

FINANCIAL SUMMARY: LA STAP RFP (Standard)

			0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Project Summary	Total	% of Rev	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Revenue - Advertising	\$849,804,498	98%		\$19,280,387	\$53,236,531	\$73,481,842	\$82,571,736	\$89,210,119	\$96,172,491	\$102,920,484	\$107,713,258	\$110,944,655	\$114,272,995
Revenue - Other	\$19,647,569	2%		\$6,452,784	\$1,912,562	\$1,865,444	\$1,763,399	\$1,870,326	\$1,982,080	\$1,726,313	\$671,216	\$691,352	\$712,093
Net Revenues	\$869,452,067	100%		\$25,733,171	\$55,149,093	\$75,347,286	\$84,335,135	\$91,080,445	\$98,154,571	\$104,646,798	\$108,384,474	\$111,636,008	\$114,985,088
Expenses Capital - Hardware	\$148,828,570	17%		\$40,101,210	\$22,964,687	\$17,949,063	\$13,137,215	\$13,516,752	\$27,415,676	\$12,899,249	\$844,718	\$0	\$0
Expenses Capital - Construction	\$44,417,849	5%		\$16,496,039	\$8,167,866	\$6,085,890	\$4,220,093	\$3,343,612	\$3,443,920	\$2,660,429	\$0	\$0	\$0
Expenses Capital - Other	\$56,112,509	6%	\$8,000,000	\$1,656,261	\$1,989,173	\$2,780,271	\$3,591,217	\$4,448,317	\$5,353,611	\$6,309,220	\$7,112,634	\$7,326,013	\$7,545,793
Expenses Capital - Design	\$6,423,510	1%	\$3,134,850	\$1,806,820	\$350,160	\$333,680	\$258,000	\$210,000	\$210,000	\$120,000	\$0	\$0	\$0
Capital Expenses	\$255,782,438	29%	\$11,134,850	\$60,060,329	\$33,471,886	\$27,148,904	\$21,206,525	\$21,518,681	\$36,423,207	\$21,988,897	\$7,957,352	\$7,326,013	\$7,545,793
Expenses Ops - Advertising Expenses	\$237,898,710	27%		\$5,396,385	\$14,901,856	\$20,570,411	\$23,115,447	\$24,974,055	\$26,923,376	\$28,812,666	\$30,154,490	\$31,059,125	\$31,990,899
Expenses Ops - Management Staff	\$8,275,933	1%		\$721,914	\$743,571	\$765,878	\$788,855	\$812,520	\$836,896	\$862,003	\$887,863	\$914,499	\$941,934
Expenses Ops - Maintenance Staff	\$44,313,260	5%		\$5,042,400	\$3,924,815	\$4,196,496	\$4,400,849	\$4,645,425	\$4,935,493	\$4,785,045	\$4,006,191	\$4,126,377	\$4,250,168
Expenses Ops - Systems Integration	\$17,525,572	2%		\$589,259	\$883,184	\$1,173,046	\$1,448,638	\$1,739,709	\$2,046,940	\$2,305,367	\$2,374,528	\$2,445,764	\$2,519,137
Expenses Ops - Other Direct Costs	\$27,027,965	3%		\$1,804,390	\$2,065,700	\$2,373,807	\$2,576,392	\$2,772,336	\$2,977,909	\$3,103,831	\$3,060,643	\$3,117,300	\$3,175,656
Operations Expenses	\$335,041,440	39%		\$13,554,349	\$22,519,127	\$29,079,639	\$32,330,180	\$34,944,045	\$37,720,614	\$39,868,912	\$40,483,716	\$41,663,065	\$42,877,794
EBITA	\$278,628,190	32%	-\$11,134,850	-\$47,881,508	-\$841,920	\$19,118,742	\$30,798,431	\$34,617,719	\$24,010,750	\$42,788,988	\$59,943,406	\$62,646,931	\$64,561,501

Contractor Financed	Total			\$2,022	\$2,023	\$2,024	\$2,025	\$2,026	\$2,027	\$2,028	\$2,029	\$2,030	\$2,031
Revenue - Advertising	\$849,804,498			\$19,280,387	\$53,236,531	\$73,481,842	\$82,571,736	\$89,210,119	\$96,172,491	\$102,920,484	\$107,713,258	\$110,944,655	\$114,272,995
Revenue - Other	\$19,647,569			\$6,452,784	\$1,912,562	\$1,865,444	\$1,763,399	\$1,870,326	\$1,982,080	\$1,726,313	\$671,216	\$691,352	\$712,093
SPV Working Capital				\$10,000,000									
Net Revenues	\$869,452,067			\$25,733,171	\$55,149,093	\$75,347,286	\$84,335,135	\$91,080,445	\$98,154,571	\$104,646,798	\$108,384,474	\$111,636,008	\$114,985,088
Tier 1: SPV Payment	\$304,244,596			\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460
COH after Tier 1 + WC	\$575,207,472			\$5,308,711	\$24,724,633	\$44,922,826	\$53,910,676	\$60,655,985	\$67,730,112	\$74,222,338	\$77,960,014	\$81,211,548	\$84,560,628
Expenses Capital	\$123,966,468						\$21,206,525	\$21,518,681	\$36,423,207	\$21,988,897	\$7,957,352	\$7,326,013	\$7,545,793
Expenses Ops	\$269,888,325						\$32,330,180	\$34,944,045	\$37,720,614	\$39,868,912	\$40,483,716	\$41,663,065	\$42,877,794
COH after CapEx + OpEx	\$181,352,679			\$5,308,711	\$24,724,633	\$44,922,826	\$373,971	\$4,193,259	-\$6,413,710	\$12,364,529	\$29,518,946	\$32,222,471	\$34,137,042
Tier 2: Distribution: City Payment													
COH after Tier 2	\$181,352,679			\$5,308,711	\$24,724,633	\$44,922,826	\$373,971	\$4,193,259	-\$6,413,710	\$12,364,529	\$29,518,946	\$32,222,471	\$34,137,042
Contractor Split	\$54,405,804	30%		\$1,592,613	\$7,417,390	\$13,476,848	\$112,191	\$1,257,978	-\$1,924,113	\$3,709,359	\$8,855,684	\$9,666,741	\$10,241,112
City Split	\$126,946,875	70%	\$0	\$3,716,098	\$17,307,243	\$31,445,978	\$261,780	\$2,935,282	-\$4,489,597	\$8,655,170	\$20,663,262	\$22,555,730	\$23,895,929
Tier 3: Distribution: Shared	\$181,352,679			\$5,308,711	\$24,724,633	\$44,922,826	\$373,971	\$4,193,259	-\$6,413,710	\$12,364,529	\$29,518,946	\$32,222,471	\$34,137,042
Total City Revenues	\$126,946,875			\$0	\$3,716,098	\$17,307,243	\$31,445,978	\$261,780	\$2,935,282	-\$4,489,597	\$8,655,170	\$20,663,262	\$23,895,929
Working Capital	\$10,000,000												
SPV Closing fees	\$2,000,000												
SPV	\$208,969,084												
CPI	3%	100%		100%	103.00%	106.09%	109.27%	112.55%	115.93%	119.41%	122.99%	126.68%	130.48%

FINANCIAL SUMMARY: LA STAP RFP (COVID)

			25%	25%	25%	25%	25%	25%	25%	25%	25%	25%	25%		
Project Summary COVID			Total	% of Rev	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Revenue - Advertising	\$637,353,373	97%			\$14,460,290	\$39,927,398	\$55,111,381	\$61,928,802	\$66,907,589	\$72,129,368	\$77,190,363	\$80,784,943	\$83,208,492	\$85,704,746	
Revenue - Other	\$19,647,569	3%			\$6,452,784	\$1,912,562	\$1,865,444	\$1,763,399	\$1,870,326	\$1,982,080	\$1,726,313	\$671,216	\$691,352	\$712,093	
Net Revenues	\$657,000,943	100%			\$20,913,074	\$41,839,960	\$56,976,825	\$63,692,201	\$68,777,915	\$74,111,449	\$78,916,676	\$81,456,159	\$83,899,844	\$86,416,839	
Expenses Capital - Hardware	\$148,828,570	23%			\$40,101,210	\$22,964,687	\$17,949,063	\$13,137,215	\$13,516,752	\$27,415,676	\$12,899,249	\$844,718	\$0	\$0	
Expenses Capital - Construction	\$44,417,849	7%			\$16,496,039	\$8,167,866	\$6,085,890	\$4,220,093	\$3,343,612	\$3,443,920	\$2,660,429	\$0	\$0	\$0	
Expenses Capital - Other	\$56,112,509	9%	\$8,000,000		\$1,656,261	\$1,989,173	\$2,780,271	\$3,591,217	\$4,448,317	\$5,353,611	\$6,309,220	\$7,112,634	\$7,326,013	\$7,545,793	
Expenses Capital - Design	\$6,423,510	1%	\$3,134,850		\$1,806,820	\$350,160	\$333,680	\$258,000	\$210,000	\$210,000	\$120,000	\$0	\$0	\$0	
Capital Expenses	\$255,782,438	39%	\$11,134,850		\$60,060,329	\$33,471,886	\$27,148,904	\$21,206,525	\$21,518,681	\$36,423,207	\$21,988,897	\$7,957,352	\$7,326,013	\$7,545,793	
Expenses Ops - Advertising Expenses	\$178,424,033	27%			\$4,047,289	\$11,176,392	\$15,427,809	\$17,336,585	\$18,730,541	\$20,192,532	\$21,609,500	\$22,615,868	\$23,294,344	\$23,993,174	
Expenses Ops - Management Staff	\$8,275,933	1%			\$721,914	\$743,571	\$765,878	\$788,855	\$812,520	\$836,896	\$862,003	\$887,863	\$914,499	\$941,934	
Expenses Ops - Maintenance Staff	\$44,313,260	7%			\$5,042,400	\$3,924,815	\$4,196,496	\$4,400,849	\$4,645,425	\$4,935,493	\$4,785,045	\$4,006,191	\$4,126,377	\$4,250,168	
Expenses Ops - Systems Integration	\$17,525,572	3%			\$589,259	\$883,184	\$1,173,046	\$1,448,638	\$1,739,709	\$2,046,940	\$2,305,367	\$2,374,528	\$2,445,764	\$2,519,137	
Expenses Ops - Other Direct Costs	\$27,027,965	4%			\$1,804,390	\$2,065,700	\$2,373,807	\$2,576,392	\$2,772,336	\$2,977,909	\$3,103,831	\$3,060,643	\$3,117,300	\$3,175,656	
Operations Expenses	\$275,566,762	42%			\$12,205,253	\$18,793,663	\$23,937,036	\$26,551,318	\$28,700,532	\$30,989,770	\$32,665,745	\$32,945,093	\$33,898,283	\$34,880,069	
EBITA	\$125,651,743	19%	-\$11,134,850		-\$51,352,508	-\$10,425,589	\$5,890,885	\$15,934,358	\$18,558,703	\$6,698,471	\$24,262,034	\$40,553,714	\$42,675,548	\$43,990,977	

Contractor Financed			Total	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Revenue - Advertising	\$637,353,373			\$14,460,290	\$39,927,398	\$55,111,381	\$61,928,802	\$66,907,589	\$72,129,368	\$77,190,363	\$80,784,943	\$83,208,492	\$85,704,746
Revenue - Other	\$19,647,569			\$6,452,784	\$1,912,562	\$1,865,444	\$1,763,399	\$1,870,326	\$1,982,080	\$1,726,313	\$671,216	\$691,352	\$712,093
SPV Working Capital				\$10,000,000									
Net Revenues	\$657,000,943			\$20,913,074	\$41,839,960	\$56,976,825	\$63,692,201	\$68,777,915	\$74,111,449	\$78,916,676	\$81,456,159	\$83,899,844	\$86,416,839
Tier 1: SPV Payment	\$304,244,596			\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460	\$30,424,460
COH after Tier 1 + WC				\$488,614	\$11,415,500	\$26,552,366	\$33,267,742	\$38,353,455	\$43,686,989	\$48,492,217	\$51,031,700	\$53,475,384	\$55,992,380
Expenses Capital							\$21,206,525	\$21,518,681	\$36,423,207	\$21,988,897	\$7,957,352	\$7,326,013	\$7,545,793
Expenses Ops							\$26,551,318	\$28,700,532	\$30,989,770	\$32,665,745	\$32,945,093	\$33,898,283	\$34,880,069
COH after CapEx + OpEx				\$488,614	\$11,415,500	\$26,552,366	-\$14,490,101	-\$11,865,757	-\$23,725,988	-\$6,162,426	\$10,129,255	\$12,251,088	\$13,566,518
Tier 2: Distribution: City Payment													
COH after Tier 2	\$18,159,069			\$488,614	\$11,415,500	\$26,552,366	-\$14,490,101	-\$11,865,757	-\$23,725,988	-\$6,162,426	\$10,129,255	\$12,251,088	\$13,566,518
Contractor Split	\$5,447,721	30%		\$146,584	\$3,424,650	\$7,965,710	-\$4,347,030	-\$3,559,727	-\$7,117,797	-\$1,848,728	\$3,038,776	\$3,675,327	\$4,069,955
City Split	\$12,711,348	70%	\$0	\$342,030	\$7,990,850	\$18,586,656	-\$10,143,071	-\$8,306,030	-\$16,608,192	-\$4,313,698	\$7,090,478	\$8,575,762	\$9,496,562
Tier 3: Distribution: Shared	\$18,159,069			\$488,614	\$11,415,500	\$26,552,366	-\$14,490,101	-\$11,865,757	-\$23,725,988	-\$6,162,426	\$10,129,255	\$12,251,088	\$13,566,518
Total City Revenues	\$12,711,348		\$0	\$342,030	\$7,990,850	\$18,586,656	-\$10,143,071	-\$8,306,030	-\$16,608,192	-\$4,313,698	\$7,090,478	\$8,575,762	\$9,496,562
Working Capital	\$10,000,000												
SPV Closing fees	\$2,000,000												
SPV	\$208,969,084												
CPI	3%	100%		100%	103.00%	106.09%	109.27%	112.55%	115.93%	119.41%	122.99%	126.68%	130.48%
				29.39%	8.19%	13.98%	-6.83%	-5.18%	-9.60%	-2.34%	3.73%	4.38%	4.71%
				1.64%	19.10%	32.62%	-15.93%	-12.08%	-22.41%	-5.47%	8.70%	10.22%	10.99%

	Total
Capital Expenses	
Tolar	\$67,526,419
Tolar Solar Equipment	\$14,337,840
VConn	\$51,261,489
Smiota	\$431,326
Swiftmile	\$463,910
AP Construction	\$44,417,849
SOM	\$984,850
B&V	\$850,000
BMW	\$1,590,100
F&P	\$690,000
S111	\$1,908,560
Tranzito CMS	\$400,000
Tranzito Network Equipment	\$3,920,521
Tranzito Hardware Replacement Costs	\$10,887,066
Unallocated Capital	
VPPA	\$48,112,509
City Payment	\$6,000,000
Operations Expenses	
Vector Media	\$237,898,710
Tranzito Mgmt	\$8,275,933
Tranzito O&M	\$44,313,260
Tranzito SI	\$17,219,188
Tranzito ODC	\$27,027,965
Smiota	\$306,384
Swiftmile	\$442,324

per year		Per City-Transit Kiosk	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
per unit	\$624 [8]	Lockers	\$624	\$643	\$662	\$682	\$702	\$723	\$745	\$767	\$790	\$814
	\$800 [9]	Charge docks	\$800	\$824	\$849	\$874	\$900	\$927	\$955	\$984	\$1,013	\$1,044
		Annual Licensing total	\$64,270	\$67,372	\$69,393	\$71,475	\$73,619	\$75,828	\$78,102	\$80,446	\$82,859	\$85,345
		Ad Face	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		City-Transit Kiosk	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		Lockers	\$26,270	\$27,573	\$28,400	\$29,252	\$30,129	\$31,033	\$31,964	\$32,923	\$33,911	\$34,928
		Charge docks	\$38,000	\$39,799	\$40,993	\$42,223	\$43,490	\$44,794	\$46,138	\$47,522	\$48,948	\$50,416
COLA 3%			100%	103.00%	106.09%	109.27%	112.55%	115.93%	119.41%	122.99%	126.68%	130.48%

	Premium Dock		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
	High Level Dock	1	\$410	\$506	\$626	\$773	\$956	\$1,181	\$1,460	\$1,805	\$2,230	\$2,757

Per flip [16]	Fill	Ad Sales - Private	Screens	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
		Super Premium Shelter Digital 65		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		Premium Shelter Digital 65		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		High Level Bus Shelter Digital 65	2	\$819	\$1,012	\$1,251	\$1,546	\$1,911	\$2,363	\$2,920	\$3,609	\$4,461	\$5,514
		Standard Bus Shelter Digital 65	2	\$468	\$578	\$715	\$884	\$1,092	\$1,350	\$1,669	\$2,062	\$2,549	\$3,151
		Standard Bus Shelter Static	2	\$1,404	\$1,735	\$2,145	\$2,651	\$3,277	\$4,050	\$5,006	\$6,187	\$7,647	\$9,452
		Super Premium Kiosk Digital 65		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		Premium Kiosk Digital 65		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		High Level Kiosk Digital 65	2	\$819	\$1,012	\$1,251	\$1,546	\$1,911	\$2,363	\$2,920	\$3,609	\$4,461	\$5,514
		Super Premium Locker		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		Premium Locker		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
		High Level Locker	1	\$410	\$506	\$626	\$773	\$956	\$1,181	\$1,460	\$1,805	\$2,230	\$2,757
		Super Premium Dock	1	\$1,170	\$1,446	\$1,787	\$2,209	\$2,731	\$3,375	\$4,172	\$5,156	\$6,373	\$7,877
		Premium Dock	1	\$644	\$795	\$983	\$1,215	\$1,502	\$1,856	\$2,294	\$2,836	\$3,505	\$4,332
		High Level Dock	1	\$410	\$506	\$626	\$773	\$956	\$1,181	\$1,460	\$1,805	\$2,230	\$2,757

Commision	Growth	Buying Type	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
10%	-2%	Direct Sales % of market	96.0%	95.2%	94.2%	93.1%	91.7%	90.0%	88.1%	85.7%	82.8%	79.4%
30%	20%	Open Exchange % of market	2.0%	2.4%	2.9%	3.5%	4.1%	5.0%	6.0%	7.2%	8.6%	10.3%
15%	20%	Private Marketplace % of market	2.0%	2.4%	2.9%	3.5%	4.1%	5.0%	6.0%	7.2%	8.6%	10.3%
		Experiential		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		Omnichannel		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		COLA 3%	100%	103%	106%	109%	113%	116%	119%	123%	127%	130%

Revenues [17]		Total Revenues	2022 [18]		2023		2023		2023		2023		2023		2023		2023		2023		2023	
Unit \$ 2022		Totals	Qty	\$ [19]	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$
Super Premium Panel Digital XL																						
Premium Panel Digital XL																						
High Level Panel Digital XL																						
Total Open Exchange		\$30,517,554	1,034	\$333,251	1,406	\$948,341	1,806	\$1,544,392	2,206	\$2,204,399	2,606	\$2,902,617	3,006	\$3,640,744	3,306	\$4,336,723	3,306	\$4,725,836	3,306	\$4,867,611	3,306	\$5,013,640
Private Marketplace																						
Super Premium Shelter Digital 65	\$0	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0
Premium Shelter Digital 65	\$0	\$0	72	\$0	72	\$0	72	\$0	72	\$0	72	\$0	72	\$0	72	\$0	72	\$0	72	\$0	72	\$0
High Level Bus Shelter Digital 65	\$819	\$5,751,485	626	\$256,347	642	\$534,823	642	\$557,819	642	\$574,554	642	\$591,790	642	\$609,544	642	\$627,830	642	\$646,665	642	\$666,065	642	\$686,047
Standard Bus Shelter Digital 65	\$468	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Standard Bus Shelter Static	\$1,404	\$23,040,624	0	\$0	350	\$253,071	750	\$819,227	1,150	\$1,457,479	1,550	\$2,133,289	1,950	\$2,848,336	2,250	\$3,520,544	2,250	\$3,885,172	2,250	\$4,001,727	2,250	\$4,121,778
Super Premium Kiosk Digital 65 Digital	\$0	\$0	18	\$0	18	\$0	18	\$0	18	\$0	18	\$0	18	\$0	18	\$0	18	\$0	18	\$0	18	\$0
Premium Kiosk Digital 65 Digital	\$0	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0	36	\$0
High Level Kiosk Digital 65	\$819	\$1,437,871	157	\$64,087	161	\$133,706	161	\$139,455	161	\$143,638	161	\$147,948	161	\$152,386	161	\$156,958	161	\$161,666	161	\$166,516	161	\$171,512
Super Premium Locker 65	\$0	\$0	4	\$0	4	\$0	4	\$0	4	\$0	4	\$0	4	\$0	4	\$0	4	\$0	4	\$0	4	\$0
Premium Locker 65	\$0	\$0	7	\$0	7	\$0	7	\$0	7	\$0	7	\$0	7	\$0	7	\$0	7	\$0	7	\$0	7	\$0
High Level Locker 65	\$410	\$143,787	31	\$6,409	32	\$13,371	32	\$13,945	32	\$14,364	32	\$14,795	32	\$15,239	32	\$15,696	32	\$16,167	32	\$16,652	32	\$17,151
Super Premium Docks 65	\$1,170	\$115,450	9	\$5,265	9	\$10,846	9	\$11,171	9	\$11,506	9	\$11,852	9	\$12,207	9	\$12,573	9	\$12,951	9	\$13,339	9	\$13,739
Premium Docks 65	\$644	\$50,798	7	\$2,317	7	\$4,772	7	\$4,915	7	\$5,063	7	\$5,215	7	\$5,371	7	\$5,532	7	\$5,698	7	\$5,869	7	\$6,045
High Level Docks 65	\$410	\$143,787	31	\$6,409	32	\$13,371	32	\$13,945	32	\$14,364	32	\$14,795	32	\$15,239	32	\$15,696	32	\$16,167	32	\$16,652	32	\$17,151
Super Premium Panel Digital XL																						
Premium Panel Digital XL																						
High Level Panel Digital XL																						
Total Private Marketplace		\$30,683,802	1,034	\$340,833	1,406	\$963,959	1,806	\$1,560,478	2,206	\$2,220,968	2,606	\$2,919,683	3,006	\$3,658,322	3,306	\$4,354,829	3,306	\$4,744,485	3,306	\$4,886,820	3,306	\$5,033,424
	3%			100.00%		103.00%		106.09%		109.27%		112.55%		115.93%		119.41%		122.99%		126.68%		130.48%

Capital Expenses		2021		2022		2023		2024		2025		2026		2027		2028		2029		2030		2031		
	Unit \$	Totals	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$		
Hardware																								
Shelters - Tolar Manufacturing		\$67,526,419			734	\$13,071,107	510	\$9,018,465	464	\$9,455,423	400	\$9,201,362	400	\$9,477,403	400	\$9,761,725	300	\$7,540,933	0	\$0	0	\$0	0	\$0
Icon shelter	\$18,873	\$679,426			36	\$679,426	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Lite shelter	\$17,753	\$12,684,253			698	\$12,391,681	16	\$292,572	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Eco shelter	\$21,051	\$52,503,806			0	\$0	350	\$7,589,021	400	\$8,933,361	400	\$9,201,362	400	\$9,477,403	400	\$9,761,725	300	\$7,540,933	0	\$0	0	\$0	0	\$0
Ad panel	\$7,665	\$1,658,934			0	\$0	144	\$1,136,873	64	\$522,061	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Digital Kiosks - VConn		\$51,261,489			1034	\$21,928,013	309	\$9,763,355	128	\$4,274,540	0	\$0	0	\$0	0	\$12,507,409	0	\$2,006,024	0	\$782,147	0	\$0	0	\$0
Icon shelter	\$21,680	\$780,464			36	\$780,464	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Lite shelter	\$21,680	\$15,489,603			698	\$15,132,324	16	\$357,279	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Kiosk	\$21,680	\$5,682,643			258	\$5,593,323	4	\$89,320	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Ad panel 65"	\$21,680	\$4,692,100			0	\$0	144	\$3,215,510	64	\$1,476,589	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Ad panel XL LED	\$41,080	\$8,890,940			0	\$0	144	\$6,092,989	64	\$2,797,951	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
AZQ screen	\$10,021	\$430,160			42	\$421,903	1	\$8,258	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Replacement Screens	[21]	\$15,295,580														\$12,507,409		\$2,006,024		\$782,147				
Lockers - Smiota	\$10,049	\$431,326			42	\$423,046	1	\$8,280	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Docks - Swiftmile	\$9,600	\$463,910			48	\$456,000	1	\$7,910	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Network Equipment		\$3,920,521				\$1,389,271		\$393,750		\$450,000		\$450,000		\$450,000		\$450,000		\$337,500		\$0		\$0		\$0
Solar Equipment	\$5,749 [22]	\$14,337,840			0	\$0	350	\$2,072,424	400	\$2,439,540	400	\$2,512,726	400	\$2,588,108	400	\$2,665,751	300	\$2,059,292	0	\$0	0	\$0	0	\$0
Hardware Replacement Costs	8% [23]	\$10,887,066				\$2,833,773		\$1,700,502		\$1,329,560		\$973,127		\$1,001,241		\$2,030,791		\$955,500		\$62,572		\$0		\$0
Total Hardware		\$148,828,570				\$40,101,210		\$22,964,687		\$17,949,063		\$13,137,215		\$13,516,752		\$27,415,676		\$12,899,249		\$844,718		\$0		\$0
Construction																								
Pull permits	\$57 [24]	\$248,439			1254	\$71,495	625	\$36,717	584	\$35,327	520	\$32,388	400	\$25,662	400	\$26,431	300	\$20,418	0	\$0	0	\$0	0	\$0
Traffic Control	\$600	\$2,615,152			1254	\$752,580	625	\$386,497	584	\$371,867	520	\$340,931	400	\$270,122	400	\$278,226	300	\$214,929	0	\$0	0	\$0	0	\$0
Traffic Control Devices	\$300	\$1,307,576			1254	\$376,290	625	\$193,249	584	\$185,933	520	\$170,465	400	\$135,061	400	\$139,113	300	\$107,465	0	\$0	0	\$0	0	\$0
Power and Data Connections	\$1,000	\$4,358,587			1254	\$1,254,300	625	\$644,162	584	\$619,778	520	\$568,218	400	\$450,204	400	\$463,710	300	\$358,216	0	\$0	0	\$0	0	\$0
Trench Work [25]	\$20,000	\$10,445,956			300	\$6,002,000	150	\$3,081,760	64	\$1,362,196	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Site Work (non-trench sites) [26]	\$5,000	\$17,868,556			975	\$4,873,200	433	\$2,231,289	468	\$2,482,506	468	\$2,556,981	360	\$2,025,916	360	\$2,086,693	270	\$1,611,971	0	\$0	0	\$0	0	\$0
Construction contingency	20%	\$3,222,424				\$1,526,518		\$783,834		\$433,581		\$147,737		\$117,053		\$120,565		\$93,136		\$0		\$0		\$0
Contractor markup and mobilization	10%	\$3,981,825				\$1,478,489		\$732,079		\$545,586		\$378,433		\$299,836		\$308,831		\$238,572		\$0		\$0		\$0
Bonding	1.5%	\$617,774				\$232,662		\$114,996		\$84,444		\$57,328		\$45,421		\$46,784		\$36,140		\$0		\$0		\$0
Total Construction		\$44,417,849				\$16,496,039		\$8,167,866		\$6,085,890		\$4,220,093		\$3,343,612		\$3,443,920		\$2,660,429		\$0		\$0		\$0
Other Capital Expenses																								
Virtual Power Purchase Agreement	\$832 [27]	\$48,112,509			1,990	\$1,656,261	2,321	\$1,989,173	3,149	\$2,780,271	3,949	\$3,591,217	4,749	\$4,448,317	5,549	\$5,353,611	6,349	\$6,309,220	6,949	\$7,112,634	6,949	\$7,326,013	6,949	\$7,545,793
Legacy Shelter Inventory, Mobilization		\$2,000,000		2,000,000																				
One-time City Payment		\$6,000,000		6,000,000																				
Total Other Capital Expenses		\$56,112,509		8,000,000		\$1,656,261		\$1,989,173		\$2,780,271		\$3,591,217		\$4,448,317		\$5,353,611		\$6,309,220		\$7,112,634		\$7,326,013		\$7,545,793
Design																								
Architectural - SOM		\$984,850		\$984,850																				
CMS - Tranzito		\$400,000		\$400,000																				
Construction - Black & Veatch		\$850,000		\$450,000		\$400,000																		
Interactive - BMW Designworks		\$1,590,100		\$1,000,000		\$590,100																		
Mobility - Fehr & Peers	\$400	\$690,000		\$300,000		\$140,000		\$50,000		\$50,000		\$50,000		\$50,000		\$50,000		\$50,000		\$50,000		\$50,000		\$50,000
Urban - Studio 111	\$400	\$1,908,560		\$140,000	1254	\$676,720	625	\$300,160	584	\$283,680	520	\$208,000	400	\$160,000	400	\$160,000	300	\$120,000	0	\$0	0	\$0	0	\$0
Total Design		\$6,423,510		\$3,134,850		\$1,806,820		\$350,160		\$333,680		\$258,000		\$210,000		\$210,000		\$120,000		\$0		\$0		\$0
COLA	3%	\$255,782,438		\$11,134,850		\$60,060,329		\$33,471,886		\$27,148,904		\$21,206,525		\$21,518,681		\$36,423,207		\$21,988,897		\$7,957,352		\$7,326,013		\$7,545,793
				100.00%		100.00%		103.00%		106.09%		109.27%		112.55%		115.93%		119.41%		122.99%		126.68%		130.48%

Operations Expenses		2022		2023		2024		2025		2026		2027		2028		2029		2030		2031		
	Unit \$	Totals	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$		
Advertising Expenses																						
Ad Sales Team Commissions	28%	\$220,808,880		\$5,209,765		\$14,370,784		\$19,705,552		\$21,880,983		\$23,348,589		\$24,884,559		\$26,384,101		\$27,508,022		\$28,333,263		\$29,183,261
Open Exchange Commissions	28%	\$8,544,915		\$93,310		\$265,536		\$432,430		\$617,232		\$812,733		\$1,019,408		\$1,214,282		\$1,323,234		\$1,362,931		\$1,403,819
Private Marketplace Commissions	28%	\$8,544,915		\$93,310		\$265,536		\$432,430		\$617,232		\$812,733		\$1,019,408		\$1,214,282		\$1,323,234		\$1,362,931		\$1,403,819
Total Advertising		\$237,898,710		\$5,396,385		\$14,901,856		\$20,570,411		\$23,115,447		\$24,974,055		\$26,923,376		\$28,812,666		\$30,154,490		\$31,059,125		\$31,990,899
Management																						
CTO	\$136 [28]	\$1,621,177	1040	\$141,416	1040	\$145,659	1040	\$150,028	1040	\$154,529	1040	\$159,165	1040	\$163,940	1040	\$168,858	1040	\$173,924	1040	\$179,142	1040	\$184,516
Managing Director	\$146 [29]	\$1,736,975	1040	\$151,517	1040	\$156,063	1040	\$160,745	1040	\$165,567	1040	\$170,534	1040	\$175,650	1040	\$180,920	1040	\$186,347	1040	\$191,938	1040	\$197,696
General Manager	\$110 [30]	\$2,630,238	2080	\$229,437	2080	\$236,320	2080	\$243,410	2080	\$250,712	2080	\$258,233	2080	\$265,980	2080	\$273,960	2080	\$282,179	2080	\$290,644	2080	\$299,363
Project Manager	\$96 [31]	\$2,287,543	2080	\$199,544	2080	\$205,530	2080	\$211,696	2080	\$218,047	2080	\$224,588	2080	\$231,326	2080	\$238,265	2080	\$245,413	2080	\$252,776	2080	\$260,359
Total Management		\$8,275,933		\$721,914		\$743,571		\$765,878		\$788,855		\$812,520		\$836,896		\$862,003		\$887,863		\$914,499		\$941,934
Maintenance Expenses																						
Maintenance per Furniture	\$1,000	\$34,200,240	2357	\$2,356,800	2471	\$2,545,542	2591	\$2,749,216	2727	\$2,980,304	3127	\$3,519,916	3257	\$3,776,219	3257	\$3,889,506	3257	\$4,006,191	3257	\$4,126,377	3257	\$4,250,168
Install Shelters	\$2,500	\$9,590,722	954	\$2,385,500	476	\$1,225,185	520	\$1,379,170	520	\$1,420,545	400	\$1,125,509	400	\$1,159,274	300	\$895,539	0	\$0	0	\$0	0	\$0
Install kiosks, lockers, docks	\$1,000	\$522,298	300	\$300,100	150	\$154,088	64	\$68,110	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Total Maint Expenses		\$44,313,260		\$5,042,400		\$3,924,815		\$4,196,496		\$4,400,849		\$4,645,425		\$4,935,493		\$4,785,045		\$4,006,191		\$4,126,377		\$4,250,168
Systems Integration																						
Curb CMS [32]	\$100	\$2,623,965	734	\$73,400	1,100	\$113,300	1,500	\$159,135	1,900	\$207,618	2,300	\$258,867	2,700	\$313,004	3,000	\$358,216	3,000	\$368,962	3,000	\$380,031	3,000	\$391,432
SI SLAs [33]		\$748,709		\$64,270		\$67,372		\$69,393		\$71,475		\$73,619		\$75,828		\$78,102		\$80,446		\$82,859		\$85,345
IT Support [34]	\$200	\$12,559,665	1,990	\$398,020	3,021	\$622,223	3,949	\$837,878	4,749	\$1,037,850	5,549	\$1,249,067	6,349	\$1,472,023	6,949	\$1,659,470	6,949	\$1,709,254	6,949	\$1,760,532	6,949	\$1,813,348
Incidentals / Contingencies	10%	\$1,593,234		\$53,569		\$80,289		\$106,641		\$131,694		\$158,155		\$186,085		\$209,579		\$215,866		\$222,342		\$229,012
Total SI		\$17,525,572		\$589,259		\$883,184		\$1,173,046		\$1,448,638		\$1,739,709		\$2,046,940		\$2,305,367		\$2,374,528		\$2,445,764		\$2,519,137
Other Direct Costs																						
Network Connection		\$8,932,460		\$533,959		\$674,460		\$776,505		\$848,505		\$920,505		\$992,505		\$1,046,505		\$1,046,505		\$1,046,505		\$1,046,505
Project Admin	\$100,000	\$1,146,388		\$100,000		\$103,000		\$106,090		\$109,273		\$112,551		\$115,927		\$119,405		\$122,987		\$126,677		\$130,477
Marketing / Promotions	\$200,000	\$2,292,776		\$200,000		\$206,000		\$212,180		\$218,545		\$225,102		\$231,855		\$238,810		\$245,975		\$253,354		\$260,955
Insurance Expenses	2%	\$6,407,702		\$251,678		\$428,738		\$556,012		\$618,602		\$668,597		\$721,660		\$763,396		\$776,771		\$799,446		\$822,801
Incidentals / Contingencies	10%	\$8,248,639		\$718,753		\$653,503		\$723,020		\$781,466		\$845,581		\$915,962		\$935,714		\$868,405		\$891,318		\$914,918
Total ODC		\$27,027,965		\$1,804,390		\$2,065,700		\$2,373,807		\$2,576,392		\$2,772,336		\$2,977,909		\$3,103,831		\$3,060,643		\$3,117,300		\$3,175,656
Totals		\$335,041,440		\$13,554,349		\$22,519,127		\$29,079,639		\$32,330,180		\$34,944,045		\$37,720,614		\$39,868,912		\$40,483,716		\$41,663,065		\$42,877,794
COLA	3%			100.00%		103.00%		106.09%		109.27%		112.55%		115.93%		119.41%		122.99%		126.68%		130.48%

Network Expenses

Capital	Unit \$	Totals	2022		2023		2024		2025		2026		2027		2028		2029		2030		2031	
			Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$	Qty	\$
Cellular																						
Meraki LTE modem, 4 ports	\$605	\$625,631	1,034	\$625,631	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Meraki licenses	\$145	\$149,945	1,034	\$149,945	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Configuration	\$200	\$206,820	1,034	\$206,820	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Sim Cards	\$5	\$5,171	1,034	\$5,171	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Ancillary material	\$50	\$51,705	1,034	\$51,705	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
LoRaWAN/BLE/NFC																						
Design Consulting Costs - Phase I	\$275,000	\$275,000	1	\$275,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
Lorawan, BLE and NFC Design	\$75,000	\$75,000	1	\$75,000		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
Lorawan Gateway Package	\$400	\$900,000	0	\$0	350	\$140,000	400	\$160,000	400	\$160,000	400	\$160,000	400	\$160,000	300	\$120,000	0	\$0	0	\$0	0	\$0
BLE/NFC PI Package	\$175	\$393,750	0	\$0	350	\$61,250	400	\$70,000	400	\$70,000	400	\$70,000	400	\$70,000	300	\$52,500	0	\$0	0	\$0	0	\$0
Small screen site installation budget	\$450	\$1,012,500	0	\$0	350	\$157,500	400	\$180,000	400	\$180,000	400	\$180,000	400	\$180,000	300	\$135,000	0	\$0	0	\$0	0	\$0
Misc. installation materials Phase I	\$100	\$225,000	0	\$0	350	\$35,000	400	\$40,000	400	\$40,000	400	\$40,000	400	\$40,000	300	\$30,000	0	\$0	0	\$0	0	\$0
Fiber Backhaul [35]																						
MikroTik PowerBox Pro, 4 ports		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
SFP, S-55DLC80D		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
Configuration		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
Fiber jumpers		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
Ancillary material		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
Vertical Bridge Fiber Install		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
One time hook up fee		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0		\$0
		\$3,920,521		\$1,389,271		\$393,750		\$450,000		\$450,000		\$450,000		\$450,000		\$337,500		\$0		\$0		\$0
Operations																						
Cellular																						
IOT Data LTE CAT M	\$108	\$1,333,260	1,034	\$111,683	1,200	\$129,568	1,264	\$136,501	1,264	\$136,501	1,264	\$136,501	1,264	\$136,501	1,264	\$136,501	1,264	\$136,501	1,264	\$136,501	1,264	\$136,501
LTE data plans	\$360	\$4,444,200	1,034	\$372,276	1,200	\$431,892	1,264	\$455,004	1,264	\$455,004	1,264	\$455,004	1,264	\$455,004	1,264	\$455,004	1,264	\$455,004	1,264	\$455,004	1,264	\$455,004
LoRaWAN/BLE/NFC																						
API Interface to data store for BLE, Lorawan Data	\$50,000	\$500,000	1	\$50,000	1	\$50,000	1	\$50,000	1	\$50,000	1	\$50,000	1	\$50,000	1	\$50,000	1	\$50,000	1	\$50,000	1	\$50,000
Site Inventory	\$180	\$2,655,000	0	\$0	350	\$63,000	750	\$135,000	1,150	\$207,000	1,550	\$279,000	1,950	\$351,000	2,250	\$405,000	2,250	\$405,000	2,250	\$405,000	2,250	\$405,000
Fiber Backhaul [36]																						
Service access to internet		\$0	236	\$0	417	\$0	521	\$0	561	\$0	601	\$0	641	\$0	671	\$0	671	\$0	671	\$0	671	\$0
		\$8,932,460		\$533,959		\$674,460		\$776,505		\$848,505		\$920,505		\$992,505		\$1,046,505		\$1,046,505		\$1,046,505		\$1,046,505

Hardware	2022: Phase 1, Rollout A				
	Year-End Totals	Q1 '22	Q2 '22	Q3 '22	Q4 '22
Mobility Hubs Icon Installed [37]	5	9	11	11	36
Mobility Hub Lite Installed [38]	105	175	209	209	698
Mobility Hub Eco Installed [39]					
Total Mobility Hubs installed	110	184	220	220	734
Refurb Shelters Installed [40]	33	55	66	66	220
Kioks	32	53	63	63	211
Lockers	6	11	13	13	42
Docks	7	12	14	14	48
Panels					
Total Other Furnitures installed	45	75	90	90	300
Legacy Shelters OTG	206	343	411	411	1,370
Mobility Hubs OTG	110	184	220	220	734
New Kiosks OTG	32	53	63	63	211
Lockers OTG	6	11	13	13	42
Docks OTG	7	12	14	14	48
Panels OTG					
Total all Furnitures OTG	354	589	707	707	2,357

Ad Faces	2022: Phase 1, Rollout A				
	Year-End Totals	Q1 '22	Q2 '22	Q3 '22	Q4 '22
Mobility Hub Screens (Icon) 2 per	11	18	22	22	72
Mobility Hub Screens (Lite) 2 per	209	349	419	419	1,396
Kioks Screens 2 per	63	105	126	126	421
Locker Screens 1 per	6	11	13	13	42
Dock Screens 2 per	14	24	29	29	95
65" Digital Screens Installed	293	489	586	586	1,954
Mobility Hub Screens (Icon) 1 per	5	9	11	11	36
Panel Screens 2 per					
XL Digital Screens Installed	5	9	11	11	36
Static Ad Boxes Installed (Eco) 2 per					
65" Digital Screens OTG	293	489	586	586	1,954
XL Digital Screens OTG	5	9	11	11	36
Static Ad Boxes OTG					
Total Ad Faces OTG	299	498	597	597	1,990

Rollout Schedule - Optimized

Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
2023	2024	2025	2026	2027	2028	2029	2030	2031
16								
350	400	400	400	400	300			
366	400	400	400	400	300			
110	120	120						
4								
1								
1								
144	64							
150	64							
1,114	834	570	570	300				
1,100	1,500	1,900	2,300	2,700	3,000	3,000	3,000	3,000
215	215	215	215	215	215	215	215	215
43	43	43	43	43	43	43	43	43
48	48	48	48	48	48	48	48	48
144	208	208	208	208	208	208	208	208
2,471	2,591	2,727	3,127	3,257	3,257	3,257	3,257	3,257

Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
2023	2024	2025	2026	2027	2028	2029	2030	2031
32								
8								
1								
2								
42								
288	128							
288	128							
700	800	800	800	800	600			
1,997	1,997	1,997	1,997	1,997	1,997	1,997	1,997	1,997
324	452	452	452	452	452	452	452	452
700	1,500	2,300	3,100	3,900	4,500	4,500	4,500	4,500
3,021	3,949	4,749	5,549	6,349	6,949	6,949	6,949	6,949

[1] This row is NOT a consistent formula given that existing benches removed is based upon existing balance of benches, and that we'll remove all refurbished benches in Year 4

[2] Assumes 30% salvage rate

[3] Kiosk 65" Assumes 0% COLA increase due to fixed quote with vendor and historical evidence of electronics going down in price

[4] Screen 65" refresh: Assumes 0% COLA increase due to fixed quote with vendor and historical evidence of electronics going down in price

[5] Screen XL: Assumes 0% COLA increase due to fixed quote with vendor and historical evidence of electronics going down in price. Added \$5000 for additional labor / fabrication

[6] AZQ screen, added 10% markup from quote because actual quantities may fall short of quoted qtys.

[7] Lockers, added \$1000 in fabrication

[8] Locker SaaS is \$48 per door per year

[9] Scooter quote SaaS is \$800 per dock

[10] FPM = flips per minute. This constitutes how many accounts can share time on the screen.

[11] Digital screens are by per flip constitutes 10 seconds to each minute on a 4-week campaign (assuming 6 FPM).

Static screens are by per face per 4 weeks.

[12] Static Ad Boxes do not have a FPM multiple, as it's a static ad for 4 weeks

[13] Each flip constitutes 10 seconds to each minute on a 4-week campaign (assuming 6 FPM).

[14] Open Exchange and Marketplace: Fill rates assume 100%, so fill rate calculations are based upon % of total DOOH market

[15] Setting screens for Open Exchange and Private Sales at 0; Assuming that programmatic sales will increase the fill rates of high level and standard locations but not super premium and premium as a conservative gesture.

[16] Each flip constitutes 10 seconds to each minute on a 4-week campaign (assuming 6 FPM).

[17] Revenues: Year 1 Revenues are discounted by 50% for all new installations for that year, given a rolling installation schedule.

[18] Year 1 Revenues: Reduced by a factor of 50% due to ramp-up period

[19] Year 1 Revenues is at 50% given the installation schedule will be rolling throughout the year.

- [20] Vertical Bridge projects \$30k infrastructure/construction contribution per site. Assume 20% of Year 1 sites and 10% of remaining sites.
- [21] Replacement screens assumes 100% of replacements after 5 years of LCD screens
- [22] Solar panels, batteries, and installation assumes \$3500 per location
- [23] Replacement costs assumes capital + labor for non-routine screen replacements
- [24] Permit fees: Assumes \$2000 per permit application -- basing 80 qty based on 88 cities in LA County
- [25] Trenching is limited to locations that are viable from a cost/benefit perspective for other street furniture -- docks, lockers, kiosks. All bus shelter sites are assumed to have power provisioned.
- [26] Non-trench sites assumes the inverse of Trench Work sites; 80% of non-Icon/non-Ad Panel Year 1 sites will require site work, 90% of remaining non-Icon/non-Ad Panel sites will require site work.
- [27] Electricity usage assumes 380 watts per hour, or 9.12 kWh per day. $380 \times 24 \times 365 = 3,329$ kWh per 65" screen per year. Rates assumed at 25 cents per kWh.
- [28] CTO: Based on 2020 ASHTO National Compensation Matrix for CEO
- [29] Managing Director: Based on 2020 ASHTO National Compensation Matrix for CEO
- [30] General Manager: Based on 2020 ASHTO National Compensation Matrix for VP. This is due to seeking senior-level GM that acts as day-to-day executive
- [31] Project Manager: Based on 2020 ASHTO National Compensation Matrix for CFO. This is due to seeking a senior-level PM that is familiar with highly technical language and projects
- [32] Curb CMS is built on top of CurbOS into a customized and proprietary program for STAP
- [33] Systems Integration SLAs are based upon annual SLAs for upkeep of individual components
- [34] IT Support is based upon a per screen charge. Includes 24-hour support and service calls
- [35] Fiber Backhaul HW: Assuming backhaul partner will contribute to fiber hardware equipment
- [36] Fiber Backhaul Recurring: Assuming backhaul partner will contribute to fiber hardware equipment
- [37] Mobility Hub = Super Premium + Premium Locations
- [38] Mobility Hub = High Value + Standard Digital

[39] Mobility Hub eco = Standard Bus Shelter w/Static ad box

[40] Assumes 30% salvage rate