

# Fluidfreeride LLC

## Profit and Loss

January 2020 - June 2022

	JAN - DEC 2020	JAN - DEC 2021	JAN - JUN, 2022	TOTAL
Income				
4000 Sales - General	8,459,761.63	16,840,442.60	8,936,725.26	\$34,236,929.49
4500 Sales - Parts	148,286.25	0.00		\$148,286.25
4800 Sales - Accessories	236,369.76	0.00		\$236,369.76
4910 Sales - Insurance - ROUTE	78,607.39			\$78,607.39
4940 Sales - Shipping Charge (Credit)	37,415.00	68,027.92	39,518.51	\$144,961.43
4955 Sales Discounts	-7,351.14	-2,426,402.79	-1,173,356.69	\$ -3,607,110.62
4960 Sales Returns & Allowances	-208,652.00	-2,199,899.77	-1,104,343.05	\$ -3,512,894.82
4975 Uncategorized Income	0.00			\$0.00
Unapplied Cash Payment Income	60.57	0.00	11,287.10	\$11,347.67
<b>Total Income</b>	<b>\$8,744,497.46</b>	<b>\$12,282,167.96</b>	<b>\$6,709,831.13</b>	<b>\$27,736,496.55</b>
Cost of Goods Sold	\$4,765,726.65	\$7,538,447.02	\$3,810,214.17	\$16,114,387.84
<b>GROSS PROFIT</b>	<b>\$3,978,770.81</b>	<b>\$4,743,720.94</b>	<b>\$2,899,616.96</b>	<b>\$11,622,108.71</b>
Expenses				
7005 Payroll Expenses	427,361.20	966,674.72	648,048.13	\$2,042,084.05
7040 Rent & Lease - Building, Warehouses, Storage		0.00		\$0.00
7050 Rent & Lease - 7101 N Miami Ave LLC	41,425.00	49,492.80	46,065.97	\$136,983.77
7052 Rent & Lease - 216 Frost St		37,899.10	24,720.00	\$62,619.10
7055 Rent or Lease - CoStar Group			27,000.00	\$27,000.00
7060 Rent & Lease - Self Storage	3,324.01	1,164.64	130.40	\$4,619.05
<b>Total 7040 Rent &amp; Lease - Building, Warehouses, Storage</b>	<b>44,749.01</b>	<b>88,556.54</b>	<b>97,916.37</b>	<b>\$231,221.92</b>
7080 Utilities	2,598.92	10,271.19	11,124.65	\$23,994.76
7085 Warehouse & Office Supplies	47,081.80	64,013.13	45,953.46	\$157,048.39
7090 Repairs & Maintenance	1,877.44	7,976.39	5,258.35	\$15,112.18
7095 Warranty Expense	595.11			\$595.11
7100 Telephone & Internet	2,543.60	4,243.81	3,842.08	\$10,629.49
7110 Outside Services	28,579.39	15,871.01	56,519.45	\$100,969.85
7130 Hardware Expense	737.55	0.00		\$737.55
7140 Web App, Software Expense	2,217.10	7,070.57	15,258.11	\$24,545.78
7170 Postage & Delivery	1.05			\$1.05
7180 Legal & Professional Services	139,132.48	28,451.72	2,825.53	\$170,409.73
7190 Accounting	26,623.82	45,730.35	21,879.01	\$94,233.18
7200 IT / Systems Consulting	23,445.03	110.00		\$23,555.03
7205 Car & Truck	8.28	237.03		\$245.31
7210 Insurance - Other	2,596.55			\$2,596.55
7215 Insurance - Product Liability	98,466.43	180,922.02	56,461.33	\$335,849.78
7220 Recruiting, HR & Employment Listings	331.21	2,180.48	885.00	\$3,396.69
7230 Licenses, Fees, Permits			167.00	\$167.00
7235 Liability Settlements		10,000.00		\$10,000.00
7240 Bank Charges & Fees	468.11	1,652.34	1,807.09	\$3,927.54
7250 Payroll Service Fees	1,456.00		13,867.62	\$15,323.62
7255 Meals & Entertainment	1,003.23	951.84	969.49	\$2,924.56
7260 Meals for Staff	2,599.69	10,414.31	10,239.93	\$23,253.93
7270 G & A - Education & Training	848.00			\$848.00

	JAN - DEC 2020	JAN - DEC 2021	JAN - JUN, 2022	TOTAL
7275 Go-to-Market Services	44,602.00			\$44,602.00
7280 Office - Dues & Subscriptions	893.97	488.66	794.26	\$2,176.89
7290 Charitable Contributions	44,240.00			\$44,240.00
7300 Penalties & Fines			2,124.60	\$2,124.60
7320 G & A - Travel, Parking, Transportation	1,465.39	8,916.71	14,444.83	\$24,826.93
7330 Depreciation Expense		42,111.00		\$42,111.00
7510 Transaction Fees	241,093.56	365,802.52	191,570.34	\$798,466.42
7520 Chargeback & Bad Debt Expense	72,841.73	78,933.10	24,679.43	\$176,454.26
7540 Advertising & Marketing	1,700.00	17,060.00	24,663.00	\$43,423.00
7550 Print / Digital Ads	489,762.34	803,009.01	582,164.68	\$1,874,936.03
7560 Affiliate Commission	197,142.81	178,203.37	82,474.74	\$457,820.92
7580 Marketing Agency	138,195.18	145,830.00	270,853.74	\$554,878.92
7590 Marketing Materials & Other Misc	1,420.15	44,141.05	1,052.41	\$46,613.61
7600 Production expenses	610.00	840.00	45,600.00	\$47,050.00
<b>Total 7540 Advertising &amp; Marketing</b>	<b>828,830.48</b>	<b>1,189,083.43</b>	<b>1,006,808.57</b>	<b>\$3,024,722.48</b>
7610 Product Samples	7,976.91	2,163.73	2,252.36	\$12,393.00
7630 Platform subscription and fees	41,386.14	111,496.81	116,715.51	\$269,598.46
7640 PayPal Fees	3,299.61	15.00		\$3,314.61
7650 Travel - Airline, Rail		849.60	9,487.59	\$10,337.19
7820 Taxes - Local Taxes	82.50			\$82.50
7830 Taxes - State & Local	2,407.56	215.70	800.00	\$3,423.26
7900 Uncategorized Expense	0.00		0.00	\$0.00
9010 Interest Expense		112,751.73	155,689.79	\$268,441.52
9015 Financing costs		18,000.00		\$18,000.00
Unapplied Cash Bill Payment Expense		0.00	0.00	\$0.00
<b>Total Expenses</b>	<b>\$2,144,440.85</b>	<b>\$3,376,155.44</b>	<b>\$2,518,389.88</b>	<b>\$8,038,986.17</b>
<b>NET OPERATING INCOME</b>	<b>\$1,834,329.96</b>	<b>\$1,367,565.50</b>	<b>\$381,227.08</b>	<b>\$3,583,122.54</b>
Other Income				
8010 Other Income	699.00	27,240.32	5,389.03	\$33,328.35
8025 Dividend Income	61.49	79.14	151.05	\$291.68
<b>Total Other Income</b>	<b>\$760.49</b>	<b>\$27,319.46</b>	<b>\$5,540.08</b>	<b>\$33,620.03</b>
<b>NET OTHER INCOME</b>	<b>\$760.49</b>	<b>\$27,319.46</b>	<b>\$5,540.08</b>	<b>\$33,620.03</b>
<b>NET INCOME</b>	<b>\$1,835,090.45</b>	<b>\$1,394,884.96</b>	<b>\$386,767.16</b>	<b>\$3,616,742.57</b>