

Price Breakdown

Awakened Audioworks — what's actually inside the price you pay

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Why We're Showing You This

If you've met any of our members or re-sellers, then you know that we're focused on performance, not profits. We make every effort in good faith to get our tangible and/or digital products into the places where they are needed and will be used well and wisely.

We'd rather be upfront about where the price of a device actually goes than leave you to make assumptions that could be horribly judgemental and far from reality, and end up leaving bad vibes. Below is every tax and processing fee that factors into what you pay, and basically helps you understand why we sell the way we do.

1. Taxes

- **Corporation Tax (Company Tax):** 25% — paid on our company profit, not added at checkout, but it's pretty serious and it's built into how we price.
- **Value Added Tax (VAT):** 20% — applies on sales into VAT jurisdictions (UK). In EU countries, it's nearly the same percentage.
- **United States Sales Tax:** varies between 6.5% and 10.8% depending on where your order ships, set by your state and local jurisdiction, not by us.
- **Customs Duties:** 5–25% — This is another tax that is in lieu of a domestic Sales Tax or VAT. We do pay this tax on your behalf and include it in the final monetary sum collected at payment, however, we have noticed that some couriers have been known to add undisclosed surcharges on top of our pre-paid and well-documented duties that are paid in advance when shipping is arranged. These additional charges “extras” must be paid for out-of-pocket by you, and — even though this may be unlawful in some jurisdictions — these little “extras” are usually not refunded even in the event of returning your unit under our Mostly Money-Back Guarantee.

2. Payment Processing Fees

- **Stripe:** 1.4% + \$0.30 per transaction.
- **PayPal:** 5.25% per transaction.

- **Bank Transfer (including Zelle, Venmo or similar applications):** 0% per transaction.
- **Cash:** 10% discount. This is factored into the operational benefits such as extra padding in the management of cashflow and lower currency conversion fees.

We do not accept cryptocurrencies or barter.

3. Why We Don't Sell on eBay, Amazon, or Walmart

eBay takes 12.5% or more of every sale. Amazon, Walmart, and other major retailers take a similarly large cut through their listing and referral fees. Once you add those on top of payment processing, the math stops making sense for a product priced the way ours is — so we simply don't sell through those platforms.

4. How You Can Pay

- **PayPal** — 5.25% processing fee included in the listed price.
- **Stripe** — 1.4% + \$0.30 processing fee included in the listed price.
- **Bank Transfer** — 0% fees
- **Cash** — a 10% discount off the listed price, since no processing fee applies.

We especially encourage cash or gifting for second, third, fourth, or additional units you might buy for loved ones — picking one up for a friend or family member, for example, or even if you wanted to re-sell it in your meditation retreat groups or meditation centres. One thing to know: because the cash price already reflects a discount that covers what we'd otherwise pay in processing fees, **cash purchases are not eligible under the Mostly Money-Back Guarantee** but they do still get the full warranty and gratis technical support calls. See website for full details.

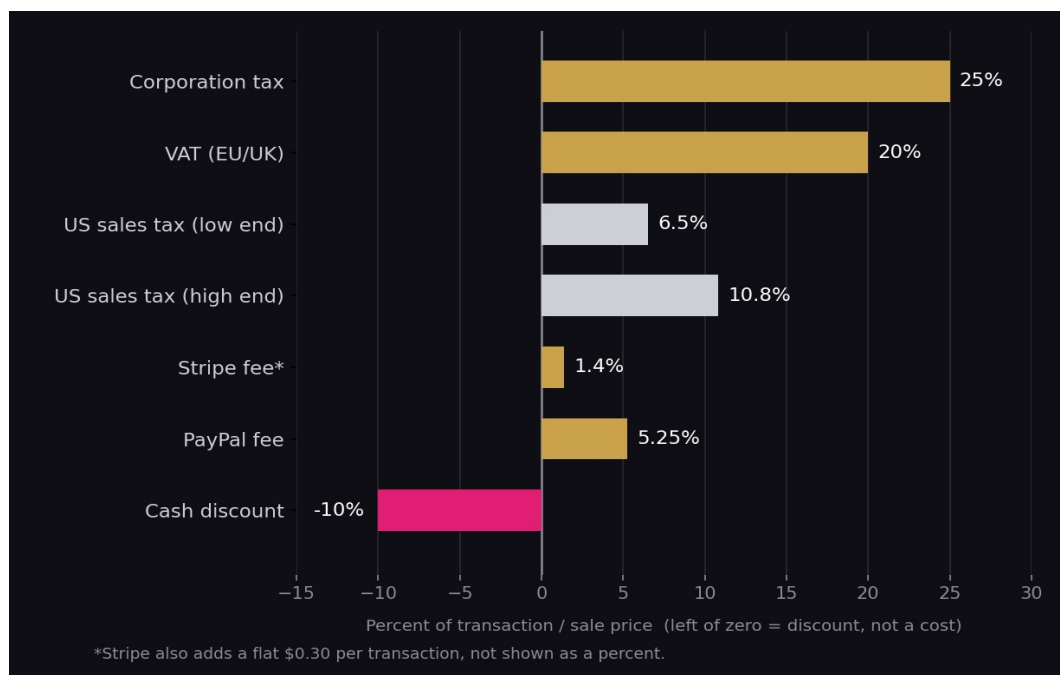


Figure 1 — taxes and fees as a percent of sale price.

5. Putting It Together

If you're looking at purchasing in the UK, more than half of the money you pay is going toward taxes. Just sayin'. On any given sale, somewhere between roughly 8% and 17% goes to payment processing and sales tax combined (more if it's VAT or EU sales tax, where it applies), with another large chunk eaten up in corporation tax and business taxes in the sneaky form of renewal fees and license fees.

6. The Full Picture

We think the bigger picture is a fair thing for a customer to be able to see. Stepping back from individual fees, here's how a typical sale price breaks down overall, using PayPal as the payment example and excluding US sales tax (which varies by destination and was already covered in Figure 1):

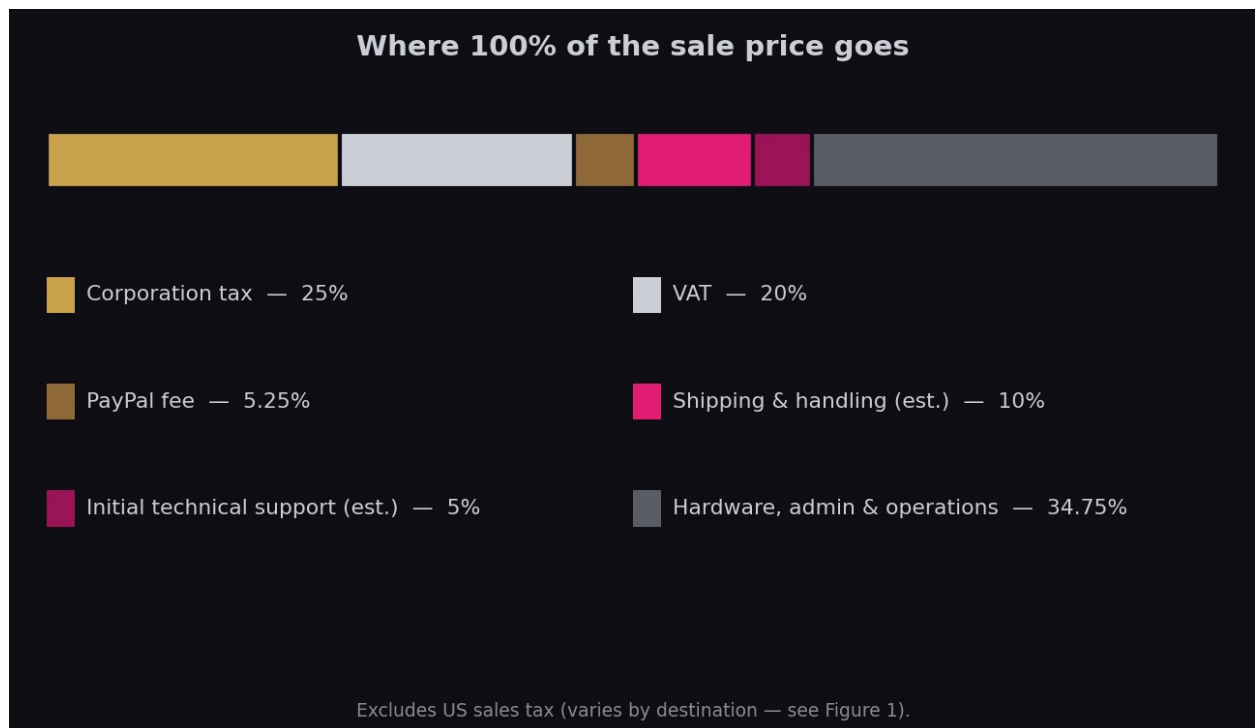


Figure 2 — where a typical sale price goes, end to end.

Shipping & handling and initial technical support are both estimates — actual cost varies by order location. The remaining share covers hardware costs, administration, operational expenses and day-to-day operations.