

## Revenue Calculator

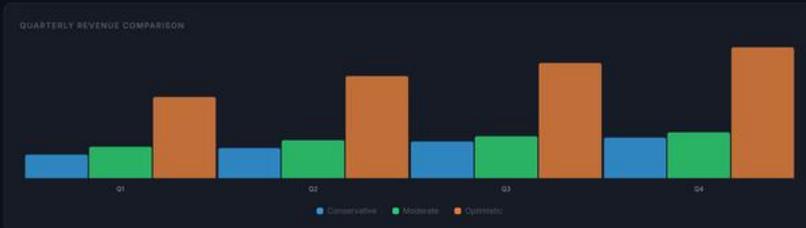
Adjust parameters to model revenue projections for CardzGroup's RFID hotel key card product line.

INPUT PARAMETERS	MONTHLY REVENUE	ANNUAL REVENUE
Target Hotel Count: 200 hotels	<b>\$39,633</b> Base monthly estimate	<b>\$475,600</b> Projected annual
Average Rooms per Hotel: 180 rooms	<b>\$2,378</b> Annual per property	<b>\$75,600</b> Cards only (annual)
Cards per Room per Year: 6 cards		
Price per Card (MIFARE Classic 1K): \$ 0.35	<b>\$475,600</b> TOTAL ADDRESSABLE MARKET At current penetration across target hotel count	
Wristband Revenue per Client: \$ 1200		
Ancillary Products per Client: \$ 800		

## Revenue Scenarios

Pre-calculated projections for conservative, moderate, and optimistic growth paths.

CONSERVATIVE	MODERATE	OPTIMISTIC
<b>\$480K</b> / year 100 hotels · 180 rooms avg · \$0.35/card · 5 cards/room/yr	<b>\$1.4M</b> / year 300 hotels · 200 rooms avg · \$0.35/card · 6 cards/room/yr	<b>\$3.8M</b> / year 500+ hotels · 250 rooms avg · \$0.40/card · 7 cards/room/yr
Q1 (Ramp-up): \$85,000	Q1 (Ramp-up): \$280,000	Q1 (Ramp-up): \$770,000
Q2: \$110,000	Q2: \$340,000	Q2: \$900,000
Q3: \$135,000	Q3: \$370,000	Q3: \$1,020,000
Q4: \$150,000	Q4: \$410,000	Q4: \$1,180,000
<b>ANNUAL TOTAL: \$480,000</b>	<b>ANNUAL TOTAL: \$1,400,000</b>	<b>ANNUAL TOTAL: \$3,800,000</b>



## Revenue Breakdown

Revenue distribution by product line, hotel segment, and geographic region.

BY PRODUCT LINE			BY HOTEL SEGMENT		
PRODUCT LINE	REVENUE SHARE	ANNUAL EST.	SEGMENT	HOTELS	ANNUAL EST.
RFID Hotel Key Cards	62%	\$688,000	Economy / Select Service	35%	\$490,000
RFID Wristbands	18%	\$252,000	Midscale / Upper Midscale	30%	\$420,000
Key Fobs & Smart Tokens	12%	\$168,000	Upscale / Upper Upscale	25%	\$350,000
Custom PVC & Personalization	8%	\$112,000	Luxury	10%	\$140,000

BY GEOGRAPHIC REGION				
REGION	HOTEL COUNT	AVG. ORDER VALUE	ANNUAL REVENUE	% OF TOTAL
Asia-Pacific (China, SEA, India, ANZ)	120	\$4,200	\$504,000	38%
Middle East & Africa	100	\$5,100	\$510,000	38%
Europe & Americas	80	\$4,825	\$388,000	28%

## Growth Lever Recommendations

Strategic actions to accelerate revenue growth for CardzGroup.

<p><b>Expand Hotel Client Count</b></p> <p>Target independent hotels and regional chains in APAC and Middle East where CardzGroup's proximity and pricing advantage are strongest. Each new hotel client averages \$3.976 in annual recurring revenue.</p> <p><b>+ \$39,780 revenue per 10 hotels</b></p>	<p><b>Cross-Sell Product Lines</b></p> <p>Move existing key card clients to full-portfolio supply: wristbands for pool/spa access, fobs for staff areas, and personalized VIP cards. Increases per-client revenue by 40-60%.</p> <p><b>+45% revenue per cross-sell conversion</b></p>	<p><b>Premium DESFire Upsell</b></p> <p>Migrate midscale hotels from MIFARE Classic 1K to higher-security DESFire EV2/EV3 cards. Premium chips command 2-3x pricing with higher margins and stronger lock vendor alignment.</p> <p><b>+120% margin on DESFire vs Classic</b></p>
<p><b>Geographic Expansion</b></p> <p>Leverage Hong Kong, South Africa, Pakistan, and UK offices to establish local sales presence in high-growth hospitality corridors. Priority: Middle East mega-projects, Southeast Asia new-builds.</p> <p><b>+ \$350K per new regional market</b></p>	<p><b>Auto-Replenishment Programs</b></p> <p>Implement scheduled reorder programs for high-volume clients. Pre-agreed quantities ship automatically every 60-90 days, reducing churn and increasing order frequency from 3x to 5x annually.</p> <p><b>+87% annual revenue per frequency increase</b></p>	<p><b>Custom Branding Services</b></p> <p>Offer white-label design, full-color offset printing, foil stamping, and UV coating as premium services. Branded cards command 25-40% price premiums with higher retention and switching costs.</p> <p><b>+35% margin on branded products</b></p>

### KEY ASSUMPTIONS

- Hotel count reflects addressable market within CardzGroup's active sales regions (APAC, MEA, Europe)
- Price per card reflects MIFARE Classic 1K with standard full-color printing at volume pricing
- Ancillary products include key fobs, staff ID cards, loyalty cards, and personalization services
- Growth projections assume stable hotel construction pipeline and continued magstripe-to-RFID migration
- Average card consumption of 6 per room per year based on 65% occupancy and 1.8 cards per stay
- Wristband revenue assumes 30% of hotel clients also order RFID wristbands for resort amenities
- Geographic revenue distribution based on CardzGroup's current office locations and sales pipeline
- Pricing excludes DESFire premium cards, which carry 2-3x higher unit prices and margins