

# Rhino Hide Inc

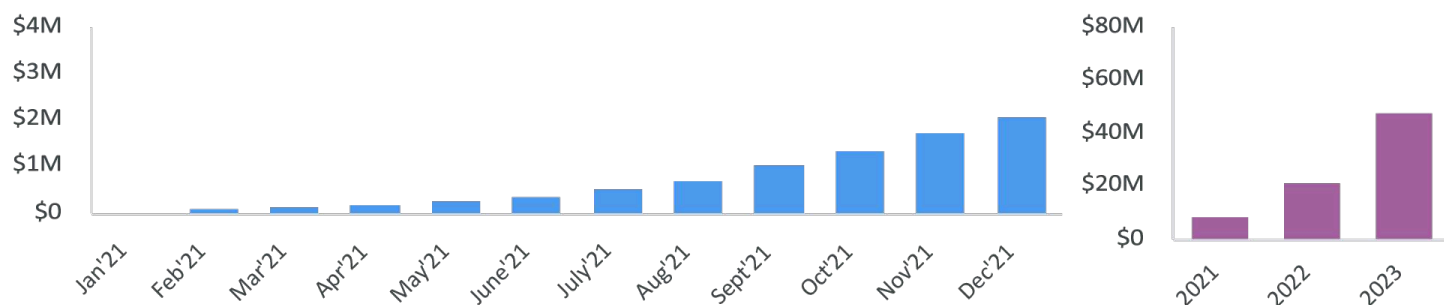
These are forward-looking projections that cannot be guaranteed

## 2021-2023 Forecast

### Original Forecast

Generated August 18, 2020

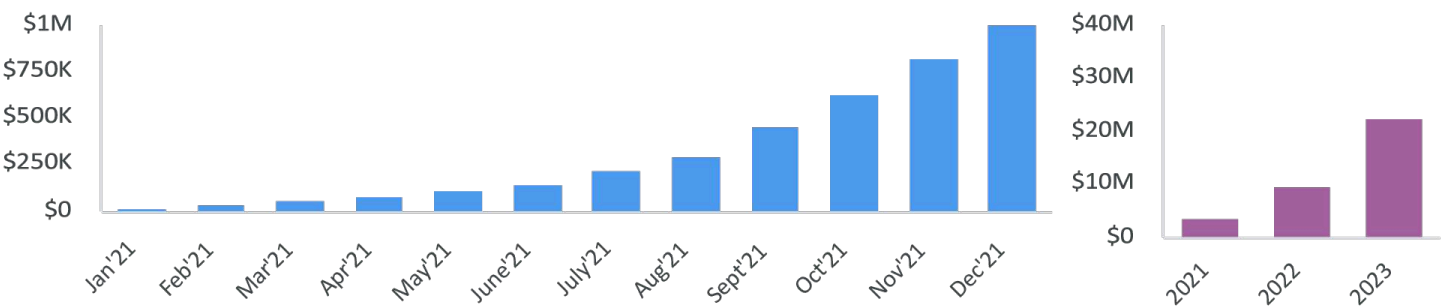
## Revenue



Revenue	2021	2022	2023
Certi ed Installer Sales	\$5,297,200	\$13.4M	\$34.8M
Unit Sales	155,800	393,120	1,022,112
Unit Prices	\$34	\$34	\$34
Equipment Sales	\$2,480,000	\$5,600,000	\$5,600,000
Unit Sales	124	280	280
Unit Prices	\$20,000	\$20,000	\$20,000
DIY Sales (Direct)	\$1,137,780	\$2,940,000	\$7,693,000
Unit Sales	23,220	60,000	157,000
Unit Prices	\$49	\$49	\$49
Totals	\$8,914,980	\$21.9M	\$48M

# Direct Costs

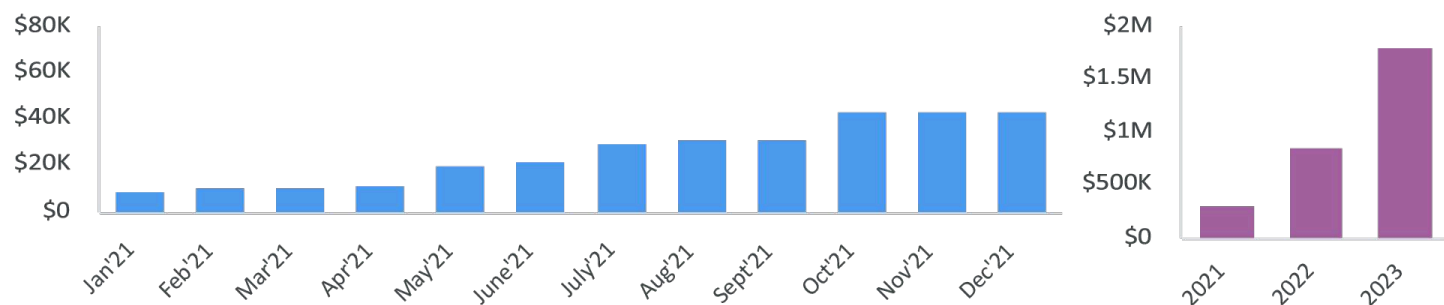
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Direct Costs	2021	2022	2023
Rhino Hide per gallon (Certi ed Installer)	\$2,337,000	\$5,896,800	\$15.3M
Rhino Hide per gallon (DIY)	\$348,300	\$900,000	\$2,355,000
Equipment Cost	\$744,000	\$1,680,000	\$1,680,000
Packaging Cost (DIY)	\$23,220	\$60,000	\$157,000
Packaging Cost (Certi ed Installer)	\$155,800	\$393,120	\$1,022,112
Shipping to Warehouse (DIY)	\$155,800	\$393,120	\$1,022,112
Shipping to Warehouse (Certi ed Installer)	\$155,800	\$393,120	\$1,022,112
Totals	\$3,919,920	\$9,716,160	\$22.6M

# Expenses

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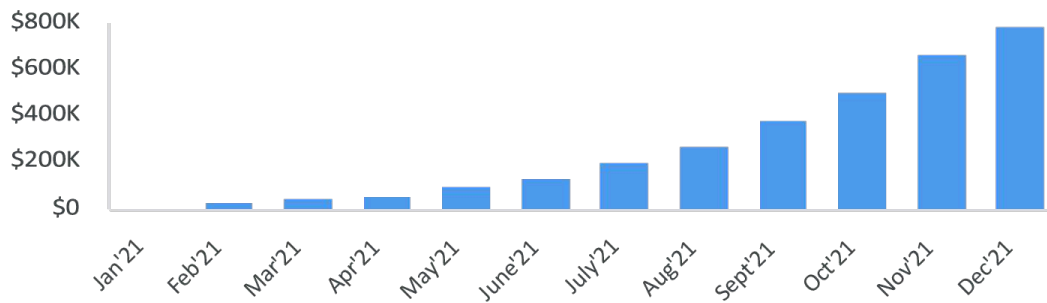


Expenses	2021	2022	2023
Rent	\$108,240	\$240,000	\$240,000
Office	\$34,000	\$34,000	\$34,000
Services	\$38,000	\$38,000	\$38,000
Marketing	\$132,000	\$561,600	\$1,500,000
<b>Totals</b>	<b>\$312,240</b>	<b>\$873,600</b>	<b>\$1,812,000</b>

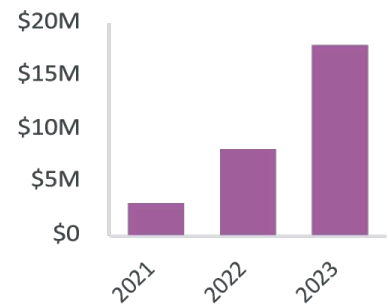
# Projected Profit & Loss (1 of 2)

These are forward-looking projections that cannot be guaranteed

Net profit in 2021



Net profit by year



Projected Profit & Loss	2021	2022	2023
<b>Revenue</b>	<b>\$8,914,980</b>	<b>\$21.9M</b>	<b>\$48M</b>
Certified Installer Sales	\$5,297,200	\$13.4M	\$34.8M
Unit Sales	155,800	393,120	1,022,112
Unit Prices	\$34	\$34	\$34
Equipment Sales	\$2,480,000	\$5,600,000	\$5,600,000
Unit Sales	124	280	280
Unit Prices	\$20,000	\$20,000	\$20,000
DIY Sales (Direct)	\$1,137,780	\$2,940,000	\$7,693,000
Unit Sales	23,220	60,000	157,000
Unit Prices	\$49	\$49	\$49
<b>Direct Costs</b>	<b>\$3,919,920</b>	<b>\$9,716,160</b>	<b>\$22.6M</b>
Rhino Hide per gallon (Certified Installer)	\$2,337,000	\$5,896,800	\$15.3M
Rhino Hide per gallon (DIY)	\$348,300	\$900,000	\$2,355,000
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Packaging Cost (DIY)	\$23,220	\$60,000	\$157,000
Packaging Cost (Certified Installer)	\$155,800	\$393,120	\$1,022,112
Shipping to Warehouse (DIY)	\$155,800	\$393,120	\$1,022,112
Shipping to Warehouse (Certified Installer)	\$155,800	\$393,120	\$1,022,112
Gross Margin	\$4,995,060	\$12.2M	\$25.5M
Gross Margin %	56%	56%	53%
<b>Operating Expenses</b>	<b>\$951,659</b>	<b>\$1,836,000</b>	<b>\$2,774,400</b>
Salaries & Wages	\$532,849	\$802,000	\$802,000
CEO	\$132,000	\$132,000	\$132,000
Marketing Rep 1 (0.97)	\$36,667	\$40,000	\$40,000
Marketing Rep 2 (0.83)	\$20,002	\$40,000	\$40,000

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# Projected Profit & Loss (2 of 2)

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Projected Profit & Loss	2021	2022	2023
Sales Rep 1 (0.94)	\$50,000	\$60,000	\$60,000
Sales Rep 2 (0.83)	\$30,000	\$60,000	\$60,000
Customer Service Rep 1 (0.94)	\$33,334	\$40,000	\$40,000
Customer Service Rep 2 (0.83)	\$20,002	\$40,000	\$40,000
Customer Service Rep 3 (0.78)	\$13,336	\$40,000	\$40,000
Accountant/Office Manager (0.94)	\$50,000	\$60,000	\$60,000
Buyer/Planner (0.89)	\$26,668	\$40,000	\$40,000
Chemist (0.81)	\$50,000	\$120,000	\$120,000
Fulfillment Manager (0.92)	\$37,502	\$50,000	\$50,000
Fulfillment Specialist 1 (0.83)	\$20,002	\$40,000	\$40,000
Fulfillment Specialist 2 (0.78)	\$13,336	\$40,000	\$40,000
Employee Related Expenses	\$106,570	\$160,400	\$160,400
Rent	\$108,240	\$240,000	\$240,000
Office	\$34,000	\$34,000	\$34,000
Services	\$38,000	\$38,000	\$38,000
Marketing	\$132,000	\$561,600	\$1,500,000
<b>Operating Income</b>	<b>\$4,043,401</b>	<b>\$10.4M</b>	<b>\$22.7M</b>
Income Taxes	\$808,680	\$2,070,784	\$4,536,079
Total Expenses	\$5,680,259	\$13.6M	\$29.9M
Net Profit	\$3,234,721	\$8,283,136	\$18.1M
<b>Net Profit %</b>	<b>36%</b>	<b>38%</b>	<b>38%</b>