

Topline and Bottom-line Metrics Overview

Topline Metrics

Metric	Description	Q1 2024	Q4 2023	% Change
Total Revenue	Gross income generated from all sales activities	\$12,500,000	\$10,000,000	+25%
Units Sold	Total products/services sold	1,250,000	1,000,000	+25%
Active Customers	Number of unique paying customers	52,000	47,000	+10.6%

Bottom-line Metrics

Metric	Description	Q1 2024	Q4 2023	% Change
Net Income	Profit after all expenses and taxes	\$2,300,000	\$1,900,000	+21%
EBITDA	Earnings before interest, taxes, depreciation & amortization	\$3,100,000	\$2,700,000	+15%
Profit Margin	Net income as a percentage of revenue	18.4%	19.0%	-0.6pp

Important Notes

- Topline metrics reflect overall business growth but do not consider operating costs or profitability.
- Bottom-line metrics provide insights into operational efficiency and actual financial performance.
- Comparative trends (% Change) help identify growth patterns and areas needing attention.
- Ensure the definition and calculation method of each metric is consistent over reporting periods.
- All values should be sourced from audited financial statements for accuracy.