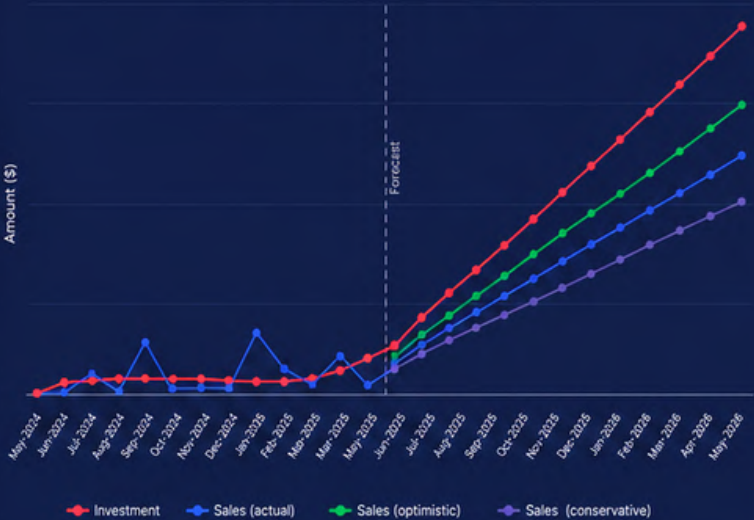


Breakeven Not Yet Reached

Projected to break even in 12-month forecast
Cash required: \$2,340

Investment vs Sales

tetelliccel monthly | forecast Cumulative (oresesver - bereecon)



KEY FEATURES:

- Company health scorecards
- ROI tracking over time
- Team cost vs sales analysis
- Improvement tracking charts
- Budget vs performance reporting
- Historical trend analysis
- Predictive forecasting

TECHNICAL POINTS:

- Supports integrations where required
- Can also operate using sales and finance data only
- Leverages existing sales data sources
- Cloud-based dashboard access
- Historical data import support

Customer Analytics

Consultant:

Select Options

Apply

Total Clients

434

Dormant Clients

306

New Clients

2

Total Deals

223

Avg Deals Per Client

0.51

Number of clients billed

21

Top client billed amount

\$50,000

Avg Billed Amount

\$33,245

Proposal Sent vs Terms Signed

	Proposal Sent	Terms Signed	Proposal Sent vs Terms Signed
Count	6	4	66.67%



Activity with New Clients

New Deals

25

Total Deals Amount

\$30,000

CV sent

11

First Interview

8

KEY FEATURES:

- Client ROI reporting
- Sales pipeline analysis by customer
- Pipeline trend tracking
- Client concentration reporting
- Dormant client tracking
- Customer health insights
- New client activity monitoring

TECHNICAL POINTS:

- Uses existing business data sources
- Integrates with CRM & sales systems
- Tracks pipeline and client activity
- Historical data trend analysis
- Cloud-based dashboard access
- Real-time reporting & insights

Pipeline

CV sent

2,006

First Interview

1,807

Second Interview

614

Offer accepted, IRF sent

250

Pipeline List

Deal Owner	Deal Stage	Deal Date	Last Contacted	Amount	Days	Flag	Contact Name	Company
John	CV sent	2026-05-14	2026-05-14	\$30,000	5		Michael Tan	Apex Solutions Group
Leah	First Interview	2026-05-14	2026-05-14	\$30,000	10		Sarah Lim	BluePeak Consulting
John	CV sent	2026-05-14	2026-05-14	\$40,000	12		Daniel Wong	Horizon Media Works
Leah	CV sent	2026-05-11	2026-05-14	\$40,000	31		Jason Lee	Sterling Digital Co.
John	CV sent	2026-05-11	2026-05-11	\$50,000	35		Amanda Cruz	NovaCore Systems
John	CV sent	2026-05-11	2026-05-11	\$50,000	40		Kevin Ong	Elite Workforce Asia
Mark	First Interview	2026-05-11	2026-05-11	\$50,000	46		Rachel Gomez	BrightPath Ventures



KEY FEATURES:

- Pipeline stage reporting
- Volume and value tracking
- Pipeline trend analysis
- Concentration reporting
- Pipeline list views
- Customisable sales stages

TECHNICAL POINTS:

- Integrates with sales funnels
- Customisable pipeline stages
- Real-time pipeline updates
- Tracks sales volume and value
- Supports team-based reporting

Export

Support

Dark

Languages

dev_2

KPI

Consultants

Select Options

Apply

THIS WEEK

CV sent

12

First Interview

4

New Candidates

8

Terms Signed

0

THIS MONTH

CV sent

35

First Interview

15

New Candidates

22

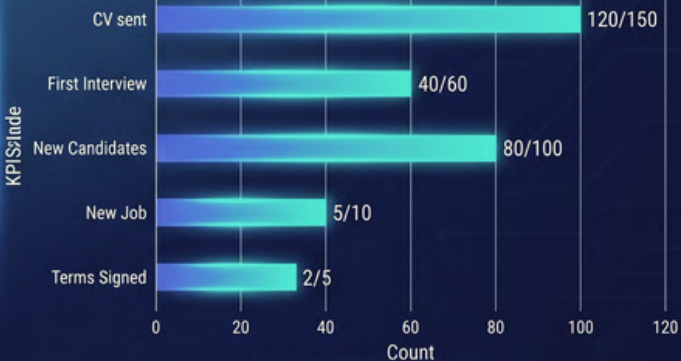
Terms Signed

1

KPI Metrics Achievement Overview Month (May 2026)

WEEK

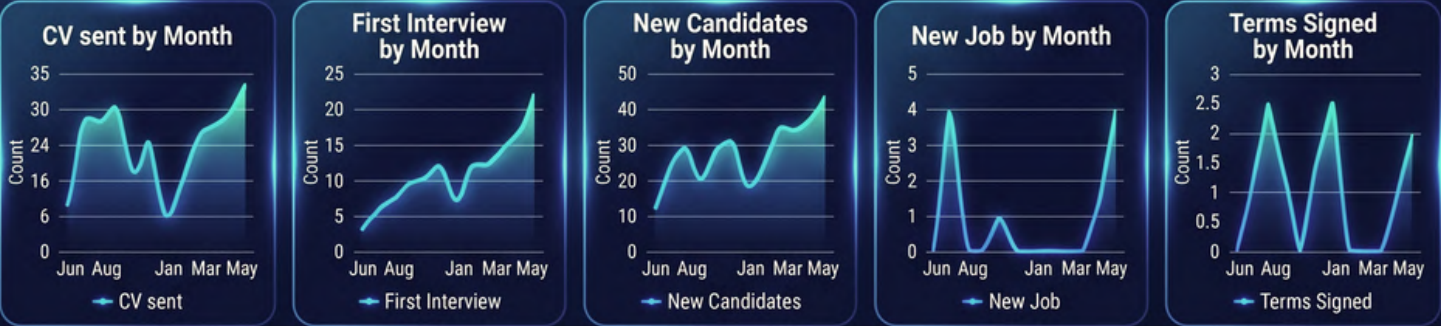
MONTH



KPI Table

KPI	CV sent	First Interview	New Candidates	New Job	Terms Signed
Target	150	60	100	10	5
Actual	120	40	80	5	2
Percentage	80%	66,67%	80%	50%	40%

MONTHLY KPI OVER TIME



KEY FEATURES:

- Customisable KPI dashboards
- KPI tracking over time
- Consolidated KPI reporting
- Percentage vs target analysis
- Individual and team reporting
- Target gap analysis

TECHNICAL POINTS:

- Integrates with existing data sources
- Supports up to five KPI metrics
- In-portal target setting tools
- Team and hierarchy reporting

Calls

Export

Support

Dark

Languages

Full View

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THIS MONTH

Total Contacts



2,840

Total Client Contacts



120

Total Candidate Contact



2,580

THIS WEEK

Total Sales Call



\$150,000

Total Tracking Call



2,550

Total New Call

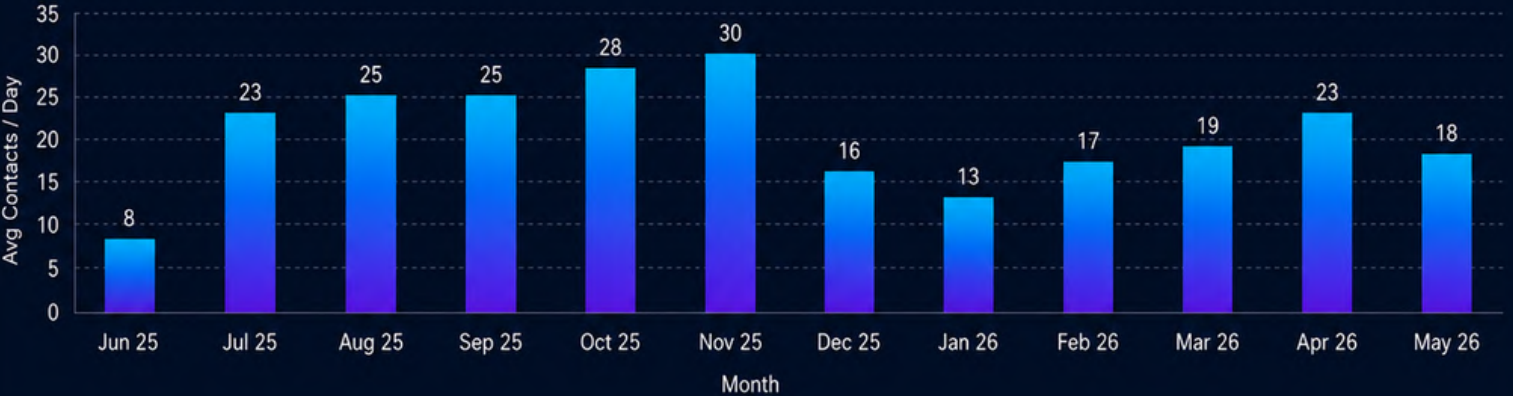


45

Calls and Contacts

Activity Date	Company Name	Contact Name	Type	Type of Call
15-05-2026	Apex Solutions Group	Michael Tan	Contact	Follow-up Call
15-05-2026	BluePeak Consulting	Sarah Lim	Contact	Introduction Call
15-05-2026	Horizon Media Works	Daniel Wong	Client	Account Review
15-05-2026	Vertex Business Services	Emily Chen	Client	Project Discussion
15-05-2026	Sterling Digital Co.	Jason Lee	Contact	Sales Call: \$5,000
15-05-2026	NovaCore Systems	Amanda Cruz	Contact	Partnership Inquiry
15-05-2026	Elite Workforce Asia	Kevin Ong	Client	Client Check-in

AVERAGE CONTACTS BY MONTH



KEY FEATURES:

- Call volume reporting
- Duration tracking
- Dial and connection reporting
- Frequently dialled number analysis
- Team activity reporting
- Communication trend tracking

TECHNICAL POINTS:

- Integrates with phone systems
- Real-time call activity syncing

Compliance

Hierarchy:

Select Options

Apply

Contacts and Company

Drilldown

No

Total Contacts

5,420

Total Company

850

Total Client Contacts

1,250

Total Candidate Contacts

4,170

Contacts Added This Week

45

Contacts Added This Month

180

Company Added This Week

5

Company Added This Month

20



Tags

	Jun 26	Jul 25	Aug 25	Sep 35	Nov 25	Jan 28	Apr 28	May 26
Total Contacts in CRM	5,500	102,004	108,642	108,656	182,356	183,501	152,557	5,500
Tagged Contacts	66,145	66,175	66,201	82,799	66,331	66,379	66,463	66,459
Percentage of Tagged contacts	45%	45%	45%	45%	45%	45%	45%	45%

	Jun 25	Jul 25	Aug 25	Nov 26	Jan 26	Feb 28	Apr 28	May 26
Total Company in CRM	880	380	1,801	700	790	880	880	880
Tagged companies	89	89	89	89	89	89	89	89
Percentage of Tagged companies	10%	15%	10%	10%	10%	10%	10%	10%

- KEY FEATURES:
- CRM data health analysis
 - Contact quality reporting
 - User interaction tracking
 - Engagement frequency monitoring
 - Activity trend reporting
 - Data volume visualisation
- TECHNICAL POINTS:
- CRM integration required based on your preferred platform
 - Supports cloud-based CRM environments
 - Automated data synchronisation
 - Role-based user access controls

HR

HR OVERVIEW

Total Headcount

25

This Year Joiners

4

This Year Leavers

3

Total Leave Liabilities

\$72,500

DEMOGRAPHICS



STAFF TURNOVER



TENURE



TENURE AND FAILURE RATE OVER TIME



LIST OF EMPLOYEES

Name	Work Anniversary	Date of Birth	Leave Entitled	Holiday	Annual leave	Sick leave	No of Pending leave	Leave Liability Amount
Alicia Green	09-04-2027	04-09-2022	15	0.0	0.0	0.0	20.0	\$ 2,182
Bryan Thome	01-07-2025	02-07-1889	20	0.0	0.0	2.0	18.0	\$ 3,827
Emily Sy	10-09-2026	09-10-2000	20	0.0	0.0	0.0	20.0	\$ 3,273
James Tap	01-01-2027	12-04-1973	30	0.0	6.0	0.0	24.0	\$ 21,818
George Smith	10-01-2027	01-03-1973	20	0.0	0.0	0.0	28.0	\$ 6,546
Jane Dawn	01-01-2027	21-07-1883	20	0.0	0.0	8.0	12.0	\$ 3,927

KEY FEATURES:

- Staff directory and HR overview
- Birthday, anniversary & appraisal reminders
- Team turnover trend tracking
- Tenure and retention insights
- Leave liability monitoring
- Historical HR performance analysis
- Key date alerts and notifications

TECHNICAL POINTS:

- Self-serve platform
- No integration required but can also be integrated to the users of the CRM of your choice.
- Works with your existing data
- Real-time HR reporting
- Scalable for teams of all sizes

Employee Leave Overview

Name	Leave Entitled	Total Leave Taken	Annual Leave	Sick Leave	Remaining Leave
Alicia Green	15	6	4	2	9
Bryan Thorne	20	11	8	3	9
Emily Sy	20	7	5	2	13
James Yap	30	16	12	4	14
George Smith	20	9	6	3	11
Jane Dawn	20	13	10	3	7
Rach Stan	20	5	3	2	15
William Kwok	20	14	11	3	6

Upcoming Leave Schedule

Name	From Date	To Date
Alicia Green	25/05/2026	28/05/2026
Bryan Thorne	15/06/2026	18/06/2026
Emily Sy	15/06/2026	16/06/2026
James Yap	23/06/2026	25/06/2026

Leave to Approve Queue

Name	From Date	To Date	
William Kwok	08/07/2025	19/07/2026	ApprovedReject
George Smith	15/06/2026	18/06/2026	ApprovedReject

KEY FEATURES:

- Holiday and sick leave tracking
- Custom bank holiday settings
- Team and hierarchy dashboard views
- HR and personal dashboard syncing
- Leave liability integration
- Attendance and leave monitoring
- Real-time team visibility

TECHNICAL POINTS:

- Self-service leave requests
- Manager approval workflows
- Custom holiday allowance setup
- Personal dashboard integration
- Customisable reporting dashboards
- Real-time leave data updates
- Scalable for teams and departments

Marketing

Export Support Dark Languages Full View dev_3

WebsiteSocial MediaMailer Marketing

Active users2,850↑ 8.4%

Views5,400↑ 10.2%

Sessions3,200↑ 5.2%

Engagement rate42.1%↑ 6.1%

Active users, Returning users

Active users2,780

Returning users1,100

Bounce rate

Bounce rate38.5%

Active users by Country ID

United Kingdom850

United States420

China150

South Africa150

Saudi Arabia110

Netherlands90

Philippines80

Hong Kong60

Active users by Device category

MOBILE62%

DESKTOP34%

TABLET4%

Pages and screens: Page title and screen class

Page title and screen class	Views	Active users	Average engagement time	Average engagement rate	Event count
Total	5,400	2,780	1m 42s	42.1%	14,860
1 The Works – Coworking Space and	812 (15.0%)	421 (15.1%)	2m 12s	56.3%	1,886 (12.7%)
2 The Works Veli in Eastlance	584 (10.8%)	325 (11.7%)	1m 43s	48.8%	1,303 (8.8%)
3 The Works Group: Coworking & Flexi	492 (9.1%)	281 (10.1%)	2m 21s	50.6%	1,156 (7.8%)
4 Virtual Office & Business Mailing	291 (5.4%)	167 (6.0%)	1m 01s	44.2%	641 (4.3%)
5 Contact – The Works Group	273 (5.1%)	151 (5.4%)	52s	38.4%	529 (3.6%)
6 Contact – The Works Group	243 (4.5%)	135 (4.9%)	1m 13s	36.7%	471 (3.2%)
7 News, Members Story & Resources	213 (3.9%)	118 (4.2%)	35s	31.1%	391 (2.6%)

Site Health

Largest Contentful Paint

Good loading performance

1.2 s

Good

Cumulative Layout Shift

Stable visual experience, no major shifts

0.1

Good

Total Blocking Time

Minor improvement, but watch for long tasks that can impact user experience

62 ms

Good

KEY FEATURES:

- Social media platform integrations
- Visitor and engagement analytics
- Website speed and performance monitoring
- Mailer campaign reporting
- Bounce rate and reply tracking
- Social media growth reporting
- Monthly engagement summaries

TECHNICAL POINTS:

- Integrates with key social platforms
- Connects with website analytics tools
- Tracks email campaign performance
- Real-time marketing data updates