



# December 2017

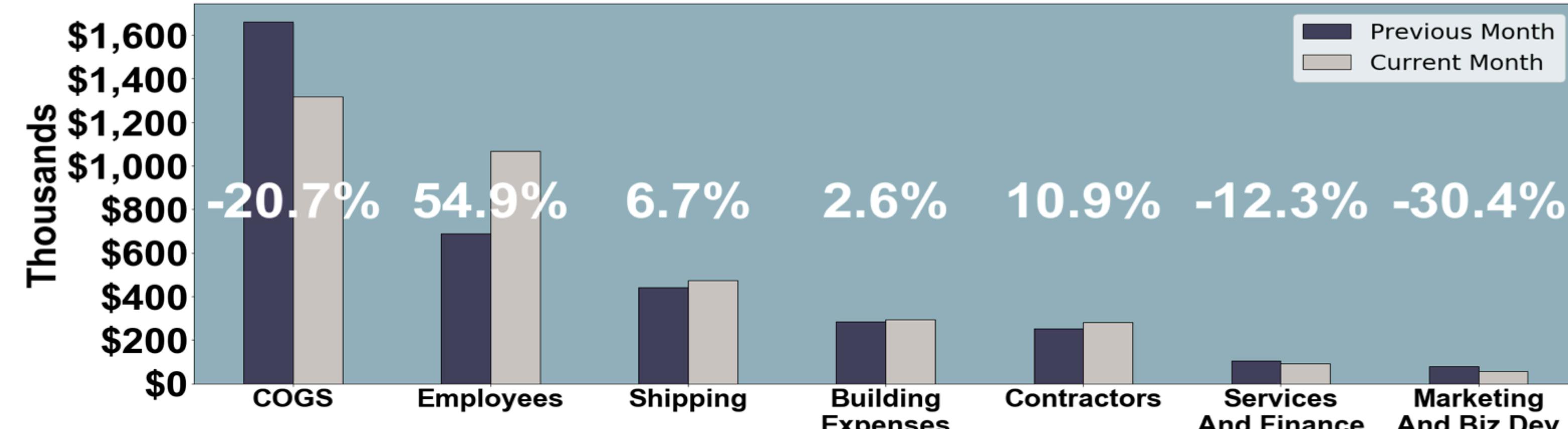
## Metrics for December 2017

Monthly Expense	Monthly Income	% of Monthly Income
\$3,531,925	\$3,968,408	89.00%

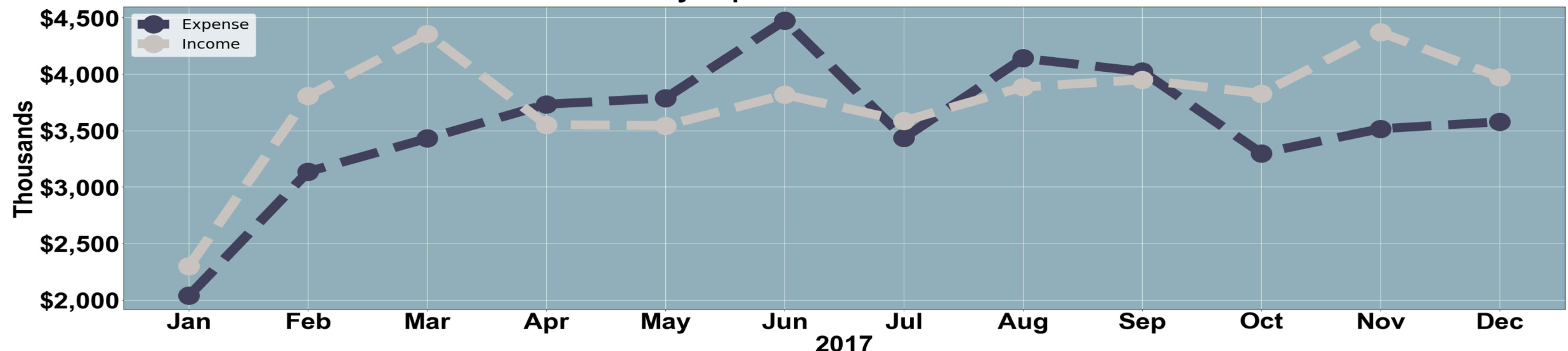
## Metrics for YTD

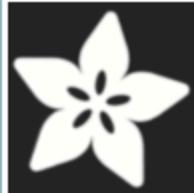
YTD Expense	YTD Income	% of YTD Income
\$42,588,086	\$44,962,139	94.72%

## Monthly % Changes



## Monthly Expense and Income Over Time





# COGS

## Metrics for December 2017

Total Expense

% Change

% of All Expenses

\$1,317,014

-20.74%

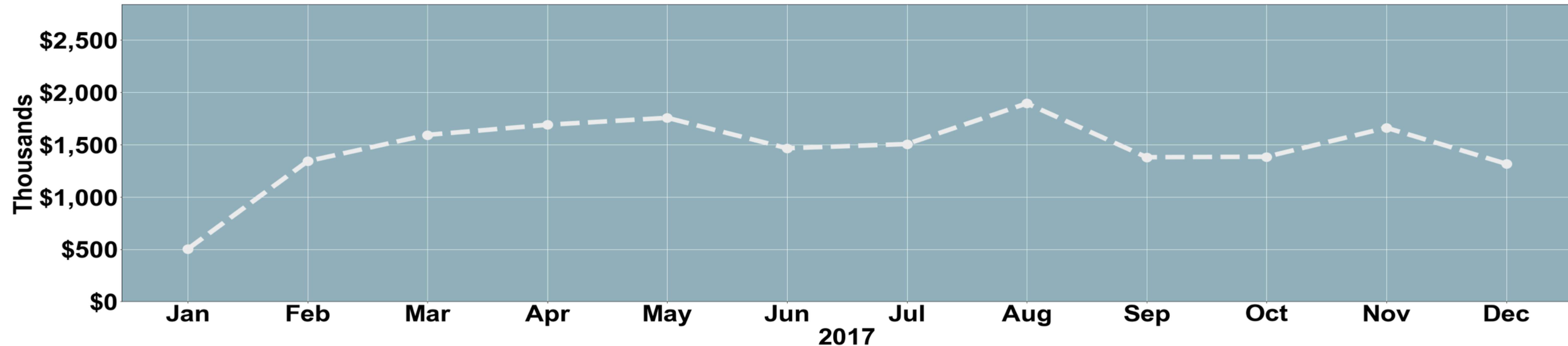
37.29%

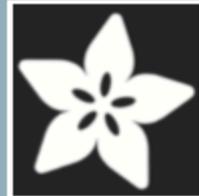
## Breakdown of COGS for December 2017 Top Three

\$1,317,014

Cost Of Goods

COGS over time





# Employees

## Metrics for December 2017

Total Expense

% Change

% of All Expenses

**\$1,067,512**

**54.93%**

**30.22%**

## Breakdown of Employees for December 2017 Top Three



## Employees over time



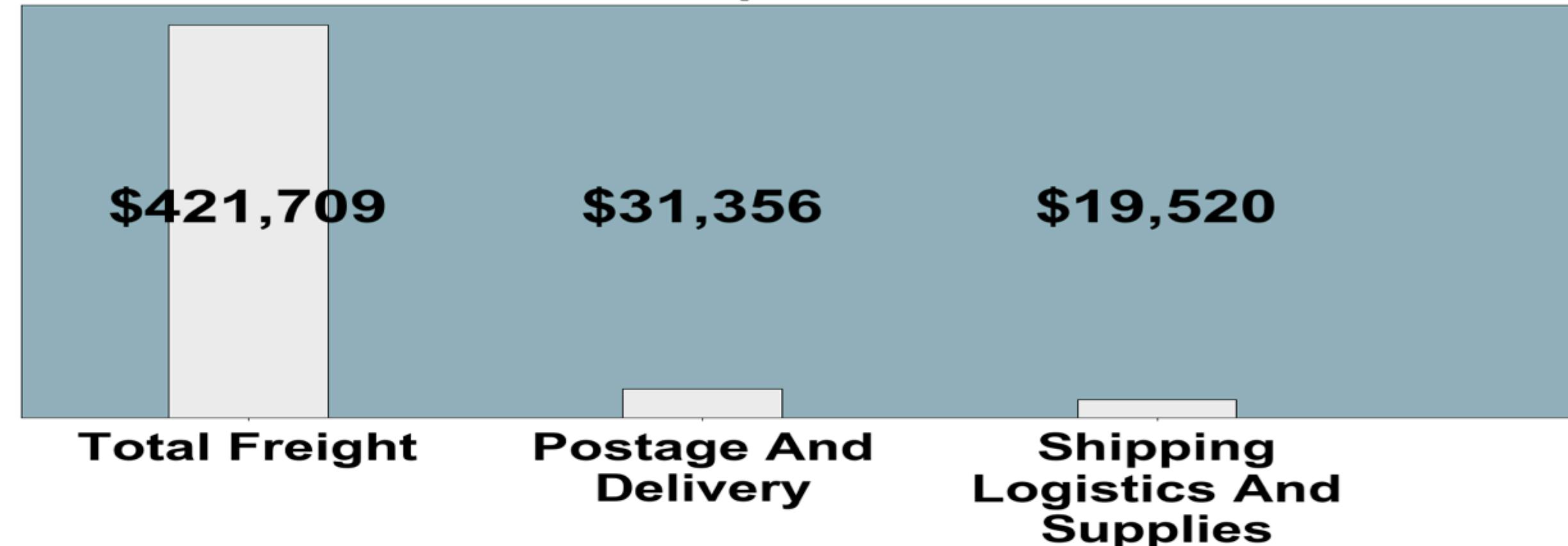


# Shipping

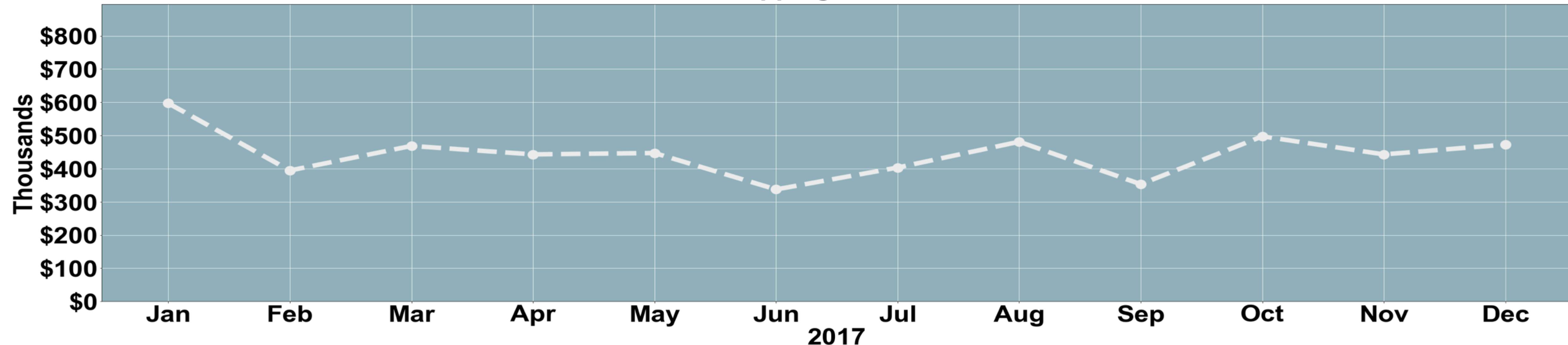
## Metrics for December 2017

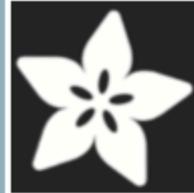
Total Expense	% Change	% of All Expenses
\$472,585	6.67%	13.38%

## Breakdown of Shipping for December 2017 Top Three



## Shipping over time



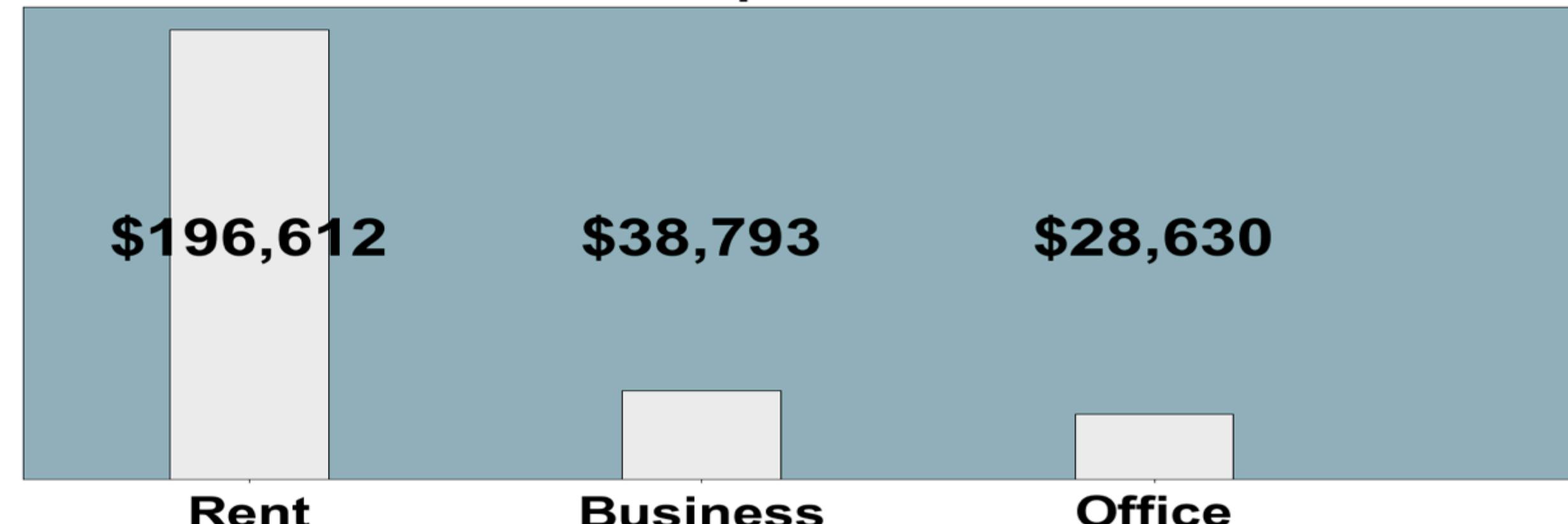


# Building Expenses

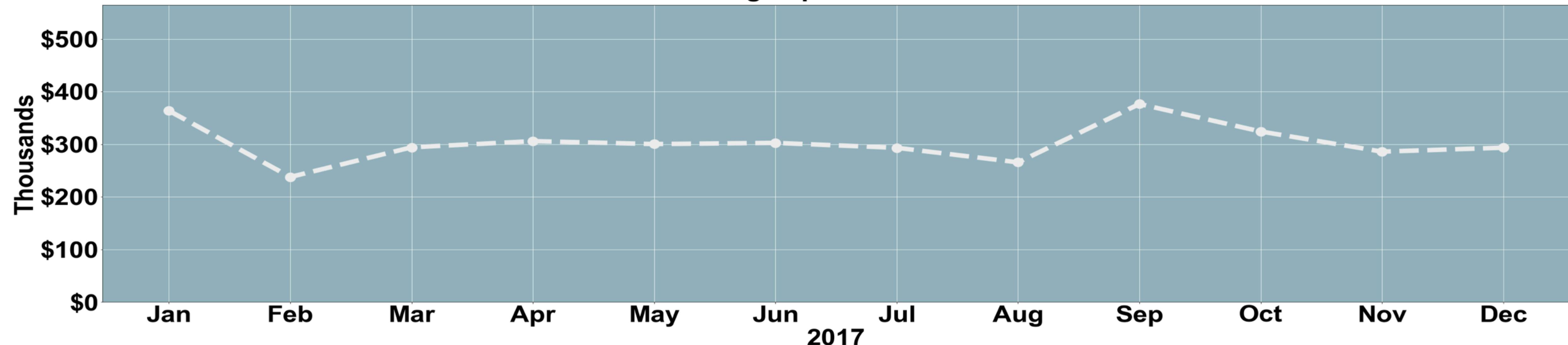
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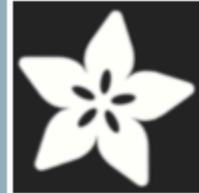
Total Expense	% Change	% of All Expenses
\$293,385	2.62%	8.31%

## Breakdown of Building Expenses for December 2017 Top Three



## Building Expenses over time





# Contractors

## Metrics for December 2017

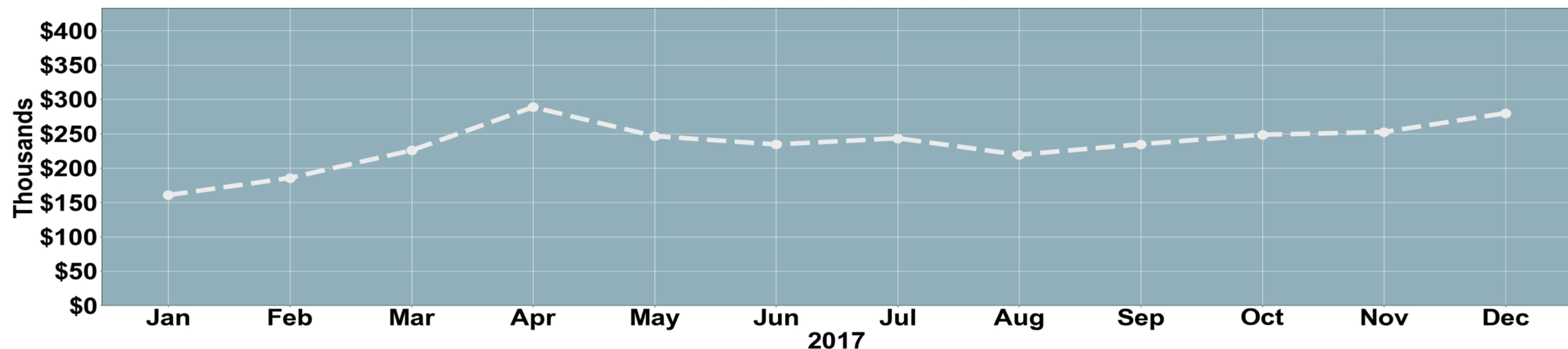
Total Expense	% Change	% of All Expenses
\$279,807	10.87%	7.92%

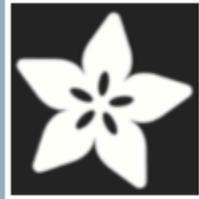
## Breakdown of Contractors for December 2017 Top Three



Contractors

Contractors over time



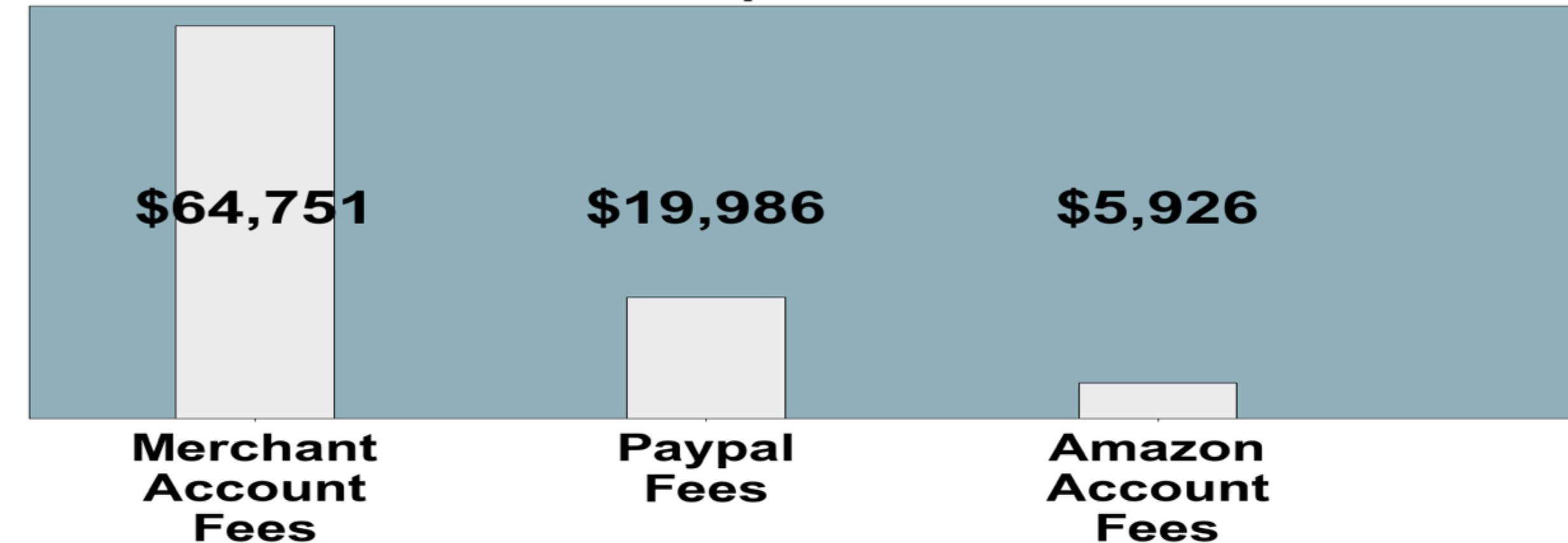


# Services And Finance

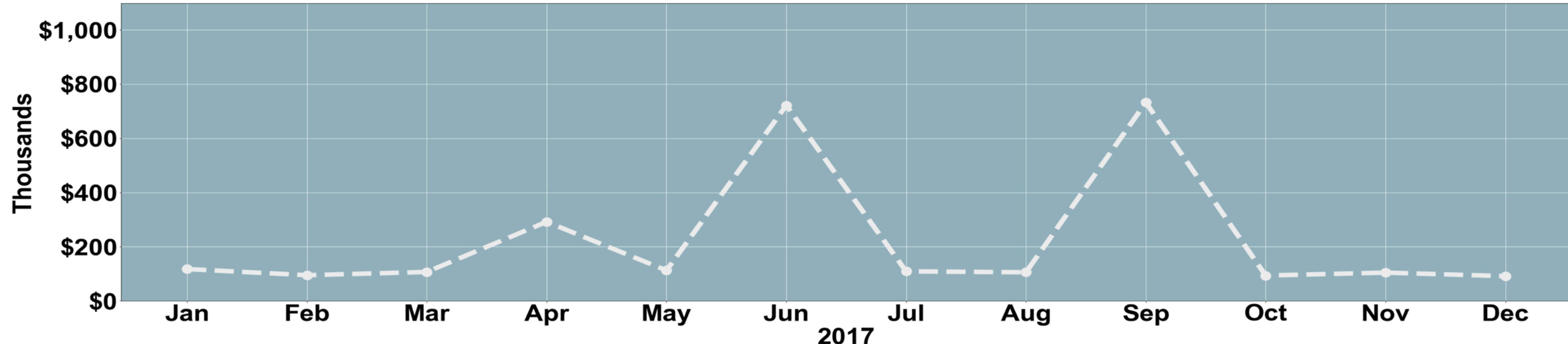
## Metrics for December 2017

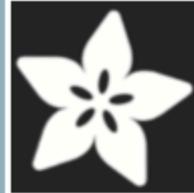
Total Expense	% Change	% of All Expenses
\$91,631	-12.33%	2.59%

## Breakdown of Services And Finance for December 2017 Top Three



## Services And Finance over time





# Marketing And Biz Dev

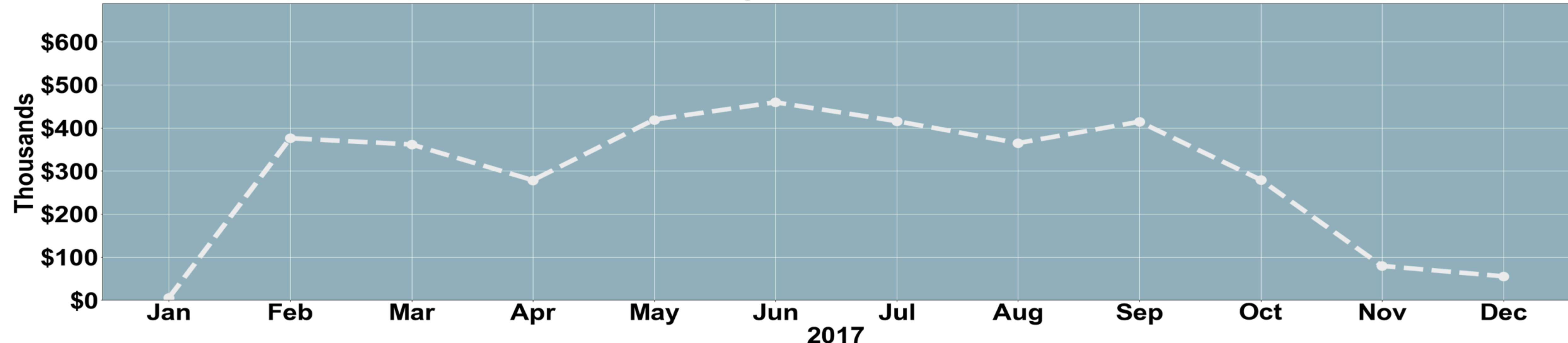
## Metrics for December 2017

Total Expense	% Change	% of All Expenses
\$55,342	-30.36%	1.57%

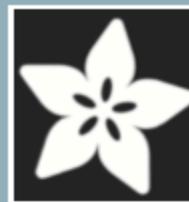
## Breakdown of Marketing And Biz Dev for December 2017 Top Three



## Marketing And Biz Dev over time



# AdaBox



## Metrics for 2017 Q4

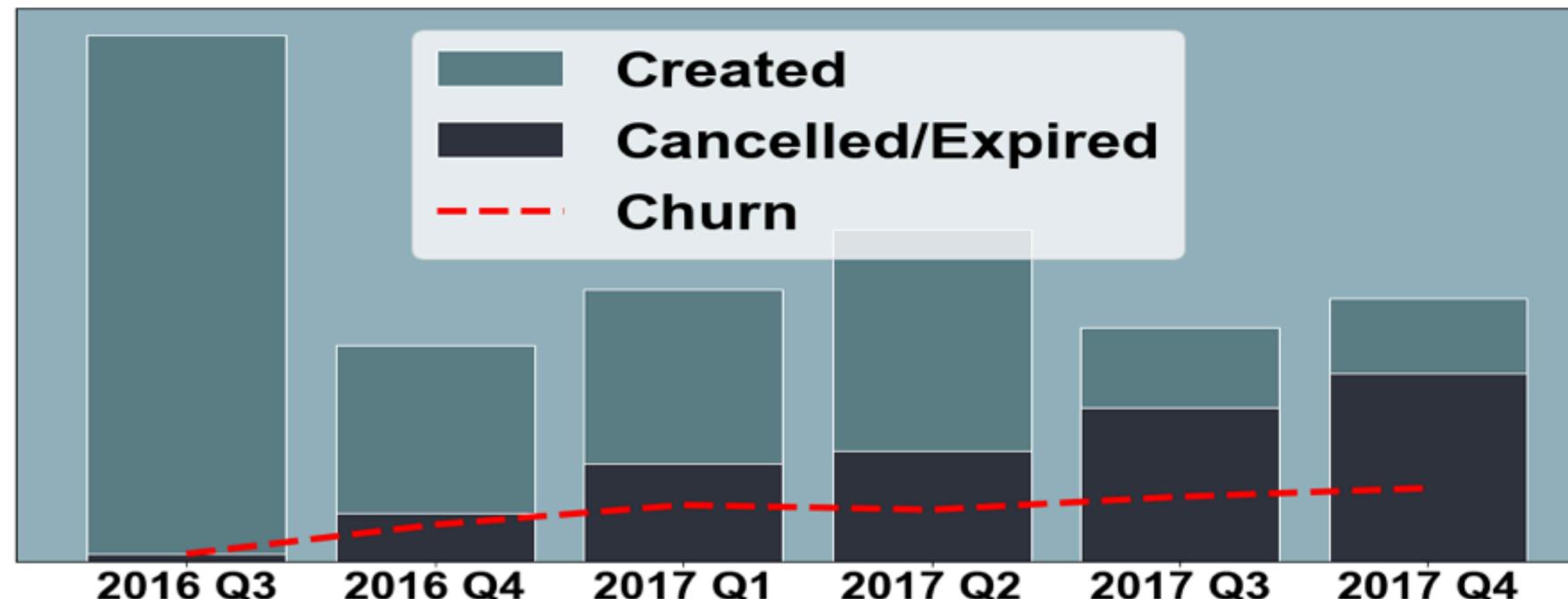
Revenue	Churn Rate	Retention Rate
\$205,440	13.21%	86.79%

## Metrics for YTD

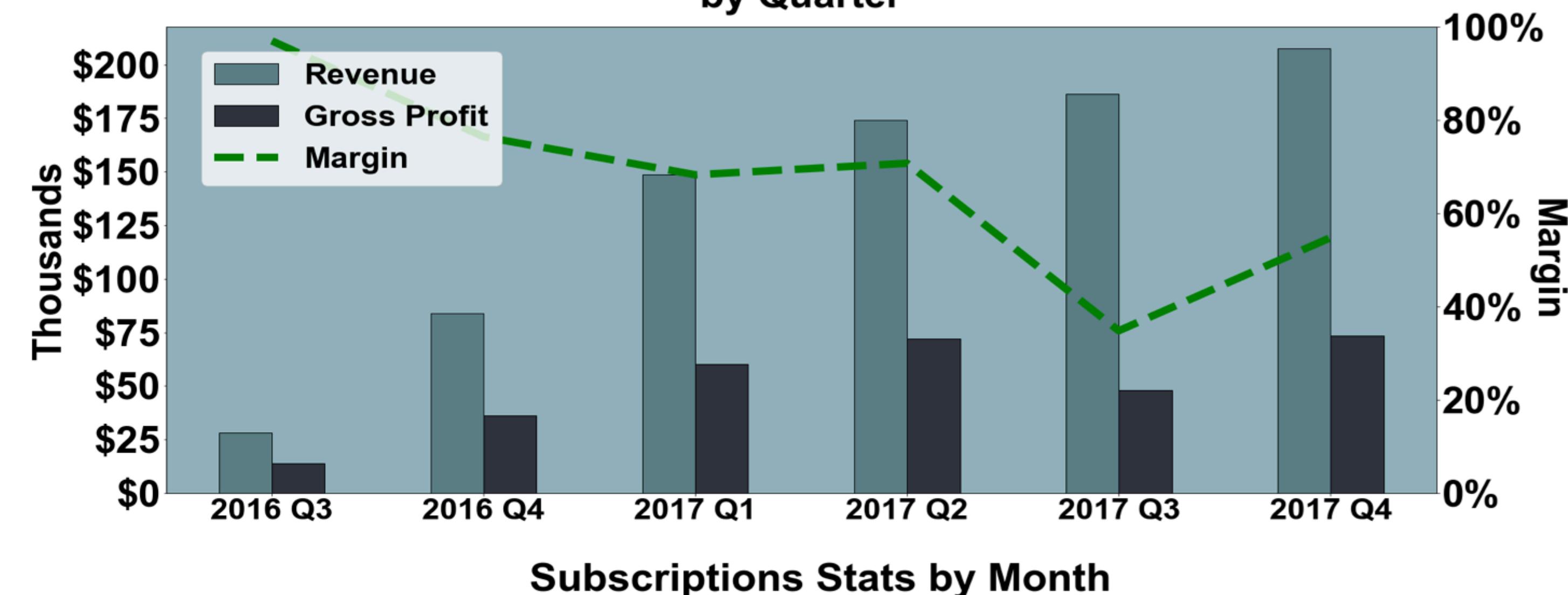
Revenue	Churn Rate	Retention Rate
\$826,380	33.86%	66.14%

Total Subscribers	Total Cancelled/Expired
3,471	1,729

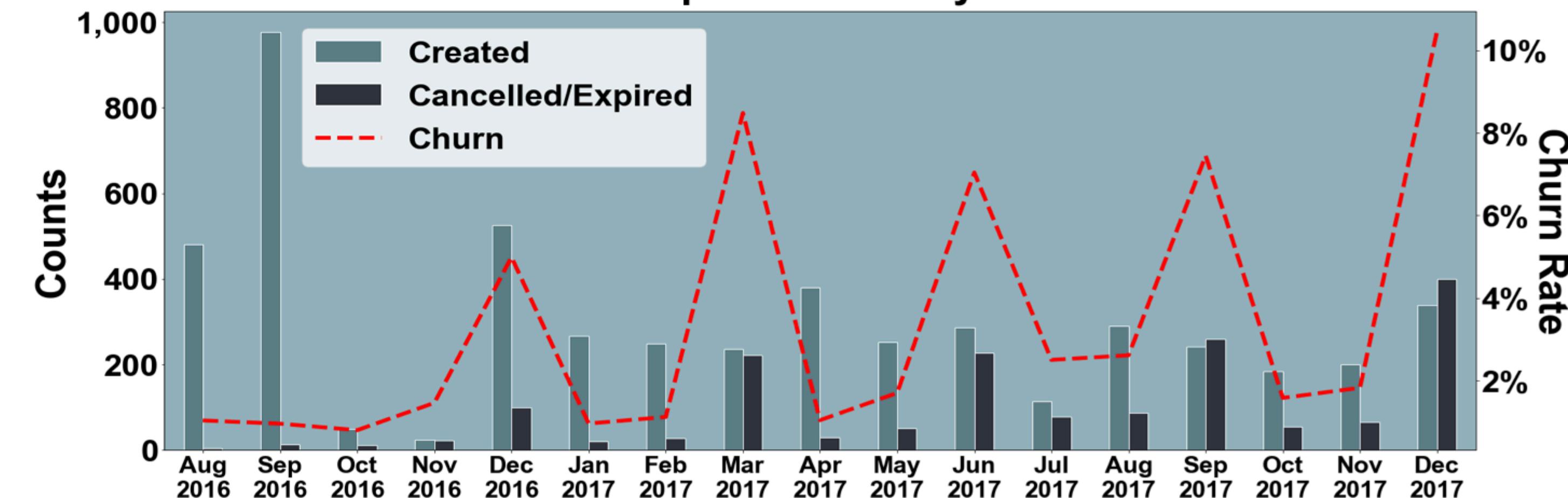
## Subscription Stats by Quarter



## Revenue, Gross Profit, and Margin by Quarter



## Subscriptions Stats by Month



Year	Order Count	Chargeback Amount	Avg Chargeback Per Order
2017	71	\$15,836.68	\$223.05

