

BOOSTED COMMERCE

Weekly Report: 06/29/2024 - 07/05/2024

| Brand | Revenue | | | | | | |
|--------------------------|-----------|-----------|----------------|---------------|-----------|-----------|-----------|
| | CW27 2024 | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| VIV | 391,574 | 351,284 | 40,291 | 11.5% | 287,293 | 104,281 | 36.3% |
| PRL | 120,253 | 126,124 | (5,870) | (4.7%) | 109,025 | 11,228 | 10.3% |
| AVA | 109,554 | 221,412 | (111,858) | (50.5%) | 88,982 | 20,572 | 23.1% |
| ASN-AMA | 99,642 | 127,356 | (27,715) | (21.8%) | 81,065 | 18,576 | 22.9% |
| ASN-SH | - | 1,125 | (1,125) | (100.0%) | 307 | (307) | (100.0%) |
| HHH-AMA | 73,390 | 67,182 | 6,208 | 9.2% | 55,032 | 18,358 | 33.4% |
| HHH-SH | - | 7,358 | (7,358) | (100.0%) | 3,767 | (3,767) | (100.0%) |
| FOX-AMA | 28,898 | 41,139 | (12,240) | (29.8%) | 18,411 | 10,487 | 57.0% |
| FOX-SH | - | 147,764 | (147,764) | (100.0%) | 53,594 | (53,594) | (100.0%) |
| Total Moonshot | 823,312 | 1,090,743 | (267,431) | (24.5%) | 697,477 | 125,835 | 18.0% |
| Brand | Revenue | | | | | | |
| | CW27 2024 | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| TSS-AMA | 17,101 | 28,460 | (11,359) | (39.9%) | 12,498 | 4,603 | 36.8% |
| TSS-SH | - | 2,359 | (2,359) | (100.0%) | - | - | na |
| WEL | 28,891 | 40,304 | (11,413) | (28.3%) | 43,931 | (15,041) | (34.2%) |
| SIS | 25,406 | 28,591 | (3,185) | (11.1%) | 22,720 | 2,686 | 11.8% |
| AVK | 15,781 | 21,388 | (5,608) | (26.2%) | 19,356 | (3,575) | (18.5%) |
| MAL | 15,224 | 12,646 | 2,579 | 20.4% | 15,728 | (503) | (3.2%) |
| FLY-R | 12,021 | 28,807 | (16,786) | (58.3%) | 23,033 | (11,011) | (47.8%) |
| AMP | 9,602 | 10,818 | (1,216) | (11.2%) | 14,491 | (4,890) | (33.7%) |
| ONL | 8,069 | 14,096 | (6,027) | (42.8%) | 18,506 | (10,437) | (56.4%) |
| RER | 5,076 | 5,895 | (818) | (13.9%) | 6,449 | (1,373) | (21.3%) |
| Total Boosted 2.0 Brands | 137,171 | 193,364 | (56,194) | (29.1%) | 176,711 | (39,541) | (22.4%) |
| Total Boosted 2.0 | 960,483 | 1,284,108 | (323,625) | (25.2%) | 874,188 | 86,295 | 9.9% |
| Brand | Revenue | | | | | | |
| | CW27 2024 | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| LUN-AMA | 22,339 | 70,116 | (47,777) | (68.1%) | 59,068 | (36,729) | (62.2%) |
| LUN-SH | - | 15,294 | (15,294) | (100.0%) | 19,291 | (19,291) | (100.0%) |
| MEA-AMA | 22,442 | 42,896 | (20,454) | (47.7%) | 32,872 | (10,430) | (31.7%) |
| MEA-SH | - | 2,222 | (2,222) | (100.0%) | 4,298 | (4,298) | (100.0%) |
| SOT | 24,744 | 33,936 | (9,192) | (27.1%) | 30,323 | (5,578) | (18.4%) |
| SOW | 19,720 | 39,895 | (20,176) | (50.6%) | 37,750 | (18,030) | (47.8%) |
| EDP | 18,011 | 32,011 | (14,000) | (43.7%) | 31,560 | (13,549) | (42.9%) |
| ATF | 6,185 | 18,211 | (12,026) | (66.0%) | 26,529 | (20,343) | (76.7%) |
| TUC | 5,917 | 10,910 | (4,994) | (45.8%) | 9,478 | (3,562) | (37.6%) |
| BRA | 4,664 | 8,484 | (3,820) | (45.0%) | 4,505 | 160 | 3.5% |
| SPI | 4,154 | 5,528 | (1,374) | (24.9%) | 3,448 | 706 | 20.5% |
| KAN | 3,158 | 9,157 | (5,998) | (65.5%) | 7,678 | (4,520) | (58.9%) |
| ALO | 859 | 403 | 456 | 113.1% | 2,577 | (1,718) | (66.7%) |
| Total Boosted 1.0 Brands | 132,194 | 289,065 | (156,871) | (54.3%) | 274,511 | (142,317) | (51.8%) |
| Total Boosted | 1,092,677 | 1,573,173 | (480,496) | (30.5%) | 1,148,699 | (56,022) | (4.9%) |
| Total ECOM | 918,788 | 1,372,809 | (454,021) | (33.1%) | 965,420 | (46,632) | (4.8%) |
| Total NRF | 173,888 | 200,364 | (26,476) | (13.2%) | 183,279 | (9,391) | (5.1%) |
| Brand | BRCO | | | | | | |
| | CW27 2024 | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| VIV | 141,920 | 91,816 | 50,104 | 54.6% | 61,959 | 79,961 | 129.1% |
| PRL | 70,495 | 59,622 | 10,873 | 18.2% | 70,621 | (126) | (0.2%) |
| AVA | 44,098 | 60,080 | (15,983) | (26.6%) | 37,146 | 6,952 | 18.7% |
| ASN-AMA | 40,794 | 42,395 | (1,600) | (3.8%) | 26,062 | 14,732 | 56.5% |
| ASN-SH | (814) | 648 | (1,462) | (225.7%) | (900) | 86 | 9.6% |
| HHH-AMA | 34,071 | 26,670 | 7,401 | 27.7% | 16,252 | 17,819 | 109.6% |
| HHH-SH | (3,812) | (88) | (3,724) | (4252.1%) | (86) | (3,726) | (4343.6%) |
| FOX-AMA | 6,863 | 7,181 | (318) | (4.4%) | 5,847 | 1,016 | 17.4% |
| FOX-SH | (14,698) | 45,934 | (60,632) | (132.0%) | (19,434) | 4,736 | 24.4% |
| Total Moonshot | 318,916 | 334,258 | (15,342) | (4.6%) | 197,466 | 121,450 | 61.5% |
| Brand | BRCO | | | | | | |
| | CW27 2024 | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| TSS-AMA | 1,543 | 4,511 | (2,968) | (65.8%) | 2,537 | (995) | (39.2%) |
| TSS-SH | - | 1,079 | (1,079) | (100.0%) | - | - | na |
| WEL | 10,434 | 9,585 | 849 | 8.9% | 9,066 | 1,368 | 15.1% |
| SIS | 843 | 4,716 | (3,873) | (82.1%) | 3,312 | (2,469) | (74.6%) |
| AVK | 10,170 | 12,562 | (2,392) | (19.0%) | 12,431 | (2,260) | (18.2%) |
| MAL | 3,770 | 3,759 | 10 | 0.3% | 5,107 | (1,338) | (26.2%) |
| FLY-R | 5,544 | 10,477 | (4,933) | (47.1%) | 5,470 | 75 | 1.4% |
| AMP | 1,707 | 2,484 | (777) | (31.3%) | 404 | 1,302 | 322.0% |
| ONL | 2,748 | 6,064 | (3,316) | (54.7%) | 7,555 | (4,807) | (63.6%) |
| RER | 1,748 | 2,082 | (335) | (16.1%) | 2,789 | (1,041) | (37.3%) |
| Total Boosted 2.0 Brands | 38,506 | 57,319 | (18,812) | (32.8%) | 48,671 | (10,165) | (20.9%) |
| Total Boosted 2.0 | 357,423 | 391,577 | (34,155) | (8.7%) | 246,137 | 111,286 | 45.2% |
| Brand | BRCO | | | | | | |
| | CW27 2024 | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| LUN-AMA | (2,748) | 7,828 | (10,576) | (135.1%) | 74,441 | (77,189) | (103.7%) |
| LUN-SH | (5,188) | 236 | (5,425) | (2295.1%) | 2,922 | (8,110) | (277.6%) |
| MEA-AMA | 2,953 | 7,526 | (4,573) | (60.8%) | 4,242 | (1,289) | (30.4%) |
| MEA-SH | - | 143 | (143) | (100.0%) | (683) | 683 | 100.0% |
| SOT | 4,439 | 3,927 | 512 | 13.0% | (142) | 4,582 | 3216.6% |
| SOW | 1,125 | 6,090 | (4,964) | (81.5%) | 3,829 | (2,704) | (70.6%) |
| EDP | 1,776 | 6,087 | (4,311) | (70.8%) | (2,997) | 4,773 | 159.2% |
| ATF | (125) | 2,300 | (2,425) | (105.4%) | 2,170 | (2,295) | (105.7%) |
| TUC | 1,243 | 1,679 | (435) | (25.9%) | 1,465 | (222) | (15.1%) |
| BRA | 513 | 670 | (156) | (23.3%) | (2,197) | 2,711 | 123.4% |
| SPI | (53) | 448 | (501) | (111.8%) | (2,069) | 2,016 | 97.4% |
| KAN | 914 | 1,337 | (423) | (31.6%) | (2,454) | 3,368 | 137.3% |
| ALO | (111) | 79 | (190) | (240.9%) | (1,304) | 1,193 | 91.5% |
| Total Boosted 1.0 Brands | 4,739 | 38,350 | (33,611) | (87.6%) | 73,488 | (68,749) | (93.6%) |
| Total Boosted | 362,162 | 429,927 | (67,765) | (15.8%) | 319,625 | 42,537 | 13.3% |
| Total ECOM | 276,794 | 356,794 | (80,000) | (22.4%) | 240,080 | 36,713 | 15.3% |
| Total NRF | 85,368 | 73,133 | 12,235 | 16.7% | 79,544 | 5,824 | 7.3% |

Boosted Commerce

Overview: Price & Velocity review

| Vertical | BRAND | WoW | | | | | | | | | |
|----------|-------|-----------|-------------|------------|-------------|----------|-------------|-----------------|-----|--|---------|
| | | Unit Sold | Net Sales | Ad spend | BRCO change | ASP \$ | ASP change | Velocity change | | | |
| FOS | PRL | (20) | \$ 1,560 | \$ 184 | ✓ \$ | 12,230 | ✓ \$ 0.37 | ↑ | 2% | | -0.37% |
| FOS | VIV | 862 | \$ 25,865 | \$ (5,238) | ✓ \$ | 4,339 | ✓ \$ 0.30 | ↑ | 1% | | 5.76% |
| BPC | ASN | (64) | \$ (459) | \$ 419 | ✓ \$ | 3,300 | ✓ \$ 0.16 | ↑ | 1% | | -1.25% |
| FOS | WEL | 145 | \$ 3,845 | \$ (211) | ✓ \$ | 2,985 | ✓ \$ 0.53 | ↑ | 2% | | 12.43% |
| HOW | BRA | (38) | \$ (473) | \$ 277 | ✓ \$ | 1,412 | ✓ \$ 0.09 | ↑ | 1% | | -8.78% |
| FOS | SOT | 113 | \$ 2,684 | \$ 129 | ✓ \$ | 952 | ✓ \$ 0.01 | ↑ | 0% | | 11.84% |
| BPC | AVK | 12 | \$ 668 | \$ 44 | ✓ \$ | 790 | ⚠ \$ (0.53) | ↓ | -1% | | 5.00% |
| HOW | KAN | (119) | \$ (1,023) | \$ (30) | ✓ \$ | 776 | ✓ \$ 8.39 | ↑ | 48% | | -48.77% |
| BPC | TSS | 39 | \$ 1,775 | \$ 19 | ✓ \$ | 637 | ✓ \$ 1.22 | ↑ | 5% | | 5.94% |
| HOW | SPI | (66) | \$ (323) | \$ 64 | ✓ \$ | 635 | ✓ \$ 3.13 | ↑ | 20% | | -22.76% |
| HOW | ATF | (71) | \$ (1,272) | \$ 314 | ✓ \$ | 520 | ⚠ \$ (0.58) | ↓ | -4% | | -12.01% |
| HOW | MAL | 47 | \$ 1,285 | \$ (30) | ✓ \$ | 430 | ✓ \$ 0.49 | ↑ | 3% | | 6.42% |
| BPC | ONL | 26 | \$ 324 | \$ - | ✓ \$ | 348 | ⚠ \$ (0.14) | ↓ | -1% | | 5.08% |
| HOW | ALO | (12) | \$ (300) | \$ - | ✓ \$ | 114 | ⚠ \$ (0.58) | ↓ | -3% | | -24.00% |
| HOW | FLY-R | 7 | \$ 612 | \$ (559) | ✓ \$ | 60 | ✓ \$ 1.02 | ↑ | 3% | | 1.81% |
| HOW | FLY-G | - | \$ - | \$ - | ✓ \$ | - | ✓ \$ - | ↑ | 0% | | |
| FOS | NUT | - | \$ - | \$ - | ✓ \$ | - | ✓ \$ - | ↑ | 0% | | |
| HOW | TUC | (85) | \$ (727) | \$ (72) | ✗ \$ | (54) | ✓ \$ 0.34 | ↑ | 3% | | -13.36% |
| FOS | AMP | 9 | \$ 851 | \$ (75) | ✗ \$ | (284) | ✓ \$ 1.67 | ↑ | 7% | | 2.41% |
| FOS | RER | (19) | \$ (207) | \$ 36 | ✗ \$ | (378) | ✓ \$ 0.57 | ↑ | 3% | | -6.74% |
| FOS | HHH | (82) | \$ (903) | \$ (1,779) | ✗ \$ | (629) | ✓ \$ 0.50 | ↑ | 2% | | -2.99% |
| HOW | MEA | (63) | \$ (1,306) | \$ 1,223 | ✗ \$ | (703) | ✓ \$ 3.50 | ↑ | 7% | | -11.78% |
| HOW | SOW | (31) | \$ (1,069) | \$ 137 | ✗ \$ | (1,043) | ⚠ \$ (0.43) | ↓ | -3% | | -2.10% |
| HOW | AVA | (328) | \$ (6,850) | \$ - | ✗ \$ | (1,147) | ✓ \$ 0.11 | ↑ | 0% | | -6.26% |
| HOW | EDP | (150) | \$ (3,809) | \$ 6 | ✗ \$ | (1,329) | ⚠ \$ (0.47) | ↓ | -2% | | -15.20% |
| BPC | SIS | (8) | \$ (585) | \$ (57) | ✗ \$ | (2,865) | ⚠ \$ (0.25) | ↓ | -2% | | -0.41% |
| BPC | LUNA | (269) | \$ (8,924) | \$ (1,990) | ✗ \$ | (4,692) | ⚠ \$ (0.93) | ↓ | -3% | | -24.30% |
| BPC | FOX | (1,740) | \$ (26,912) | \$ (1,685) | ✗ \$ | (13,408) | ⚠ \$ (0.02) | ↓ | 0% | | -46.80% |
| TOTAL | | (1,905) | \$ (15,671) | \$ (8,874) | ✓ \$ | 2,994 | ✓ \$ 0.54 | ↑ | 2% | | -3.75% |

BOOSTED COMMERCE

Monthly Report: 07/01/2024 - 07/05/2024

| Brand | Revenue | | | | | | |
|--------------------------|----------|-----------|----------------|---------------|----------|-----------|-----------|
| | MTD | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| VIV | 269,961 | 253,951 | 16,010 | 6.3% | 205,721 | 64,240 | 31.2% |
| PRL | 85,743 | 90,070 | (4,327) | (4.8%) | 75,196 | 10,547 | 14.0% |
| AVA | 74,995 | 161,711 | (86,716) | (53.6%) | 60,613 | 14,382 | 23.7% |
| ASN-AMA | 70,744 | 92,754 | (22,010) | (23.7%) | 58,116 | 12,628 | 21.7% |
| ASN-SH | - | 789 | (789) | (100.0%) | 163 | (163) | (100.0%) |
| HHH-AMA | 51,128 | 48,011 | 3,117 | 6.5% | 37,694 | 13,434 | 35.6% |
| HHH-SH | - | 5,191 | (5,191) | (100.0%) | 2,851 | (2,851) | (100.0%) |
| FOX-AMA | 20,495 | 29,428 | (8,932) | (30.4%) | 12,131 | 8,364 | 68.9% |
| FOX-SH | - | 95,319 | (95,319) | (100.0%) | 35,499 | (35,499) | (100.0%) |
| Total Moonshot | 573,066 | 777,222 | (204,156) | (26.3%) | 487,983 | 85,083 | 17.4% |
| Brand | Revenue | | | | | | |
| | MTD | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| TSS-AMA | 12,407 | 20,552 | (8,146) | (39.6%) | 9,054 | 3,353 | 37.0% |
| TSS-SH | - | 1,670 | (1,670) | (100.0%) | - | - | na |
| WEL | 20,171 | 28,713 | (8,542) | (29.7%) | 31,108 | (10,937) | (35.2%) |
| SIS | 17,419 | 20,585 | (3,166) | (15.4%) | 16,248 | 1,171 | 7.2% |
| MAL | 10,838 | 8,961 | 1,877 | 20.9% | 10,972 | (135) | (1.2%) |
| AVK | 10,388 | 15,386 | (4,998) | (32.5%) | 14,893 | (4,505) | (30.2%) |
| FLY-R | 8,747 | 20,557 | (11,810) | (57.5%) | 16,639 | (7,892) | (47.4%) |
| AMP | 6,607 | 7,679 | (1,072) | (14.0%) | 9,957 | (3,350) | (33.6%) |
| ONL | 5,842 | 9,962 | (4,120) | (41.4%) | 12,333 | (6,491) | (52.6%) |
| RER | 3,574 | 4,177 | (602) | (14.4%) | 4,318 | (744) | (17.2%) |
| Total Boosted 2.0 Brands | 95,991 | 138,240 | (42,249) | (30.6%) | 125,522 | (29,530) | (23.5%) |
| Total Boosted 2.0 | 669,057 | 915,462 | (246,405) | (26.9%) | 613,504 | 55,553 | 9.1% |
| Brand | Revenue | | | | | | |
| | MTD | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| LUN-AMA | 16,351 | 49,658 | (33,308) | (67.1%) | 43,251 | (26,901) | (62.2%) |
| LUN-SH | - | 10,665 | (10,665) | (100.0%) | 13,057 | (13,057) | (100.0%) |
| MEA-AMA | 14,911 | 30,540 | (15,629) | (51.2%) | 24,131 | (9,219) | (38.2%) |
| MEA-SH | - | 1,587 | (1,587) | (100.0%) | 2,367 | (2,367) | (100.0%) |
| SOT | 18,487 | 24,148 | (5,662) | (23.4%) | 21,615 | (3,128) | (14.5%) |
| SOW | 14,375 | 28,212 | (13,836) | (49.0%) | 26,434 | (12,058) | (45.6%) |
| EDP | 13,447 | 22,612 | (9,164) | (40.5%) | 21,389 | (7,941) | (37.1%) |
| ATF | 4,192 | 13,097 | (8,905) | (68.0%) | 17,822 | (13,630) | (76.5%) |
| TUC | 4,056 | 7,585 | (3,528) | (46.5%) | 6,707 | (2,651) | (39.5%) |
| SPI | 3,574 | 3,924 | (350) | (8.9%) | 2,391 | 1,184 | 49.5% |
| BRA | 3,267 | 6,035 | (2,769) | (45.9%) | 3,249 | 17 | 0.5% |
| KAN | 2,538 | 6,643 | (4,105) | (61.8%) | 5,622 | (3,084) | (54.9%) |
| ALO | 720 | 257 | 463 | 179.8% | 1,735 | (1,015) | (58.5%) |
| Total Boosted 1.0 Brands | 95,919 | 204,963 | (109,045) | (53.2%) | 193,665 | (97,747) | (50.5%) |
| Total Boosted | 764,976 | 1,120,426 | (355,450) | (31.7%) | 807,170 | (42,194) | (5.2%) |
| Total ECOM | 640,575 | 977,495 | (336,920) | (34.5%) | 679,251 | (38,676) | (5.7%) |
| Total NRF | 124,401 | 142,931 | (18,530) | (13.0%) | 127,918 | (3,518) | (2.8%) |
| Brand | BRCO | | | | | | |
| | MTD | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| VIV | 96,095 | 65,671 | 30,425 | 46.3% | 38,882 | 57,213 | 147.1% |
| PRL | 52,891 | 42,297 | 10,594 | 25.0% | 48,271 | 4,621 | 9.6% |
| AVA | 30,358 | 41,177 | (10,819) | (26.3%) | 26,884 | 3,474 | 12.9% |
| ASN-AMA | 29,724 | 30,691 | (967) | (3.2%) | 17,619 | 12,105 | 68.7% |
| ASN-SH | (625) | 454 | (1,080) | (237.5%) | (1,024) | 399 | 39.0% |
| HHH-AMA | 24,415 | 19,026 | 5,389 | 28.3% | 10,395 | 14,020 | 134.9% |
| HHH-SH | (2,769) | (86) | (2,683) | (3119.2%) | (71) | (2,697) | (3790.1%) |
| FOX-AMA | 4,578 | 4,989 | (412) | (8.3%) | 3,848 | 729 | 18.9% |
| FOX-SH | (11,274) | 28,047 | (39,321) | (140.2%) | (13,832) | 2,558 | 18.5% |
| Total Moonshot | 223,394 | 232,267 | (8,873) | (3.8%) | 130,972 | 92,421 | 70.6% |
| Brand | BRCO | | | | | | |
| | MTD | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| TSS-AMA | 1,034 | 3,268 | (2,234) | (68.4%) | 2,162 | (1,128) | (52.2%) |
| TSS-SH | - | 763 | (763) | (100.0%) | - | - | na |
| WEL | 7,199 | 6,789 | 409 | 6.0% | 5,755 | 1,443 | 25.1% |
| SIS | (468) | 3,277 | (3,745) | (114.3%) | 2,163 | (2,631) | (121.6%) |
| MAL | 2,720 | 2,653 | 67 | 2.5% | 3,526 | (805) | (22.8%) |
| AVK | 7,018 | 9,017 | (1,999) | (22.2%) | 9,166 | (2,148) | (23.4%) |
| FLY-R | 4,220 | 7,201 | (2,981) | (41.4%) | 3,719 | 501 | 13.5% |
| AMP | 875 | 1,775 | (900) | (50.7%) | (481) | 1,357 | 281.9% |
| ONL | 1,983 | 4,283 | (2,300) | (53.7%) | 4,764 | (2,780) | (58.4%) |
| RER | 1,293 | 1,480 | (187) | (12.6%) | 1,871 | (578) | (30.9%) |
| Total Boosted 2.0 Brands | 25,876 | 40,508 | (14,633) | (36.1%) | 32,645 | (6,769) | (20.7%) |
| Total Boosted 2.0 | 249,269 | 272,775 | (23,506) | (8.6%) | 163,617 | 85,652 | 52.3% |
| Brand | BRCO | | | | | | |
| | MTD | ADJ BGT | vs. ADJ BGT \$ | vs. ADJ BGT % | PY | vs. PY \$ | vs PY % |
| LUN-AMA | (2,477) | 4,844 | (7,321) | (151.1%) | 60,611 | (63,088) | (104.1%) |
| LUN-SH | (3,631) | 25 | (3,656) | (14593.8%) | 2,742 | (6,373) | (232.4%) |
| MEA-AMA | 2,602 | 5,360 | (2,758) | (51.4%) | 2,904 | (302) | (10.4%) |
| MEA-SH | - | 102 | (102) | (100.0%) | (385) | 385 | 100.0% |
| SOT | 3,368 | 2,748 | 619 | 22.5% | (1,813) | 5,181 | 285.8% |
| SOW | 1,080 | 4,233 | (3,153) | (74.5%) | 2,338 | (1,258) | (53.8%) |
| EDP | 1,343 | 4,436 | (3,094) | (69.7%) | (2,729) | 4,072 | 149.2% |
| ATF | (140) | 1,602 | (1,743) | (108.8%) | 1,258 | (1,398) | (111.2%) |
| TUC | 817 | 1,149 | (333) | (28.9%) | 1,033 | (216) | (20.9%) |
| SPI | (148) | 294 | (442) | (150.4%) | (1,789) | 1,641 | 91.7% |
| BRA | 402 | 448 | (46) | (10.3%) | (1,652) | 2,055 | 124.4% |
| KAN | 519 | 995 | (476) | (47.9%) | (2,044) | 2,563 | 125.4% |
| ALO | (104) | 61 | (165) | (271.7%) | (946) | 842 | 89.0% |
| Total Boosted 1.0 Brands | 3,629 | 26,298 | (22,669) | (86.2%) | 56,040 | (52,410) | (93.5%) |
| Total Boosted | 252,899 | 299,074 | (46,175) | (15.4%) | 219,657 | 33,241 | 15.1% |
| Total ECOM | 189,441 | 247,238 | (57,798) | (23.4%) | 167,444 | 21,996 | 13.1% |
| Total NRF | 63,458 | 51,835 | 11,623 | 22.4% | 52,213 | 11,245 | 21.5% |

| Seasonality | | | | | | | | | | | | |
|--|-----------|-------|-------------|-------|-----------|-------|------------|-------|-------------|-------|-------------|-------|
| Ecom - Income Statement | | | | | | | | | | | | |
| Latest Date 7/5/2024 | | | | | | | | | | | | |
| | Snowflake | | Calculation | | Wholesale | | Other Chnl | | Assumptions | | | |
| | MTD | | MTG | | FCST | | FCST | | FCST | | FCST | |
| | Jul-24 | % Rev | Jul-24 | % Rev | Jul-24 | % Rev | Jul-24 | % Rev | Jul-24 | % Rev | Jul-24 | % Rev |
| Organic Sales | 505,330 | 79% | 2,825,181 | 79% | 822,000 | 100% | 10,000 | 100% | | | 4,162,511 | 82% |
| PPC Sales | 147,919 | 23% | 826,980 | 23% | | 0% | | 0% | | | 974,899 | 19% |
| NPD | | 0% | - | 0% | | 0% | | 0% | | | - | 0% |
| Discounts, Returns, & Allowances | (12,674) | -2% | (70,855) | -2% | | 0% | | 0% | | | (83,528) | -2% |
| Revenue | \$640,575 | 100% | \$3,581,307 | 100% | \$822,000 | 100% | \$10,000 | 100% | - | | \$5,053,882 | 100% |
| YoY% | | | | | | | | | | | -1% | 0% |
| Cost of Goods Sold (Product Cost) | 137,179 | 21% | 766,938 | 21% | 501,420 | 61% | 6,100 | 61% | | | 1,411,637 | 28% |
| Fulfillment, Storage, and Warehouse Fees | 4,539 | 1% | 25,375 | 1% | 32,880 | 4% | 400 | 4% | 138,962 | | 202,155 | 4% |
| Gross Profit | \$498,857 | 78% | \$2,788,994 | 78% | \$287,700 | 35% | \$3,500 | 35% | (\$138,962) | | \$3,440,090 | 68% |
| Margin | 78% | | 78% | | 35% | | 35% | | | | 68% | |
| Commission, Transactional Fees | 102,874 | 16% | 575,147 | 16% | 57,540 | 7% | 700 | 7% | | | 736,262 | 15% |
| Outbound Shipping | 116,633 | 18% | 652,067 | 18% | | 0% | | 0% | | | 768,700 | 15% |
| Amazon Marketing Spend | 71,610 | 11% | 400,358 | 11% | | 0% | | 0% | | | 471,968 | 9% |
| Search, Display, Social | 17,929 | 3% | 100,234 | 3% | | 0% | | 0% | | | 118,163 | 2% |
| Affiliates / Influencers | 370 | 0% | 2,069 | 0% | | 0% | | 0% | | | 2,439 | 0% |
| Marketing Consultants & Collateral | | 0% | | 0% | | 0% | | 0% | 25,000 | | 25,000 | 0% |
| Brand Contribution | \$189,441 | 30% | \$1,059,120 | 30% | \$230,160 | 28% | \$2,800 | 28% | (\$163,962) | | \$1,317,559 | 26% |
| Margin | 30% | | 30% | | 28% | | 28% | | | | 26% | |
| Personnel Costs | | 0% | 474,191 | 13% | | 0% | | 0% | | | 474,191 | 9% |
| Consultants | | 0% | 130,538 | 4% | | 0% | | 0% | | | 130,538 | 3% |
| Professional Services | | 0% | 67,029 | 2% | | 0% | | 0% | | | 67,029 | 1% |
| Product Development | | 0% | 11,290 | 0% | | 0% | | 0% | | | 11,290 | 0% |
| Software | | 0% | 74,760 | 2% | | 0% | | 0% | | | 74,760 | 1% |
| Equipment | | 0% | (5,695) | 0% | | 0% | | 0% | | | (5,695) | 0% |
| Travel & Entertainment | | 0% | 9,177 | 0% | | 0% | | 0% | | | 9,177 | 0% |
| Facilities | | 0% | 9,961 | 0% | | 0% | | 0% | | | 9,961 | 0% |
| Other Operating Expenses | | 0% | 66,948 | 2% | | 0% | | 0% | | | 66,948 | 1% |
| M&A and Deal Fees | | 0% | 74,556 | 2% | | 0% | | 0% | | | 74,556 | 1% |
| Other Expenses | | 0% | (8,763) | 0% | | 0% | | 0% | | | (8,763) | 0% |
| Corporate Marketing | | 0% | - | 0% | | 0% | | 0% | | | - | 0% |
| Transition Costs | | 0% | 1,726 | 0% | | 0% | | 0% | | | 1,726 | 0% |
| EBITDA | \$189,441 | 30% | \$146,365 | 4% | \$230,160 | 28% | \$2,800 | 28% | (\$163,962) | | \$404,805 | 8% |
| Margin | 30% | | 4% | | 28% | | 28% | | | | 8% | |

| | | | | | | | GAAP | | | |
|--|-------------|------|-------------|-------|---------------|-----------|-------------|-------|-------------|----------|
| FCST | | | BGT | | BGT | BGT | ACT | | | |
| Jul-24 | % Rev | | Jul-24 | % Rev | vs. BGT \$ | vs. BGT % | Jul-23 | % Rev | vs. PY \$ | vs. PY % |
| Organic Sales | 4,162,511 | 82% | | | | | 4,098,849 | 80% | 63,662 | 2% |
| PPC Sales | 974,899 | 19% | | | | | 1,483,742 | 29% | (508,843) | -34% |
| NPD | - | 0% | | | | | - | 0% | - | |
| Discounts, Returns, & Allowances | (83,528) | -2% | | | | | (487,527) | -10% | 403,999 | -83% |
| Revenue | \$5,053,882 | 100% | \$6,705,508 | 100% | (\$1,651,626) | -25% | \$5,095,065 | 100% | (\$41,183) | -1% |
| YoY% | -1% | 0% | 32% | | -32% | -103% | | | -1% | |
| Cost of Goods Sold (Product Cost) | 1,411,637 | 28% | 1,709,495 | 25% | (297,858) | -17% | 684,739 | 13% | 726,898 | 106% |
| Fulfillment, Storage, and Warehouse Fees | 202,155 | 4% | 251,526 | 4% | (49,371) | -20% | 148,322 | 3% | 53,833 | 36% |
| Gross Profit | \$3,440,090 | 68% | \$4,744,487 | 71% | (\$1,304,397) | -27% | \$4,262,003 | 84% | (\$821,913) | -19% |
| Margin | 68% | | 71% | | | | 84% | | | |
| Commission, Transactional Fees | 736,262 | 15% | 846,648 | 13% | (110,387) | -13% | 705,222 | 14% | 31,039 | 4% |
| Outbound Shipping | 768,700 | 15% | 1,293,300 | 19% | (524,600) | -41% | 860,502 | 17% | (91,802) | -11% |
| Amazon Marketing Spend | 471,968 | 9% | 609,646 | 9% | (137,678) | -23% | 631,634 | 12% | (159,666) | -25% |
| Search, Display, Social | 118,163 | 2% | - | 0% | 118,163 | | 99,404 | 2% | 18,759 | 19% |
| Affiliates / Influencers | 2,439 | 0% | - | 0% | 2,439 | | 49,382 | 1% | (46,942) | -95% |
| Marketing Consultants & Collateral | 25,000 | 0% | 39,005 | 1% | (14,005) | -36% | 6,875 | 0% | 18,125 | 264% |
| Brand Contribution | \$1,317,559 | 26% | \$1,955,889 | 29% | (\$638,330) | -33% | \$1,908,983 | 37% | (\$591,425) | -31% |
| Margin | 26% | | 29% | | | | 37% | | | |
| Personnel Costs | 474,191 | 9% | 474,191 | 7% | - | 0% | 630,842 | 12% | (156,651) | -25% |
| Consultants | 130,538 | 3% | 130,538 | 2% | - | 0% | 143,289 | 3% | (12,751) | -9% |
| Professional Services | 67,029 | 1% | 67,029 | 1% | - | 0% | 158,619 | 3% | (91,590) | -58% |
| Product Development | 11,290 | 0% | 11,290 | 0% | - | 0% | 18,783 | 0% | (7,493) | -40% |
| Software | 74,760 | 1% | 74,760 | 1% | - | 0% | 68,691 | 1% | 6,070 | 9% |
| Equipment | (5,695) | 0% | (5,695) | 0% | - | 0% | (30,531) | -1% | 24,836 | -81% |
| Travel & Entertainment | 9,177 | 0% | 9,177 | 0% | - | 0% | 23,528 | 0% | (14,351) | -61% |
| Facilities | 9,961 | 0% | 9,961 | 0% | - | 0% | 28,882 | 1% | (18,922) | -66% |
| Other Operating Expenses | 66,948 | 1% | 66,948 | 1% | - | 0% | 54,428 | 1% | 12,520 | 23% |
| M&A and Deal Fees | 74,556 | 1% | 74,556 | 1% | - | 0% | 434,775 | 9% | (360,219) | -83% |
| Other Expenses | (8,763) | 0% | (8,763) | 0% | - | 0% | - | 0% | (8,763) | |
| Corporate Marketing | - | 0% | - | 0% | - | | - | 0% | - | |
| Transition Costs | 1,726 | 0% | 1,726 | 0% | - | 0% | - | 0% | 1,726 | |
| EBITDA | \$404,805 | 8% | \$1,043,135 | 16% | (\$638,330) | -61% | \$377,678 | 7% | \$27,127 | 7% |
| Margin | 8% | | 16% | | | | 7% | | | |

| Daily Average | | | | | | | | | | | | |
|--|-------------|-------|-------------|-------|-------------|-------|------------|-------|-------------|-------|-------------|-------|
| Ecom - Income Statement | | | | | | | | | | | | |
| Latest Date 6/30/2024 | | | | | | | | | | | | |
| | Snowflake | | Calculation | | Wholesale | | Other Chnl | | Assumptions | | | |
| | MTD | | MTG | | FCST | | FCST | | FCST | | FCST | |
| | Jun-24 | % Rev | Jun-24 | % Rev | Jun-24 | % Rev | Jun-24 | % Rev | Jun-24 | % Rev | Jun-24 | % Rev |
| Organic Sales | 3,020,975 | 75% | 0 | 68% | 1,600,000 | 100% | 10,000 | 100% | | | 4,630,975 | 82% |
| PPC Sales | 1,108,210 | 27% | 0 | 34% | | 0% | | 0% | | | 1,108,210 | 20% |
| NPD | | 0% | - | 0% | | 0% | | 0% | | | - | 0% |
| Discounts, Returns, & Allowances | (93,100) | -2% | (0) | -2% | | 0% | | 0% | | | (93,100) | -2% |
| Revenue | \$4,036,085 | 100% | \$0 | 100% | \$1,600,000 | 100% | \$10,000 | 100% | - | | \$5,646,085 | 100% |
| YoY% | | | | | | | | | | | 9% | 0% |
| Cost of Goods Sold (Product Cost) | 917,555 | 23% | 0 | 17% | 976,000 | 61% | 6,100 | 61% | | | 1,899,655 | 34% |
| Fulfillment, Storage, and Warehouse Fees | 14,784 | 0% | 0 | 0% | 64,000 | 4% | 400 | 4% | 146,659 | | 225,843 | 4% |
| Gross Profit | \$3,103,746 | 77% | \$0 | 83% | \$560,000 | 35% | \$3,500 | 35% | (\$146,659) | | \$3,520,587 | 62% |
| Margin | 77% | | 83% | | 35% | | 35% | | | | 62% | |
| Commission, Transactional Fees | 603,910 | 15% | 0 | 17% | 112,000 | 7% | 700 | 7% | | | 716,610 | 13% |
| Outbound Shipping | 766,508 | 19% | 0 | 17% | | 0% | | 0% | | | 766,508 | 14% |
| Amazon Marketing Spend | 429,546 | 11% | 0 | 9% | | 0% | | 0% | | | 429,546 | 8% |
| Search, Display, Social | 83,550 | 2% | 0 | 2% | | 0% | | 0% | | | 83,550 | 1% |
| Affiliates / Influencers | 7,659 | 0% | 0 | 0% | | 0% | | 0% | | | 7,659 | 0% |
| Marketing Consultants & Collateral | | 0% | | 0% | | 0% | | 0% | 25,000 | | 25,000 | 0% |
| Brand Contribution | \$1,212,572 | 30% | \$0 | 38% | \$448,000 | 28% | \$2,800 | 28% | (\$171,659) | | \$1,491,713 | 26% |
| Margin | 30% | | 38% | | 28% | | 28% | | | | 26% | |
| Personnel Costs | | 0% | 474,191 | | | 0% | | 0% | | | 474,191 | 8% |
| Consultants | | 0% | 130,538 | | | 0% | | 0% | | | 130,538 | 2% |
| Professional Services | | 0% | 67,029 | | | 0% | | 0% | | | 67,029 | 1% |
| Product Development | | 0% | 11,290 | | | 0% | | 0% | | | 11,290 | 0% |
| Software | | 0% | 74,760 | | | 0% | | 0% | | | 74,760 | 1% |
| Equipment | | 0% | (5,695) | | | 0% | | 0% | | | (5,695) | 0% |
| Travel & Entertainment | | 0% | 9,177 | | | 0% | | 0% | | | 9,177 | 0% |
| Facilities | | 0% | 9,961 | | | 0% | | 0% | | | 9,961 | 0% |
| Other Operating Expenses | | 0% | 66,948 | | | 0% | | 0% | | | 66,948 | 1% |
| M&A and Deal Fees | | 0% | 74,556 | | | 0% | | 0% | | | 74,556 | 1% |
| Other Expenses | | 0% | (8,763) | | | 0% | | 0% | | | (8,763) | 0% |
| Corporate Marketing | | 0% | - | | | 0% | | 0% | | | - | 0% |
| Transition Costs | | 0% | 1,726 | | | 0% | | 0% | | | 1,726 | 0% |
| EBITDA | \$1,212,572 | 30% | (\$912,754) | | \$448,000 | 28% | \$2,800 | 28% | (\$171,659) | | \$578,959 | 10% |
| Margin | 30% | | | | 28% | | 28% | | | | 10% | |

| GAAP | | | | | | | | | | | |
|--|-------------|-------|-------------|-------|---------------|-----------|-------------|-------|-------------|----------|--|
| | FCST | | BGT | | BGT | | BGT | | ACT | | |
| | Jun-24 | % Rev | Jun-24 | % Rev | vs. BGT \$ | vs. BGT % | Jun-23 | % Rev | vs. PY \$ | vs. PY % | |
| Organic Sales | 4,630,975 | 82% | | | | | 4,153,993 | 80% | 476,982 | 11% | |
| PPC Sales | 1,108,210 | 20% | | | | | 1,561,728 | 30% | (453,518) | -29% | |
| NPD | - | 0% | | | | | - | 0% | - | | |
| Discounts, Returns, & Allowances | (93,100) | -2% | | | | | (541,303) | -10% | 448,203 | -83% | |
| Revenue | \$5,646,085 | 100% | \$6,868,939 | 100% | (\$1,222,854) | -18% | \$5,174,419 | 100% | \$471,667 | 9% | |
| YoY% | 9% | 0% | 33% | | -24% | -72% | | 9% | | | |
| Cost of Goods Sold (Product Cost) | 1,899,655 | 34% | 1,818,994 | 26% | 80,661 | 4% | 805,244 | 16% | 1,094,411 | 136% | |
| Fulfillment, Storage, and Warehouse Fees | 225,843 | 4% | 228,667 | 3% | (2,824) | -1% | (140,595) | -3% | 366,438 | -261% | |
| Gross Profit | \$3,520,587 | 62% | \$4,821,278 | 70% | (\$1,300,691) | -27% | \$4,509,769 | 87% | (\$989,182) | -22% | |
| Margin | 62% | | 70% | | | | 87% | | | | |
| Commission, Transactional Fees | 716,610 | 13% | 803,162 | 12% | (86,552) | -11% | 546,640 | 11% | 169,970 | 31% | |
| Outbound Shipping | 766,508 | 14% | 1,221,423 | 18% | (454,914) | -37% | 786,827 | 15% | (20,319) | -3% | |
| Amazon Marketing Spend | 429,546 | 8% | 566,307 | 8% | (136,761) | -24% | 563,529 | 11% | (133,984) | -24% | |
| Search, Display, Social | 83,550 | 1% | - | 0% | 83,550 | | 131,538 | 3% | (47,988) | -36% | |
| Affiliates / Influencers | 7,659 | 0% | - | 0% | 7,659 | | 52,999 | 1% | (45,340) | -86% | |
| Marketing Consultants & Collateral | 25,000 | 0% | 34,148 | 0% | (9,148) | -27% | (36,202) | -1% | 61,202 | -169% | |
| Brand Contribution | \$1,491,713 | 26% | \$2,196,239 | 32% | (\$704,526) | -32% | \$2,464,437 | 48% | (\$972,724) | -39% | |
| Margin | 26% | | 32% | | | | 48% | | | | |
| Personnel Costs | 474,191 | 8% | 474,191 | 7% | - | 0% | 531,589 | 10% | (57,399) | -11% | |
| Consultants | 130,538 | 2% | 130,538 | 2% | - | 0% | 125,219 | 2% | 5,319 | 4% | |
| Professional Services | 67,029 | 1% | 67,029 | 1% | - | 0% | 30,143 | 1% | 36,886 | 122% | |
| Product Development | 11,290 | 0% | 11,290 | 0% | - | 0% | 12,655 | 0% | (1,365) | -11% | |
| Software | 74,760 | 1% | 74,760 | 1% | - | 0% | 117,273 | 2% | (42,512) | -36% | |
| Equipment | (5,695) | 0% | (5,695) | 0% | - | 0% | (5,421) | 0% | (275) | 5% | |
| Travel & Entertainment | 9,177 | 0% | 9,177 | 0% | - | 0% | 6,222 | 0% | 2,955 | 47% | |
| Facilities | 9,961 | 0% | 9,961 | 0% | - | 0% | 35,106 | 1% | (25,145) | -72% | |
| Other Operating Expenses | 66,948 | 1% | 66,948 | 1% | - | 0% | 39,814 | 1% | 27,134 | 68% | |
| M&A and Deal Fees | 74,556 | 1% | 74,556 | 1% | - | 0% | 52,079 | 1% | 22,477 | 43% | |
| Other Expenses | (8,763) | 0% | (8,763) | 0% | - | 0% | - | 0% | (8,763) | | |
| Corporate Marketing | - | 0% | - | 0% | - | | - | 0% | - | | |
| Transition Costs | 1,726 | 0% | 1,726 | 0% | - | 0% | - | 0% | 1,726 | | |
| EBITDA | \$578,959 | 10% | \$1,283,485 | 19% | (\$704,526) | -55% | \$1,519,758 | 29% | (\$940,799) | -62% | |
| Margin | 10% | | 19% | | | | 29% | | | | |