

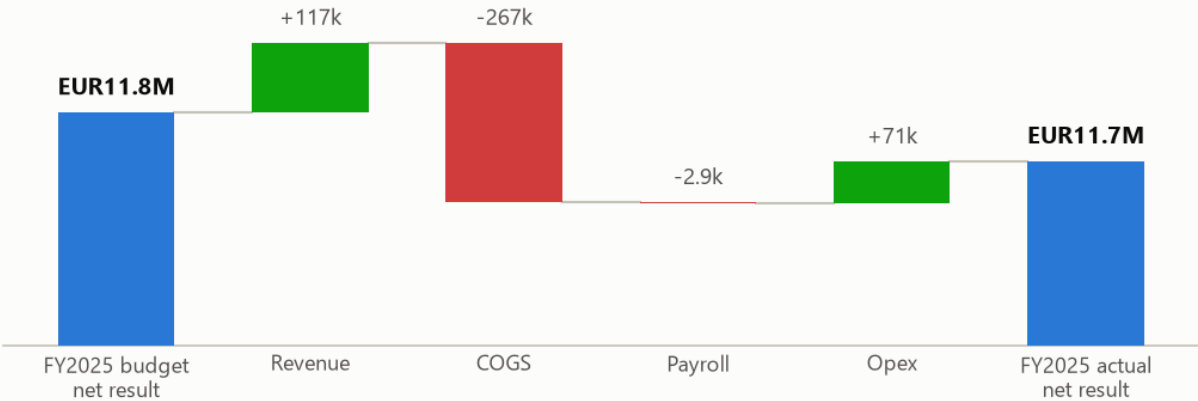
Corporate Events: FY2025 budget vs actual

Business unit one-pager, EventCo monthly close. Figures trace to the variance and forecast reports; driver splits reconcile exactly. DRAFT, pending human sign-off.

REVENUE	TOTAL COSTS	NET RESULT
EUR21.3M	EUR9.6M	EUR11.7M
+117k vs budget	+199k vs budget	-82k vs budget

Corporate Events: FY2025 net result, budget to actual

EUR. Green favorable, red unfavorable; every bar value-labeled, y-axis zoomed to the variance range.



What drove it

Payroll ran +2.9k vs budget: headcount effect +0.0k (average 20.0 FTE vs 20.0 planned) and rate effect +2.9k (salary mix, overtime, timing). Revenue ran +117k vs budget: volume -202k (210 projects vs 212 planned) and price/mix +319k. Both splits reconcile exactly to the reported variances.

Material variances (30-month window)

Period	Line	EUR	%	F/U	Driver
2024-10	Revenue	+216k	+10%	F	A brand activation sold for early 2025 was pulled into October at the client's request. (analyst input, manual)
2024-10	COGS	+126k	+17%	U	Production costs of the pulled-forward October activation; (analyst input, manual)
2025-04..2026-02	Opex - Marketing	-81k	-16%	F	Media buying and content creation move in-house from 1 July; (business note N12, N16)
2024-06	COGS	-75k	-11%	F	The June campaign reused spring creative assets instead of commissioning a new shoot. (analyst input, manual)
2025-12	COGS	+71k	+10%	U	No clear driver identified; still open with the BU controller.
2025-03	COGS	+55k	+10%	U	Print and media rates increased at the main supplier from March; (analyst input, manual)

Follow-ups

- COGS 2025-12: +71k (+10.3%, unfavorable). No documented driver and no analyst input yet; still open with the BU controller.

Q3 2026 outlook (Jul 2026 / Aug 2026 / Sep 2026)

Revenue EUR4,477,452 (+5.1% vs the same quarter last year), total costs EUR2,093,500 (+3.6%), net result EUR2,383,952 at a 53.2% margin. One-offs and concluded programmes are excluded from the forecast base (full audit trail in the forecast report).

Generated by agents/bu_report_agent.py from pipeline outputs. DRAFT, pending human sign-off; nothing in this pipeline distributes reports on its own.