

Bodygood Nutrition

Financial Statements
for the period ending 12/31/2022

Confidential

Unaudited - For management use only

BodyGood Nutrition
Balance Sheet
As of December 31, 2022

	12/31/2022	11/30/2022	10/31/2022	9/30/2022	8/31/2022	7/31/2022	6/30/2022	5/31/2022	4/30/2022	3/31/2022	2/28/2022	1/31/2022	12/31/2021
Assets:													
Cash and Cash Equivalents	\$ 568,512	\$ 756,467	\$ 549,095	\$ 1,012,907	\$ 293,720	\$ 398,166	\$ 1,120,513	\$ 420,467	\$ 250,618	\$ 1,157,066	\$ 882,559	\$ 1,162,671	\$ 1,529,807
Accounts Receivable	415,202	535,490	548,793	599,148	258,553	329,830	240,625	180,040	155,617	168,588	225,799	223,272	152,104
Prepaid Expenses	43,484	53,595	28,861	32,337	35,313	33,525	33,037	40,536	24,827	35,854	42,018	45,270	14,228
Inventory													
Raw Material Inventory	1,453,635	1,365,530	1,378,376	1,323,699	1,591,546	1,359,354	1,279,026	884,358	644,135	645,222	283,619	57,966	96,651
Finished Good Inventory	1,559,798	1,712,793	1,609,056	1,604,496	1,526,865	1,283,908	1,040,356	1,116,589	773,056	898,022	809,986	919,969	916,435
Total Inventory	\$ 3,013,432	\$ 3,078,323	\$ 2,987,433	\$ 2,928,195	\$ 3,118,412	\$ 2,643,261	\$ 2,319,382	\$ 2,000,947	\$ 1,417,190	\$ 1,543,244	\$ 1,093,605	\$ 977,935	\$ 1,013,085
Fixed Assets	2,126	3,189	3,189	3,189	3,189	3,189	3,189	3,189	3,189	3,189	3,189	3,189	3,189
Capital Account Increase	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549	9,196,549
Total Assets	\$ 13,239,305	\$ 13,623,613	\$ 13,313,919	\$ 13,772,324	\$ 12,905,735	\$ 12,604,520	\$ 12,913,294	\$ 11,841,728	\$ 11,047,990	\$ 12,104,490	\$ 11,443,718	\$ 11,608,885	\$ 11,908,961
Liabilities and Member Equity													
Liabilities													
Current Liabilities													
Accounts Payable	\$ 168,244	\$ 516,549	\$ 236,156	\$ 509,192	\$ 1,737,878	\$ 1,175,784	\$ 1,326,548	\$ 940,846	\$ 328,237	\$ 918,669	\$ 359,620	\$ 369,545	\$ 452,752
Accrued Expenses	250,608	250,041	219,127	124,991	98,066	74,599	57,756	78,836	60,042	73,058	29,935	16,886	17,146
Credit Cards	45,980	58,235	53,731	48,662	41,010	64,095	48,975	4,468	5,123	6,035	60,324	98,111	134,744
Insurance Financing	-	-	-	-	-	-	-	-	-	-	-	-	-
Short Term Loans	1,000,000	1,000,000	1,000,000	1,000,000	1,041,656	1,231,771	1,179,584	509,972	167,718	411,597	365,054	286,429	200,778
Amazon Lending	583,179	633,495	394,144	435,914	477,373	473,823	515,386	402,216	457,851	513,821	329,197	374,837	420,137
EIDL	502,180	503,130	501,563	500,000	500,000	500,000	500,000	502,000	502,000	502,000	502,000	502,000	501,900
Due to TWS	514,766	512,853	510,940	759,027	507,115	505,202	503,289	501,376	499,463	497,551	495,638	493,725	491,812
Loan Payable - Stonyridge	-	-	-	250,000	-	-	-	-	-	-	-	-	-
Due To Robin Hood Brands	-	-	-	-	-	-	-	-	-	-	(300)	-	-
Sales Tax Payable	1,524	1,108	413	1,720	1,297	590	2,029	1,596	1,024	1,484	937	571	1,988
Total Current Liabilities	\$ 3,066,481	\$ 3,475,410	\$ 2,916,074	\$ 3,629,505	\$ 4,404,394	\$ 4,025,864	\$ 4,133,566	\$ 2,941,310	\$ 2,021,459	\$ 2,924,215	\$ 2,142,406	\$ 2,142,103	\$ 2,221,257
Long Term Liabilities													
Member Loan RHB	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Accrued Interest RHB	21,311	20,890	20,482	20,061	19,653	19,232	18,811	19,512	17,982	17,574	17,153	16,772	16,351
Member Loan Total Wellness	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Accrued Interest Total Wellness	21,532	21,111	20,703	20,282	19,874	19,453	20,140	19,733	18,203	17,795	17,374	16,993	16,572
Total Long Term Liabilities	\$ 442,843	\$ 442,001	\$ 441,185	\$ 440,343	\$ 439,527	\$ 438,685	\$ 438,951	\$ 439,245	\$ 436,184	\$ 435,369	\$ 434,527	\$ 433,766	\$ 432,923
Total Liabilities	\$ 3,509,324	\$ 3,917,411	\$ 3,357,259	\$ 4,069,848	\$ 4,843,922	\$ 4,464,549	\$ 4,572,517	\$ 3,380,554	\$ 2,457,643	\$ 3,359,584	\$ 2,576,932	\$ 2,575,869	\$ 2,654,180
Member Equity													
Total Wellness Solutions	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772	4,554,772
Robin Hood Brands	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485	4,281,485
Jason Zinn	273,286	273,286	273,286	273,286	273,286	273,286	273,286	273,286	273,286	273,286	273,286	273,286	273,286
Class C	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000	3,365,000
WeFunder	2,245,190	2,006,054	2,012,554	1,588,632	-	-	-	-	-	-	-	-	-
Retained Earnings (to be allocated)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(3,219,762)	(1,104,304)
Net Income	(1,769,991)	(1,554,634)	(1,310,676)	(1,140,937)	(1,192,968)	(1,114,810)	(914,004)	(793,608)	(664,434)	(509,876)	(387,996)	(221,765)	(2,115,458)
Total Member Equity	\$ 9,729,981	\$ 9,706,202	\$ 9,956,660	\$ 9,702,476	\$ 8,061,814	\$ 8,139,971	\$ 8,340,777	\$ 8,461,173	\$ 8,590,347	\$ 8,744,905	\$ 8,866,785	\$ 9,033,016	\$ 9,254,781
Total Liabilities and Member Equity	\$ 13,239,305	\$ 13,623,613	\$ 13,313,919	\$ 13,772,324	\$ 12,905,735	\$ 12,604,520	\$ 12,913,294	\$ 11,841,728	\$ 11,047,990	\$ 12,104,490	\$ 11,443,718	\$ 11,608,885	\$ 11,908,961

BodyGood Nutrition
Income Statement
For the 12 months ending December 31, 2022

	December 22	November 22	October 22	September 22	August 22	July 22	June 22	May 22	April 22	March 22	February 22	January 22	December 21	TTM
Revenue														
Product - Amazon	\$ 427,225	\$ 545,526	\$ 522,523	\$ 478,897	\$ 598,930	\$ 688,569	\$ 731,942	\$ 626,317	\$ 556,798	\$ 668,891	\$ 559,800	\$ 744,044	\$ 577,222	\$ 7,149,463
Product - Retail	44,888	7,574	127,293	348,004	106,767	-	103,837	-	-	-	1,677	3,070	614	743,109
Product - D2C	53,868	70,500	52,040	54,002	63,528	63,242	53,013	58,134	51,877	56,272	40,674	55,145	47,670	672,297
Ancillary - Amazon	6,833	8,157	9,205	8,574	10,608	11,493	12,142	10,185	10,144	10,077	5,784	7,395	5,413	110,597
Other Revenue	(6,568)	(1,174)	(4,571)	(4,095)	(7,221)	(3,962)	(2,893)	656	(1,482)	1,351	(706)	(2,105)	15,527	(32,768)
Gross Revenue	526,247	630,584	706,490	885,382	772,613	759,342	898,041	695,293	617,337	736,591	607,230	807,549	646,446	8,642,697
Product Refunds	(7,206)	(7,132)	(8,107)	(6,588)	(8,133)	(11,733)	(11,134)	(10,522)	(10,615)	(11,647)	(10,160)	(11,590)	(9,773)	(114,565)
Ancillary Refunds	(120)	(106)	(101)	(60)	(105)	(99)	(180)	(142)	(213)	(152)	(152)	(123)	(131)	(1,555)
Total Refunds	(7,326)	(7,238)	(8,208)	(6,648)	(8,238)	(11,832)	(11,313)	(10,664)	(10,828)	(11,800)	(10,311)	(11,713)	(9,904)	(116,120)
Refunds % of Gross Revenue	-1.4%	-1.1%	-1.2%	-0.8%	-1.1%	-1.6%	-1.3%	-1.5%	-1.8%	-1.6%	-1.7%	-1.5%	-1.5%	-1.3%
Net Revenue	518,920	623,346	698,282	878,734	764,375	747,510	886,727	684,629	606,509	724,791	596,918	795,836	636,542	8,526,578
<i>Growth over prior month</i>	-16.8%	-10.7%	-20.5%	15.0%	2.3%	-15.7%	29.5%	12.9%	-16.3%	21.4%	-25.0%	25.0%	-5.9%	
Expenses														
Cost of Goods Sold														
Product COGS - Amazon	97,482	125,497	121,608	107,569	126,802	147,927	158,748	130,020	112,698	146,040	121,242	162,876	125,926	1,558,509
Product COGS - Retail	21,792	2,637	46,223	133,875	45,886	-	57,218	4,420	-	-	608	1,095	204	8,517
Product COGS - D2C	17,264	22,260	18,895	19,754	18,558	17,538	15,410	17,510	15,498	16,862	12,094	16,334	14,653	207,976
Product COGS - Other	3,143	12,464	8,236	5,742	13,326	17,822	24,038	13,261	546	6,493	10,750	-	(851)	115,821
Inventory Adjustments	5,715	1,417	8,031	-	-	-	13,249	(1)	-	-	-	1,534	(2,322)	29,945
Total Cost of Goods Sold	145,396	164,274	202,993	266,939	204,572	183,287	268,663	165,210	128,742	169,395	144,695	181,839	137,609	2,226,003
Gross Margin	373,525	459,072	495,289	611,795	559,802	564,223	618,064	519,419	477,767	555,396	452,224	613,997	498,933	6,300,574
Gross Profit	72.0%	73.6%	70.9%	69.6%	73.2%	75.5%	69.7%	75.9%	78.8%	76.6%	75.8%	77.2%	78.4%	73.9%
Amazon Selling Expenses														
Amazon Selling Fees	54,021	68,526	68,709	62,097	88,162	104,504	108,371	95,119	88,262	100,079	83,381	104,347	76,992	1,025,579
Total Amazon Selling Expenses	54,021	68,526	68,709	62,097	88,162	104,504	108,371	95,119	88,262	100,079	83,381	104,347	76,992	1,025,579
<i>Selling Expense % of Amazon Revenue</i>	12.7%	12.5%	13.1%	12.9%	14.7%	15.2%	14.8%	15.2%	15.9%	15.0%	15.0%	14.1%	13.4%	12.0%
Other Direct Costs														
Product Development	260	156	-	151	537	2,680	1,074	503	8,091	487	250	250	-	14,440
Retail Costs	80,784	102,676	100,596	26,756	13,554	9,378	2,517	4,875	12,980	3,273	690	1,906	721	359,985
D2C Costs	2,874	2,789	2,806	2,899	2,807	2,744	2,706	2,744	2,691	2,741	2,592	2,043	1,912	32,437
Total Other Direct Costs	83,919	105,621	103,402	29,806	16,898	14,802	6,298	8,122	23,762	6,502	3,533	4,199	2,633	406,862
Marketing Expense														933
Amazon Advertising	96,045	111,515	117,934	91,265	108,459	178,907	149,501	167,980	177,605	189,743	162,288	180,434	182,601	1,731,677
Social & Search	4,021	8,966	16,818	11,820	18,792	26,544	27,769	20,416	12,565	17,104	31,962	62,725	98,279	259,500
Product Promotion	56,780	87,060	58,361	55,973	80,320	102,607	124,981	82,774	61,584	102,374	87,145	155,863	137,480	1,055,821
Other Amazon Marketing	60	60	59	59	59	59	60	60	60	61	61	61	62	721
Marketing Tools	2,267	5,013	3,418	4,715	3,015	9,213	4,319	4,330	3,892	3,752	3,670	3,006	-	50,610
Videos & Media Buying	(3,619)	1,199	-	-	-	54	8,179	17	-	-	-	779	134,335	6,609
Marketing Inserts	-	-	-	-	-	-	-	-	-	-	-	-	7,150	-
Trade Show/Promotion	-	-	-	10,647	2,277	-	-	-	-	-	-	-	-	12,924
Independent Contractors	11,829	25,313	11,666	10,003	12,674	37,526	16,027	17,738	20,184	20,900	22,450	31,082	39,491	237,393
Total Marketing Expenses	177,383	239,252	208,254	194,481	225,596	355,736	331,741	293,316	275,890	333,933	307,577	433,951	599,397	3,377,109
<i>Marketing Expense % of Revenue (ex. Trade Show)</i>	34.2%	38.4%	29.8%	20.9%	29.2%	47.6%	37.4%	42.8%	45.5%	46.1%	51.5%	54.5%	94.2%	39.6%

BodyGood Nutrition

Income Statement

For the 12 months ending December 31, 2022

	December 22	November 22	October 22	September 22	August 22	July 22	June 22	May 22	April 22	March 22	February 22	January 22	December 21	TIM
Fulfillment														
Amazon FBA Fees	63,755	81,586	75,387	66,836	84,566	96,676	102,617	88,496	74,231	95,552	79,272	103,736	79,907	1,012,710
Freight to Amazon/Customers	3,456	2,949	8,847	1,840	3,072	5,029	4,222	10,769	2,752	2,039	2,412	7,592	3,153	54,978
Inventory Holding	4,682	4,773	1,761	1,915	1,867	1,716	1,383	1,440	1,597	1,880	1,125	3,986	3,913	28,125
Warehouse Storage	3,154	4,218	4,761	3,857	2,881	3,181	1,900	1,175	1,500	1,500	1,215	1,275	1,515	30,616
Warehouse Pick N Pack	22,069	27,762	19,690	20,728	32,083	20,867	20,426	22,456	21,603	16,500	15,145	22,900	19,339	262,228
Total Fulfillment	97,116	121,289	110,447	95,175	124,469	127,469	130,548	124,336	101,683	117,471	99,168	139,488	107,827	1,388,658
<i>Amazon FBA Fees % of AMZ Revenue</i>	<i>14.9%</i>	<i>14.9%</i>	<i>14.4%</i>	<i>13.9%</i>	<i>14.1%</i>	<i>14.0%</i>	<i>14.0%</i>	<i>14.1%</i>	<i>13.3%</i>	<i>14.3%</i>	<i>14.3%</i>	<i>14.0%</i>	<i>14.0%</i>	<i>14.2%</i>
Contribution	(38,654)	(75,459)	4,477	230,388	105,214	(35,608)	42,181	(971)	(3,738)	(2,101)	(41,184)	(67,738)	(287,916)	116,807
<i>Contribution Margin</i>	<i>-7.4%</i>	<i>-12.1%</i>	<i>0.6%</i>	<i>26.2%</i>	<i>13.8%</i>	<i>-4.8%</i>	<i>4.8%</i>	<i>-0.1%</i>	<i>-0.6%</i>	<i>-0.3%</i>	<i>-6.9%</i>	<i>-8.5%</i>	<i>-45.2%</i>	<i>1.4%</i>
Contribution to Overhead and COGS	\$ 106,742	\$ 88,814	\$ 207,470	\$ 497,326	\$ 309,787	\$ 147,678	\$ 310,844	\$ 164,239	\$ 125,004	\$ 167,294	\$ 103,510	\$ 114,102	\$ (150,307)	\$ 2,342,811
<i>Contribution % of Net Revenue</i>	<i>20.6%</i>	<i>14.2%</i>	<i>29.7%</i>	<i>56.6%</i>	<i>40.5%</i>	<i>19.8%</i>	<i>35.1%</i>	<i>24.0%</i>	<i>20.6%</i>	<i>23.1%</i>	<i>17.3%</i>	<i>14.3%</i>	<i>-23.6%</i>	<i>27.5%</i>
G&A														
Payroll	100,565	100,451	103,288	108,210	110,230	92,999	97,327	91,562	87,491	83,701	84,059	69,810	54,582	1,129,693
Insurance	8,431	2,852	2,297	2,297	3,075	1,850	1,067	1,067	2,406	1,067	1,067	1,067	1,067	28,542
Legal & Professional Services	6,819	9,264	9,380	10,805	7,636	6,140	18,260	11,045	13,072	4,840	21,643	66,955	7,461	185,857
Travel/Entertainment	6,124	1,260	1,694	4,809	7,575	3,078	1,296	5,943	1,586	121	4,088	-	562	-
Other Expenses	6,941	6,175	5,167	5,921	8,908	7,255	5,838	5,228	7,198	5,302	5,397	6,996	5,812	76,326
Total G&A	128,880	120,001	121,826	132,043	137,424	111,321	123,788	114,844	111,753	95,031	116,253	144,827	69,483	1,457,992
Total Operating Expenses	541,319	654,688	612,638	513,602	592,549	713,832	700,745	635,738	601,349	653,016	609,911	826,812	856,332	7,656,199
Total Operating Income	\$ (167,794)	\$ (195,616)	\$ (117,348)	\$ 98,193	\$ (32,747)	\$ (149,609)	\$ (82,681)	\$ (116,319)	\$ (123,582)	\$ (97,620)	\$ (157,687)	\$ (212,815)	\$ (357,400)	\$ (1,355,625)
Resale of Raw Material	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Fundraising Expenses	25,725	28,297	26,057	26,699	26,601	22,160	22,500	-	15,000	-	-	-	-	193,039
Management Fee	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Management Fee Interest	1,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913	22,953
Taxes	-	-	-	659	4	-	-	-	5,790	12,590	-	-	-	19,043
Amazon Interest	5,010	3,249	3,266	3,576	3,550	3,472	1,974	3,176	2,841	4,882	2,544	2,883	3,220	40,422
Loan Interest	14,915	14,883	21,155	13,315	13,343	23,652	11,329	7,767	5,433	4,876	4,087	4,155	3,129	138,908
Net Income	(215,357)	(243,958)	(169,739)	52,031	(78,157)	(200,806)	(120,396)	(129,174)	(154,558)	(121,880)	(166,230)	(221,765)	(365,661)	(1,769,991)

**BodyGood Nutrition
Brand Summary**

	December-22	November-22	October-22	September-22	August-22	July-22	June-22	May-22	April-22	March-22	February-22	January-22
PureBoost - All Sales Channels												
Units	18,511	20,304	28,563	39,136	35,982	23,416	35,844	21,176	18,783	23,936	19,641	26,664
Revenue	\$ 525,981	\$ 623,601	\$ 701,856	\$ 880,903	\$ 769,225	\$ 751,811	\$ 888,792	\$ 684,452	\$ 608,675	\$ 725,162	\$ 602,151	\$ 802,259
Ancillary Revenue	\$ 6,833	\$ 8,157	\$ 9,205	\$ 8,574	\$ 10,608	\$ 11,493	\$ 12,142	\$ 10,185	\$ 10,144	\$ 10,077	\$ 5,784	\$ 7,395
Total Revenue	\$ 532,814	\$ 631,758	\$ 711,061	\$ 889,477	\$ 779,833	\$ 763,304	\$ 900,934	\$ 694,637	\$ 618,819	\$ 735,239	\$ 607,936	\$ 809,654
COGS	\$ 136,538	\$ 150,393	\$ 186,726	\$ 261,197	\$ 191,246	\$ 165,464	\$ 231,376	\$ 151,950	\$ 128,196	\$ 162,902	\$ 133,944	\$ 180,305
Gross Profit	\$ 396,276	\$ 481,365	\$ 524,335	\$ 628,280	\$ 588,587	\$ 597,839	\$ 669,558	\$ 542,687	\$ 490,624	\$ 572,337	\$ 473,991	\$ 629,349
Gross Margin	74.4%	76.2%	73.7%	70.6%	75.5%	78.3%	74.3%	78.1%	79.3%	77.8%	78.0%	77.7%
Promotion	\$ 56,780	\$ 87,060	\$ 58,361	\$ 55,973	\$ 80,320	\$ 102,607	\$ 124,981	\$ 82,774	\$ 61,584	\$ 102,374	\$ 87,145	\$ 155,863
Selling Fees	\$ 54,021	\$ 68,526	\$ 68,709	\$ 62,097	\$ 88,162	\$ 104,504	\$ 108,371	\$ 95,119	\$ 88,262	\$ 100,079	\$ 83,381	\$ 104,347
FBA Fees	\$ 63,755	\$ 81,586	\$ 75,387	\$ 66,836	\$ 84,566	\$ 96,676	\$ 102,617	\$ 88,496	\$ 74,231	\$ 95,552	\$ 79,272	\$ 103,736
D2C/Retail Costs	\$ 83,658	\$ 105,465	\$ 103,402	\$ 29,655	\$ 16,361	\$ 12,123	\$ 5,223	\$ 7,619	\$ 15,671	\$ 6,014	\$ 3,283	\$ 3,949
Contribution	\$ 138,063	\$ 138,728	\$ 218,476	\$ 413,721	\$ 319,177	\$ 281,930	\$ 328,366	\$ 268,678	\$ 250,877	\$ 268,318	\$ 220,911	\$ 261,454
Promotion % of Rev	10.8%	14.0%	8.3%	6.4%	10.4%	13.6%	14.1%	12.1%	10.1%	14.1%	14.5%	19.4%
Contribution Margin	25.9%	22.0%	30.7%	46.5%	40.9%	36.9%	36.4%	38.7%	40.5%	36.5%	36.3%	32.3%
AOV	\$ 28.41	\$ 30.71	\$ 24.57	\$ 22.51	\$ 21.38	\$ 32.11	\$ 24.80	\$ 32.32	\$ 32.41	\$ 30.30	\$ 30.66	\$ 30.09
PureBoost - Amazon												
Units	12,668	16,196	15,504	14,189	17,832	20,480	21,729	18,660	16,521	21,432	17,754	24,077
Revenue	\$ 427,225	\$ 545,526	\$ 522,523	\$ 478,897	\$ 598,930	\$ 688,569	\$ 731,942	\$ 626,317	\$ 556,798	\$ 668,891	\$ 559,800	\$ 744,044
Ancillary Revenue	\$ 6,833	\$ 8,157	\$ 9,205	\$ 8,574	\$ 10,608	\$ 11,493	\$ 12,142	\$ 10,185	\$ 10,144	\$ 10,077	\$ 5,784	\$ 7,395
Total Revenue	\$ 434,058	\$ 553,683	\$ 531,728	\$ 487,471	\$ 609,538	\$ 700,062	\$ 744,083	\$ 636,502	\$ 566,942	\$ 678,968	\$ 565,585	\$ 751,439
COGS	\$ 97,482	\$ 125,497	\$ 121,608	\$ 107,569	\$ 126,802	\$ 147,927	\$ 158,748	\$ 130,020	\$ 112,698	\$ 146,040	\$ 121,242	\$ 162,876
Gross Profit	\$ 336,577	\$ 428,186	\$ 410,120	\$ 379,903	\$ 482,736	\$ 552,135	\$ 585,335	\$ 506,482	\$ 454,244	\$ 532,928	\$ 444,342	\$ 588,563
Gross Margin	77.5%	77.3%	77.1%	77.9%	79.2%	78.9%	78.7%	79.6%	80.1%	78.5%	78.6%	78.3%
Promotion	\$ 56,780	\$ 87,060	\$ 58,361	\$ 55,973	\$ 80,320	\$ 102,607	\$ 124,981	\$ 82,774	\$ 61,584	\$ 102,374	\$ 87,145	\$ 155,863
Selling Fees	\$ 54,021	\$ 68,526	\$ 68,709	\$ 62,097	\$ 88,162	\$ 104,504	\$ 108,371	\$ 95,119	\$ 88,262	\$ 100,079	\$ 83,381	\$ 104,347
FBA Fees	\$ 63,755	\$ 81,586	\$ 75,387	\$ 66,836	\$ 84,566	\$ 96,676	\$ 102,617	\$ 88,496	\$ 74,231	\$ 95,552	\$ 79,272	\$ 103,736
Contribution	\$ 216,042	\$ 191,014	\$ 207,663	\$ 194,998	\$ 229,687	\$ 248,348	\$ 249,366	\$ 240,093	\$ 230,168	\$ 234,923	\$ 194,544	\$ 224,617
Promotion % of Rev	13.3%	16.0%	11.2%	11.7%	13.4%	14.9%	17.1%	13.2%	11.1%	15.3%	15.6%	20.9%
Contribution Margin	49.8%	34.5%	39.1%	40.0%	37.7%	35.5%	33.5%	37.7%	40.6%	34.6%	34.4%	29.9%
AOV	\$ 33.72	\$ 33.68	\$ 33.70	\$ 33.75	\$ 33.59	\$ 33.62	\$ 33.69	\$ 33.56	\$ 33.70	\$ 31.21	\$ 31.53	\$ 30.90

**BodyGood Nutrition
Brand Summary**

	December-22	November-22	October-22	September-22	August-22	July-22	June-22	May-22	April-22	March-22	February-22	January-22
PureBoost - D2C												
Units	2,381	3,034	2,307	2,435	2,766	2,936	2,307	2,516	2,262	2,504	1,767	2,377
Revenue	\$ 53,868	\$ 70,500	\$ 52,040	\$ 54,002	\$ 63,528	\$ 63,242	\$ 53,013	\$ 58,134	\$ 51,877	\$ 56,272	\$ 40,674	\$ 55,145
Ancillary Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 53,868	\$ 70,500	\$ 52,040	\$ 54,002	\$ 63,528	\$ 63,242	\$ 53,013	\$ 58,134	\$ 51,877	\$ 56,272	\$ 40,674	\$ 55,145
COGS	\$ 17,264	\$ 22,260	\$ 18,895	\$ 19,754	\$ 18,558	\$ 17,538	\$ 15,410	\$ 17,510	\$ 15,498	\$ 16,862	\$ 12,094	\$ 16,334
Gross Profit	\$ 36,604	\$ 48,240	\$ 33,145	\$ 34,248	\$ 44,970	\$ 45,704	\$ 37,604	\$ 40,624	\$ 36,380	\$ 39,409	\$ 28,580	\$ 38,811
Gross Margin	68.0%	68.4%	63.7%	63.4%	70.8%	72.3%	70.9%	69.9%	70.1%	70.0%	70.3%	70.4%
D2C Sales Expense	\$ 2,874	\$ 2,789	\$ 2,806	\$ 2,899	\$ 2,807	\$ 2,744	\$ 2,706	\$ 2,744	\$ 2,691	\$ 2,741	\$ 2,592	\$ 2,043
Contribution	\$ 33,730	\$ 45,451	\$ 30,339	\$ 31,349	\$ 42,163	\$ 42,960	\$ 34,898	\$ 37,880	\$ 33,689	\$ 36,668	\$ 25,988	\$ 36,768
Selling Exp % of Rev	5.3%	4.0%	5.4%	5.4%	4.4%	4.3%	5.1%	4.7%	5.2%	4.9%	6.4%	3.7%
Contribution Margin	62.6%	64.5%	58.3%	58.1%	66.4%	67.9%	65.8%	65.2%	64.9%	65.2%	63.9%	66.7%
AOV	\$ 22.62	\$ 23.24	\$ 22.56	\$ 22.18	\$ 22.97	\$ 21.54	\$ 22.98	\$ 23.11	\$ 22.93	\$ 22.47	\$ 23.02	\$ 23.20
PureBoost - Retail												
Units	3,462	1,074	10,752	22,512	15,384	0	11,808	0	0	0	120	210
Revenue	\$ 44,888	\$ 7,574	\$ 127,293	\$ 348,004	\$ 106,767	\$ -	\$ 103,837	\$ -	\$ -	\$ -	\$ 1,677	\$ 3,070
Ancillary Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Revenue	\$ 44,888	\$ 7,574	\$ 127,293	\$ 348,004	\$ 106,767	\$ -	\$ 103,837	\$ -	\$ -	\$ -	\$ 1,677	\$ 3,070
COGS	\$ 21,792	\$ 2,637	\$ 46,223	\$ 133,875	\$ 45,886	\$ -	\$ 57,218	\$ 4,420	\$ -	\$ -	\$ 608	\$ 1,095
Gross Profit	\$ 23,096	\$ 4,938	\$ 81,070	\$ 214,130	\$ 60,881	\$ -	\$ 46,619	\$ (4,420)	\$ -	\$ -	\$ 1,069	\$ 1,975
Gross Margin	51.5%	65.2%	63.7%	61.5%	57.0%	0.0%	44.9%	0.0%	0.0%	0.0%	63.7%	64.3%
Retail Sales Expense	\$ 80,784	\$ 102,676	\$ 100,596	\$ 26,756	\$ 13,554	\$ 9,378	\$ 2,517	\$ 4,875	\$ 12,980	\$ 3,273	\$ 690	\$ 1,906
Contribution	\$ (57,689)	\$ (97,738)	\$ (19,526)	\$ 187,374	\$ 47,327	\$ (9,378)	\$ 44,101	\$ (9,295)	\$ (12,980)	\$ (3,273)	\$ 378	\$ 69
Selling Exp % of Rev	180.0%	1355.6%	79.0%	7.7%	12.7%	0.0%	2.4%	0.0%	0.0%	0.0%	41.2%	62.1%
Contribution Margin	-128.5%	-1290.4%	-15.3%	53.8%	44.3%	0.0%	42.5%	0.0%	0.0%	0.0%	22.6%	2.3%
AOV	\$ 12.97	\$ 7.05	\$ 11.84	\$ 15.46	\$ 6.94	\$ -	\$ 8.79	\$ -	\$ -	\$ -	\$ 13.97	\$ 14.62

BodyGood Nutrition
Retail Sales by Customer

	Dec-22	Nov-22	Oct-22	Sep-22	Aug-22	Jul-22	Jun-22	May-22	Apr-22	Mar-22	Feb-22	Jan-22
Retail Sales by Customer - Units												
Target	-	-	-	-	-	-	-	-	-	-	84	138
Thrive	-	-	-	-	-	-	-	-	-	-	36	72
Meijer	798	492	204	108	246	-	11,808	-	-	-	-	-
Costco	-	-	2,160	3,204	720	-	-	-	-	-	-	-
Walmart	2,664	582	1,614	8,040	14,370	-	-	-	-	-	-	-
Walgreens	3,078	-	6,672	-	-	-	-	-	-	-	-	-
Other	-	-	102	11,160	48	-	-	-	-	-	-	-
Total	6,540	1,074	10,752	22,512	15,384	-	11,808	-	-	-	120	210
Retail Sales by Customer - Revenue												
Target	-	-	-	-	-	-	-	-	-	-	1,074	1,765
Thrive	-	-	-	-	-	-	-	-	-	-	602	1,305
Meijer	7,070	492	204	108	246	-	11,808	-	-	-	-	-
Costco	-	-	63,720	99,828	21,240	-	-	-	-	-	-	-
Walmart	13,933	3,236	9,349	46,420	83,060	-	-	-	-	-	-	-
Walgreens	23,885	-	51,775	-	-	-	-	-	-	-	-	-
Other	-	-	659	200,804	306	-	-	-	-	-	-	-
Total	44,888	3,728	125,707	347,160	104,852	-	11,808	-	-	-	1,677	3,070

BodyGood Nutrition
Cash Flow
For the 12 months ending December 31, 2022

	December-22	November-22	October-22	September-22	August-22	July-22	June-22	May-22	April-22	March-22	February-22	January-22
<u>Operating Cash Flow</u>												
Net Income	\$ (215,357)	\$ (243,958)	\$ (169,739)	\$ 52,031	\$ (78,157)	\$ (200,806)	\$ (120,396)	\$ (129,174)	\$ (154,558)	\$ (121,880)	\$ (166,230)	\$ (221,765)
Change in Inventory	64,891	(90,891)	(59,238)	190,217	(475,150)	(323,879)	(318,435)	(583,757)	126,054	(449,639)	(115,670)	35,151
Change in Receivables	120,287	13,304	50,354	(340,595)	71,277	(89,205)	(60,585)	(24,423)	12,971	57,211	(2,527)	(71,167)
Change in Prepaid Expenses	10,111	(24,735)	3,476	2,976	(1,788)	(488)	7,499	(15,709)	11,026	6,165	3,252	(31,042)
Change in Accounts Payable	(348,305)	280,393	(273,036)	(1,228,686)	562,094	(150,764)	385,702	612,609	(590,432)	559,049	(9,925)	(83,207)
Change in Accrued Expenses	568	30,913	94,136	26,925	23,467	16,844	(21,081)	18,794	(13,016)	43,123	13,050	(261)
Change in Credit Card	(12,256)	4,504	5,069	7,652	(23,085)	15,120	44,507	(655)	(912)	(54,289)	(37,786)	(36,634)
Change in Due to Robin Hood	-	-	-	-	-	-	-	-	-	300	(300)	-
Change in Due to TWS	1,913	1,913	(248,087)	251,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913	1,913
Change in Due to Others	-	-	-	-	-	-	-	-	-	-	-	-
Change in Sales Tax Payable	416	695	(1,306)	423	707	(1,439)	434	572	(460)	547	366	(1,417)
Cash Flow from Operations	(377,731)	(27,861)	(598,370)	(1,037,145)	81,276	(732,705)	(80,442)	(119,831)	(607,414)	42,498	(313,859)	(408,429)
<u>Investing Cash Flow</u>												
Change in Fixed Assets	\$ 1,063	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Cash Flow From Investment	1,063	-	-	-	-	-	-	-	-	-	-	-
<u>Financing Cash Flow</u>												
Change in Accrued Interest	843	815	843	815	843	(266)	(294)	3,060	815	843	761	843
Capital Raise	239,136	(6,500)	423,922	1,588,632	0	0	0	0	0	0	0	0
Change in Loans	(51,265)	240,918	(290,207)	166,885	(186,565)	10,624	780,782	286,619	(299,849)	231,167	32,985	40,451
Cash Flow From Financing	188,713	235,234	134,558	1,756,332	(185,722)	10,358	780,488	289,679	(299,034)	232,010	33,746	41,293
Net Cash Flow	\$ (187,955)	\$ 207,372	\$ (463,813)	\$ 719,187	\$ (104,446)	\$ (722,347)	\$ 700,046	\$ 169,848	\$ (906,448)	\$ 274,508	\$ (280,112)	\$ (367,136)
Cash Beginning of Period	\$ 756,467	\$ 549,095	\$ 1,012,907	\$ 293,720	\$ 398,166	\$ 1,120,513	\$ 420,467	\$ 250,618	\$ 1,157,066	\$ 882,559	\$ 1,162,671	\$ 1,529,807
Cash End of Period	\$ 568,512	\$ 756,467	\$ 549,095	\$ 1,012,907	\$ 293,720	\$ 398,166	\$ 1,120,513	\$ 420,467	\$ 250,618	\$ 1,157,066	\$ 882,559	\$ 1,162,671

BodyGood Nutrition
Budget vs. Actuals
December-22

	Total				
	Actual	Budget	over Budget	% of Budget	Variance Notes
Income					
40000 Revenue - Pureboost	-		-		
41000 Product - Amazon	427,225	550,000	(122,775)	77.68%	
42000 Product - D2C	53,868	35,000	18,868	153.91%	
43000 Product - Retail	44,888	286,180	(241,292)	15.69%	
44000 Ancillary - Amazon	6,833	-	6,833		
45100 Other Revenue	(6,568)	(8,200)	1,632	80.09%	
47000 Refunds	(7,326)	(16,975)	9,649	43.16%	
Total Income	518,920	846,005	(327,085)	61.34%	
Cost of Goods Sold					
50000 COGS - Pureboost	-		-		
51000 Product Costs - Amazon	97,482	112,750	(15,268)	86.46%	
52000 Product Costs - D2C	17,264	9,975	7,289	173.07%	
53000 Product Costs - Retail	21,792	143,500	(121,708)	15.19%	
54000 Product Costs - Other	3,143	2,520	623	124.71%	
55000 Inventory Adjustments	5,715	-	5,715		
Total Cost of Goods Sold	145,396	268,745	(123,349)	54.10%	
Gross Profit	373,525	577,260	(203,735)	64.71%	
Expenses					
61100 Amazon Sales Expenses	110,861	160,492	(49,631)	69.08%	
61200 Retail Sales Expenses	31,948	78,988	(47,040)	40.45%	
61300 D2C Sales Expense	2,855	2,537	318	112.54%	
62000 Marketing	169,398	155,568	13,830	108.89%	
63000 Fulfillment	97,116	114,977	(17,861)	84.47%	
63500 Product Development	260	779	(519)	33.41%	
64000 Employee Expenses	100,388	110,541	(10,153)	90.81%	
65000 General And Administrative	27,430	16,087	11,343	170.51%	
69200 Amortization Expense	1,063		1,063		
Total Expenses	541,319	639,969	(98,650)	84.59%	
Net Operating Income	(167,794)	(62,709)	(105,085)	267.58%	
Other Expenses					
80500 Fundraising Expenses	25,725	8,000	17,725	321.56%	
82100 Management Fee Interest	1,913	1,913	-	100.00%	
83000 Taxes		-	-		
84000 Note Interest	14,915	17,292	(2,377)	86.25%	
84100 Amazon Interest	5,010	3,050	1,960	164.26%	
Total Other Expenses	47,562	30,255	17,308	157.21%	
Net Other Income	(47,562)	(30,255)	(17,308)	157.21%	
Net Income	(215,357)	(92,964)	(122,393)	231.66%	Overall takeaway: revenue is off plan, but mitigated by decreased expenses

BodyGood Nutrition
Budget vs. Actuals
YTD

	Total				
	Actual	Budget	over Budget	% of Budget	Variance Notes
Income					
40000 Revenue - Pureboost	-		-		
41000 Product - Amazon	7,149,462.57	7,667,792.26	(518,329.69)	93.24%	
42000 Product - D2C	672,296.59	555,515.72	116,780.87	121.02%	
43000 Product - Retail	743,109.36	1,607,189.26	(864,079.90)	46.24%	
44000 Ancillary - Amazon	110,597.21	55,727.11	54,870.10	198.46%	
45100 Other Revenue	(32,768.37)	(48,117.85)	15,349.48	68.10%	
47000 Refunds	(116,119.58)	(169,875.52)	53,755.94	68.36%	
Shipping Income	-		-		
Total Income	8,526,577.78	9,668,230.98	(1,141,653.20)	88.19%	
Cost of Goods Sold					
50000 COGS - Pureboost	-		-		
51000 Product Costs - Amazon	1,558,508.91	1,606,525.15	(48,016.24)	97.01%	
52000 Product Costs - D2C	207,975.85	162,220.97	45,754.88	128.21%	
53000 Product Costs - Retail	313,752.86	814,791.01	(501,038.15)	38.51%	
54000 Product Costs - Other	115,820.82	80,087.93	35,732.89	144.62%	Freight & logistics between locations
55000 Inventory Adjustments	29,944.98	14,782.39	15,162.59	202.57%	IMS implementation true ups
Total Cost of Goods Sold	2,226,003.42	2,678,407.45	(452,404.03)	83.11%	
Gross Profit	6,300,574.36	6,989,823.53	(689,249.17)	90.14%	
Expenses					
61100 Amazon Sales Expenses	2,082,120.07	2,299,646.29	(217,526.22)	90.54%	
61200 Retail Sales Expenses	221,806.51	393,129.21	(171,322.70)	56.42%	
61300 D2C Sales Expense	31,926.41	30,443.64	1,482.77	104.87%	
62000 Marketing	2,459,305.43	2,539,113.36	(79,807.93)	96.86%	
63000 Fulfillment	1,388,657.82	1,460,303.97	(71,646.15)	95.09%	
63500 Product Development	14,440.38	27,187.98	(12,747.60)	53.11%	
64000 Employee Expenses	1,127,687.56	1,173,648.61	(45,961.05)	96.08%	
65000 General And Administrative	329,634.51	310,140.98	19,493.53	106.29%	
69200 Amortization Expense	1,063.00		1,063.00		
Total Expenses	7,656,641.69	8,233,614.04	(576,972.35)	92.99%	
Net Operating Income	(1,356,067.33)	(1,243,790.51)	(112,276.82)	109.03%	
Other Expenses					
80500 Fundraising Expenses	193,039.39	161,500.00	31,539.39	119.53%	
81000 Sales Tax True-Up	(442.37)		(442.37)		
82100 Management Fee Interest	22,953.36	22,953.36	-	100.00%	
83000 Taxes	19,042.90	18,380.00	662.90	103.61%	
84000 Note Interest	138,907.66	141,397.22	(2,489.56)	98.24%	
84100 Amazon Interest	40,422.29	36,599.03	3,823.26	110.45%	
Total Other Expenses	413,923.23	380,829.61	33,093.62	108.69%	
Net Other Income	(413,923.23)	(380,829.61)	(33,093.62)	108.69%	
Overall takeaway: revenue is off plan, but mitigated by decreased expenses					
Net Income	(1,769,990.56)	(1,624,620.12)	(145,370.44)	108.95%	

BodyGood Nutrition
Account Details
For the period ending December 31, 2022

	Date	Memo	Account	Amount
Product Development				
cheyenne@pureboost.com	12/19/2022	Costco - Costco.com Review	63510 Product Development:Samples	\$ 39
destiny@pureboost.com	12/12/2022	Walmart.com - Ordered a box of PB on Walmart.com	63510 Product Development:Samples	\$ 16
edward@pureboost.com	12/07/2022	Amazon.com - Liquid IV sample bundle purchase	63510 Product Development:Samples	\$ 65
edward@pureboost.com	12/15/2022	Costco - Costco - Pureboost 45ct purchase	63510 Product Development:Samples	\$ 56
kira@pureboost.com	12/07/2022	Kira Wilson - Walmart - Walmart box purchase	63510 Product Development:Samples	\$ 39
kristina@pureboost.com	12/08/2022	Walmart - Purchased product to write reviews	63510 Product Development:Samples	\$ 45
Total Product Development				\$ 260

Retail Costs				
Chewsy	12/02/2022	Invoices Chewsy LLC. Invoices	62130 Retail Marketing	\$ (423)
Chewsy	12/08/2022	Invoices Chewsy LLC. Invoices	62130 Retail Marketing	\$ (51)
Chewsy	12/15/2022	Invoices Chewsy LLC. Invoices	62130 Retail Marketing	\$ (64)
Criteo Corp	12/31/2022	IO-253235 Pureboost - Meijer Demand side fees	62130 Retail Marketing	\$ 133
Criteo Corp	12/31/2022	Advertisement service IO-253235 Pureboost - Meijer Working Media	62130 Retail Marketing	\$ 665
Criteo Corp	12/31/2022	IO-253235 Pureboost Demand side fees	62130 Retail Marketing	\$ 4,021
Criteo Corp	12/31/2022	Advertisement service IO-253235 Pureboost Working Media Spend	62130 Retail Marketing	\$ 20,107
Field Agent Inc	12/31/2022	Pureboost - Walmart Store and Product Insights	62130 Retail Marketing	\$ 6,886
Field Agent Inc	12/31/2022	Agent Expense Reimbursement	62130 Retail Marketing	\$ 7,434
ibotta	12/31/2022	Item-Level - Redemption - Q4 2022	62130 Retail Marketing	\$ 1,808
Khristine Anne Hernandez Samso	12/05/2022	Ads - Amazon: Sponsored Ads	62320 Retail Creative	\$ 72
Meijer	12/02/2022	#####	61230 Retail Compliance Costs	\$ 150
Quartile	12/29/2022	QUARTILE LLC NEW YORK NY	62130 Retail Marketing	\$ 748
Red Rock Sales and Marketing Inc	12/20/2022	Red Rock Sales Retainer Dec'22	61210 Retail Broker Fees	\$ 500
Red Rock Sales and Marketing Inc	12/23/2022	RRS NGVC one-time fee/Product Submission Natural Grocers 2023	61210 Retail Broker Fees	\$ 750
SPS Commerce	12/05/2022	Fulfillment Subscription Fees 11/29/22-12/28/22	61290 Retail Software Subscriptions	\$ 1,001
SPS Commerce	12/05/2022	Credit for prior payments	61290 Retail Software Subscriptions	\$ (198)
True Commerce, Inc.	12/07/2022	TRUE COMMERCE INC COLORADO SPRI CO	61290 Retail Software Subscriptions	\$ 137
	12/19/2022	Disputed Meijer charges - approved	61230 Retail Compliance Costs	\$ (421)
	12/31/2022	RangeMe (annual subscription, monthly expense)	61290 Retail Software Subscriptions	\$ 117
	12/31/2022	Target safety review subscription	61290 Retail Software Subscriptions	\$ 162
	12/31/2022	Adjustments to commission accrual - mark down based on costs deduc	61210 Retail Broker Fees	\$ (1,685)
	12/31/2022	Advantage Sales Solutions	61210 Retail Broker Fees	\$ -
	12/31/2022	Brian Kurkowski	61210 Retail Broker Fees	\$ -
	12/31/2022	Mittenthal and Associates	61210 Retail Broker Fees	\$ -
	12/31/2022	Merchants Mentality	61210 Retail Broker Fees	\$ 367
	12/31/2022	Wodika and Devine	61210 Retail Broker Fees	\$ 1,347
	12/31/2022	Walmart.com Ads	62130 Retail Marketing	\$ 7,500
	12/31/2022	UL Info and Insights	61230 Retail Compliance Costs	\$ 132
	12/31/2022	BOGO50% Off Full Line UAD Fee	61260 Retail Promotion	\$ 500
	12/31/2022	UAD Jan BOGO 50 (12/25 - 1/21/23) 33% off	61260 Retail Promotion	\$ 1,000
	12/31/2022	Email Blast - Costco Members	61260 Retail Promotion	\$ 8,000
	12/31/2022	OGD + NWT + WT December	61260 Retail Promotion	\$ 10,000
	12/31/2022	Dec Membership Savings Program - 45ct Combo Box \$10.00 Off est 100	61260 Retail Promotion	\$ 10,000
	12/31/2022	1World Sync	61290 Retail Software Subscriptions	\$ 90
Total Retail Costs				\$ 80,784

D2C Costs				
COFA Media Inc.	12/27/2022	Dec retainer	61300 D2C Sales Expense	1,250
Gorgias	12/11/2022	GORGIA INC SAN FRANCISCO CA	61300 D2C Sales Expense	360
Nexcess	12/11/2022	NEXCESS 517-3220434 MI	62400 Website	19
Shopify.	12/06/2022	RECHARGE SHOPIFY APPSANTA MONICA CA	61300 D2C Sales Expense	587
z - Shopify	12/08/2022	SHOPIFY*135708372 ELK GROVE VILLAGE IL	61300 D2C Sales Expense	557
z - Shopify	12/18/2022	SHOPIFY*135708372 ELK GROVE VILLAGE IL	61300 D2C Sales Expense	101
D2C Costs				\$ 2,874

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Account Details
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	Date	Memo	Account	Amount
Marketing Tools				
Hype Auditor	12/22/2022	HYPEAUDITOR.COM INDIANAPOLIS IN	62175 Marketing:Marketing Software/Tools	\$ 999
Klaviyo	12/12/2022	KLAVIYO INC. SOFTWAREBOSTON MA	62175 Marketing:Marketing Software/Tools	\$ 550
Loyalty Lion	12/21/2022	LOYALTYLION LONDON GB	62175 Marketing:Marketing Software/Tools	\$ 699
Soundstripe	12/14/2022	SOUNDSTRIPE NASHVILLE TN	62175 Marketing:Marketing Software/Tools	\$ 19

Total Marketing Tools \$ 2,267

Marketing: Independent Contractors				
Khristine Anne Hernandez Samso	12/05/2022	Social - Channel Profile Updates	62315 General Creative	\$ 53
Khristine Anne Hernandez Samso	12/05/2022	Brand - Logo Files with R-Stockist Icon- Loyalty Icons	62315 General Creative	\$ 94
Khristine Anne Hernandez Samso	12/05/2022	Email - Customer Survey (Part 2) - Vitamedica Winner Announcemen	62315 General Creative	\$ 520
Nozzle	12/01/2022	Nozzle Analytics Services for period 10 December 22 - 9 January 23	62310 General Marketing Contractors	\$ 750
Upwork	12/19/2022	UPWORK* 540897466REFSANTA CLARA	62370 D2C Marketing/Creative	\$ 394
Straight Up Growth	12/31/2022	SUG Accrual	62310 General Marketing Contractors	\$ 10,000

Total Marketing: Independent Contractors \$ 11,829

G&A: Legal & Professional				
Ashley Jajtner	12/31/2022	Dec Accounting Services	65610 Finance	\$ 4,180
Optima Office, Inc.	12/15/2022	Bookkeeper 20.90	65610 Finance	\$ 1,003
Optima Office, Inc.	12/31/2022	Bookkeeper 13 hrs. + 11.99 Expenses	65610 Finance	\$ 636
Fishman Ventures	12/1/2022	Digital Marketing Consulting (allocation per JM)	Professional Fees - Other	\$ 1,000

Total G&A: Legal & Professional \$ 6,819

G&A: Travel & Entertainment				
destiny@pureboost.com	12/12/2022	Uber - Uber from office to hotel	65410 Transportation	\$ 15
destiny@pureboost.com	12/12/2022	Uber - From hotel to airport	65410 Transportation	\$ 63
destiny@pureboost.com	12/12/2022	Uber - From airport to hotel	65410 Transportation	\$ 89
destiny@pureboost.com	12/12/2022	United airlines - Flight	65410 Transportation	\$ 617
destiny@pureboost.com	12/12/2022	Hilton - Hotel	65420 Lodging	\$ 664
destiny@pureboost.com	12/12/2022	Newark airport parking - Parking 12/5-12/8 at the airport	65430 Parking/Mileage	\$ 260
destiny@pureboost.com	12/12/2022	Little Purse - Airport breakfast	65440 Meals - 50%	\$ 8
destiny@pureboost.com	12/12/2022	Cafe Elysa - My portion of breakfast. Quiche and a drink	65440 Meals - 50%	\$ 15
destiny@pureboost.com	12/12/2022	District 1 Pho - Lunch - Dec 5	65440 Meals - 50%	\$ 19
destiny@pureboost.com	12/12/2022	Nectarine Grove - Dinner - my portion. Fajita bowl and Olipop	65440 Meals - 50%	\$ 20
destiny@pureboost.com	12/12/2022	Hudson - Breakfast - San Diego airport	65440 Meals - 50%	\$ 24
edward@pureboost.com	12/07/2022	Uber	65410 Transportation	\$ 39
edward@pureboost.com	12/07/2022	Springhill Suites	65420 Lodging	\$ 524
edward@pureboost.com	12/07/2022	Papa Johns - CSB Holiday Lunch	65440 Meals - 50%	\$ 191
edward@pureboost.com	12/07/2022	Starbucks	65450 Restaurant Meals - 100% (2021/2022)	\$ 10
edward@pureboost.com	12/07/2022	Gasoline - 148 miles x 0.62	65410 Transportation	\$ 92
Gillian Snyder	12/06/2022	Nectarine Grove - Team lunch	65450 Restaurant Meals - 100% (2021/2022)	\$ 93
Jay Mercer	12/07/2022	Stella Bar - conc C Clt	65450 Restaurant Meals - 100% (2021/2022)	\$ 48
Jay Mercer	12/07/2022	Corner Pizza	65450 Restaurant Meals - 100% (2021/2022)	\$ 77
Jay Mercer	12/09/2022	SpringHill Suites - Hotel Parking and Misc	65410 Transportation	\$ 96
Jay Mercer	12/09/2022	Charlotte Airport - Week of Parking	65430 Parking/Mileage	\$ 120
Jay Mercer	12/09/2022	Circle J - Fill up rental car	65460 Other Travel Expenses	\$ 26
Jay Mercer	12/09/2022	Uber - Uber - from Xmas Party back to hotel	65460 Other Travel Expenses	\$ 33
Jay Mercer	12/09/2022	264 Fresco - Dinner with Edward Ro	65450 Restaurant Meals - 100% (2021/2022)	\$ 237
Jay Mercer	12/09/2022	Uber - Uber lift to Christmas Party (Del Mar)	65460 Other Travel Expenses	\$ 39
Jay Mercer	12/09/2022	Avis Car Rental - Week Trip to HQ office	65460 Other Travel Expenses	\$ 390
Jay Mercer	12/09/2022	In & Out Burger - Lunch	65450 Restaurant Meals - 100% (2021/2022)	\$ 10
Jay Mercer	12/09/2022	Board & Brew - Dinner - HQ Travel	65450 Restaurant Meals - 100% (2021/2022)	\$ 35
Jay Mercer	12/09/2022	Uber - Uber	65460 Other Travel Expenses	\$ 36
kira@pureboost.com	12/07/2022	Mendocino Farms - Team lunch - Jay in town	65450 Restaurant Meals - 100% (2021/2022)	\$ 177
kristina@pureboost.com	12/07/2022	102.14 mi @ \$0.625 / mi - Hilton Garden Inn Carlsbad to Burbank	65460 Other Travel Expenses	\$ 64
kristina@pureboost.com	12/07/2022	102.22 mi @ \$0.625 / mi - Burbank to Hilton Garden Inn Carlsbad	65460 Other Travel Expenses	\$ 64
kristina@pureboost.com	12/07/2022	Hilton Garden Inn	65460 Other Travel Expenses	\$ 237
	12/07/2022	TST* BEESIDE BALCONYDEL MAR CA	65450 Restaurant Meals - 100% (2021/2022)	\$ 1,691

Total G&A: Travel & Entertainment \$ 6,124

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Account Details
For the period ending December 31, 2022

	Date	Memo	Account	Amount
G&A: Other Expenses				
Adobe Inc.	12/10/2022	ADOBE CREATIVE CLOUDSAN JOSE CA	65320 Software	\$ 121
Adobe Inc.	12/21/2022	ADOBE PHOTOGRAPHY PLANSAN JOSE CA	65320 Software	\$ 10
Clickup	12/23/2022	BT*CLICKUP SAN DIEGO CA	65320 Software	\$ 171
DocuSign	12/06/2022	DocuSign SEATTLE WA	65320 Software	\$ 15
Dropbox	12/25/2022	DROPBOX*76SP6TNNSTC1SAN FRANCISCO CA	65010 Dues and Subscriptions	\$ 72
Dropbox	12/30/2022	DROPBOX*76SP6TNNSTC1SAN FRANCISCO CA	65010 Dues and Subscriptions	\$ 130
edward@pureboost.com	12/01/2022	Verizon Wireless	65230 Telephone Expense	\$ 50
Expensify	12/01/2022	Expensify, Inc.	65320 Software	\$ 50
FedEx	12/03/2022	Fedex 800-463-3339 TN	65020 Postage and Delivery	\$ 85
FedEx	12/03/2022	Fedex 800-463-3339 TN	65020 Postage and Delivery	\$ 80
FedEx	12/05/2022	Fedex 800-463-3339 TN	65020 Postage and Delivery	\$ 201
FedEx	12/12/2022	Fedex 800-463-3339 TN	65020 Postage and Delivery	\$ 177
FedEx	12/19/2022	Fedex 800-463-3339 TN	65020 Postage and Delivery	\$ 86
FedEx	12/20/2022	Fedex 800-463-3339 TN	65020 Postage and Delivery	\$ 18
FedEx	12/26/2022	Fedex 800-463-3339 TN	65020 Postage and Delivery	\$ 29
Gillian Snyder	12/06/2022	Shari's Berries - Destiny birthday/congrats gift	65030 Office Supplies	\$ 82
GSuite	12/01/2022	GOOGLE *SVCSPUREBOOS G.CO/HELPPAY# CA	65010 Dues and Subscriptions	\$ 12
GSuite	12/01/2022	GOOGLE*GSUITE BODYGOCC GOOGLE.COM	65010 Dues and Subscriptions	\$ 18
GSuite	12/01/2022	GOOGLE*GSUITE_PUREBOMOUNTAIN VIEW CA	65010 Dues and Subscriptions	\$ 244
Helium 10	12/01/2022	HELIUM 10 CEREBRO IRVINE CA	65320 Software	\$ 76
Jungle Scout	12/23/2022	JUNGLE SCOUT AUSTIN TX	65320 Software	\$ 69
Kiln	12/01/2022	WWW.KILN.CO LEHI UT	65200 Rent Expense	\$ 3,500
Melio	12/08/2022		65060 Bank Service Charges	\$ 2
Melio	12/29/2022		65060 Bank Service Charges	\$ 2
Microsoft	12/03/2022	MSFT * E0400L43CT MSBILL.INFO WA	65010 Dues and Subscriptions	\$ 100
Microsoft	12/04/2022	MSFT *<E0400L4DQ5> MSBILL.INFO	65010 Dues and Subscriptions	\$ 11
Microsoft	12/16/2022	MSFT *<E0300LFVC9> MSBILL.INFO	65010 Dues and Subscriptions	\$ 113
QuickBooks	12/16/2022	INTUIT QUICKBOOKS 800-446-8848 CA	65320 Software	\$ 180
Seller Labs Pro	12/10/2022	SELLER LABS PRO ATHENS GA	65320 Software	\$ 90
SellerLegend	12/09/2022	SELLERLEGEND SOUTHAM WA	65320 Software	\$ 100
Slack	12/22/2022	SLACK TFECCG538A SAN FRANCISCO CA	65010 Dues and Subscriptions	\$ 79
SOS Inventory	12/06/2022	SOS INVTY 888-545-41ARLINGTON TX	65010 Dues and Subscriptions	\$ 120
Sprout Social, Inc.	12/06/2022	SPROUT SOCIAL, INC CHICAGO IL	65320 Software	\$ 99
Typeform SL	12/02/2022	TYPEFORM, S.L. BARCELONA BA	65010 Dues and Subscriptions	\$ 49
Wask	12/28/2022		65320 Software	\$ 29
Wask	12/30/2022	WASK INC WILMINGTON DE	65320 Software	\$ 49
Zoom	12/05/2022	ZOOM.US 888-799-9666SAN JOSE CA	65320 Software	\$ 79
Zoom	12/21/2022	ZOOM.US 888-799-9666SAN JOSE CA	65320 Software	\$ 60
	12/31/2022	Net AP Adjustments - uncollectible or stale invoices (immaterial)	65030 Office Supplies	\$ (577)
	12/31/2022	Audit AJE: Domain Name Amortization	69200 Amortization Expense	\$ 1,063
Total G&A: Other Expenses				\$ 6,941

Fundraising Expenses				
Capital Department	12/05/2022	Full service retainer, 12/12-01/11	80500 Fundraising Expenses	\$ 13,065
Leadloft	12/22/2022	LEADLOFT MARINA DEL REY CA	80500 Fundraising Expenses	\$ 2,000
SalesEnable	12/05/2022	Inbox MaintenanceMonth 1: 5 week campaignlaunch and collaborative	80500 Fundraising Expenses	\$ 4,500
Soper & Associates, P.C.	12/02/2022	Nov Hours	80500 Fundraising Expenses	\$ 1,880
Soper & Associates, P.C.	12/02/2022	Nov Hours	80500 Fundraising Expenses	\$ 80
Soper & Associates, P.C.	12/31/2022	July Hours	80500 Fundraising Expenses	\$ 360
Soper & Associates, P.C.	12/31/2022	Dec Hours	80500 Fundraising Expenses	\$ 1,480
Soper & Associates, P.C.	12/31/2022	Oct'22 Hours	80500 Fundraising Expenses	\$ 2,360
Total Fundraising Expenses				\$ 25,725