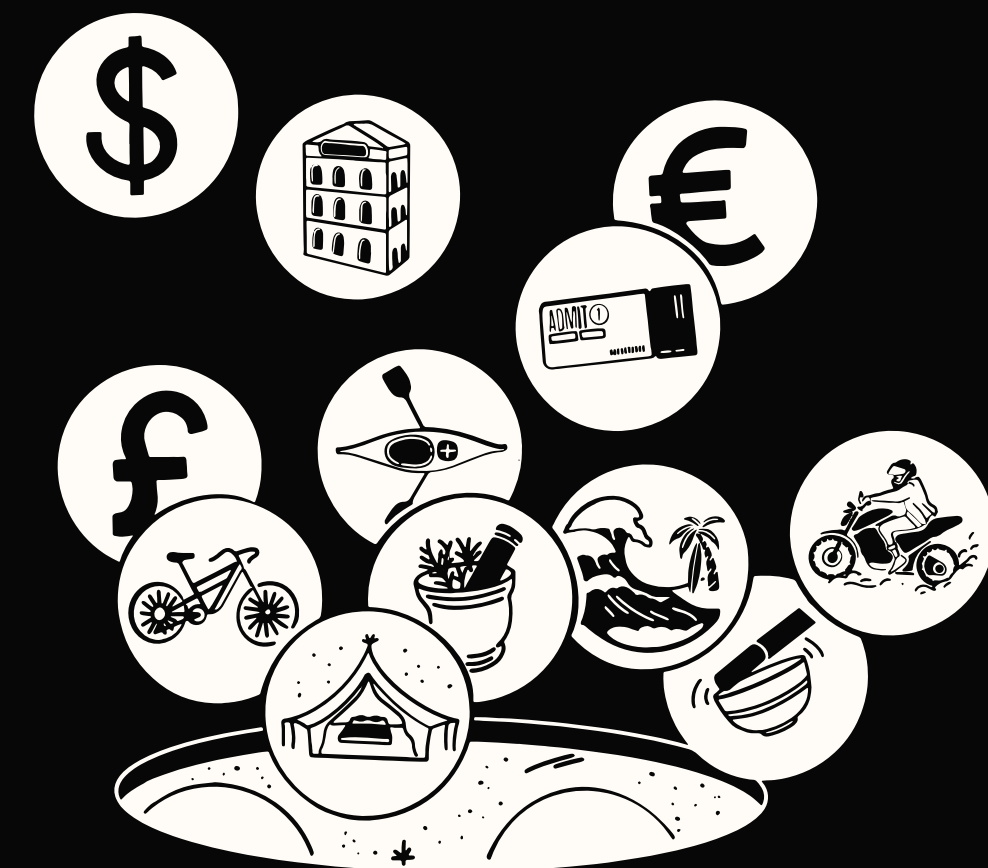


EASOL

KNOW-YOUR-CUSTOMER (KYC) & RISK FORM

List of questions to expect



SECTION 1: GENERAL INFORMATION

Question	Why do we need this?
Primary contact email address	We need this so that we can contact the right person with important information related to your account.
Company / business entity name	To confirm the registered business entity we're contracted with.
Company registered address	To confirm the location of the registered business entity we're contracted with.
Bank account sort code / routing number	We need this information to confirm we're paying out to the right account.
Bank account number	We need this information to confirm we're paying out to the right account.
Company ownership / directors	We need this information to properly KYC your business. Please provide a breakdown of the ownership of the company (individual stakes of less than 10% can be grouped under 'other'). Please also provide the full names and ownership % of any shareholders / ultimate beneficiary owners that directly or indirectly control over 10% of the registered entity.



SECTION 2: SALES PROJECTIONS

Question	Why do we need this?
How many experience(s) will your company put on each year?	This question will be a multiple choice response, and helps us get a sense of the nature of your business.
Has your company held any experience(s) in the last 2 years?	We ask this to understand whether your business is coming back from a break or if this is the first time your business will be holding these experience(s).
When did your company first hold an experience?	This helps us understand for how long the experience(s) has been running.
How many people attended your experience(s) last year (or typically attend)?	This information helps us understand the size of your business and how much activity we should expect to be coming through Easol over the next 12 months.
What revenue do you expect to generate through Easol in the next 12 months? (This would cover bookings plus any extras you are planning on selling through Easol)	This information helps us understand the size of your business and how much activity we should expect to be coming through Easol over the next 12 months.

SECTION 2: SALES PROJECTIONS

Question	Why do we need this?
Please provide a copy of prior year(s) sales data, ideally in Excel format (if sales last year were on a platform other than Easol). Please clarify the currency.	We are looking to understand the seasonality of sales for your experience(s), so please provide data that offers insight into sales by date.
Do you know what % of your sales were charged back (disputed) last year? Are you able to provide evidence of this?	A chargeback is when the card issuer returns funds to the account due to a disputed charge. We need to confirm that your business does not typically have a high chargeback rate, which could point to misrepresented or poorly provided experiences.
We'd like to understand who your typical customer is. Can you provide a breakdown of your main customer segments (age, country of residence, etc.)?	This helps us understand more about your business.



SECTION 3: FINANCIAL INFORMATION

Question	Why do we need this?
Do you have an experience cancellation insurance policy in place? If so, please share a copy of the insurance policy	A cancelled experience can lead to financial trouble for many businesses - we want to understand if you all are covered when this cancellation is outside of your control.
Do you have access to debt or equity capital should it be required? If yes, from where?	We want to understand whether your business has access to cash that could help your business in the case of financial difficulties such as those that could come from a cancelled experience.
Does your business currently have any outstanding debt? If yes, please provide the amount.	We want to understand how resilient your business is in the case of financial difficulties such as those that could come from a cancelled experience. While having outstanding debt doesn't mean your business wouldn't be resilient, it helps provide context for the rest of the business.
Has your current business (or previous experience businesses) ever cancelled an experience? If so, how many times? What was / were the reason(s) for this cancellation?	Understanding the history of your experiences, helps us understand the likelihood of future experience cancellations.



SECTION 3: FINANCIAL INFORMATION

Question	Why do we need this?
How many employees does your organisation have?	This helps us understand how distributed the operational load is for running your business.
Please provide a breakdown of expenditure by main cost buckets and month over a typical 12-month cycle. Please clarify the currency.	The goal here is to understand how much of your costs are locked into pre-experience deposits that could not be recovered in the case of a cancelled experience.
Please provide high-level P&L / balance sheet (consolidated Group financials if you operate this experience as part of a larger Group). Please clarify the currency.	We're looking for a high-level view of your business that helps us understand your expected profitability after your costs of sales and operating costs are taken from your revenue. For each of revenue, gross margin, and operating profit, we'd like at least one level of detail to understand the main components for each of these numbers.



THANK YOU

If you have any questions
please don't hesitate to
get in touch.

