

Case Study 01.

Amazon: The Growth Journey | Three Managed Stores, Three Stages of Maturity

Platform: Amazon (FBA / Seller Central)

Portfolio: 3 stores: New, Scaling & Mature

What This Shows: Sales and profit at different store stages

Program Model: Fully managed e-commerce

Sourcing: Vetted wholesale inventory

Reporting: Recent monthly P&L per store

Portfolio at a Glance

Store	Time Managed	Sales To Date	Avg. Monthly Net	Recent ROI
Store A: Mature	+2 Years	\$2,181,037	\$26,390	56%
Store B: Scaling	~1.5 Years	\$402,807	\$24,803	72%
Store C: New	Under 1 Year	\$110,774	\$8,431	66%

Monthly P&L by Store

Store A: Mature Store • 2+ Years

\$2,181,037 over 24 months

Month	Revenue	Cost of Goods	Net Profit	ROI
February	80,668	45,098	23,355	52%
March	89,631	49,516	27,136	55%
April	87,293	45,643	28,678	63%
Sample Total	257,592	140,257	79,169	56%

Store B: Scaling Store • ~1.5 Years

\$402,807 over 16 months

Month	Revenue	Cost of Goods	Net Profit	ROI
December	72,791	39,162	21,206	54%
January	102,055	41,665	42,566	102%
February	42,263	22,770	10,636	47%
Sample Total	217,109	103,597	74,408	72%

Store C: New Store • Under 1 Year

\$110,774 since Oct 2024 launch

Month	Revenue	Cost of Goods	Net Profit	ROI
January	12,650	6,486	3,827	59%
February	38,184	19,020	13,035	69%
Sample Total	50,834	25,506	16,862	66%

MATURE STORE: 2-YEAR SALES

\$2,181,037

Recent months averaging ~\$26K net profit at 56% ROI.

51–68%

MONTHLY ROI RANGE ACROSS STORES

Actual managed-store results. Figures reflect real reported performance of client Amazon stores under Wealth Automators management; ROI (return on investment) is net profit divided by cost of goods. Net profit is reported after cost of goods. Store B's sample includes an exceptional outlier month (102% ROI) that is not typical. Store C's January cost of goods is derived from its reported 59% ROI (source audio was unclear). Individual results vary month to month with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 02.

Walmart Marketplace | High-Volume Store · Managed E-Commerce Portfolio**Platform:** Walmart Marketplace (Seller Center)**Model:** High-volume · thin-margin catalog**Sales to Date:** \$274,180 GMV**Program Model:** Fully managed e-commerce**Marketplace Fee:** 15% referral (itemized)**Reporting Period:** Recent months through Jan 2026

Store Snapshot: Lifetime

SALES TO DATE (GMV)

\$274,180

UNITS SOLD

30,910

ORDERS FULFILLED

27,540

AVG. UNIT RETAIL

\$8.87

Monthly Profit & Loss

Month	Revenue	Walmart Fee (15%)	Item Cost	Net Profit	Net Margin
Dec 2025	\$36,940	\$5,541	\$27,510	\$3,889	10.5%
Jan 2026	\$46,880	\$7,032	\$35,090	\$4,758	10.1%
2-Month Total	\$83,820	\$12,573	\$62,600	\$8,647	10.3%

STORE SALES TO DATE

\$274,180

30,910 units across 27,540 orders · P&L reconciled at the order level

10.3%
NET MARGIN (RECENT)

Representative client results. Figures are based on real reported performance of a client Walmart store under Wealth Automators management and have been lightly rounded. Gross merchandise value (GMV) is buyer-paid product sales; net profit is after Walmart's 15% referral fee and item cost. The two reported months show net margins of 10.5% and 10.1%. Individual results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 03.

Walmart Marketplace | High-Volume Store · Managed E-Commerce Portfolio**Platform:** Walmart Marketplace (Seller Center)**Model:** High-volume · thin-margin catalog**Reporting Period:** Q1 2026 (Jan-Mar)**Program Model:** Fully managed e-commerce**Marketplace Fee:** 15% referral (itemized)**Fulfillment:** Seller-fulfilled & WFS

Store Snapshot: Q1 2026

PRODUCT SALES

\$745,638

ORDERS FULFILLED

17,820

UNITS SOLD

21,380

AVG. SALES / ORDER

\$41.80

Monthly Profit & Loss

Month	Revenue	Walmart Fee (15%)	Item Cost	Net Profit	Net Margin
Jan 2026	\$228,167	\$34,200	\$170,300	\$23,667	10.4%
Feb 2026	\$252,049	\$37,800	\$190,400	\$23,849	9.5%
Mar 2026	\$265,422	\$39,750	\$198,900	\$26,772	10.1%
Q1 2026 Total	\$745,638	\$111,750	\$559,600	\$74,288	10%

Q1 2026 PRODUCT SALES

\$745,638

21,380 units across 17,820 orders · \$73,650 net profit · order-level P&L

9.9%

NET MARGIN

Representative client results. Figures are based on real reported performance of a client Walmart store under Wealth Automators management and have been lightly rounded; the reporting window shown is Q1 2026. Revenue is buyer-paid product sales; net profit is after Walmart's 15% referral fee and item cost. The monthly table shows sales, marketplace fees, item costs and profit for Q1 2026. Individual results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 04.

TikTok Shop | High-Volume Store · Managed E-Commerce Portfolio

Platform: TikTok Shop (Seller Center)
Model: High-volume · creator-driven catalog
Reporting Period: Q1 2026 (Jan-Mar)

Program Model: Fully managed e-commerce
Fees: ~11% commission + transaction fees
Fulfillment: Seller & Fulfilled by TikTok

Store Snapshot: Q1 2026

GMV
\$394,565

ORDERS
4,590

UNITS SOLD
5,830

NET REVENUE
\$350,660

Monthly Profit & Loss

Month	GMV	TikTok Fees (~11%)	Item Cost	Net Profit	Net Margin
Jan 2026	\$128,509	\$14,135	\$91,900	\$22,474	17.5%
Feb 2026	\$131,669	\$14,410	\$95,400	\$21,859	16.6%
Mar 2026	\$134,387	\$14,795	\$97,200	\$22,392	16.7%
Q1 2026 Total	\$394,000	\$43,340	\$284,500	\$66,725	16.9%

Q1 2026 GMV

\$394,565

5,830 units across 4,590 orders · \$66,160 net profit · order-level P&L

16.9%
NET MARGIN

Representative client results. Figures are based on real reported performance of a client TikTok Shop store under Wealth Automators management and have been lightly rounded; the reporting window shown is Q1 2026. GMV is gross merchandise value; net profit is after TikTok Shop commission and transaction fees (~11%) and item cost. The table shows monthly sales, marketplace fees, item costs and profit for Q1 2026. Individual results vary with product selection, inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 05.

Walmart Marketplace | High-Volume Store · Managed E-Commerce Portfolio**Platform:** Walmart Marketplace (Seller Center)**Model:** High-volume · multi-unit orders**Reporting Period:** April 2026 (3-week sample)**Program Model:** Fully managed e-commerce**Marketplace Fee:** 15% referral (itemized)**Fulfillment:** Seller-fulfilled & WFS

Store Snapshot: 3-Week Sample

PRODUCT SALES

\$577,292

ORDERS

6,890

UNITS SOLD

19,290

AVG. SALES / ORDER

\$83.60

Weekly Profit & Loss

Period	Revenue	Walmart Fee (15%)	Item Cost	Net Profit	Net Margin
Apr 6–12, 2026	\$186,451	\$27,900	\$139,200	\$19,351	10.4%
Apr 13–19, 2026	\$192,623	\$28,800	\$144,300	\$19,523	10.1%
Apr 20–26, 2026	\$198,218	\$29,700	\$148,600	\$19,918	10.0%
3-Week Total	\$577,292	\$86,400	\$432,100	\$58,792	10.2%

3-WEEK PRODUCT SALES (APR 2026)

\$577,292

19,290 units across 6,890 orders · \$57,500 net profit · order-level P&L

10.2%

NET MARGIN

Representative client results. Figures are based on real reported performance of a client Walmart store under Wealth Automators management and have been lightly rounded; the reporting window shown is a three-week April 2026 sample. Revenue is buyer-paid product sales; net profit is after Walmart's 15% referral fee and item cost. The report covers 6,890 orders across the three weeks shown, with weekly sales, costs and profit listed separately. Individual results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 06.

Amazon | Top 10 Products · Managed E-Commerce Portfolio

Platform: Amazon (Seller Central · FBA & FBM)

Catalog: Diversified branded wholesale

Reporting Period: Month to date

Program Model: Fully managed e-commerce

Profit Basis: After fees, goods and advertising

View: Top 10 products by sales

Top 10 Products: Month to Date

SALES (TOP 10)

\$137,726

NET PROFIT

\$23,187

BLENDED MARGIN

17%

BLENDED ROI

42%

Product-Level Profit & Loss

Product (SKU)	Units	Sales	Amazon Fees	Cost Of Goods	Net Profit	Margin	ROI
FHS Thermal Paper 32-Roll (FBA)	996	\$57,449	(\$21,210)	(\$26,467)	\$7,000	12%	26%
S.O.S. Emergency Water 62-Pack	402	\$16,000	(\$7,394)	(\$3,517)	\$2,932	18%	83%
FHS CAD Paper Rolls 24x150 (4pk)	199	\$12,731	(\$1,910)	(\$2,985)	\$4,195	33%	141%
FHS Thermal Paper 32-Roll (FBM)	195	\$11,430	(\$1,715)	(\$5,187)	\$2,468	22%	48%
San Marzano DOP Tomatoes (6pk)	254	\$10,148	(\$4,375)	(\$4,112)	\$1,220	12%	30%
Gallo Drain Gun Cleaner (FBM)	187	\$7,421	(\$1,963)	(\$2,618)	\$2,238	30%	85%
Starbucks SF Vanilla Syrup 1L	210	\$6,265	(\$2,257)	(\$3,045)	\$524	8%	17%
Cirkul Hydrate Cartridges	139	\$6,133	(\$1,764)	(\$3,352)	\$781	13%	23%
Millennium Energy Bars	98	\$5,677	(\$1,634)	(\$2,548)	\$1,047	18%	41%
Dove Nutritive Shampoo/Cond.	134	\$4,472	(\$1,786)	(\$1,876)	\$782	17%	42%
Top 10 Subtotal	2,814	\$137,726	(\$46,008)	(\$55,707)	\$23,187	17%	42%

TOP 10 PRODUCT SALES: MONTH TO DATE

\$137,726

2,814 units · \$23,187 net profit after Amazon fees, goods and advertising

42%

BLENDED ROI

Representative client results. Figures are based on real reported performance of a client Amazon store under Wealth Automators management and have been lightly rounded to whole dollars. This is a sample of the store's top 10 products, not its entire catalog. Sales are ordered product sales; reported net profit is after Amazon fees, cost of goods and advertising; advertising is not itemized separately. ROI is net profit divided by cost of goods. Product margins vary by category and competition. Individual results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 07.

Amazon FBA: Mature Store Deep-Dive | Managed E-Commerce Portfolio

Platform: Amazon (Seller Central · FBA & FBM)**Time Under Management:** 2 years**24-Month Sales:** \$2,181,038**Program Model:** Fully managed e-commerce**Catalog:** Diversified branded wholesale**Reporting:** 24 months + sample-month P&L

Store Snapshot: Trailing 24 Months

ORDERED PRODUCT
SALES**\$2,181,038**

UNITS ORDERED

54,604

ORDER ITEMS

43,800

AVG. SALES / ORDER

\$49.80

Sample-Month Sales, Costs and Profit

Line Item	Amount	% Of Revenue
Gross Revenue	\$87,430	100.0%
Amazon Fees (referral + FBA)	(\$13,140)	15.0%
Fulfillment & Prep	(\$9,628)	11.0%
Cost of Goods (Supplier)	(\$35,984)	41.2%
Net Operating Profit	\$28,678	32.8%

Return on landed cost (goods + prep + fulfillment: \$45,612): 62.9% ROI · Net margin 32.8% · Avg. sales/order \$49.80

TRAILING 24-MONTH SALES

\$2,181,038

Sample month: \$28,678 net profit on \$87,430 revenue · 32.8% net margin · sample-month P&L

62.9%

RETURN ON LANDED COST

Representative client results. Figures are based on real reported performance of a client Amazon store under Wealth Automators management and have been lightly rounded. The 24-month snapshot reflects ordered product sales; the sample-month profit and loss lists Amazon fees, fulfillment, prep and supplier cost of goods. Reported profit is after these costs. ROI is calculated on landed cost: cost of goods plus prep and fulfillment. Monthly results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 08.

Amazon: 30-Day Momentum | Three Active Stores · Same Window

Platform: Amazon (Seller Central · FBA & FBM)

Snapshot: Trailing 30 days · same window, all stores

Store B YTD 2026: \$567,900

Program Model: Fully managed e-commerce

Catalog: Diversified branded wholesale

Reporting: Seller Central sales snapshots

30-Day Momentum: Portfolio

ACTIVE STORES

3

COMBINED 30-DAY SALES

\$240,320

COMBINED UNITS

10,520

ANNUALIZED RUN-RATE

\$2.9M

Stores: Same 30-Day Window

Store	30-day Sales	Order Items	Units	Avg Sales / Order
Store A	\$124,300	1,520	3,400	\$81.78
Store B	\$97,600	1,850	6,150	\$52.76
Store C	\$18,420	273	970	\$67.47
Portfolio Total	\$240,320	3,643	10,520	\$65.97

All three stores cover the same 30 days. Annualized run-rate equals combined 30-day sales × 12; it is not actual annual revenue or a forecast.

COMBINED 30-DAY SALES: 3 STORES

\$240,320

10,520 units in 30 days · same window across all stores · hands-off for owners

\$2.9M

ANNUALIZED RUN-RATE

Representative client results. Figures reflect reported sales and order activity from three client Amazon stores managed by Wealth Automators over the same 30-day window and have been lightly rounded. This page presents sales, order items and units; it does not report net profit or ROI. Results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.

Case Study 09.

Amazon Managed Portfolio | Five Stores at Different Stages

Platform: Amazon (Seller Central · FBA & FBM)
Portfolio: 5 managed stores at varying maturity
Range: \$446K to \$1.48M in tracked sales

Program Model: Fully managed e-commerce
Catalog: Diversified branded wholesale
Reporting: 24-month & YTD 2026 snapshots

Portfolio Overview

MANAGED STORES
5

COMBINED ORDER ITEMS
68,200+

COMBINED UNITS
116,000+

TOP-STORE SALES
\$1,478,900

Stores at a Glance

Store	Reporting Period	Ordered Product Sales	Order Items	Units	Avg Sales / Order
Store A: Flagship	24-Month	\$1,478,923	34,300	49,981	\$43.12
Store B	24-Month	\$841,245	10,940	22,474	\$76.90
Store C	24-Month	\$445,871	5,300	11,771	\$84.13
Store D	YTD 2026	\$617,411	7,570	16,223	\$81.56
Store E	YTD 2026	\$543,963	10,040	15,627	\$54.18

Each store has its own reporting window, as labeled. Sales are shown separately. Combined order-item and unit counts span those different windows.

FLAGSHIP STORE: 24-MONTH SALES

\$1,478,900

One of 5 managed Amazon stores · \$446K–\$1.48M in tracked sales

5

MANAGED AMAZON STORES

Representative client results. Figures are based on real reported performance of client Amazon stores under Wealth Automators management and have been lightly rounded. Reporting periods are labeled for each store. Snapshot values are ordered product sales, order items, units and average order value as reported in Seller Central over each store's labeled window. Sales across differing reporting periods are not summed. Individual results vary with inventory volume, supplier availability, seasonality and market conditions. Past performance does not guarantee future results and nothing herein is financial or investment advice. E-commerce involves risk, including loss of capital.