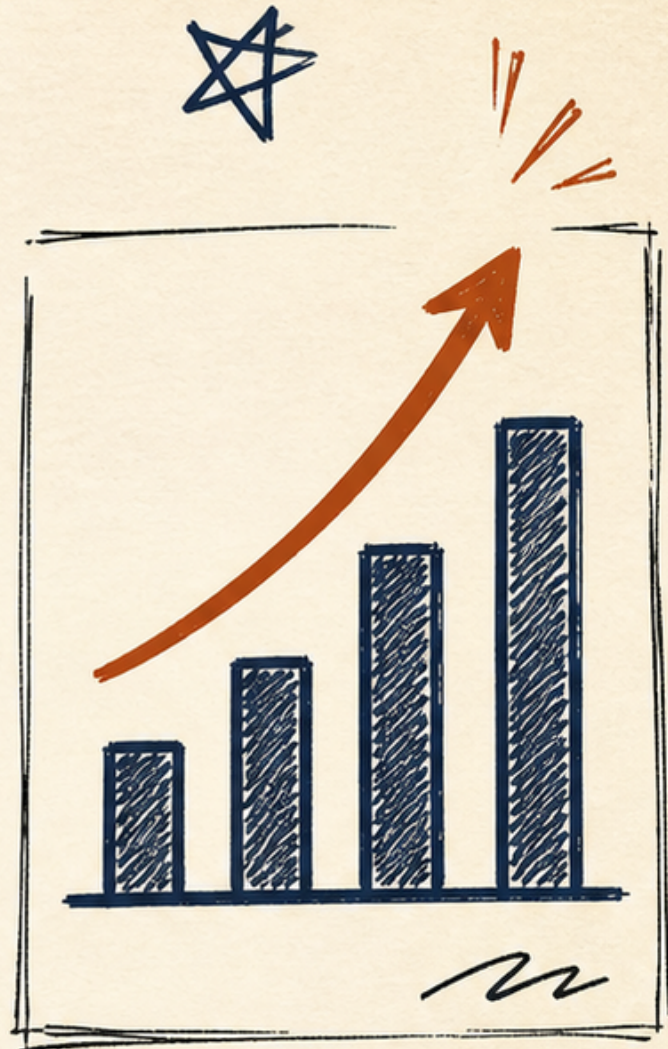


REVENUE QUALITY MATTERS AS MUCH AS REVENUE GROWTH.



Good revenue
strengthens
the business.



NOT ALL REVENUE CREATES THE SAME BUSINESS.

Growth can add resilience — or fragility.

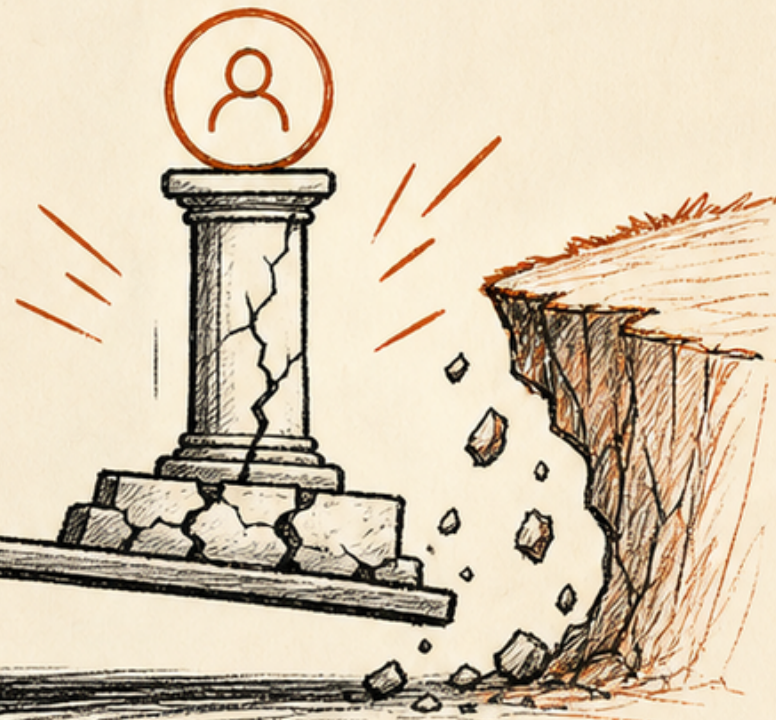
RESILIENCE

DIVERSIFIED REVENUE.
STRONG FOUNDATION.
BUILDS DURABLE
GROWTH.



FRAGILITY

CONCENTRATED REVENUE.
HIGHER RISK.
ONE CRACK CAN
BREAK IT.



③/5 CHECK FOUR QUALITIES



① PREDICTABILITY

— can we plan?



② RETENTION

— does value continue?



③ MARGIN

— does revenue support the system?



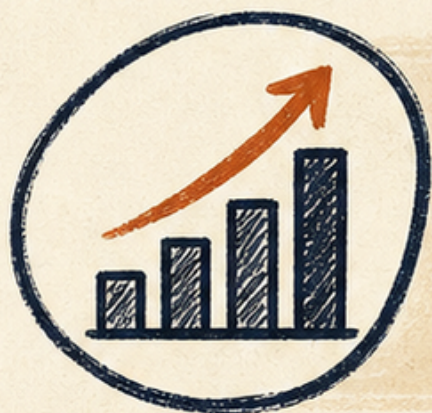
④ CONCENTRATION

— where is dependency?

03 / 05



READ THE SIGNALS



High growth
+ low retention
= **unstable**



High revenue
+ low margin
= **fragile**



Strong revenue
+ high concentration
= **exposed**



BUILD REVENUE THAT MAKES THE BUSINESS STRONGER.



What makes your
revenue resilient?

REVIEW THE QUALITY



PREDICTABILITY



RETENTION



MARGIN



CONCENTRATION