

November 2017

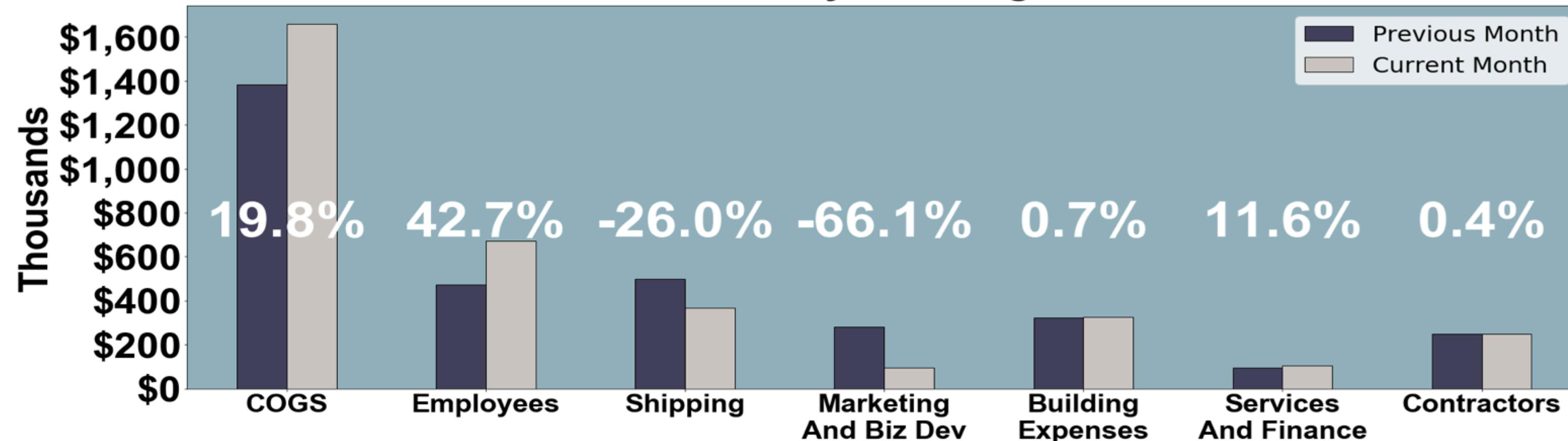
Metrics for November 2017

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

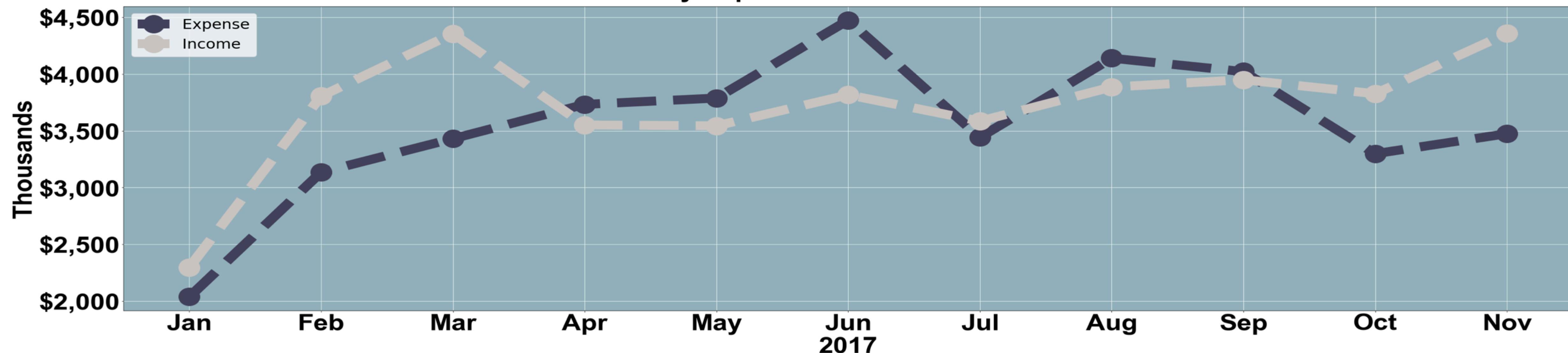
Metrics for YTD

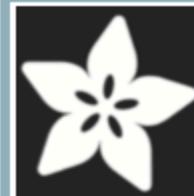
YTD Expense	YTD Income	% of YTD Income
\$38,975,140	\$40,976,767	95.12%

Monthly % Changes



Monthly Expense and Income Over Time





COGS

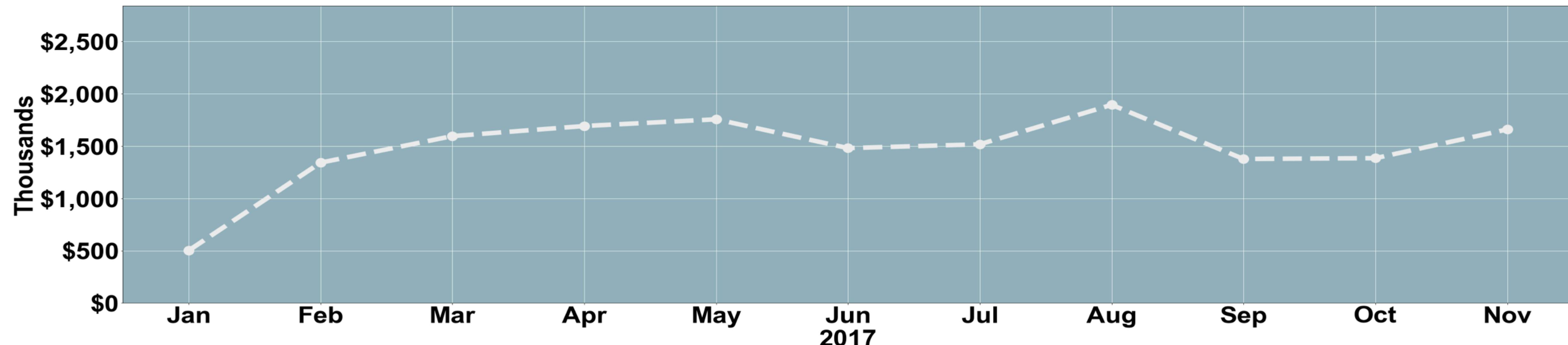
Metrics for November 2017

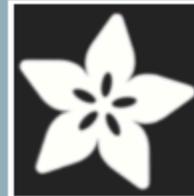
Total Expense	% Change	% of All Expenses
\$1,659,180	19.84%	48.38%

Breakdown of COGS for November 2017 Top Three



COGS over time



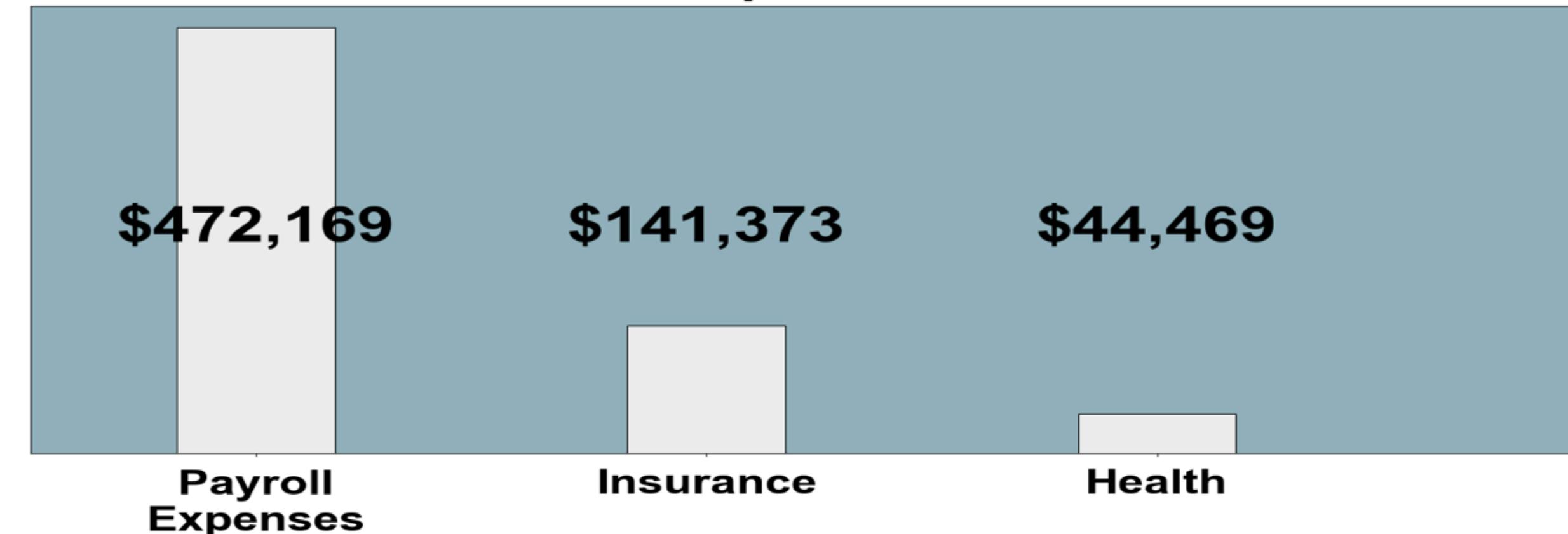


Employees

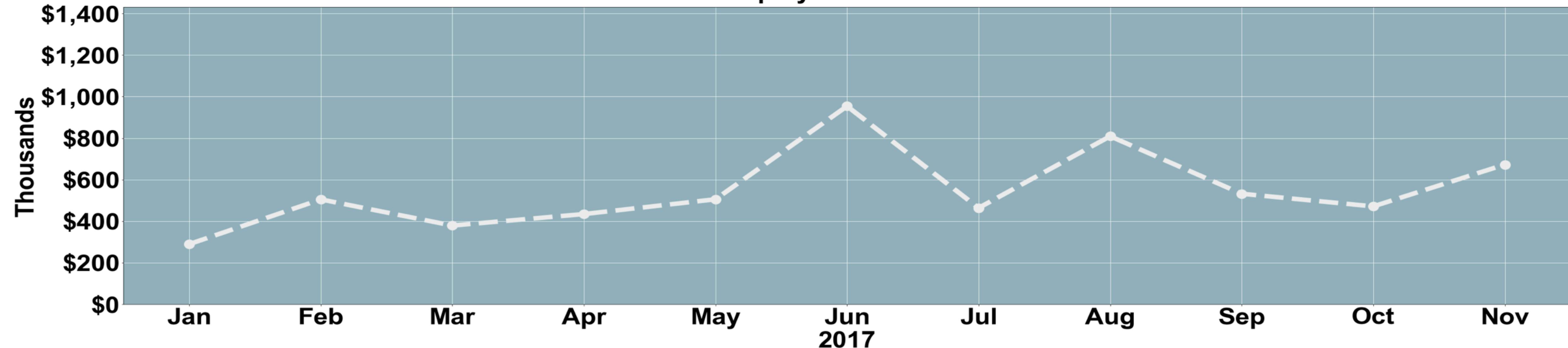
Metrics for November 2017

Total Expense	% Change	% of All Expenses
\$672,804	42.68%	19.62%

Breakdown of Employees for November 2017 Top Three



Employees over time



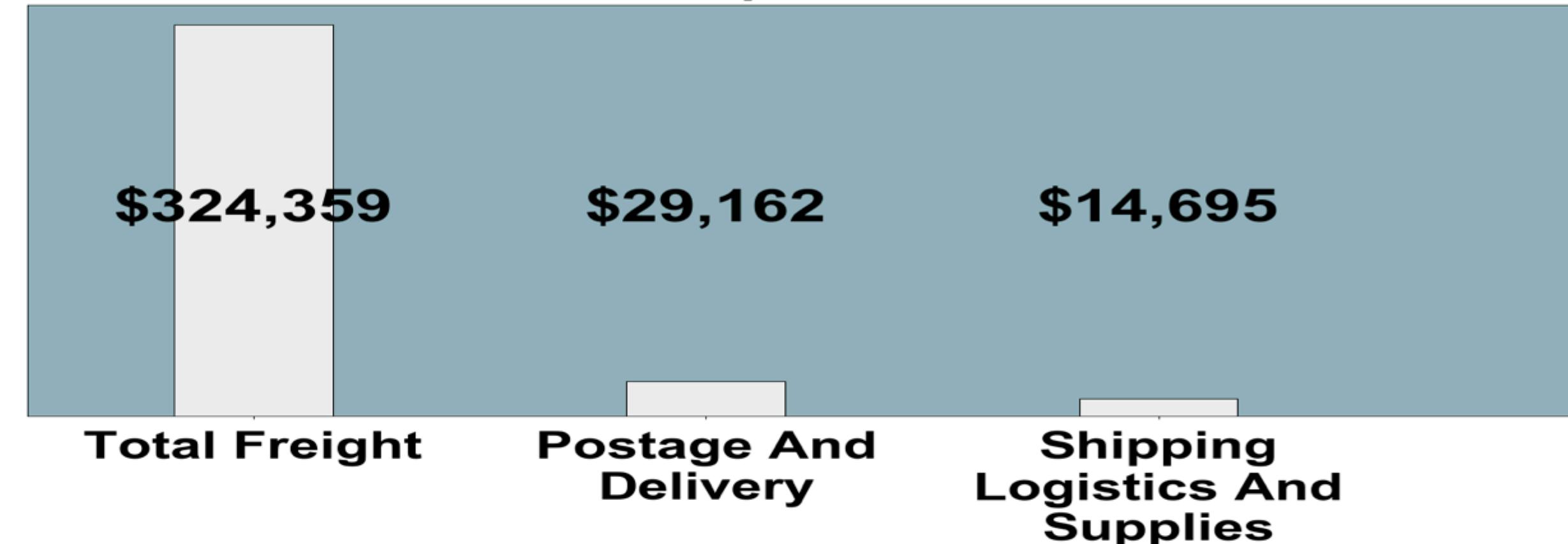


Shipping

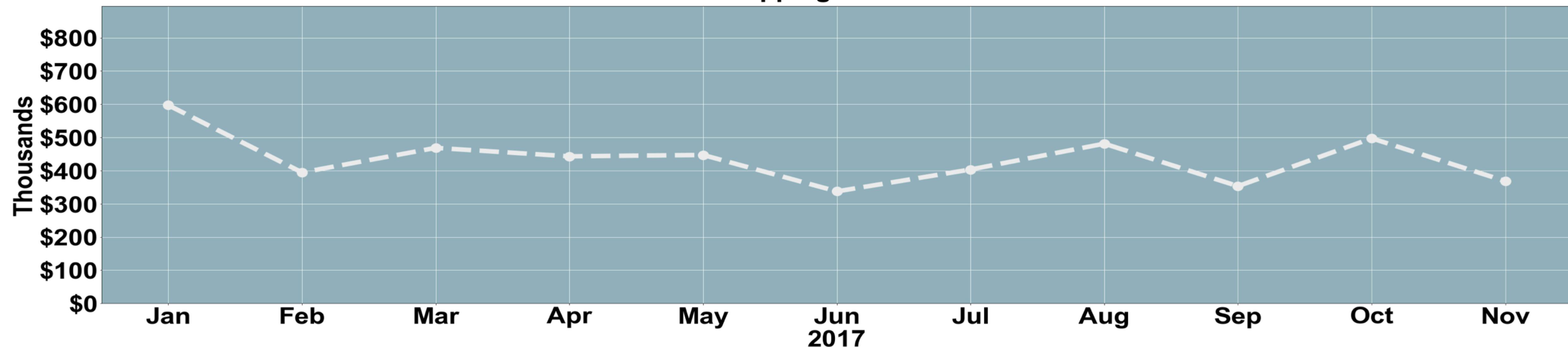
Metrics for November 2017

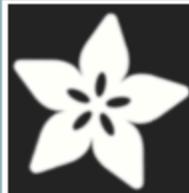
Total Expense	% Change	% of All Expenses
\$368,217	-25.96%	10.74%

Breakdown of Shipping for November 2017 Top Three



Shipping over time



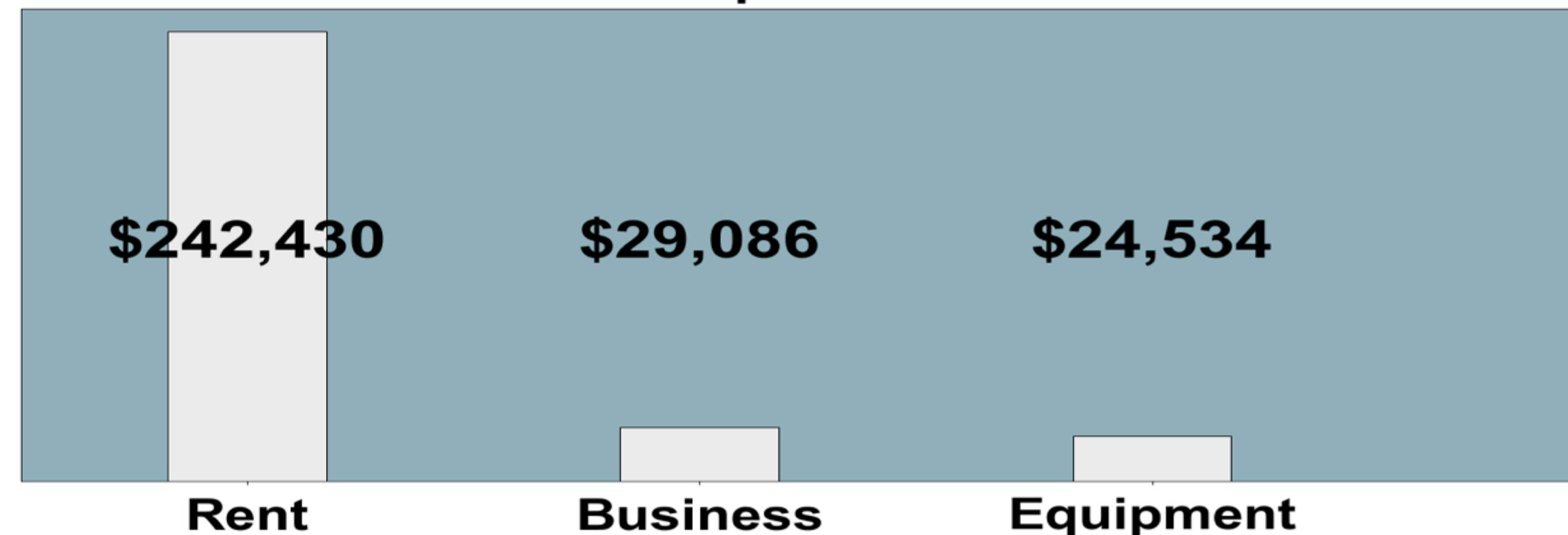


Building Expenses

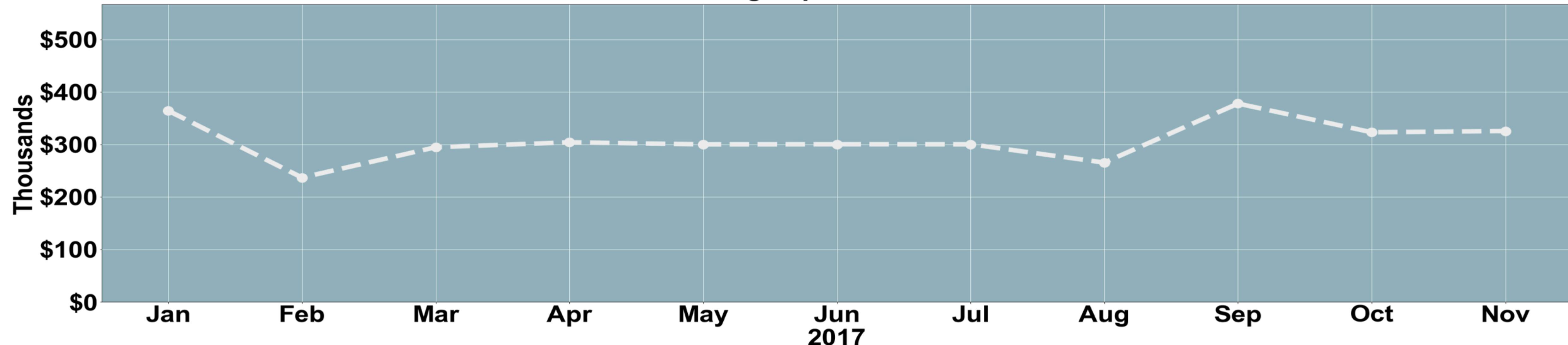
Metrics for November 2017

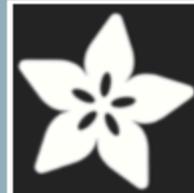
Total Expense	% Change	% of All Expenses
\$325,581	0.72%	9.49%

Breakdown of Building Expenses for November 2017 Top Three



Building Expenses over time



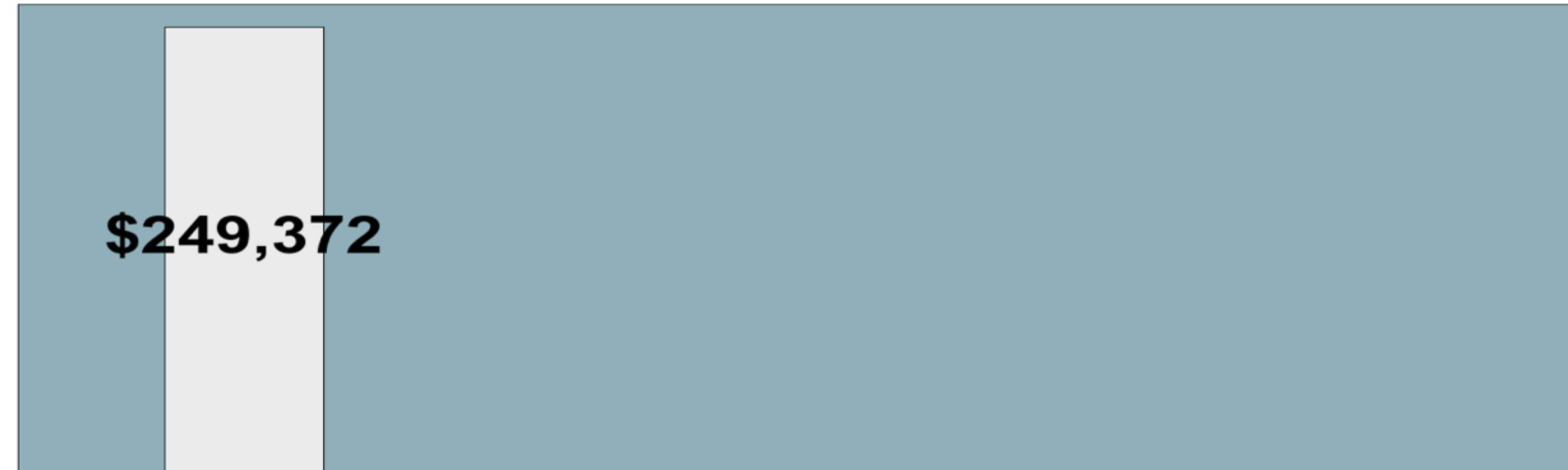


Contractors

Metrics for November 2017

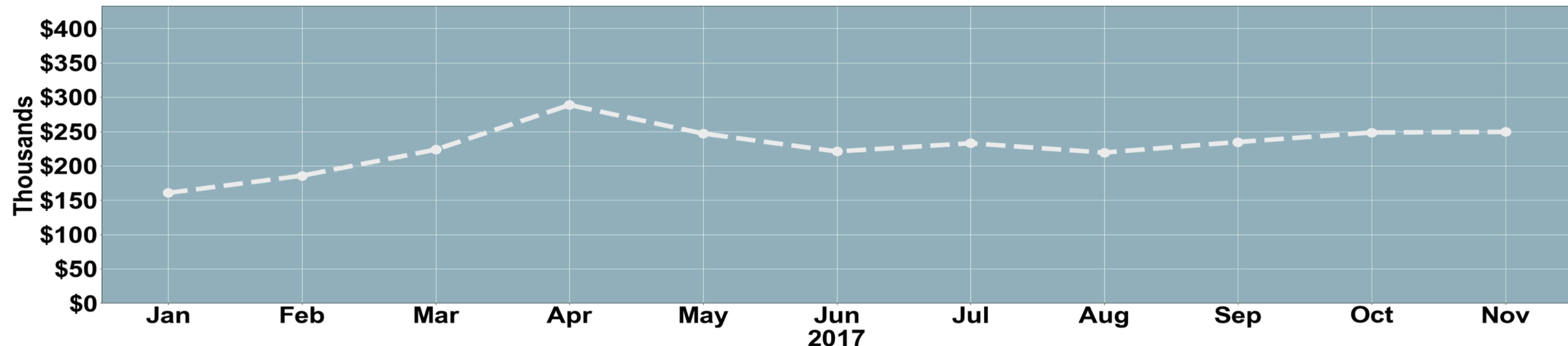
Total Expense	% Change	% of All Expenses
\$249,372	0.37%	7.27%

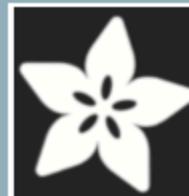
Breakdown of Contractors for November 2017 Top Three



Contractors

Contractors over time





Services And Finance

Metrics for November 2017

Total Expense

% Change

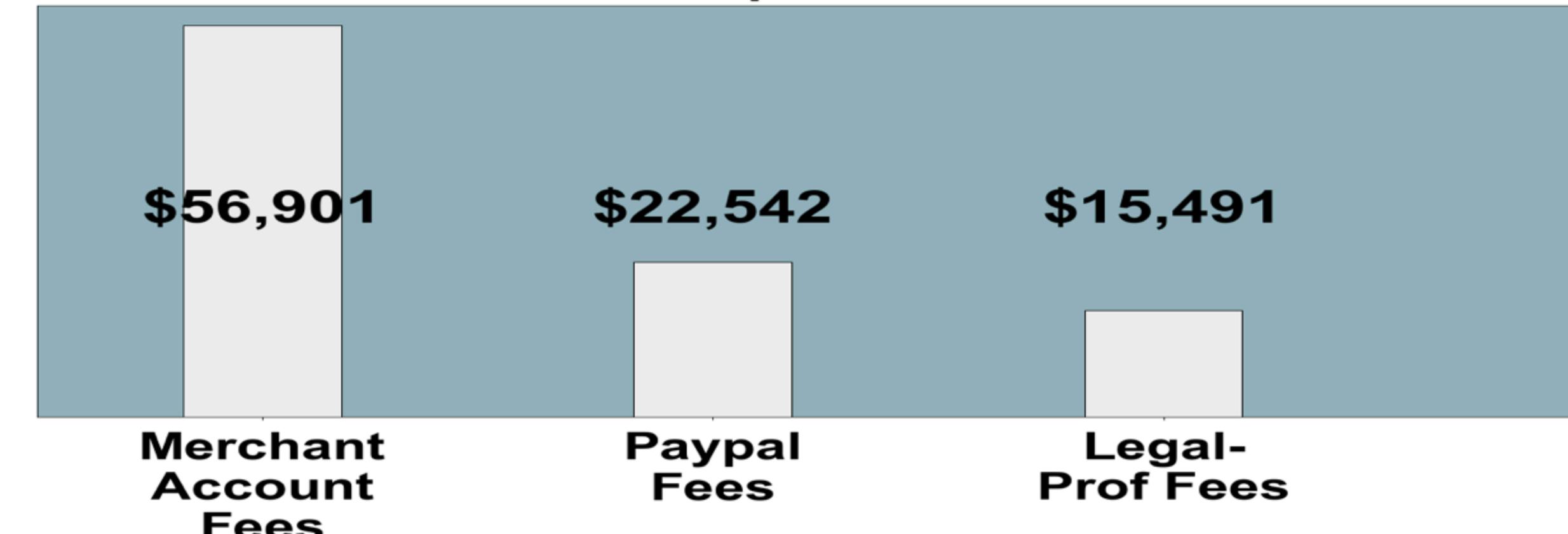
% of All Expenses

\$104,732

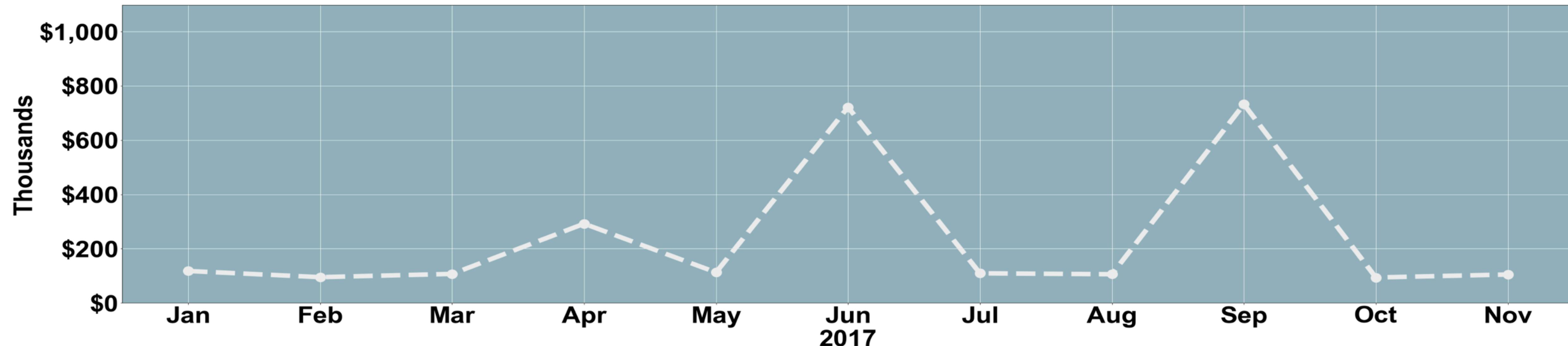
11.58%

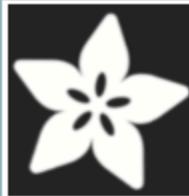
3.05%

Breakdown of Services And Finance for November 2017 Top Three



Services And Finance over time





Marketing And Biz Dev

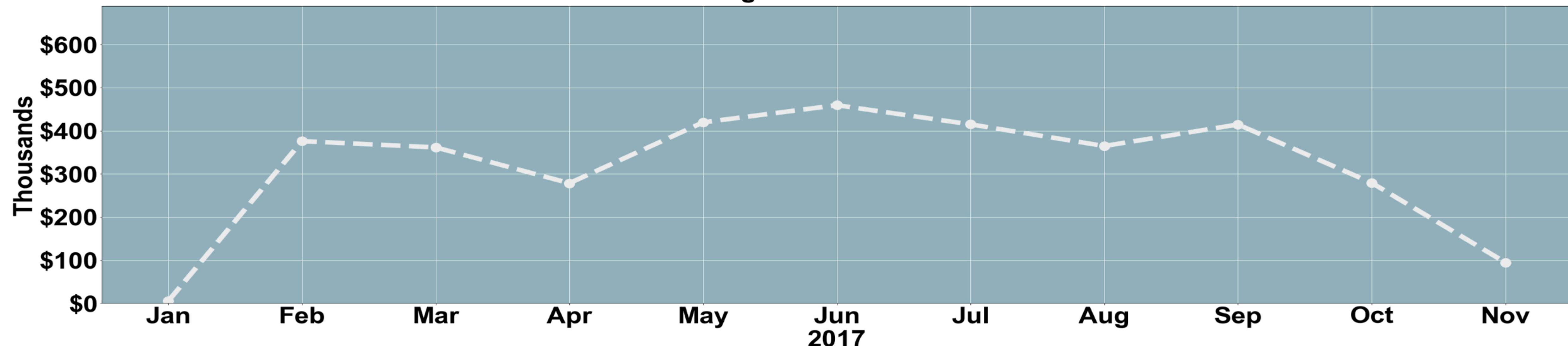
Metrics for November 2017

Total Expense	% Change	% of All Expenses
\$94,782	-66.07%	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

Churn Rate

Retention Rate

\$205,200

13.58%

86.42%

Metrics for YTD

Revenue

Churn Rate

Retention Rate

\$826,140

33.19%

66.81%

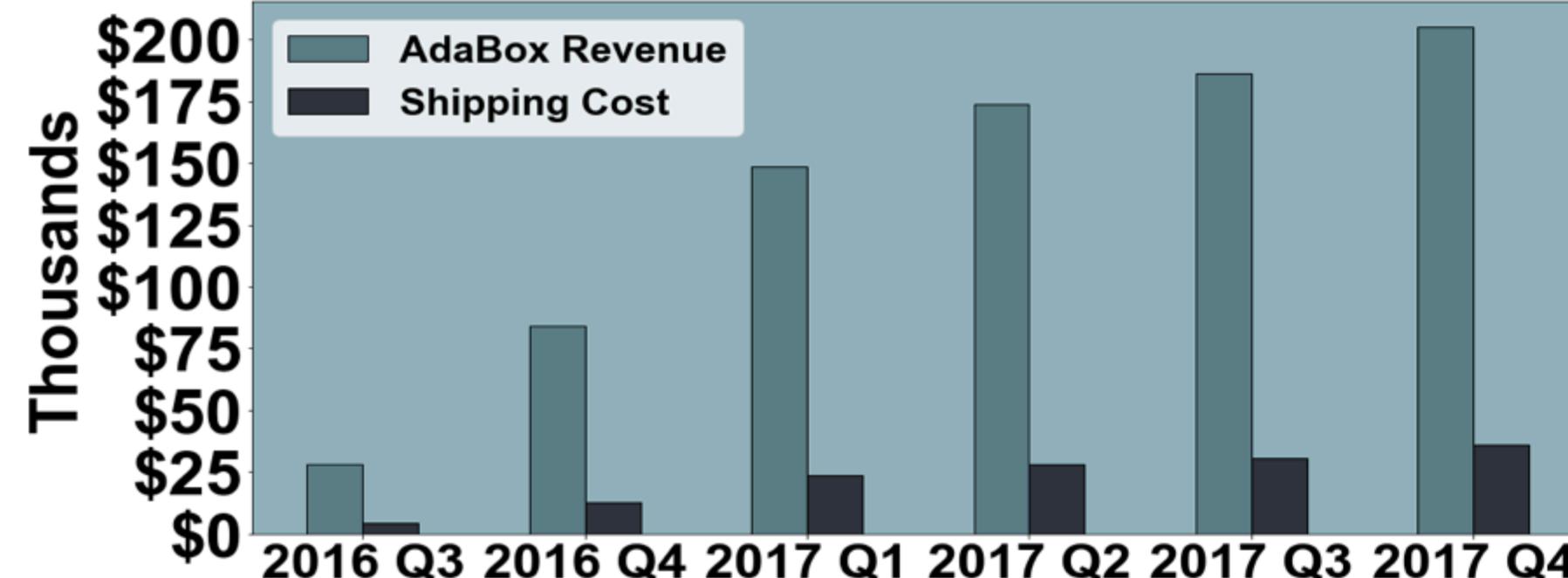
Total Subscribers

Total
Cancelled/Expired

3,406

1,692

AdaBox Revenue and Shipping Cost



Churn Rate

