

Investor Relations

Relatability

258,300,000	Adult Americans (2020 census)
<u>23.9%</u>	Dine out at least once a week (2019 restaurant statistics)
61,733,700	Potential view base

The law of averages dictates the majority, if not all potential viewers, have experienced something going wrong with at least one of their dine-out endeavors.

- 1/8th of the potential viewer base - 7,716,712 viewers
- 1/4th of the potential viewer base - 15,433,425 viewers
- 1/3rd of the potential viewer base - 20,372,121 viewers

Expense to Income

Estimating \$500,000 expense budget per episode, Table 69 has the potential of yielding **337% return on investment** in the first 3 years.

Maintaining the cost per episode expense after popularity increases, the potential return on investment increases to **1,223%**.

Doubling the cost per episode after popularity, the return on investment maintains a substantial level of profitability at **612%**.

Average 30 seconds commercial ad per episode price - \$115,000

\$115,000	Revenue per 30 second ad
X 19	Commercials per episode
\$2,185,000	Gross potential revenue per episode
\$1,685,000	Net potential revenue per episode
\$16,850,000	Net potential revenue a 10-episode season
\$37,070,000	Net potential revenue a 22-episode season

Peak 30 seconds commercial ad per episode price - \$325,000

\$325,000	Revenue per 30 second ad
X 19	Commercials per episode
\$6,178,000	Gross potential revenue per episode
\$6,117,500	Net potential revenue per episode
\$61,175,000	Net potential revenue a 10-episode season
\$134,585,000	Net potential revenue a 22-episode season

Risk Mitigation

- The table (with its curse) is the main character, thus eliminating the need for expensive A-list actors.
- To the adult mind, the number 69 has subconscious, intimate-related implications. This will garner additional viewers who will be waiting for this “shoe to drop”, which will never drop. The number 69 is simply a table number.
- “Waiting to see” attraction. As with other long running sitcoms like Tool Time (waiting to see Wilson’s face) and The Big Bang Theory (waiting to see Howard’s mother), T69 will have viewers waiting to see, as well as theorizing, who is the “all-knowing”, never seen tavern owner.
- Each season will reveal and breadcrumb to another character’s secret. As viewership and popularity grows, the rotating main character technique will eliminate one character becoming the overall “star” of the show. The resulting benefit is stability of talent costs over multiple seasons.

WHY

- **Sustainability:** The show is set up to run a minimum of 10 seasons, with endless potential to run longer.
- **Creating a cultural phenomenon:** Diners across the country will be requesting to sit at table 69 so they can tweet, post, snap “I survived 69”.
- **Low-Cost Promotion:** creating the buzz of “surviving 69”, let the snappers, tweeters, facebookers flood social media with pictures by giving them a selfie spot. An unmanned booth at any convention / festival would be a nominal expense for massive promotion results.
- **Retail sales:** Revenue from apparel, board games, phone apps and other retail items are abundant.