

## May 2025 Results

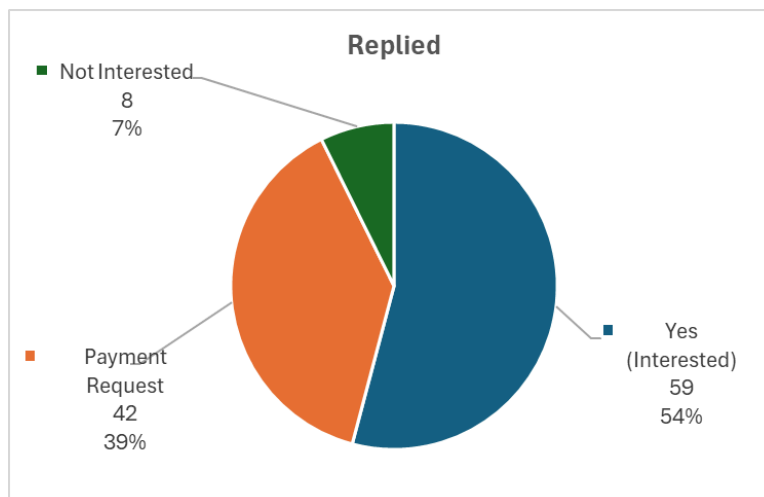
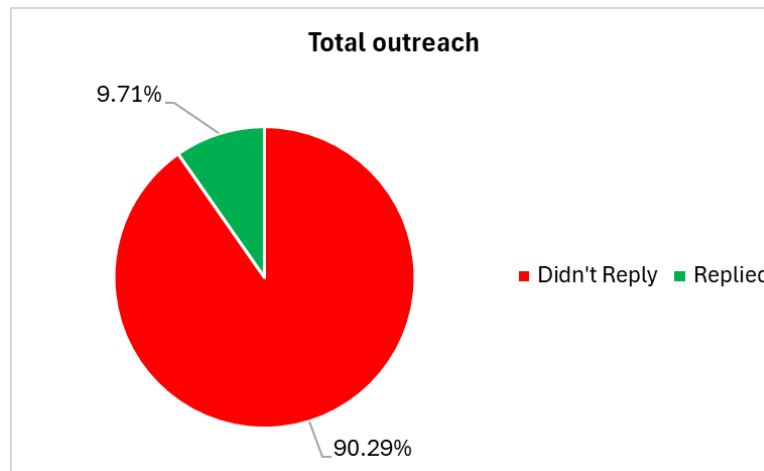
### Executive Summary

During May, we continued utilizing search tools and contact channels. We conducted active follow-ups to enhance affiliate activations. This resulted in **69 new activations** of affiliates on PMX and **54 orders placed**.

#### 1. Search and outreach:

##### a) New Contacts in MAY:

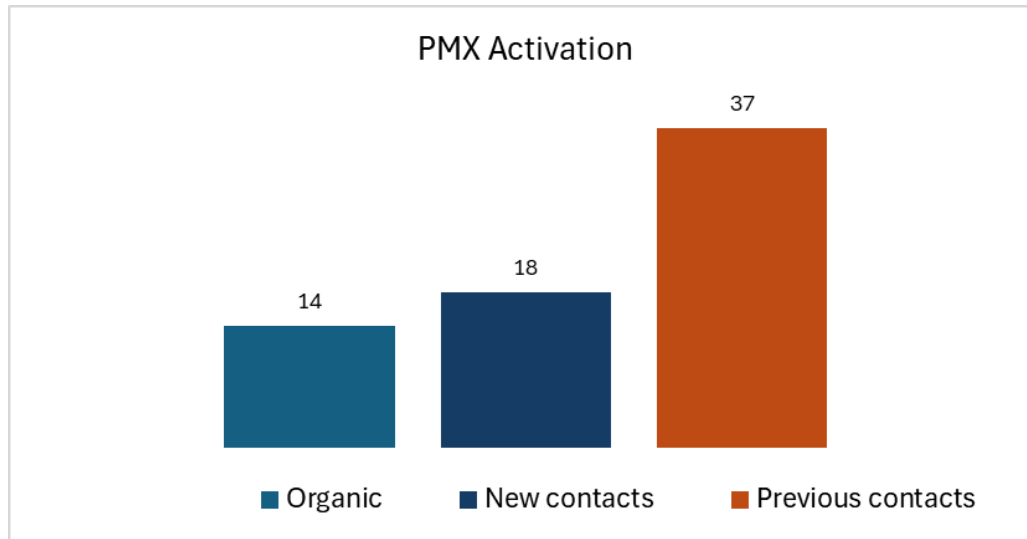
Out of **1,122 new individual and personal contacts**, we received **109 responses**. From these: 59 were positive responses, 42 requested payment and 8 were not interested.



**Note:** We have also sent **1142 follow-ups**, leading to **38 positive responses** with contacts from previous months, resulting in **37 additional activations on PMX**.

## b.Total activations for May:

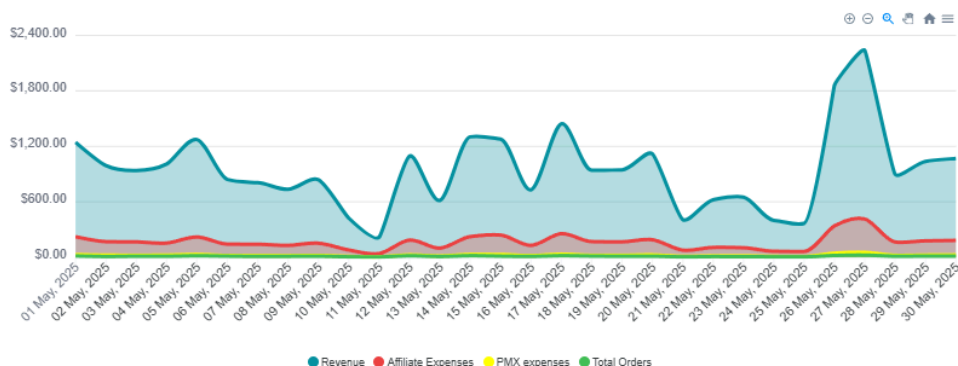
In May **69 new affiliates** joined the program.



**Summary:** Out of the **69 new** affiliates in May, 14 joined organically, 18 were recruited in this past month and 37 additional influencers activated from follow ups.

## 2. ROAS:

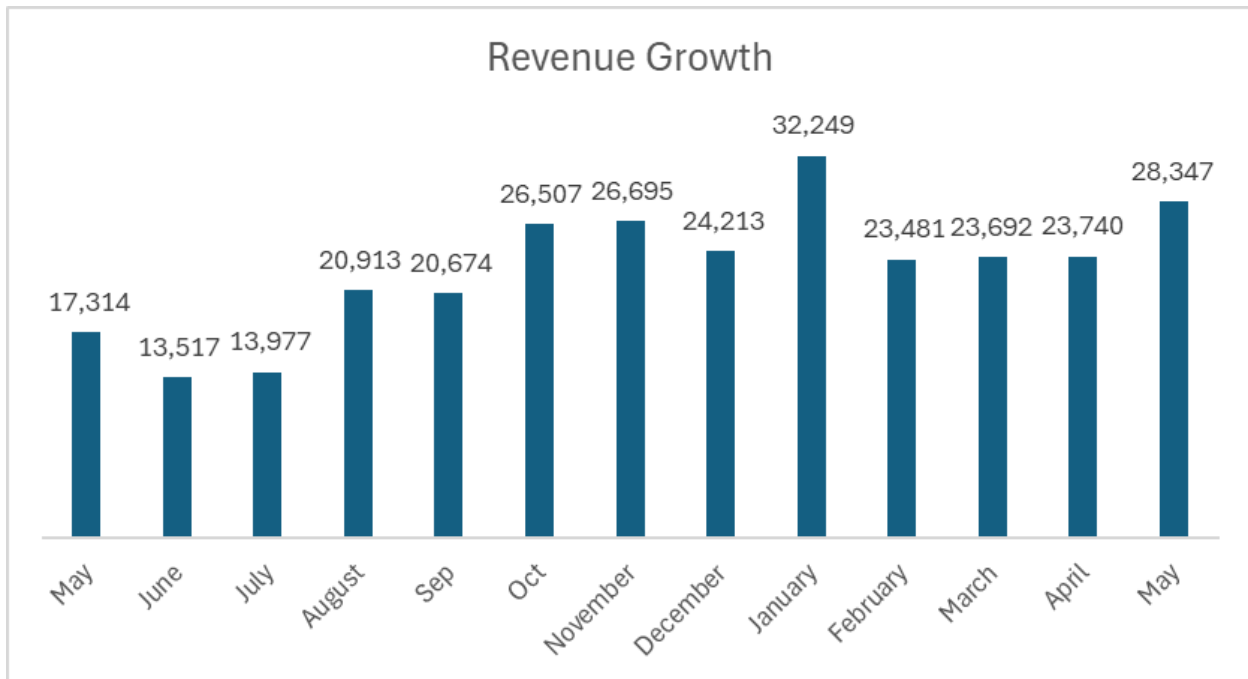
<b>ROAS:</b>	<b>Revenue:</b>	<b>Revenue Minus Expenses:</b>	<b>Affiliate Expenses:</b>
<b>\$5.69 USD</b>	<b>\$28,347.46 USD</b>	<b>\$22,692.37 USD</b>	<b>\$4,984.72 USD</b>
<b>Total Orders:</b>			
<b>358</b>			



The slide above provides a snapshot of last month's revenue, affiliate expenses, and the Return on Ad Spend (ROAS). The PMX expense is not included in the ROAS graph.

**Summary: The ROAS, including PMX expenses, is \$5.01 USD**

### 3. Revenue Monthly Growth:



This chart shows the revenue growth over the past 13 months, during which PMX actively recruited affiliates for Brand. **In May the revenue was 19.4% higher than in April.**

### 4. Individual affiliate Revenue:

The table below displays the results for each affiliate in May:

Affiliate	Revenue	PMX Commission	Affiliate Commission
Vivian C	5786.61	137.24	1097.90

Alex R	3471.02	83.04	664.28
Mor B	3427.86	81.50	488.98
Brian C	2880.34	67.91	578.08
Andrew H	2318.95	55.88	335.28
Owen B	1530.56	36.19	289.51
Margaret M	1256.47	29.59	234.04
Jenny D	1084.82	24.57	196.56
Raoul W	1075.50	25.20	201.60
Joshua T	1025.58	24.12	192.97
Irina W	495.85	11.71	70.25
Yvonne B	354.44	8.19	65.49
Annabella A	340.52	8.09	64.70
Tasneem S	227.94	5.45	32.69
Kenneth K	196.60	4.44	35.52
Susanna C	182.04	4.55	14.59
Misleydi M	167.25	3.93	23.59
Jed M	163.25	3.51	21.04
Jamie K	143.30	3.36	33.58
Daniel C	141.92	3.37	26.98
Charles A	134.10	3.35	20.12
LaRissa J	126.65	3.17	19.00
Susan L	121.60	2.64	21.12
Brandon P	112.00	2.40	19.20

Shawn K	103.31	2.58	15.50
RIYA G	100.10	2.25	13.52
Abbie D	80.40	1.79	10.71
Stephan F	80.10	1.78	10.67
Rachel G	76.58	1.91	11.49
Marissa B	76.15	1.68	10.07
Tehniat S	76.15	1.68	15.00
Nekeisha Z	76.15	1.68	15.00
Logan C	76.15	1.68	10.07
Eric V	71.10	1.78	10.67
Sailing O	68.00	1.70	13.60
scott p	67.19	1.68	10.08
Megan C	60.69	1.52	9.10
Wheeler M	60.00	1.28	7.65
Adelina V	60.00	1.28	7.65
Theresa O	54.00	1.35	8.10
Allison F	54.00	1.35	8.10
Erin S. T	51.00	1.28	7.65
Mike D	50.15	1.25	7.52
Jared R	50.15	1.25	10.03
Tenere T	49.40	1.06	6.36
Jed H	45.25	0.96	5.74
Mike D	42.50	1.06	6.38

Vynnessa S	36.04	0.90	5.41
Shane E	17.73	0.27	1.61
<b>Total</b>	<b>28347.46</b>	<b>670.36</b>	<b>4984.72</b>

## 5. May Top-Selling Products:

**Screen shot added removed for privacy**

## Enhancing Search, Outreach, and Sales: June's Agenda:

1. We will send a monthly general email campaign from PMX with Brand's latest news and current promotions.
2. We will continue actively searching for influencers who match Brand and inviting them to join the program.
3. Continue working with PMX tech contact to address the biggest obstacles identified to make affiliate navigation smoother and help them find what they need more easily on PMX.
4. Organize calls with the brand and top influencers (over 50k followers) to boost sales.