



November 2017

Metrics for November 2017

Monthly Expense	Monthly Income	% of Monthly Income
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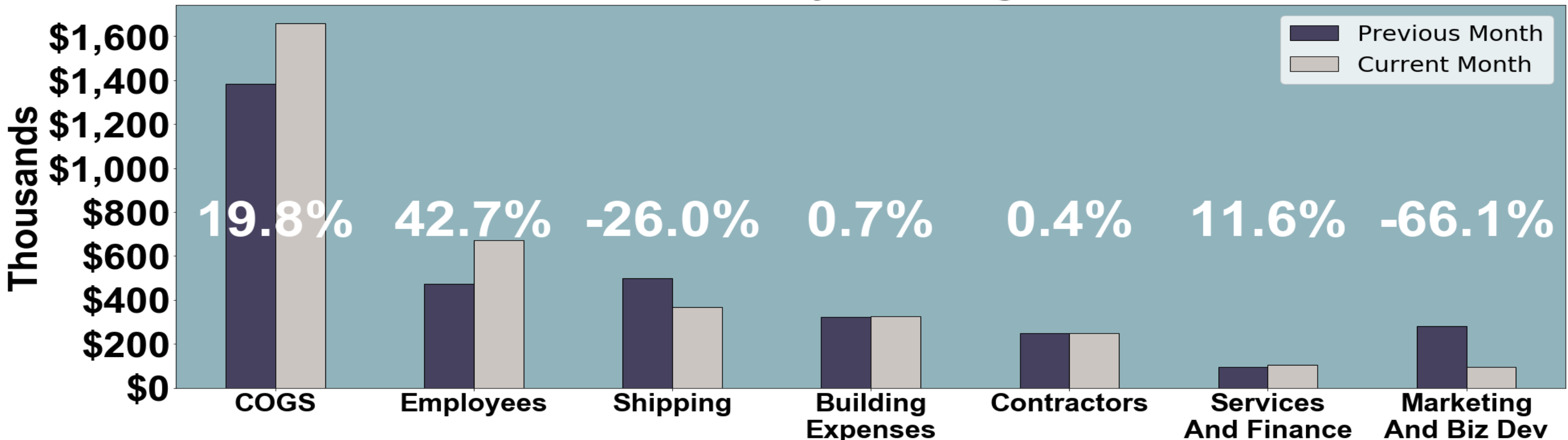
\$3,429,201 **\$4,351,060** **78.81%**

Metrics for YTD

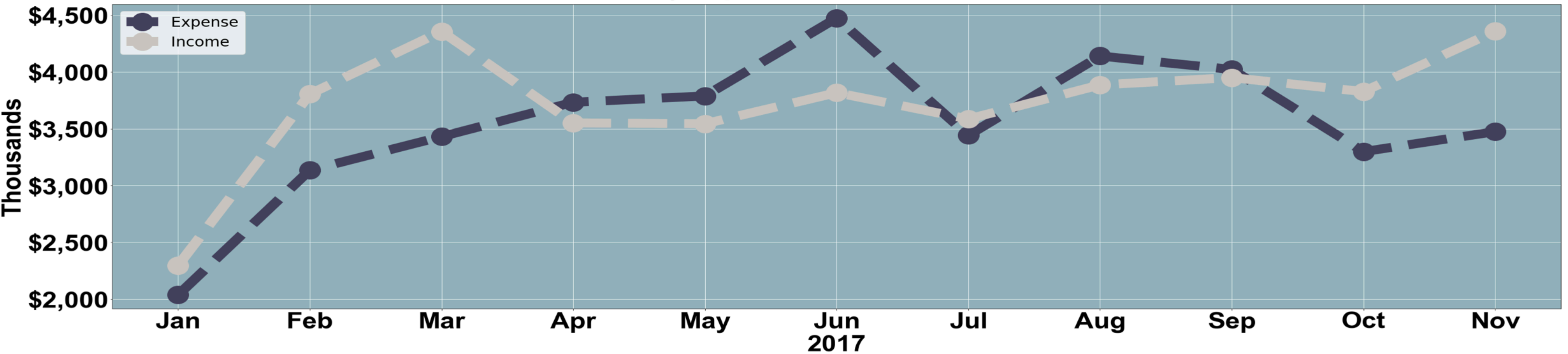
YTD Expense	YTD Income	% of YTD Income
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\$38,975,140 **\$40,976,767** **95.12%**

Monthly % Changes



Monthly Expense and Income Over Time





COGS

Metrics for November 2017

Total Expense

\$1,659,180

% Change

19.84%

% of All
Expenses

48.38%

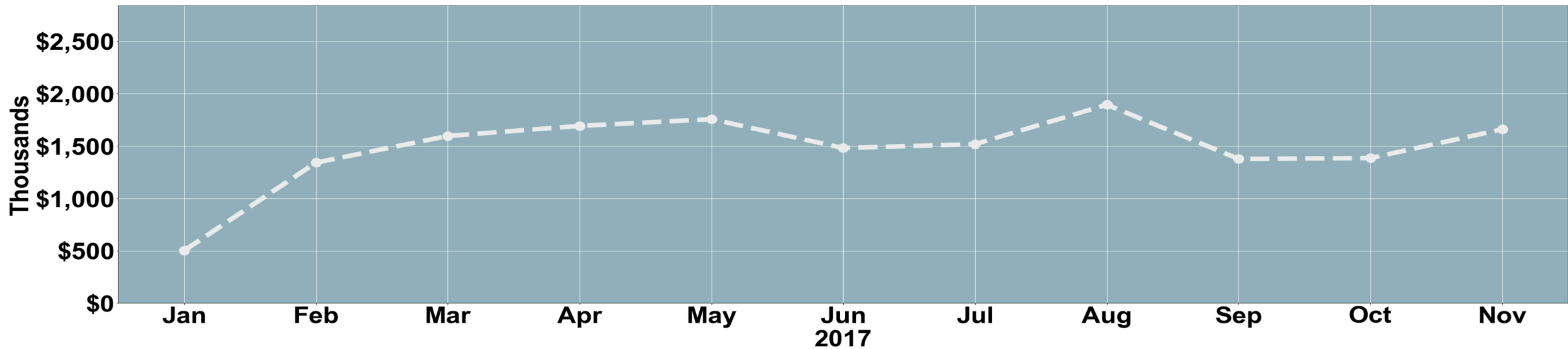
Breakdown of COGS for November 2017 Top Three



Cost Of Goods

Royalties

COGS over time





Employees

Metrics for November 2017

Total Expense

\$672,804

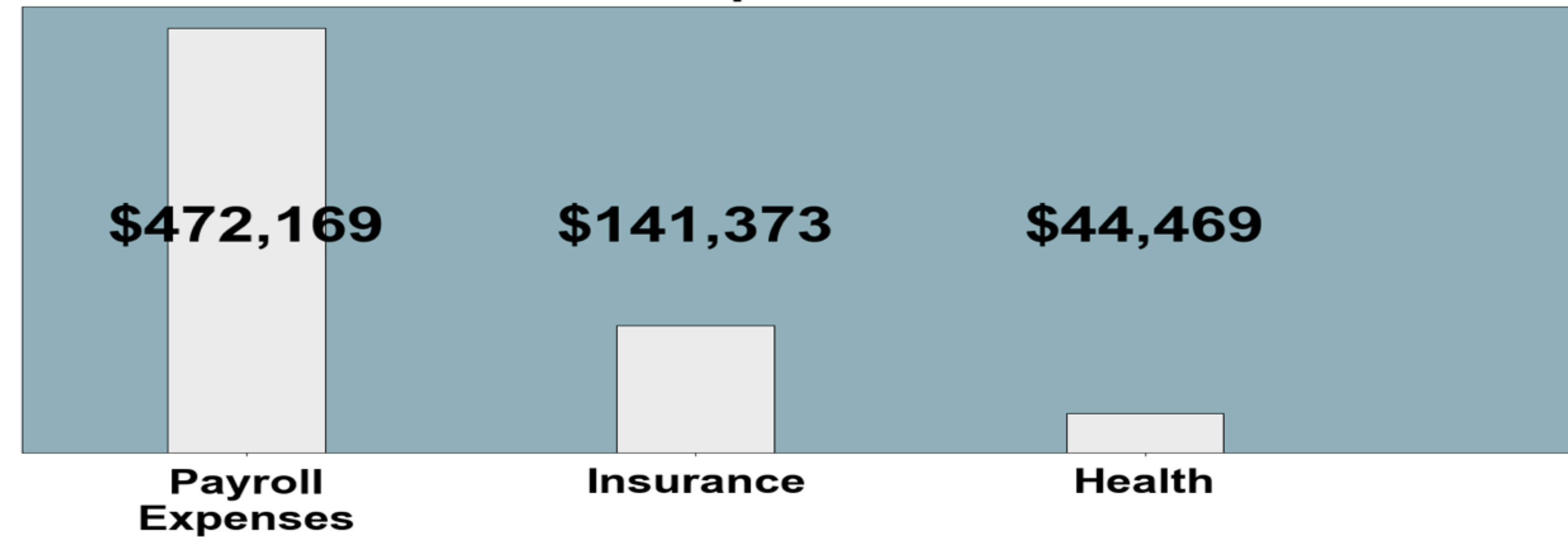
% Change

42.68%

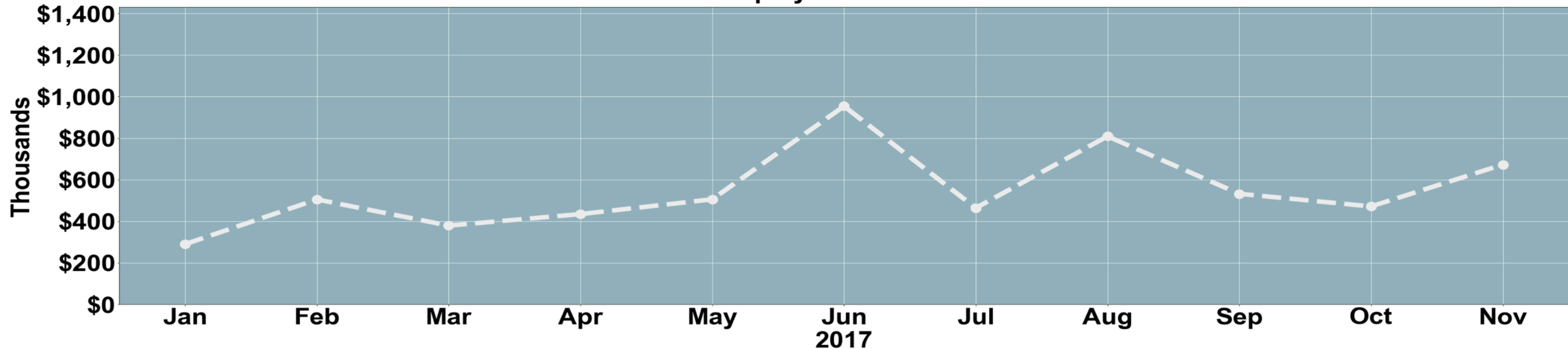
% of All
Expenses

19.62%

Breakdown of Employees for November 2017 Top Three



Employees over time





Shipping

Metrics for November 2017

Total Expense

\$368,217

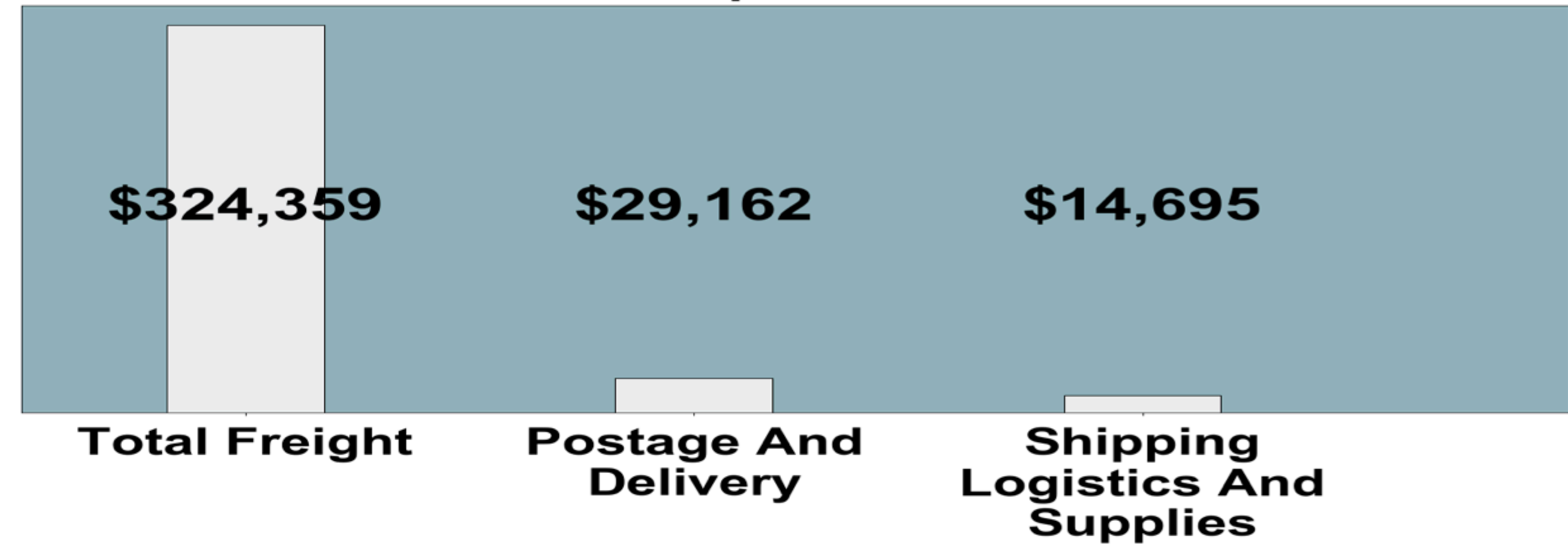
% Change

-25.96%

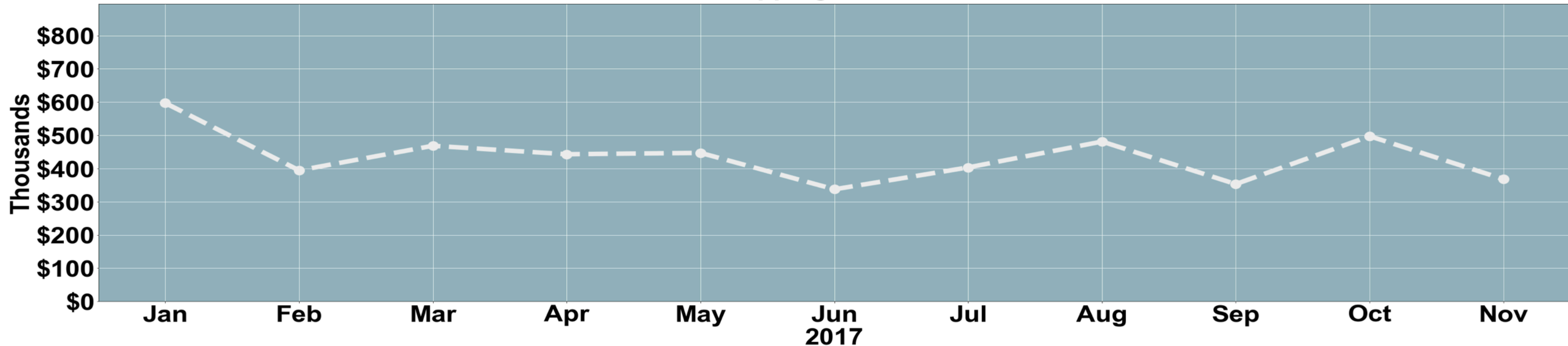
% of All
Expenses

10.74%

Breakdown of Shipping for November 2017 Top Three



Shipping over time





Building Expenses

Metrics for November 2017

Total Expense

\$325,581

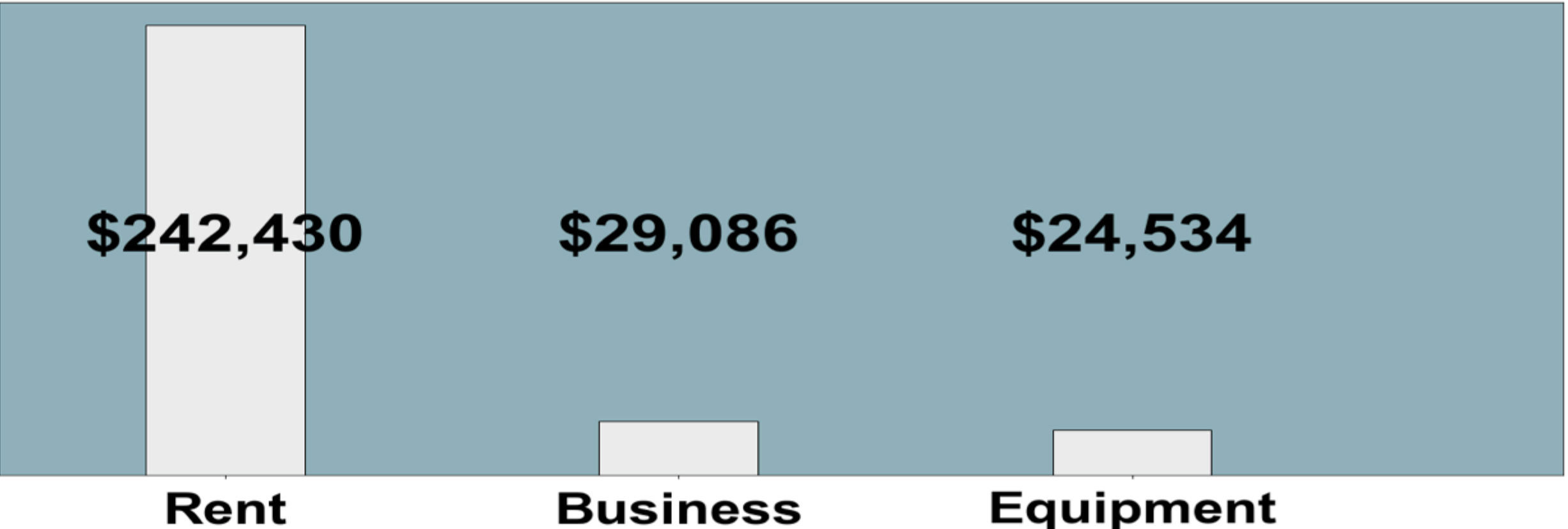
% Change

0.72%

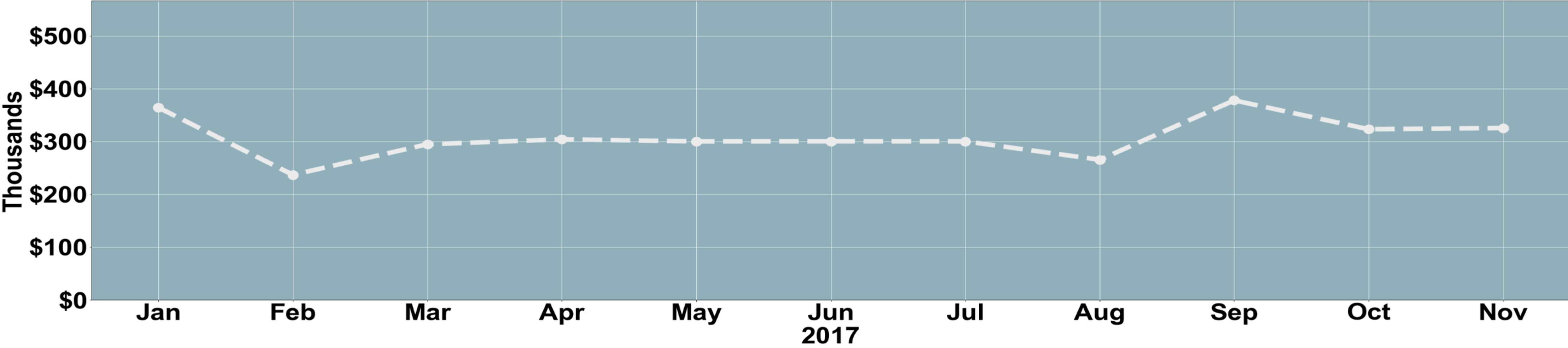
% of All
Expenses

9.49%

Breakdown of Building Expenses for November 2017 Top Three



Building Expenses over time





Contractors

Metrics for November 2017

Total Expense

\$249,372

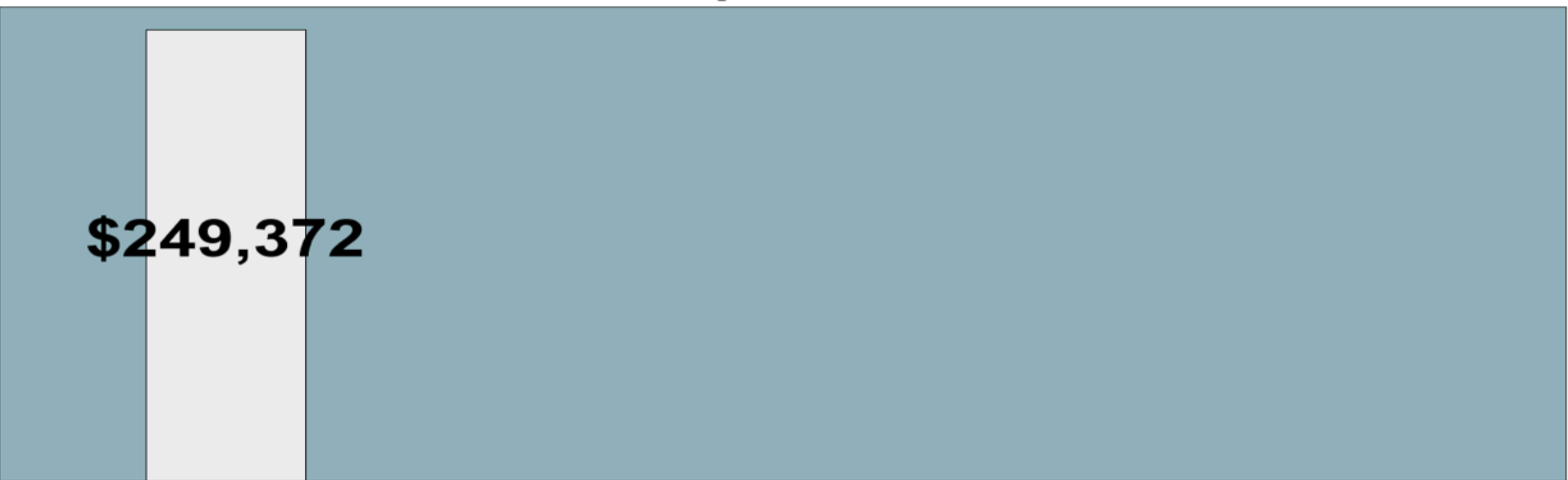
% Change

0.37%

% of All
Expenses

7.27%

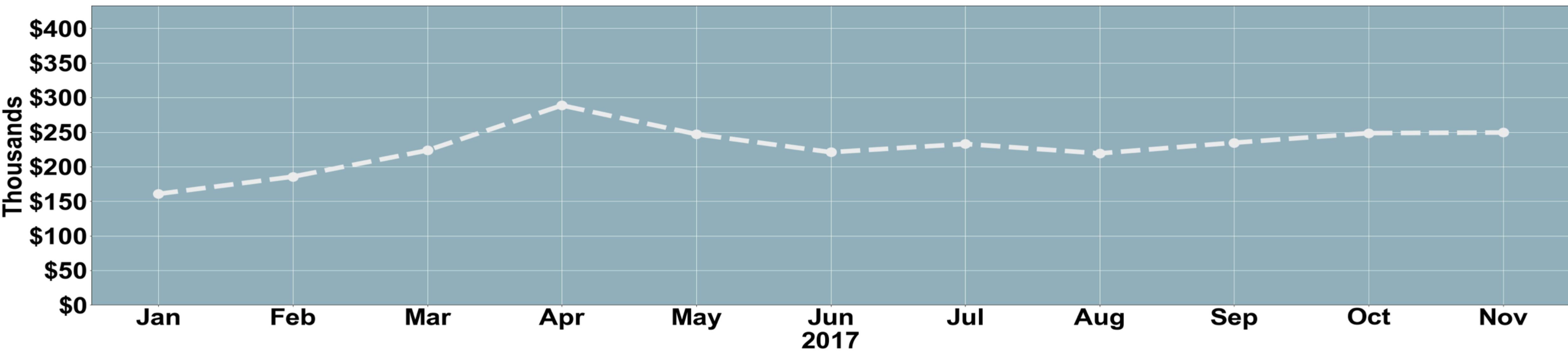
Breakdown of Contractors for November 2017 Top Three



\$249,372

Contractors

Contractors over time





Services And Finance

Metrics for November 2017

Total Expense

\$104,732

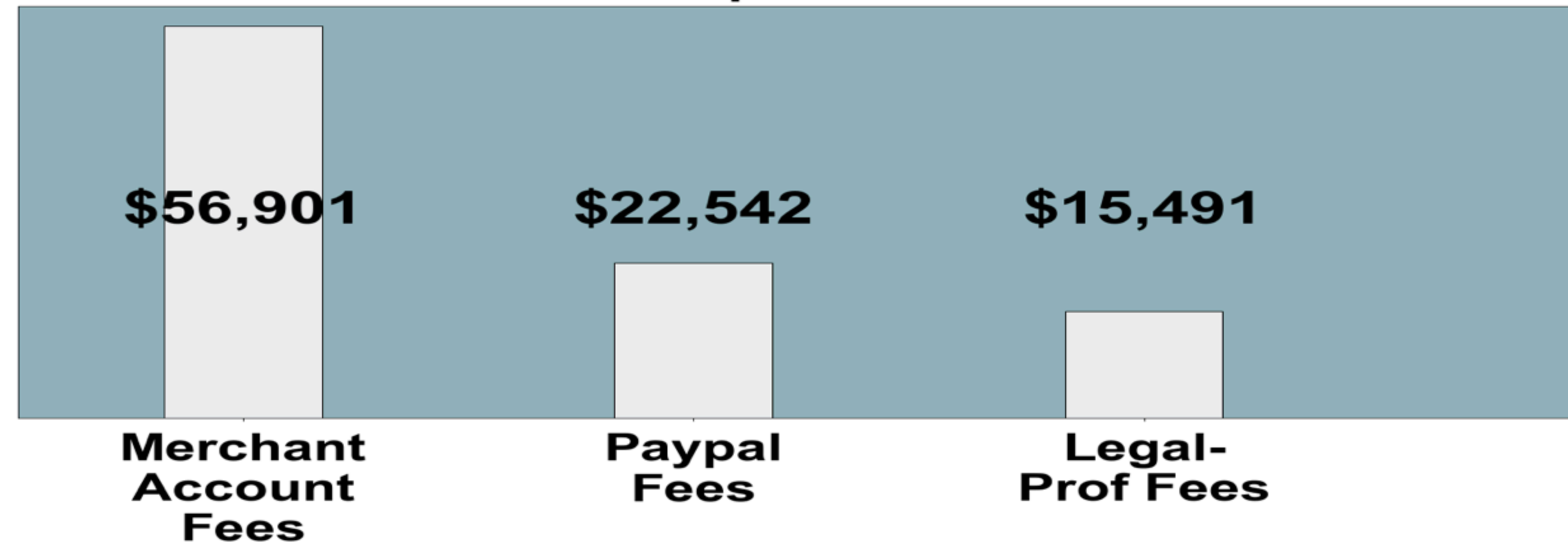
% Change

11.58%

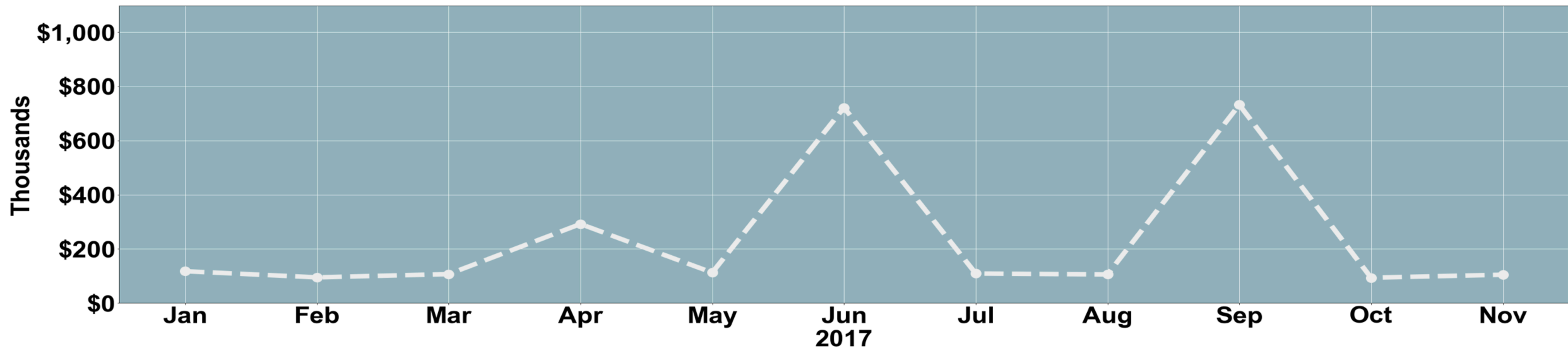
% of All
Expenses

3.05%

Breakdown of Services And Finance for November 2017 Top Three



Services And Finance over time





Marketing And Biz Dev

Metrics for November 2017

Total Expense

\$94,782

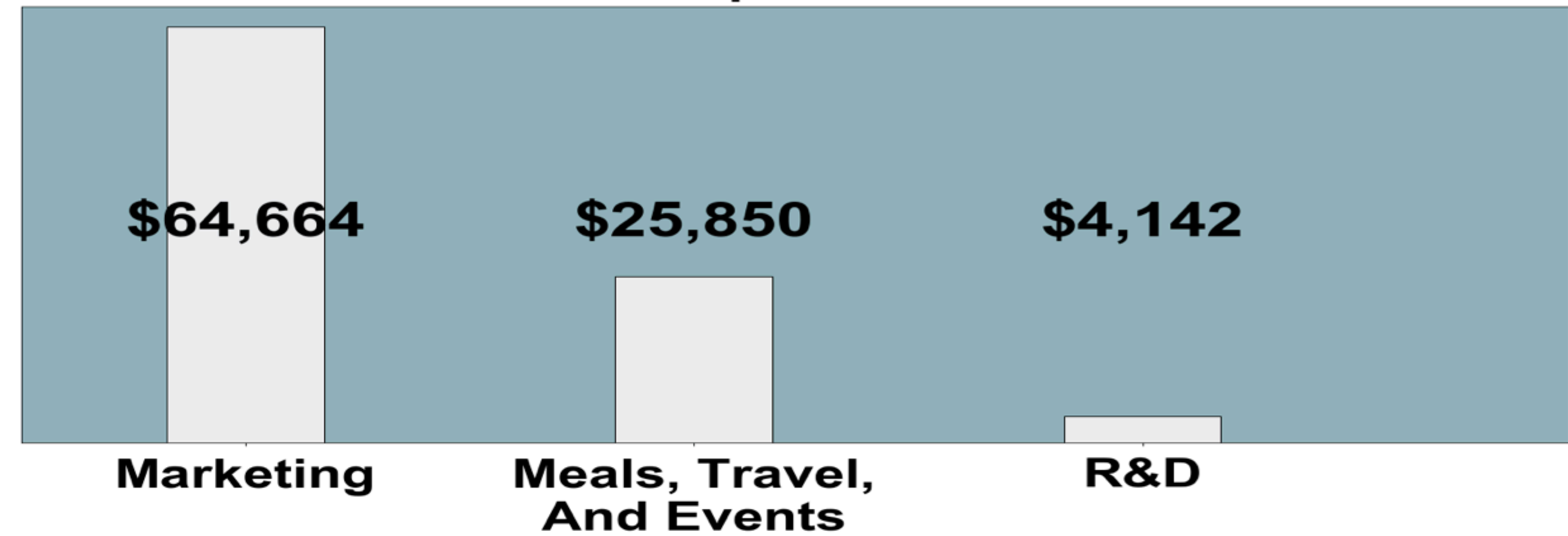
% Change

-66.07%

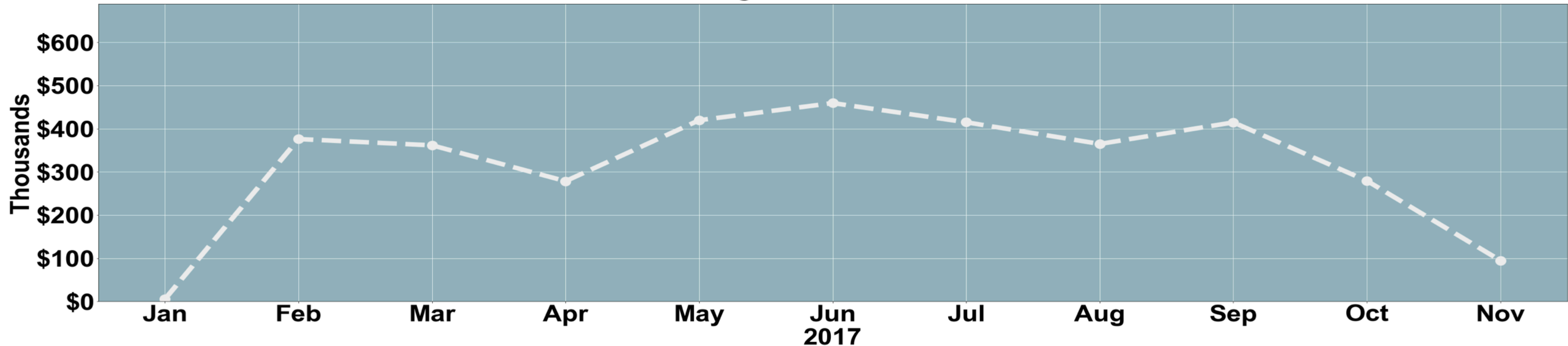
% of All
Expenses

2.76%

Breakdown of Marketing And Biz Dev for November 2017 Top Three



Marketing And Biz Dev over time





AdaBox

Metrics for 2017 Q4

Revenue

\$205,200

Churn Rate

13.58%

Retention
Rate

86.42%

Metrics for YTD

Revenue

\$826,140

Churn Rate

33.19%

Retention
Rate

66.81%

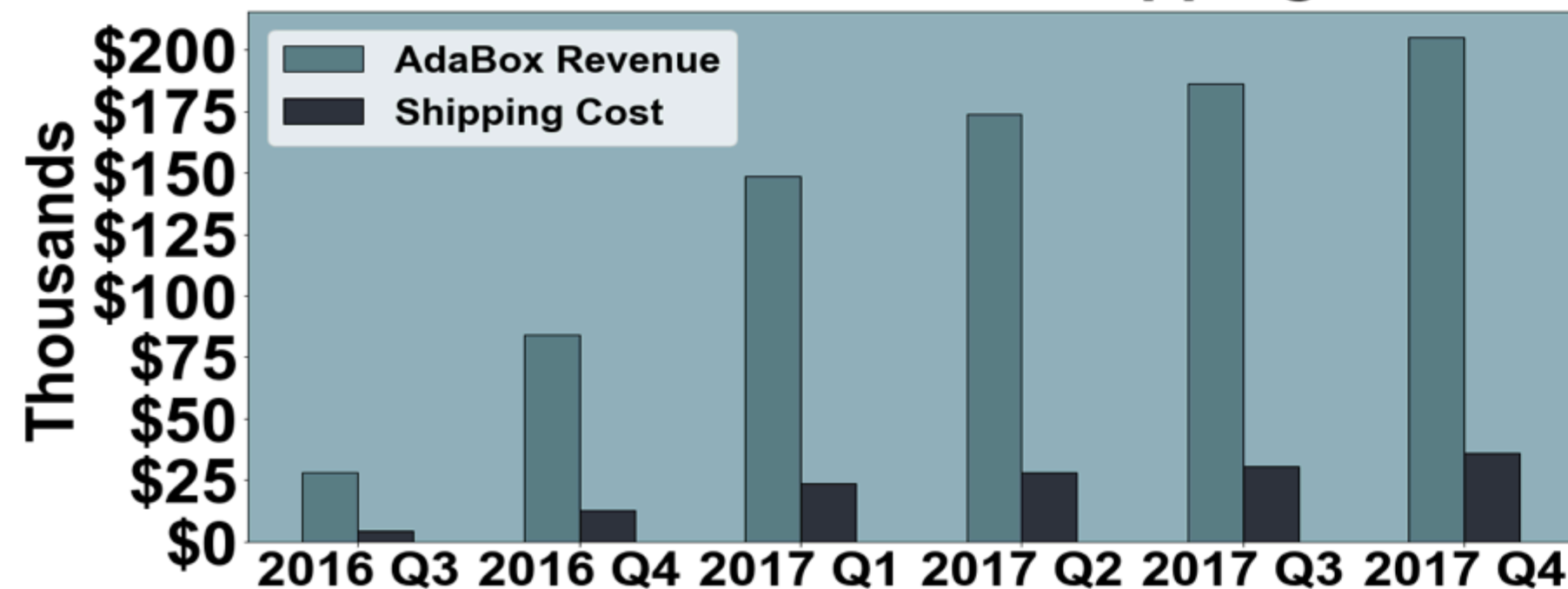
Total Subscribers

3,406

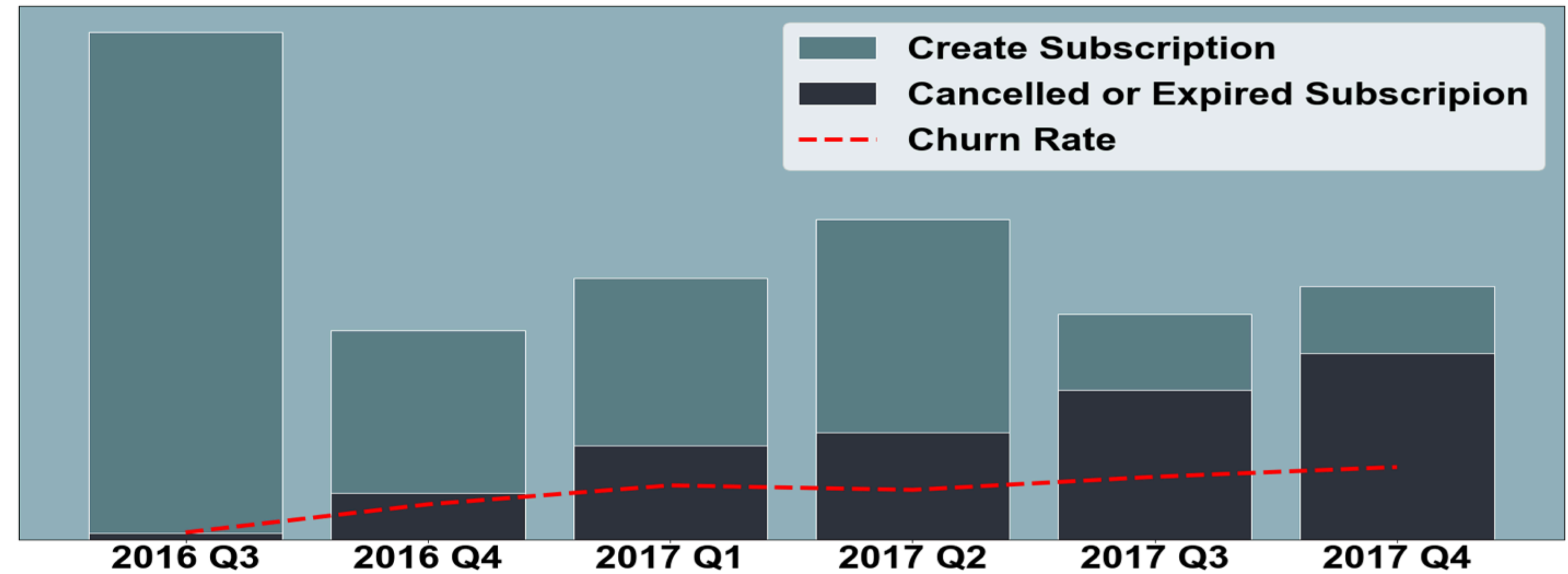
Total
Cancelled/Expired

1,692

AdaBox Revenue and Shipping Cost



Churn Rate



Reasons For Churn

