UreyukiBox Referral Partner — Revenue Simulation

This document models how commission from the UreyukiBox referral partner programme (see the separate "Terms Summary") grows as referrals accumulate. **Everything here rests on assumptions and will differ from actual commission.** Every formula is shown, so you can substitute your own figures.

> **Assumptions behind every table and chart**
>
> - Commission = the **paid-plan fee the referred store actually paid, inclusive of consumption tax, × the applicable rate** (standard 20% / early 30%; Article 4 of the terms).
> - Tax-inclusive monthly = tax-exclusive monthly × 1.10 (10% consumption tax). Starter ¥2,980 → **¥3,278** ／ Pro ¥5,980 → **¥6,578** ／ Business ¥12,800 → **¥14,080**.
> - Monthly commission is **calculated per store, per month, with fractions of a yen discarded.** Example: Pro × standard rate = 6,578 × 20% = 1,315.6 → **¥1,315**.
> - Free plans and the 14-day trial do not qualify. Refunds and chargebacks are deducted in the month they occur. Cancellations, plan changes and refunds all move the real figure.
> - Payment is quarterly, and only where the confirmed balance is **¥5,000 or more** is it transferred by the end of the following month (see part 4; the statement format is in the separate "Commission Statement").
> - Each store is assumed to keep paying every month from the month it converts (in reality trials and billing dates shift this).
> - The quick table in the "Terms Summary" uses tax-exclusive monthly × rate as a simple reference. **The figures in this document are the actual calculation basis** (tax-inclusive × rate, fractions of a yen discarded).

1. What one store is worth

Start with the weight of a single referral. Commission recurs monthly, so it accumulates for as long as the referred store keeps using the app. One Business store at the standard rate is **¥2,816** a month — **¥101,376** over three years. At the early rate, three years is **¥152,064**.

Formula: monthly commission = tax-exclusive monthly × 1.10 × rate (fractions of a yen discarded) ／ cumulative = monthly commission × months retained

Plan	Monthly (excl. tax)	Monthly (incl. tax)	Rate	Monthly commission	1 year (12 months)	3 years (36 months)
Starter	¥2,980	¥3,278	standard 20%	¥655	¥7,860	¥23,580
Pro	¥5,980	¥6,578	standard 20%	¥1,315	¥15,780	¥47,340
Business	¥12,800	¥14,080	standard 20%	¥2,816	¥33,792	¥101,376
Starter	¥2,980	¥3,278	early 30%	¥983	¥11,796	¥35,388
Pro	¥5,980	¥6,578	early 30%	¥1,973	¥23,676	¥71,028
Business	¥12,800	¥14,080	early 30%	¥4,224	¥50,688	¥152,064

※ Checking the monthly figures: Starter 3,278 × 20% = 655.6 → ¥655 ／ Pro 6,578 × 20% = 1,315.6 → ¥1,315 ／ Business 14,080 × 20% = 2,816.0 → ¥2,816. At the early rate: 3,278 × 30% = 983.4 → ¥983 ／ 6,578 × 30% = 1,973.4 → ¥1,973 ／ 14,080 × 30% = 4,224.0 → ¥4,224.

2. Accumulation by partner type

2-1. The model and its assumptions

Recurring commission behaves like stock, not flow. Each month is:

Monthly commission = Σ (for every retained referred store: tax-inclusive monthly × applicable rate, fractions of a yen discarded)

Three partner types, tested against three plan mixes and two retention assumptions.

Key	Partner type	Referral pace assumed	Rate
A	Comparison publisher	**2 stores per month** convert through articles	standard 20%
B	Agency	**1 store per month** on project delivery, high retention	standard 20%
C	Early concentrated	**10 stores pre-registered before launch**, all converting in the launch month	early 30% on all

Sensitivity	Levels
Plan mix	Conservative = all Starter ／ Standard = half Starter, half Pro (for C: 6 Starter, 3 Pro, 1 Business) ／ Bullish = half Pro, half Business (for C: 5 Pro, 5 Business)
Retention	No churn ／ 20% annual churn (simplified: from month 13 onward, a store's commission is taken at 80%, fractions of a yen discarded)

Three representative scenarios are shown in detail below; the remaining combinations are summarised in 2-5.

2-2. Scenario A: comparison publisher (standard mix, no churn)

One Starter and one Pro store convert every month. The monthly increment is ¥655 + ¥1,315 = **¥1,970**, so monthly commission grows by ¥1,970 every month.

Elapsed	Month 1	Month 3	Month 6	Month 12	Month 18	Month 24
Retained referred stores	2	6	12	24	36	48
Monthly commission	¥1,970	¥5,910	¥11,820	¥23,640	¥35,460	¥47,280

Elapsed	Month 1	Month 3	Month 6	Month 12	Month 18	Month 24
Cumulative commission	¥1,970	¥11,820	¥41,370	¥153,660	¥336,870	¥591,000

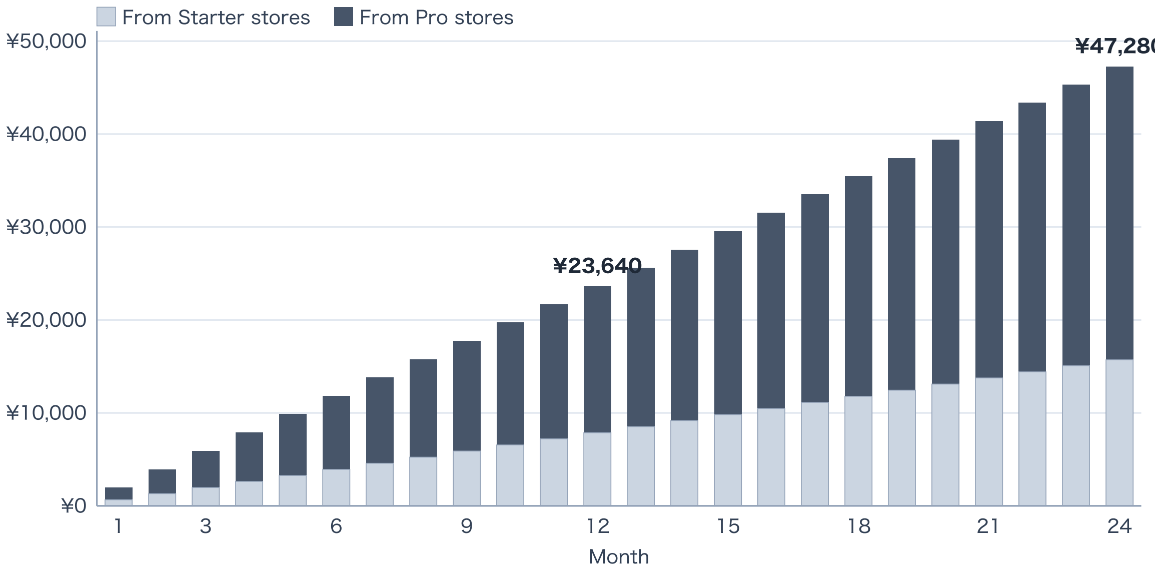

Chart: monthly commission in scenario A (stacked bars — lower band from Starter stores, upper band from Pro stores). Unlike a one-off fee, **the monthly figure itself grows every month for as long as you keep referring.**

2-3. Scenario B: agency (bullish mix, no churn)

One store per month on project delivery — Pro in odd months, Business in even. Half the store count of scenario A, but the higher-value plans push commission further.

Elapsed	Month 1	Month 3	Month 6	Month 12	Month 18	Month 24
Retained referred stores	1	3	6	12	18	24
Monthly commission	¥1,315	¥5,446	¥12,393	¥24,786	¥37,179	¥49,572
Cumulative commission	¥1,315	¥10,892	¥41,124	¥156,606	¥346,446	¥610,644

2-4. Scenario C: early concentrated (standard mix, no churn)

Ten stores (6 Starter, 3 Pro, 1 Business) pre-registered before launch, all converting to paid in the launch month. Because every store keeps the early rate 30% for the life of its contract, month one already stands at **¥16,041** (= 6 × ¥983 + 3 × ¥1,973 + 1 × ¥4,224).

Elapsed	Month 1	Month 3	Month 6	Month 12	Month 18	Month 24
Retained referred stores	10	10	10	10	10	10
Monthly commission	¥16,041	¥16,041	¥16,041	¥16,041	¥16,041	¥16,041
Cumulative commission	¥16,041	¥48,123	¥96,246	¥192,492	¥288,738	¥384,984

2-5. Sensitivity summary (3 plan mixes × 2 retention assumptions)

Scenario	Plan mix	12-month cumulative	24-month (no churn)	24-month (20% annual churn)
A publisher (2/month)	Conservative (all Starter)	¥102,180	¥393,000	¥372,564
A publisher (2/month)	**Standard (half Starter, half Pro) = 2-2**	¥153,660	¥591,000	¥560,268
A publisher (2/month)	Bullish (half Pro, half Business)	¥322,218	¥1,239,300	¥1,174,794
B agency (1/month)	Conservative (all Starter)	¥51,090	¥196,500	¥186,282

Scenario	Plan mix	12-month cumulative	24-month (no churn)	24-month (20% annual churn)
B agency (1/month)	Standard (Starter / Pro alternating)	¥74,850	¥291,540	¥276,570
B agency (1/month)	**Bullish (Pro / Business alternating) = 2-3**	¥156,606	¥610,644	¥579,294
C early (10 stores, early 30%)	Conservative (10 Starter)	¥117,960	¥235,920	¥212,280
C early (10 stores, early 30%)	**Standard (6 Starter, 3 Pro, 1 Business) = 2-4**	¥192,492	¥384,984	¥346,440
C early (10 stores, early 30%)	Bullish (5 Pro, 5 Business)	¥371,820	¥743,640	¥669,240

※ "20% annual churn" is a simplified expectation taking each store's commission at 80% (fractions of a yen discarded) from month 13 onward. Since no store reaches month 13 within the first 12, the 12-month cumulative is the same under either retention assumption.

3. Putting a number on "why move now"

3-1. The same 10 stores are worth ¥64,200 more per year at the early rate

The early rate applies to **each individual store pre-registered before the full launch date**, for as long as that store's contract runs. It is assessed per store — stores referred after launch are at the standard rate. For the same 10 stores (6 Starter, 3 Pro, 1 Business), pre-registration alone makes this difference:

Rate	Monthly commission	Per year (12 months)
Early 30% (all pre-registered before launch)	¥16,041	¥192,492
Standard 20% (referred after launch)	¥10,691	¥128,292
Difference	**¥5,350**	**¥64,200**

That gap is not a one-off. **It repeats every year, for as long as each contract runs.** Only in the window before launch is the same referral worth 50% more — that is the case for moving now.

3-2. Compared with a one-off fee — when does it overtake?

Many affiliate programmes pay a lump sum per conversion. **Taking ¥10,000 per conversion as a comparison assumption**, UreyukiBox's recurring commission overtakes it as follows.

Plan × rate	Monthly commission	Month it passes a ¥10,000 lump sum	Cumulative at that point	12-month cumulative
Starter × standard 20%	¥655	month 16	¥10,480	¥7,860
Pro × standard 20%	¥1,315	month 8	¥10,520	¥15,780
Business × standard 20%	¥2,816	month 4	¥11,264	¥33,792
Starter × early 30%	¥983	month 11	¥10,813	¥11,796
Pro × early 30%	¥1,973	month 6	¥11,838	¥23,676
Business × early 30%	¥4,224	month 3	¥12,672	¥50,688

A Business referral overtakes the lump sum in three to four months, a Pro one in six to eight, and **the gap keeps widening after that.** Only Starter at the standard rate has not caught up by month 12 (it crosses at month 16). The higher the store's plan, the sooner recurring commission wins.

4. When the money actually arrives (quarterly close, the ¥5,000 threshold, carry-forward)

Payment terms (Article 6): **closed quarterly**, and only where the confirmed balance at quarter end is **¥5,000 or more** is it transferred by the end of the following month. **Below that it carries into the next quarter and is never forfeited.** Transfer fees are borne by the partner and may be deducted. The examples use calendar quarters (Jan–Mar / Apr–Jun / Jul–Sep / Oct–Dec).

Example 1: one Pro store converts in April (standard 20%) — the first quarter falls short and carries forward

When	What happens	Commission and balance
April	The referral converts; after the 14-day trial the first charge is confirmed	¥1,315 a month starts accruing
Apr–Jun	Three months confirmed	¥1,315 × 3 = ¥3,945
End of June (Q2 close)	Confirmed balance ¥3,945 < ¥5,000	**No transfer — carried to the next quarter**
Jul–Sep	Three more months confirmed	¥3,945 brought forward + ¥3,945 = ¥7,890
End of September (Q3 close)	Confirmed balance ¥7,890 ≧ ¥5,000	**Eligible for transfer**
End of October	**¥7,890 transferred** (before withholding and transfer fees)	—

Example 2: one Business store converts in April (standard 20%) — transferred at the first close

When	What happens	Commission and balance
April	The referral converts; after the 14-day trial the first charge is confirmed	¥2,816 a month starts accruing
Apr–Jun	Three months confirmed	¥2,816 × 3 = ¥8,448
End of June (Q2 close)	Confirmed balance ¥8,448 ≧ ¥5,000	**Eligible for transfer**

When	What happens	Commission and balance
End of July	**¥8,448 transferred** (before withholding and transfer fees)	—

At each payment we disclose the per-store breakdown, carry-forward and deductions in full, in the format of the separate "Commission Statement".

> **Disclaimer (please read)**
>
> - **This document is a simulation based on assumptions and guarantees no revenue.** The number of referrals that convert, the plans they take, how long they stay, cancellations and refunds can all put actual commission below these figures (Article 15(1) of the Mumu Labo Partner Program Terms of Service).
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