

Mealthy, Inc.

PROFIT AND LOSS

January - December 2019

	TOTAL
Income	
40000 Sales	
41000 Amazon US Sales	0.00
41000-1 Multipot - 6 Quart	2,218,637.61
41000-2 Multipot - 8 Quart	550,836.95
41000-3 Hand Blender	377,622.17
41000-4 Spiralizer	4,519.59
41000-5 CrispLid	1,406,216.55
41000-6 Stainless Steel Fry Pan	12,392.12
41000-7 Non Stick Fry Pan	9,823.85
41000-8 Glass Kettle	84,288.60
41000-9 Misc Products	81,362.53
41000-b Rebates	-90,108.32
41000-c Returns	-250,625.80
41000-d Shipping Revenue	72,302.02
Total 41000 Amazon US Sales	4,477,267.87
42000 Amazon CA Sales	0.00
42000-1 MultiPot - 6 Quart	101.28
42000-2 Hand Blender	515.14
42000-4 CrispLid	150,456.71
42000-5 Stainless Steel Fry Pan	30.35
42000-6 Non Stick Fry Pan	58.03
42000-7 Misc Products	56.69
42000-8 Rebates	-2,134.52
42000-9 Returns	-4,320.03
42000-a Shipping Revenue	3,206.45
Total 42000 Amazon CA Sales	147,970.10
43000 Website/Shopify Sales	0.00
43000-1 Multipot - 6 Quart	47,124.47
43000-2 Multipot - 8 Quart	35,700.45
43000-3 Hand Blender	11,478.53
43000-4 Spiralizer	-86.95
43000-5 CrispLid	457,761.50
43000-6 SS Fry Pan	2,916.75
43000-7 Non-Stick Fry Pan	5,349.45
43000-8 Glass Kettle	1,272.65
43000-9 Misc Products	22,299.03
43000-b Shopify Rebates	-23,162.48
43000-c Shopify Returns	-16,703.96
43000-d Shopify Shipping	37,271.62
Total 43000 Website/Shopify Sales	581,221.06

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44000 Amazon UK Sales	0.00
44000-1 MultiPot - 6 Quart	1,041.15
44000-2 CrispLid	27,341.91
44000-3 Rebates	-185.68
44000-4 Shipping Revenue	806.15
44000-5 Returns	-1,015.36
Total 44000 Amazon UK Sales	27,988.17
45000 Wholesale Sales	
45000-1 Multipot - 6 Quart	361,281.00
45000-3 MultiPot - 3 Qt	79,900.00
45000-6 CrispLid	35,458.00
45000-a Misc Products	12,667.00
Total 45000 Wholesale Sales	489,306.00
47000 Retail Distributor Sales	
47000-1 MultiPot 6 Qt	1,119.00
47000-2 MultiPot 8 Qt	1,232.00
47000-4 CrispLid	13,221.13
47000-9 Misc Products	13.50
47000-a Damages/Defects	-208.88
47000-b Returns/Refunds	-479.67
Total 47000 Retail Distributor Sales	14,897.08
Total 40000 Sales	5,738,650.28
Sales of Product Income	0.00
Total Income	\$5,738,650.28
Cost of Goods Sold	
50000 Cost of Goods Sold	0.00
51000 Cost of Goods Sold	0.00
51100 Cost of Goods Sold Amazon	0.00
51100-1 Amazon US Product Cost	1,734,613.05
51100-2 Freight - Amazon	472,939.85
51100-3 Amazon CAD Product Cost	50,296.65
51100-4 Amazon UK Product Cost	6,983.36
Total 51100 Cost of Goods Sold Amazon	2,264,832.91
51200 Cost of Goods Sold Website	216,606.02
51300 Cost of Goods Sold Wholesale	386,356.18
51400 Cost of Goods Sold Retailers	8,115.60
Total 51000 Cost of Goods Sold	2,875,910.71

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52000 Replacements	46,320.24
53000 Inventory Shrinkage	29,762.72
54000 Freight	99,777.84
Total 50000 Cost of Goods Sold	3,051,771.51
Total Cost of Goods Sold	\$3,051,771.51
GROSS PROFIT	\$2,686,878.77
Expenses	
60000 Operating Expenses	
60100 Advertising & Marketing	
60110 Advertising	
60110-1 Amazon Ads	365,214.25
60110-2 Facebook Ads	5,303.27
60110-3 Google Ads	584.86
60110-6 Advertising - Other	383.61
Total 60110 Advertising	371,485.99
60120 Sales & Marketing	
60120-1 Marketing Contractors	241,046.34
60120-2 Public Relations	12,500.00
60120-3 Tradeshow & Events	70,969.82
60120-4 Video/Photo Services	19,132.00
60120-5 Marketing - Other	37,536.12
60120-6 Referrals	43,819.44
60120-7 Marketing - Blog	8,360.01
60120-9 Samples/Giveaways	17,826.52
60120-a Sales Commission	2,612.37
Total 60120 Sales & Marketing	453,802.62
Total 60100 Advertising & Marketing	825,288.61
60700 Research & Development	
60710 Product Development	243,252.40
60720 Recipe Development	64,152.16
60730 App Development	113,300.00
60740 Website Development	186,621.43
60760 R&D Supplies	11,835.08
Total 60700 Research & Development	619,161.07
61000 Personnel	
61600 Contractors	488,845.80
Total 61000 Personnel	488,845.80

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62000 Travel & Entertainment	
62110 Meals & Entertainment	753.24
62120 Travel	25,543.65
Total 62000 Travel & Entertainment	26,296.89
65000 Office/General Administrative Expenses	
65010 Legal Fees	25,067.05
65020 Insurance	
65020-1 General Insurance	19,300.01
65020-3 Insurance - Other	272.55
Total 65020 Insurance	19,572.56
65060 Bank Charges & Fees	
65060-1 Bank Charges	3,367.37
65060-2 PayPal Fees	10,056.41
Total 65060 Bank Charges & Fees	13,423.78
65070 Bad Debt	36,200.00
65100 Finance & Admin	
65120 Accounting	50,530.00
65130 Finance	66,200.00
65140 Finance & Admin - Other	4,367.62
65150 Tax Services	26,889.88
Total 65100 Finance & Admin	147,987.50
65320 Tech Fees	
65320-2 SaaS	59,066.84
65320-4 Retailer Set-Up Fees/Software	10,776.80
Total 65320 Tech Fees	69,843.64
65410 Shipping, Freight & Delivery	263,022.36
65420 Office Expense	5,416.15
65430 Office Supplies	247.78
65500 Rent & Lease	
65500-1 Rent	59,575.30
65500-2 Warehouse Rent	17,390.41
Total 65500 Rent & Lease	76,965.71
65530 Utilities	562.79
65540 Telephone & Internet	14,946.96
65915 Licenses & Fees	8,143.56
65916 Gifts	14,313.73
65917 Charitable Contributions	91.08
Total 65000 Office/General Administrative Expenses	695,804.65

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68000 Website Selling Fees	
68000-1 Amazon FBA Fees	861,459.16
68000-2 Amazon Fees - Other	51,671.26
68000-3 Amazon Selling Fees	767,190.36
68000-4 Shopify Selling Fees	6,409.14
68000-5 Fulfillment Services - Other	21,218.19
68000-6 Amazon CAD FBA Fees	50,769.76
68000-7 Amazon UK FBA Fees	11,836.83
Total 68000 Website Selling Fees	1,770,554.70
Total 60000 Operating Expenses	4,425,951.72
83000 Misc Expenses	
83250 Other Business Taxes	-5,322.40
Total 83000 Misc Expenses	-5,322.40
Total Expenses	\$4,420,629.32
NET OPERATING INCOME	\$ -1,733,750.55
Other Income	
86000 Interest Income	57.89
Total Other Income	\$57.89
Other Expenses	
Unrealized Gain or Loss	0.00
83300 Exchange Rate Adjustment	579.08
88000 Interest Paid	26,480.70
Total Other Expenses	\$27,059.78
NET OTHER INCOME	\$ -27,001.89
NET INCOME	\$ -1,760,752.44