



2019年預算規劃及未來四年預期估算

此項預算計畫以及四年期預期估算，係基於在本公司行銷計畫及白皮書中，所設定之預期成長額度推估所得。

並包括加計在亞洲各個新加入國家之成長，以及橫跨多個娛樂事業領域，所額外增加新機構及藝術工作者。

目錄：

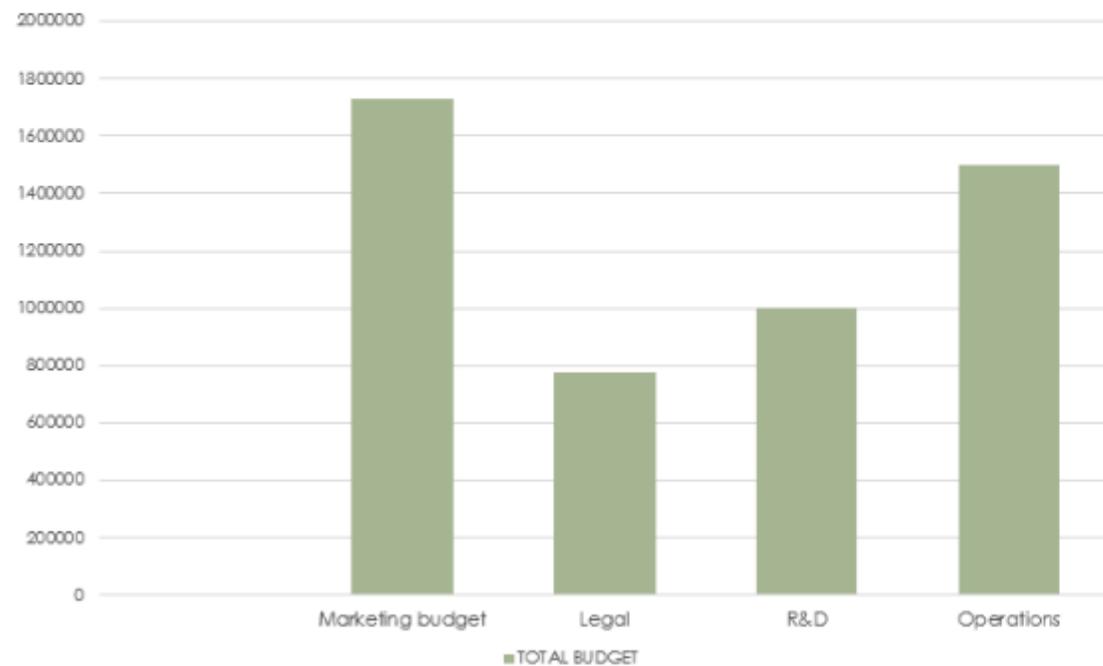
1. 2019年Ole-Stars預算計畫說明
2. 2019年Ole-Stars行銷預算計畫
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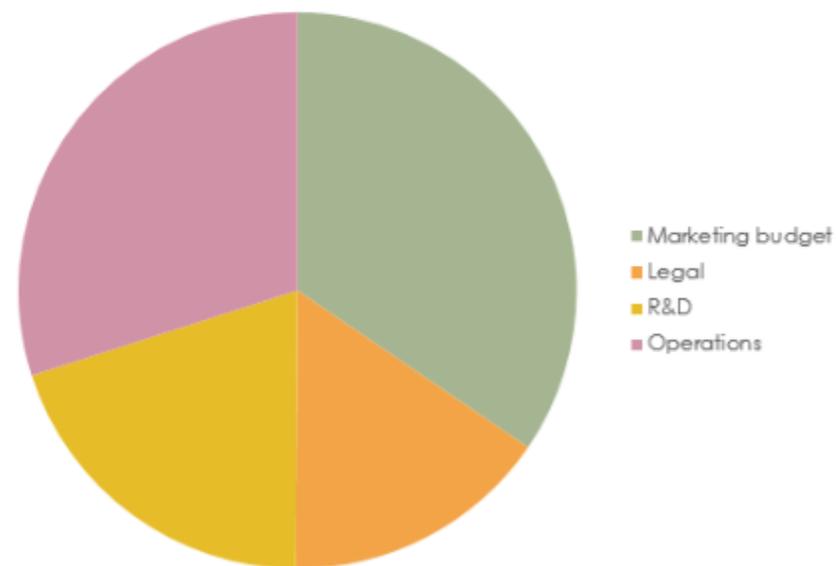
2019年Ole-Stars預算計畫說明

| CATEGORY | TOTAL BUDGET | % OF BUDGET |
|------------------|---------------------|-------------|
| Marketing budget | \$ 1,730,000 | 35% |
| Legal | \$ 780,000 | 16% |
| R&D | \$ 1,000,000 | 20% |
| Operations | \$ 1,500,000 | 30% |
| TOTALS | \$ 5,010,000 | |

BUDGET vs AMOUNT SPENT TO DATE



% OF BUDGET BY CATEGORY

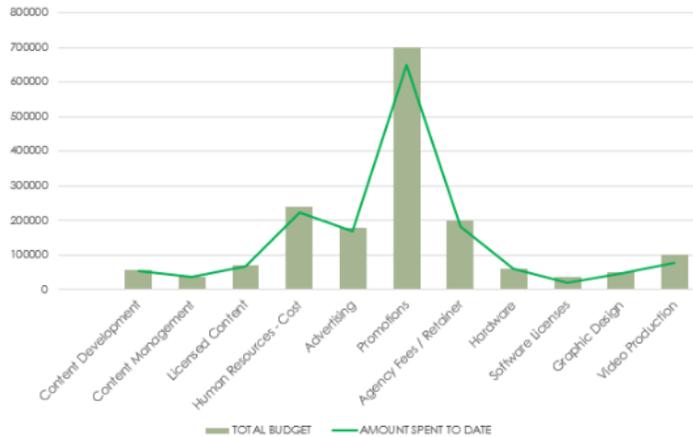




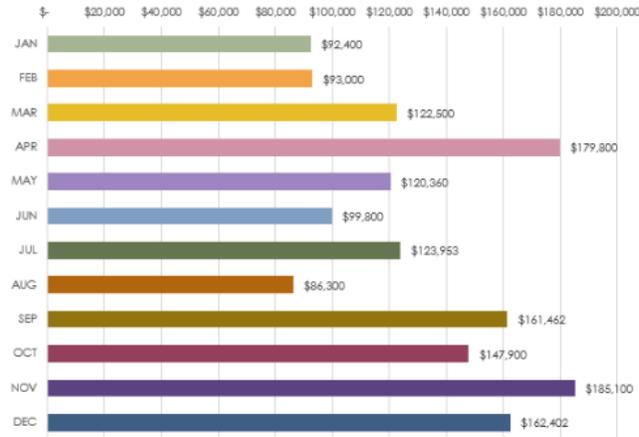
2019年Ole-Stars行銷預算計畫

| CATEGORY | TOTAL BUDGET | % OF BUDGET | AMOUNT SPENT TO DATE | BUDGET REMAINING | % OF BUDGET REMAINING | Q1 | | | Q2 | | | Q3 | | | Q4 | | |
|------------------------|---------------------|-------------|----------------------|-------------------|-----------------------|------------------|------------------|-------------------|-------------------|-------------------|------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| | | | | | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Content Development | \$ 55,000 | 3% | \$ 54,000 | \$ 1,000 | 2% | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 |
| Content Management | \$ 36,000 | 2% | \$ 36,000 | \$ - | 0% | \$ 1,500 | \$ 1,500 | \$ 1,500 | \$ 2,500 | \$ 2,500 | \$ 2,500 | \$ 3,500 | \$ 3,500 | \$ 3,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 |
| Licensed Content | \$ 70,000 | 4% | \$ 65,400 | \$ 4,600 | 7% | \$ 400 | \$ 2,500 | \$ 2,500 | \$ 4,000 | \$ 4,000 | \$ 4,000 | \$ 8,000 | \$ 8,000 | \$ 8,000 | \$ 8,000 | \$ 8,000 | \$ 8,000 |
| Human Resources - Cost | \$ 240,000 | 14% | \$ 221,000 | \$ 19,000 | 8% | \$ 14,000 | \$ 14,000 | \$ 18,000 | \$ 18,000 | \$ 18,500 | \$ 18,500 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 | \$ 20,000 |
| Advertising | \$ 180,000 | 10% | \$ 168,000 | \$ 12,000 | 7% | \$ 8,000 | \$ 12,000 | \$ 12,000 | \$ 14,000 | \$ 14,000 | \$ 14,000 | \$ 8,000 | \$ 8,000 | \$ 18,000 | \$ 18,000 | \$ 18,000 | \$ 24,000 |
| Promotions | \$ 700,000 | 41% | \$ 648,040 | \$ 51,960 | 7% | \$ 28,000 | \$ 48,000 | \$ 56,000 | \$ 62,000 | \$ 52,300 | \$ 43,500 | \$ 45,000 | \$ 28,000 | \$ 51,000 | \$ 58,300 | \$ 101,800 | \$ 73,540 |
| Agency Fees / Retainer | \$ 200,000 | 12% | \$ 181,000 | \$ 19,000 | 10% | \$ 8,500 | \$ 8,500 | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 12,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 20,000 |
| Hardware | \$ 60,000 | 3% | \$ 59,000 | \$ 1,000 | 2% | \$ 11,500 | \$ - | \$ 2,500 | \$ 30,000 | \$ - | \$ - | \$ 15,000 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Software Licenses | \$ 35,000 | 2% | \$ 20,000 | \$ 15,000 | 43% | \$ - | \$ - | \$ 12,500 | \$ - | \$ - | \$ - | \$ 7,500 | \$ - | \$ - | \$ - | \$ - | \$ - |
| Graphic Design | \$ 50,000 | 3% | \$ 46,537 | \$ 3,463 | 7% | \$ 4,000 | \$ 2,000 | \$ 1,000 | \$ 800 | \$ 12,560 | \$ 800 | \$ 453 | \$ 2,300 | \$ 462 | \$ 10,000 | \$ 4,300 | \$ 7,862 |
| Video Production | \$ 100,000 | 6% | \$ 76,000 | \$ 24,000 | 24% | \$ 12,000 | \$ - | \$ - | \$ 32,000 | \$ - | \$ - | \$ - | \$ 32,000 | \$ - | \$ - | \$ - | \$ - |
| TOTALS | \$ 1,726,000 | | \$ 1,574,977 | \$ 151,023 | | \$ 92,400 | \$ 93,000 | \$ 122,500 | \$ 179,800 | \$ 120,360 | \$ 99,800 | \$ 123,953 | \$ 86,300 | \$ 161,462 | \$ 147,900 | \$ 185,100 | \$ 162,402 |

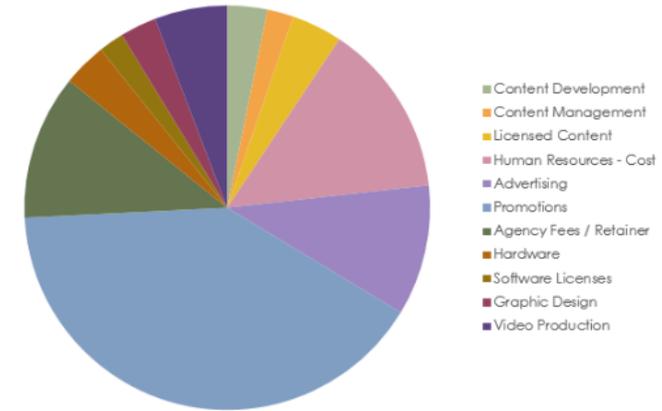
BUDGET vs AMOUNT SPENT TO DATE



AMOUNT SPENT PER MONTH TO DATE



% OF BUDGET BY CATEGORY



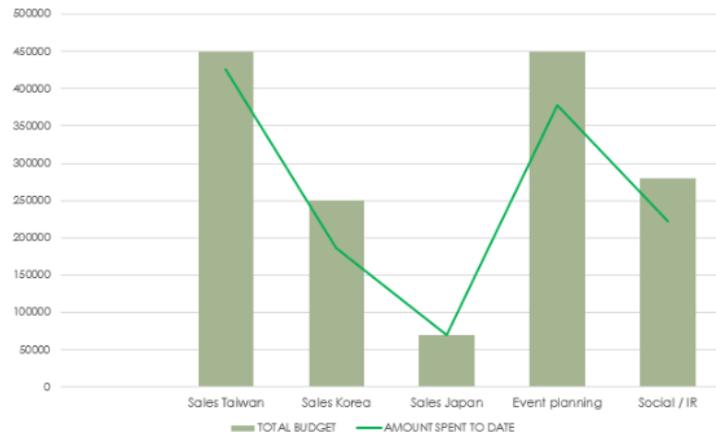
請參閱：Ole-stars-marketing-plan Ver1.1.docx



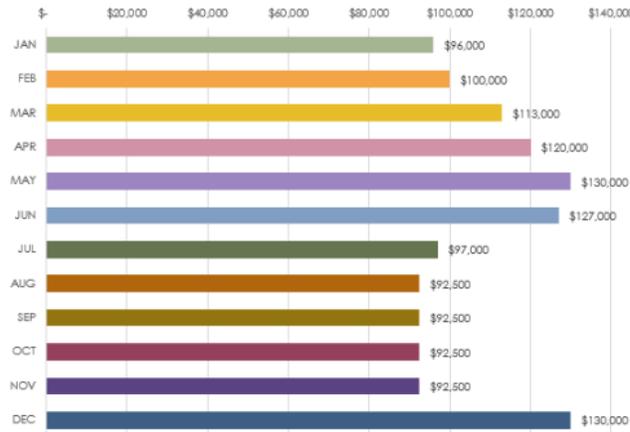
2019 Ole-Stars 年作業預算計畫

| CATEGORY | TOTAL BUDGET | % OF BUDGET | AMOUNT SPENT TO DATE | BUDGET REMAINING | % OF BUDGET REMAINING | Q1 | | | Q2 | | | Q3 | | | Q4 | | |
|----------------|---------------------|-------------|----------------------|-------------------|-----------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| | | | | | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Sales Taiwan | \$ 450,000 | 30% | \$ 425,500 | \$ 24,500 | 5% | \$ 37,500 | \$ 37,500 | \$ 37,500 | \$ 37,500 | \$ 37,500 | \$ 37,500 | \$ 37,500 | \$ 33,500 | \$ 33,500 | \$ 32,000 | \$ 32,000 | \$ 32,000 |
| Sales Korea | \$ 250,000 | 17% | \$ 187,000 | \$ 63,000 | 25% | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 14,000 | \$ 14,000 | \$ 14,000 | \$ 14,000 | \$ 17,500 | \$ 17,500 | \$ 16,000 |
| Sales Japan | \$ 70,000 | 5% | \$ 69,500 | \$ 500 | 1% | \$ 3,500 | \$ 3,500 | \$ 4,500 | \$ 6,500 | \$ 6,500 | \$ 5,500 | \$ 5,500 | \$ 5,000 | \$ 5,000 | \$ 8,000 | \$ 8,000 | \$ 8,000 |
| Event planning | \$ 450,000 | 30% | \$ 378,000 | \$ 72,000 | 16% | \$ 23,000 | \$ 23,000 | \$ 32,000 | \$ 32,000 | \$ 42,000 | \$ 42,000 | \$ 32,000 | \$ 32,000 | \$ 32,000 | \$ 23,000 | \$ 23,000 | \$ 42,000 |
| Social / IR | \$ 280,000 | 19% | \$ 223,000 | \$ 57,000 | 20% | \$ 16,000 | \$ 20,000 | \$ 23,000 | \$ 28,000 | \$ 28,000 | \$ 28,000 | \$ 8,000 | \$ 8,000 | \$ 8,000 | \$ 12,000 | \$ 12,000 | \$ 32,000 |
| TOTALS | \$ 1,500,000 | | \$ 1,283,000 | \$ 217,000 | | \$ 96,000 | \$ 100,000 | \$ 113,000 | \$ 120,000 | \$ 130,000 | \$ 127,000 | \$ 97,000 | \$ 92,500 | \$ 92,500 | \$ 92,500 | \$ 92,500 | \$ 130,000 |

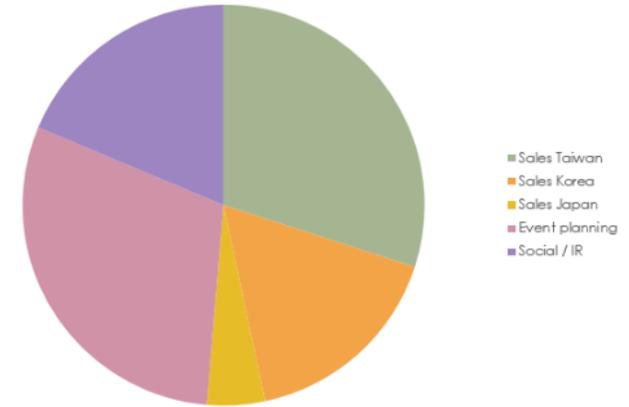
BUDGET vs AMOUNT SPENT TO DATE



AMOUNT SPENT PER MONTH TO DATE



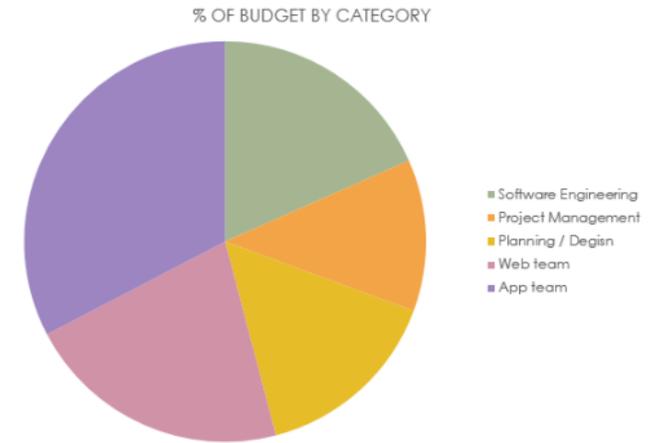
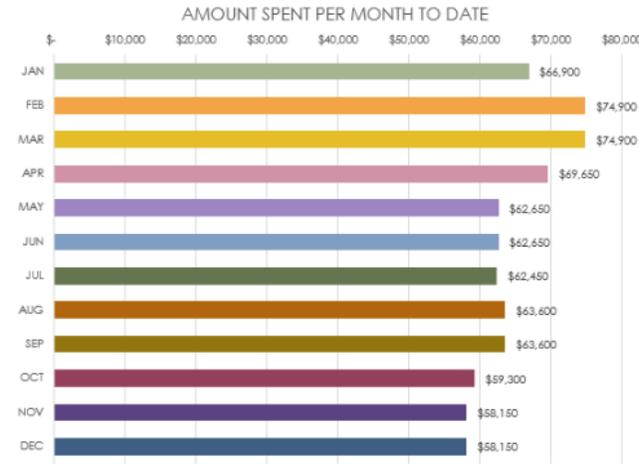
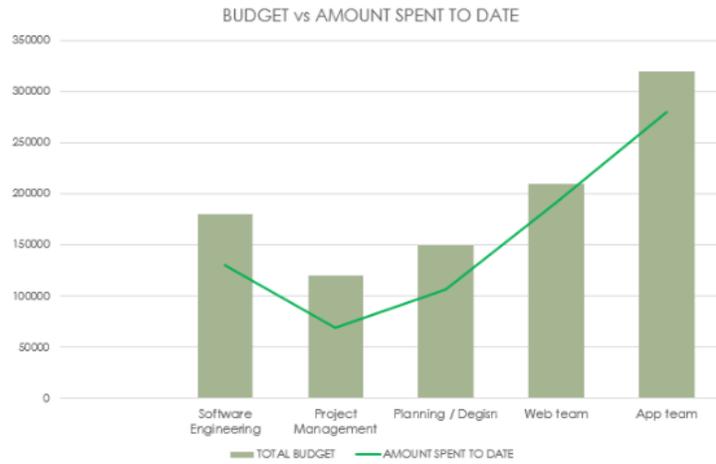
% OF BUDGET BY CATEGORY





2019年Ole-Stars研究發展預算計畫

| CATEGORY | TOTAL BUDGET | % OF BUDGET | AMOUNT SPENT TO DATE | BUDGET REMAINING | % OF BUDGET REMAINING | Q1 | | | Q2 | | | Q3 | | | Q4 | | |
|----------------------|-------------------|-------------|----------------------|-------------------|-----------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | | | | | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Software Engineering | \$ 180,000 | 18% | \$ 130,000 | \$ 50,000 | 28% | \$ 23,000 | \$ 23,000 | \$ 23,000 | \$ 16,000 | \$ 9,000 | \$ 9,000 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 | \$ 4,500 |
| Project Management | \$ 120,000 | 12% | \$ 68,850 | \$ 51,150 | 43% | \$ 5,450 | \$ 5,450 | \$ 5,450 | \$ 5,450 | \$ 5,450 | \$ 5,450 | \$ 5,450 | \$ 6,600 | \$ 6,600 | \$ 6,600 | \$ 5,450 | \$ 5,450 |
| Planning / Design | \$ 150,000 | 15% | \$ 106,050 | \$ 43,950 | 29% | \$ 6,450 | \$ 6,450 | \$ 6,450 | \$ 8,200 | \$ 8,200 | \$ 8,200 | \$ 12,500 | \$ 12,500 | \$ 12,500 | \$ 8,200 | \$ 8,200 | \$ 8,200 |
| Web team | \$ 210,000 | 21% | \$ 192,000 | \$ 18,000 | 9% | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 | \$ 16,000 |
| App team | \$ 320,000 | 33% | \$ 280,000 | \$ 40,000 | 13% | \$ 16,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 | \$ 24,000 |
| TOTALS | \$ 980,000 | | \$ 776,900 | \$ 203,100 | | \$ 66,900 | \$ 74,900 | \$ 74,900 | \$ 69,650 | \$ 62,650 | \$ 62,650 | \$ 62,450 | \$ 63,600 | \$ 63,600 | \$ 59,300 | \$ 58,150 | \$ 58,150 |

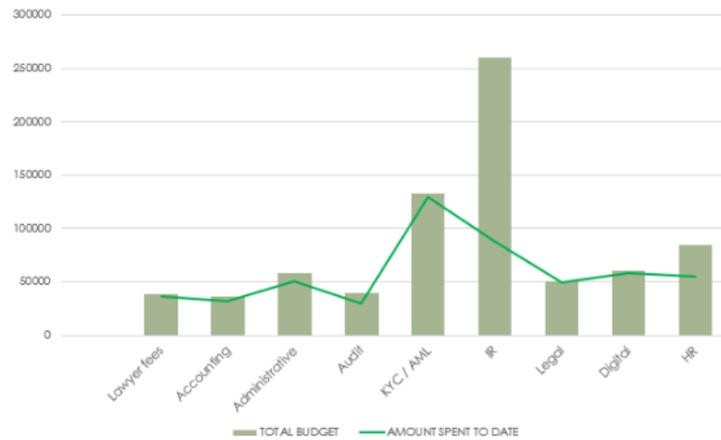




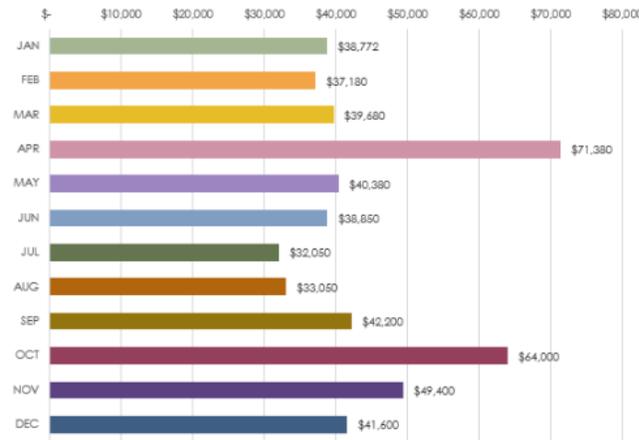
2019年Ole-Stars法務預算計畫

| CATEGORY | TOTAL BUDGET | % OF BUDGET | AMOUNT SPENT TO DATE | BUDGET REMAINING | % OF BUDGET REMAINING | Q1 | | | Q2 | | | Q3 | | | Q4 | | |
|----------------|-------------------|-------------|----------------------|-------------------|-----------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| | | | | | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Lawyer fees | \$ 38,000 | 5% | \$ 35,800 | \$ 2,200 | 6% | \$ 2,600 | \$ 2,600 | \$ 2,600 | \$ 2,800 | \$ 2,800 | \$ 2,400 | \$ 2,400 | \$ 2,400 | \$ 3,800 | \$ 3,800 | \$ 3,800 | \$ 3,800 |
| Accounting | \$ 36,000 | 5% | \$ 31,500 | \$ 4,500 | 13% | \$ 1,500 | \$ 1,500 | \$ 1,500 | \$ 2,500 | \$ 2,500 | \$ 2,500 | \$ 2,000 | \$ 2,000 | \$ 2,000 | \$ 4,500 | \$ 4,500 | \$ 4,500 |
| Administrative | \$ 58,000 | 8% | \$ 50,500 | \$ 7,500 | 13% | \$ 1,500 | \$ 2,500 | \$ 2,500 | \$ 3,500 | \$ 3,500 | \$ 3,500 | \$ 4,000 | \$ 5,000 | \$ 5,000 | \$ 6,500 | \$ 6,500 | \$ 6,500 |
| Audit | \$ 40,000 | 5% | \$ 30,000 | \$ 10,000 | 25% | \$ 1,000 | \$ 1,000 | \$ 1,000 | \$ 3,000 | \$ 3,000 | \$ 3,000 | \$ 3,000 | \$ 3,000 | \$ 3,000 | \$ 3,000 | \$ 3,000 | \$ 3,000 |
| KYC / AML | \$ 133,000 | 18% | \$ 130,000 | \$ 3,000 | 2% | \$ 8,000 | \$ 12,000 | \$ 12,000 | \$ 14,000 | \$ 14,000 | \$ 14,000 | \$ 8,000 | \$ 8,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 | \$ 10,000 |
| IR | \$ 260,000 | 34% | \$ 87,500 | \$ 172,500 | 66% | \$ 6,250 | \$ 6,750 | \$ 6,750 | \$ 6,750 | \$ 6,750 | \$ 6,750 | \$ 6,750 | \$ 6,750 | \$ 8,500 | \$ 8,500 | \$ 8,500 | \$ 8,500 |
| Legal | \$ 50,000 | 7% | \$ 49,520 | \$ 480 | 1% | \$ 3,200 | \$ 4,330 | \$ 5,330 | \$ 5,330 | \$ 5,330 | \$ 4,200 | \$ 3,400 | \$ 3,400 | \$ 3,400 | \$ 4,200 | \$ 4,600 | \$ 2,800 |
| Digital | \$ 60,000 | 8% | \$ 58,722 | \$ 1,278 | 2% | \$ 12,222 | \$ - | \$ 1,500 | \$ 30,000 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 15,000 | \$ - | \$ - |
| HR | \$ 85,000 | 11% | \$ 55,000 | \$ 30,000 | 35% | \$ 2,500 | \$ 6,500 | \$ 6,500 | \$ 3,500 | \$ 2,500 | \$ 2,500 | \$ 2,500 | \$ 2,500 | \$ 6,500 | \$ 8,500 | \$ 8,500 | \$ 2,500 |
| TOTALS | \$ 760,000 | | \$ 528,542 | \$ 231,458 | | \$ 38,772 | \$ 37,180 | \$ 39,680 | \$ 71,380 | \$ 40,380 | \$ 38,850 | \$ 32,050 | \$ 33,050 | \$ 42,200 | \$ 64,000 | \$ 49,400 | \$ 41,600 |

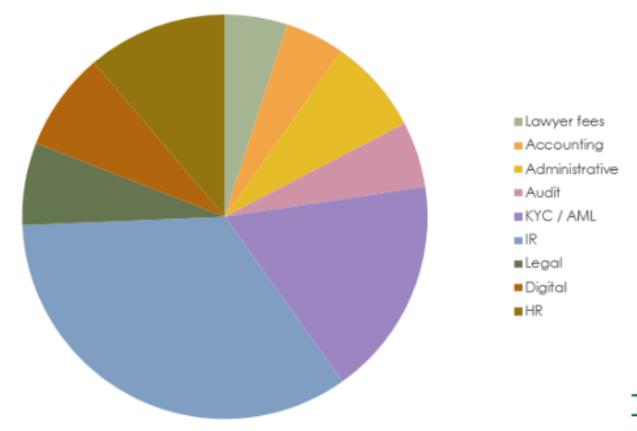
BUDGET vs AMOUNT SPENT TO DATE



AMOUNT SPENT PER MONTH TO DATE



% OF BUDGET BY CATEGORY

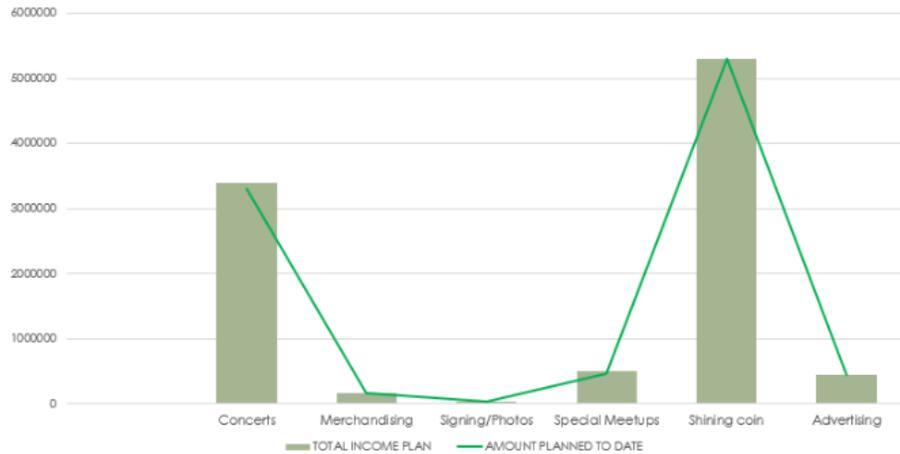




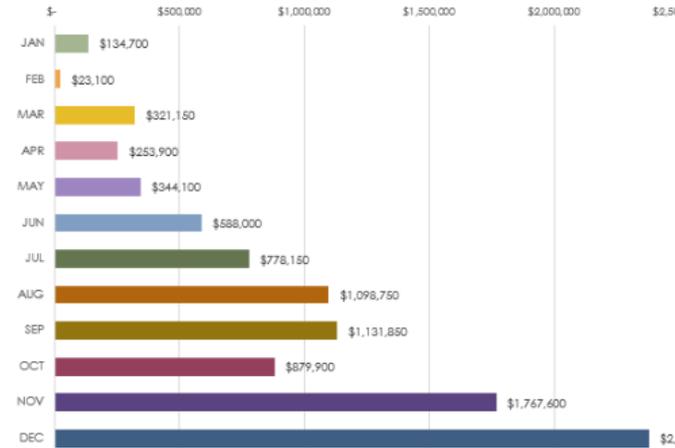
2019年Ole-Stars年度收入計畫

| CATEGORY | TOTAL INCOME PLAN | % OF BUDGET | AMOUNT PLANNED TO DATE | REMAINING | % OF INCOME | Q1 | | | Q2 | | | Q3 | | | Q4 | | |
|-----------------|---------------------|-------------|------------------------|-------------------|-------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|-------------------|---------------------|---------------------|-------------------|---------------------|---------------------|
| | | | | | | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | OCT | NOV | DEC |
| Concerts | \$ 3,400,000 | 34% | \$ 3,302,000 | \$ 98,000 | 3% | \$ 30,000 | - | \$ 41,000 | - | \$ 60,000 | \$ 238,000 | \$ 238,000 | \$ 498,000 | \$ 510,000 | \$ 52,000 | \$ 775,000 | \$ 860,000 |
| Merchandising | \$ 170,000 | 2% | \$ 168,700 | \$ 1,300 | 1% | \$ 7,800 | \$ 500 | \$ 2,400 | \$ 2,000 | \$ 9,000 | \$ 13,000 | \$ 12,500 | \$ 15,500 | \$ 14,000 | \$ 24,000 | \$ 30,000 | \$ 38,000 |
| Signing/Photos | \$ 36,000 | 0% | \$ 35,650 | \$ 350 | 1% | \$ 900 | \$ 1,600 | \$ 2,750 | \$ 2,300 | \$ 3,100 | \$ 2,500 | \$ 2,400 | \$ 1,650 | \$ 2,850 | \$ 4,400 | \$ 4,600 | \$ 6,000 |
| Special Meetups | \$ 500,000 | 5% | \$ 459,350 | \$ 40,650 | 8% | \$ 6,000 | \$ 10,500 | \$ 15,000 | \$ 19,000 | \$ 25,000 | \$ 28,000 | \$ 44,250 | \$ 46,600 | \$ 50,000 | \$ 60,000 | \$ 55,000 | \$ 100,000 |
| Shining coin | \$ 5,300,000 | 54% | \$ 5,292,500 | \$ 7,500 | 0% | \$ 90,000 | \$ 10,500 | \$ 260,000 | \$ 220,000 | \$ 227,000 | \$ 276,500 | \$ 441,000 | \$ 487,000 | \$ 491,000 | \$ 670,000 | \$ 825,000 | \$ 1,294,500 |
| Advertising | \$ 450,000 | 5% | \$ 443,500 | \$ 6,500 | 1% | - | - | - | \$ 10,000 | \$ 20,000 | \$ 30,000 | \$ 40,000 | \$ 50,000 | \$ 64,000 | \$ 69,500 | \$ 78,000 | \$ 82,000 |
| TOTALS | \$ 9,856,000 | | \$ 9,701,700 | \$ 154,300 | | \$ 134,700 | \$ 23,100 | \$ 321,150 | \$ 253,900 | \$ 344,100 | \$ 588,000 | \$ 778,150 | \$ 1,098,750 | \$ 1,131,850 | \$ 879,900 | \$ 1,767,600 | \$ 2,380,500 |

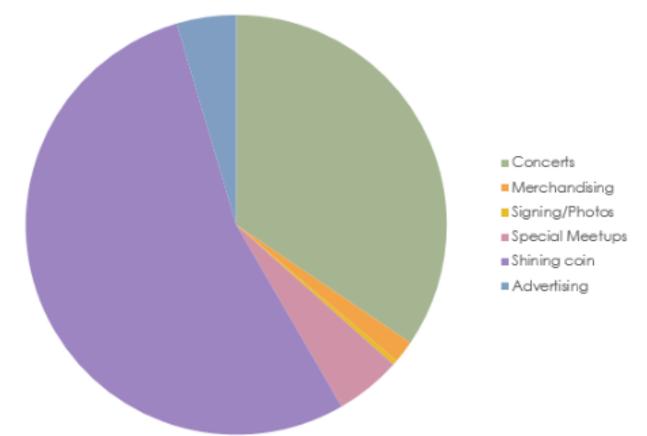
BUDGET vs AMOUNT SPENT TO DATE



AMOUNT SPENT PER MONTH TO DATE



% OF BUDGET BY CATEGORY

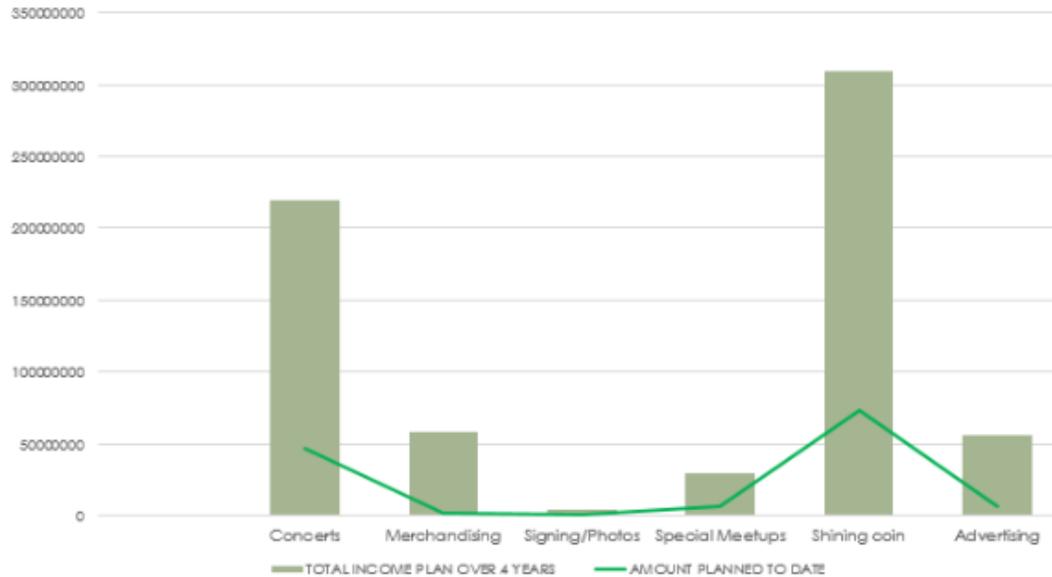




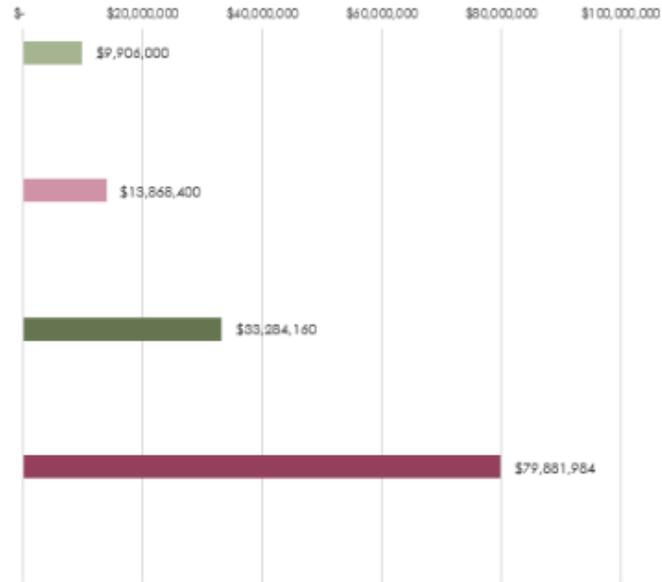
2019年Ole-Stars四年期收入預估規畫

| CATEGORY | TOTAL INCOME PLAN OVER 4 YEARS | % OF BUDGET | AMOUNT PLANNED TO DATE | REMAINING | % OF INCOME | Year 1 | Year 2 | Year 3 | Year 4 |
|-----------------|--------------------------------|-------------|------------------------|-----------------------|-------------|---------------------|----------------------|----------------------|----------------------|
| Concerts | \$ 220,000,000 | 32% | \$ 47,001,600 | \$ 172,998,400 | 79% | \$ 3,400,000 | \$ 4,760,000 | \$ 11,424,000 | \$ 27,417,600 |
| Merchandising | \$ 58,000,000 | 9% | \$ 2,350,080 | \$ 55,649,920 | 96% | \$ 170,000 | \$ 238,000 | \$ 571,200 | \$ 1,370,880 |
| Signing/Photos | \$ 4,500,000 | 1% | \$ 497,664 | \$ 4,002,336 | 89% | \$ 36,000 | \$ 50,400 | \$ 120,960 | \$ 290,304 |
| Special Meetups | \$ 29,100,000 | 4% | \$ 6,912,000 | \$ 22,188,000 | 76% | \$ 500,000 | \$ 700,000 | \$ 1,680,000 | \$ 4,032,000 |
| Shining coin | \$ 310,000,000 | 46% | \$ 73,267,200 | \$ 236,732,800 | 76% | \$ 5,300,000 | \$ 7,420,000 | \$ 17,808,000 | \$ 42,739,200 |
| Advertising | \$ 56,000,000 | 8% | \$ 6,912,000 | \$ 49,088,000 | 88% | \$ 500,000 | \$ 700,000 | \$ 1,680,000 | \$ 4,032,000 |
| TOTALS | \$ 677,600,000 | | \$ 136,940,544 | \$ 540,659,456 | | \$ 9,906,000 | \$ 13,868,400 | \$ 33,284,160 | \$ 79,881,984 |

BUDGET vs AMOUNT SPENT TO DATE



AMOUNT SPENT PER MONTH TO DATE



% OF BUDGET BY CATEGORY

