

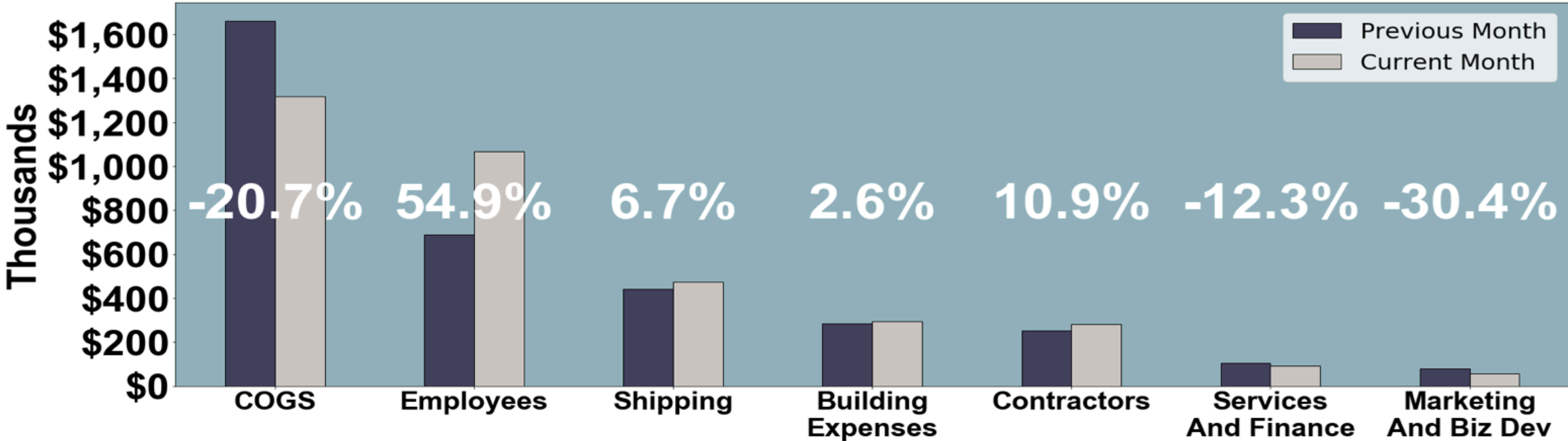


December 2017

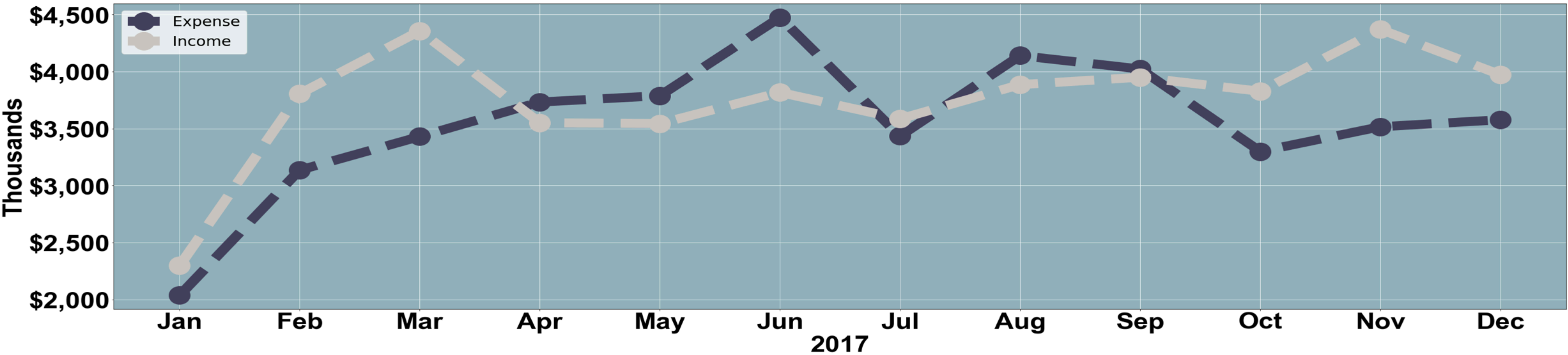
Metrics for December 2017

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%

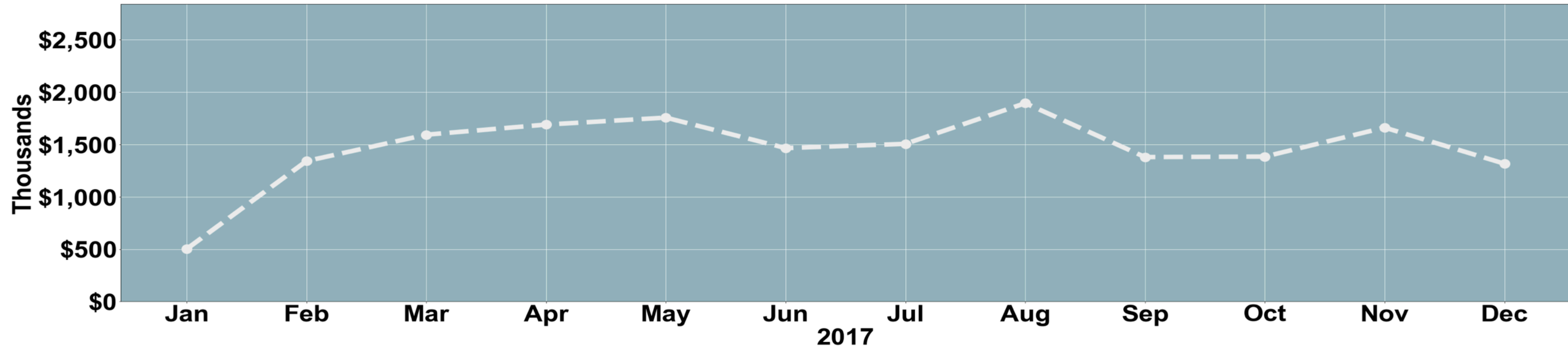
37.29%

Breakdown of COGS for December 2017 Top Three



Cost Of Goods

COGS over time





Employees

Metrics for December 2017

Total Expense

\$1,067,512

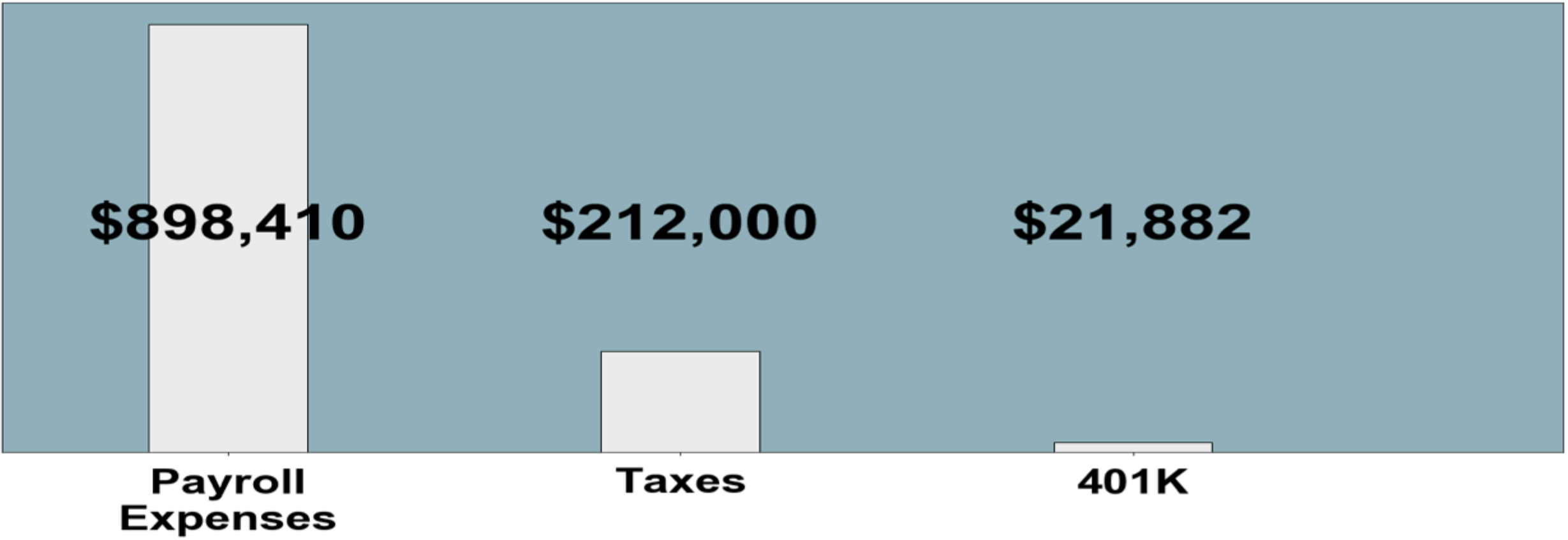
% Change

54.93%

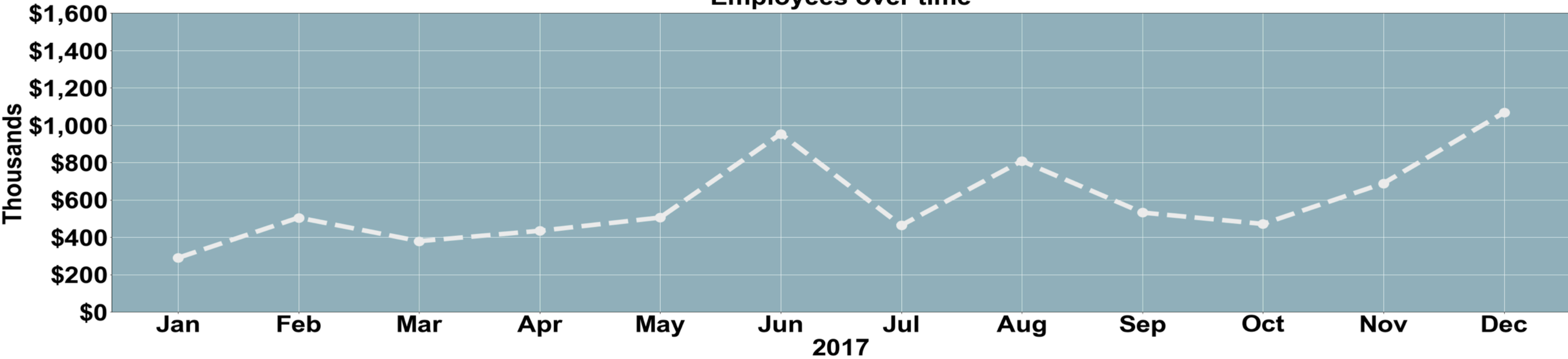
% of All
Expenses

30.22%

Breakdown of Employees for December 2017 Top Three



Employees over time





Shipping

Metrics for December 2017

Total Expense

\$472,585

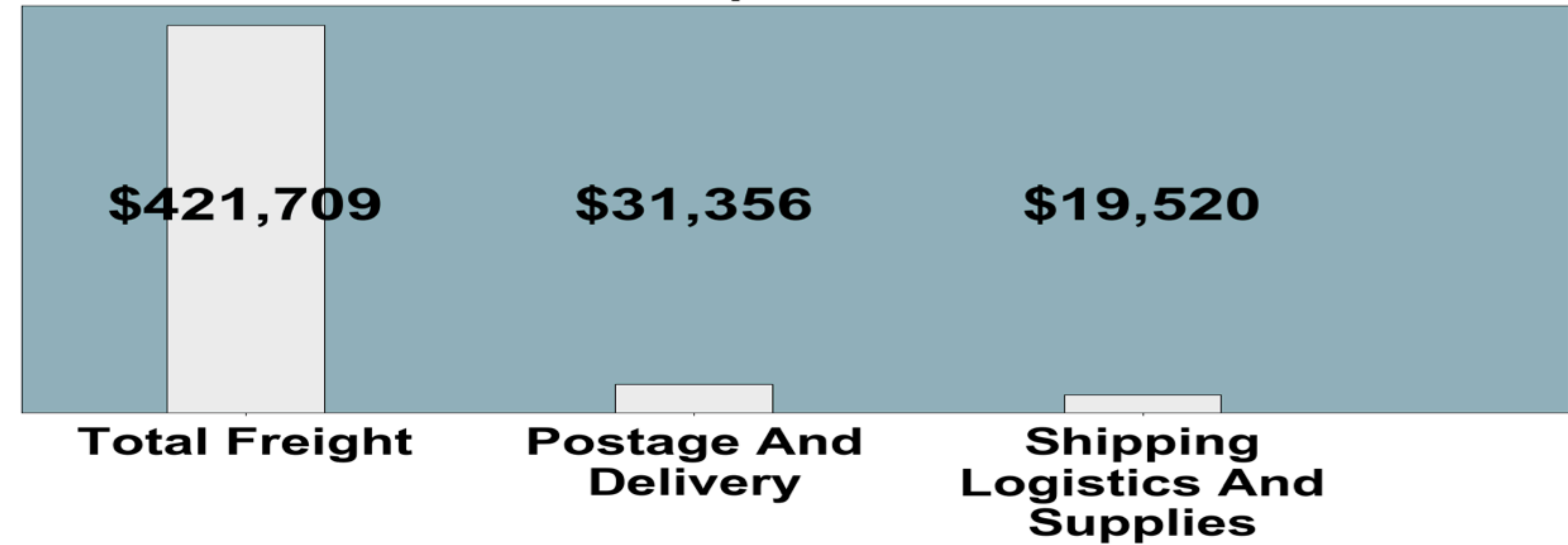
% Change

6.67%

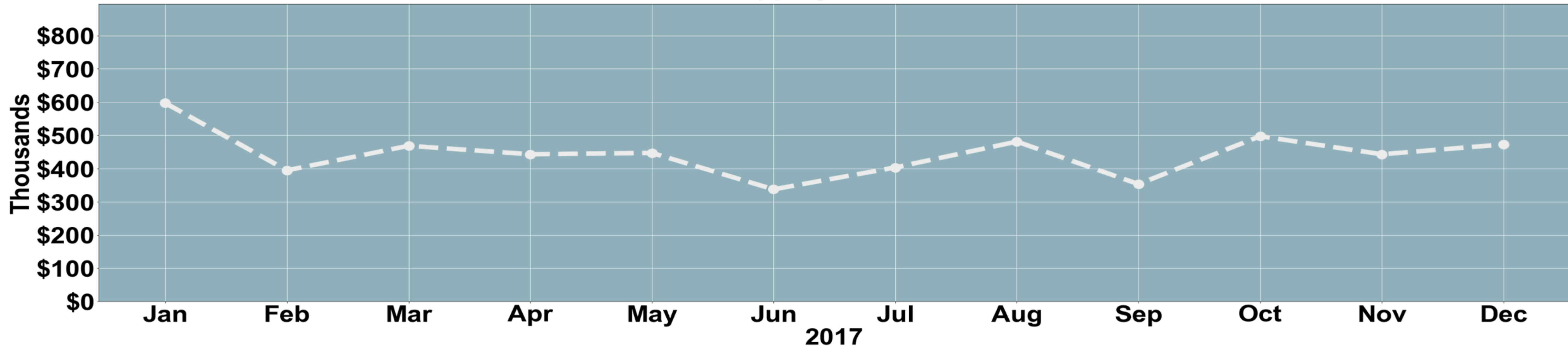
% of All
Expenses

13.38%

Breakdown of Shipping for December 2017 Top Three



Shipping over time





Building Expenses

Metrics for December 2017

Total Expense

\$293,385

% Change

2.62%

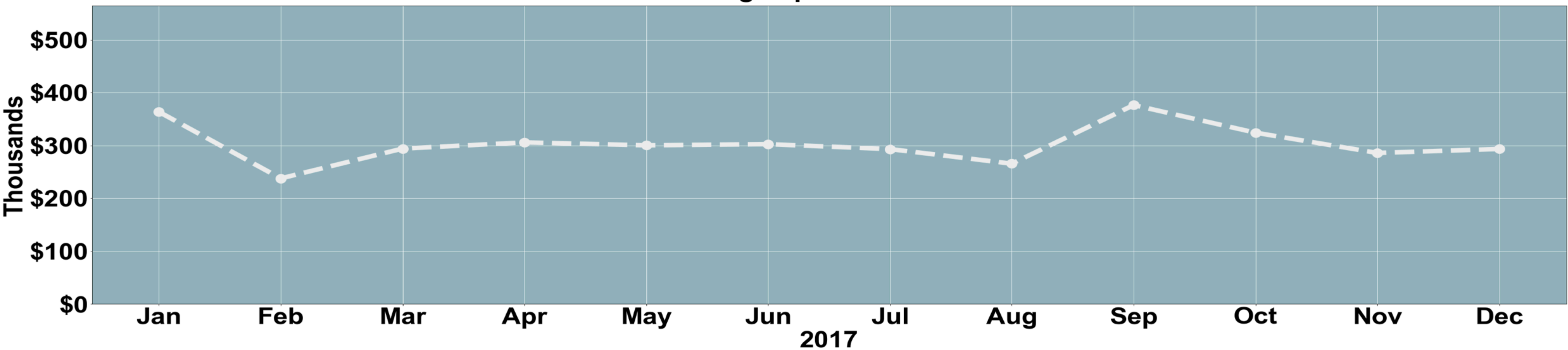
% of All
Expenses

8.31%

Breakdown of Building Expenses for December 2017 Top Three



Building Expenses over time





Contractors

Metrics for December 2017

Total Expense

\$279,807

% Change

10.87%

% of All
Expenses

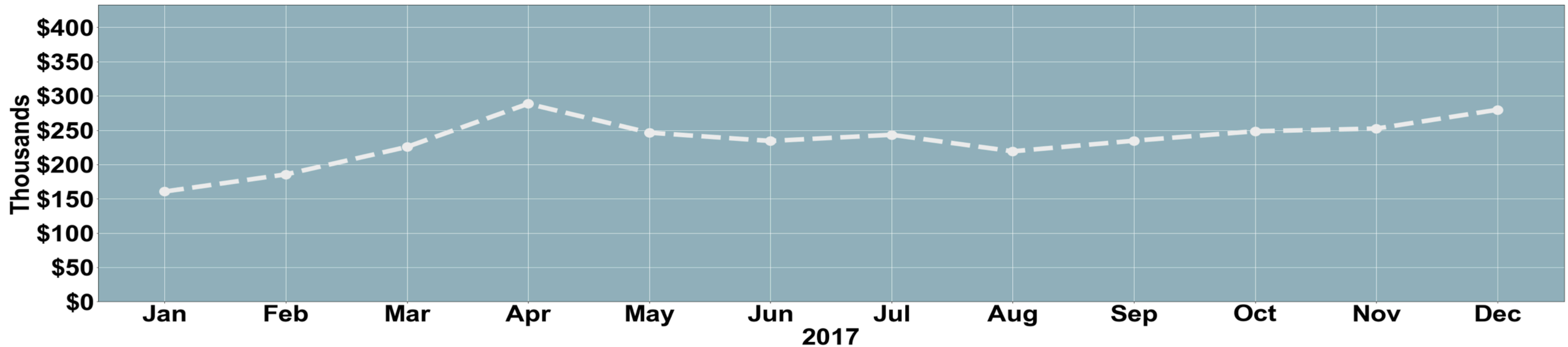
7.92%

Breakdown of Contractors for December 2017 Top Three



Contractors

Contractors over time





Services And Finance

Metrics for December 2017

Total Expense

\$91,631

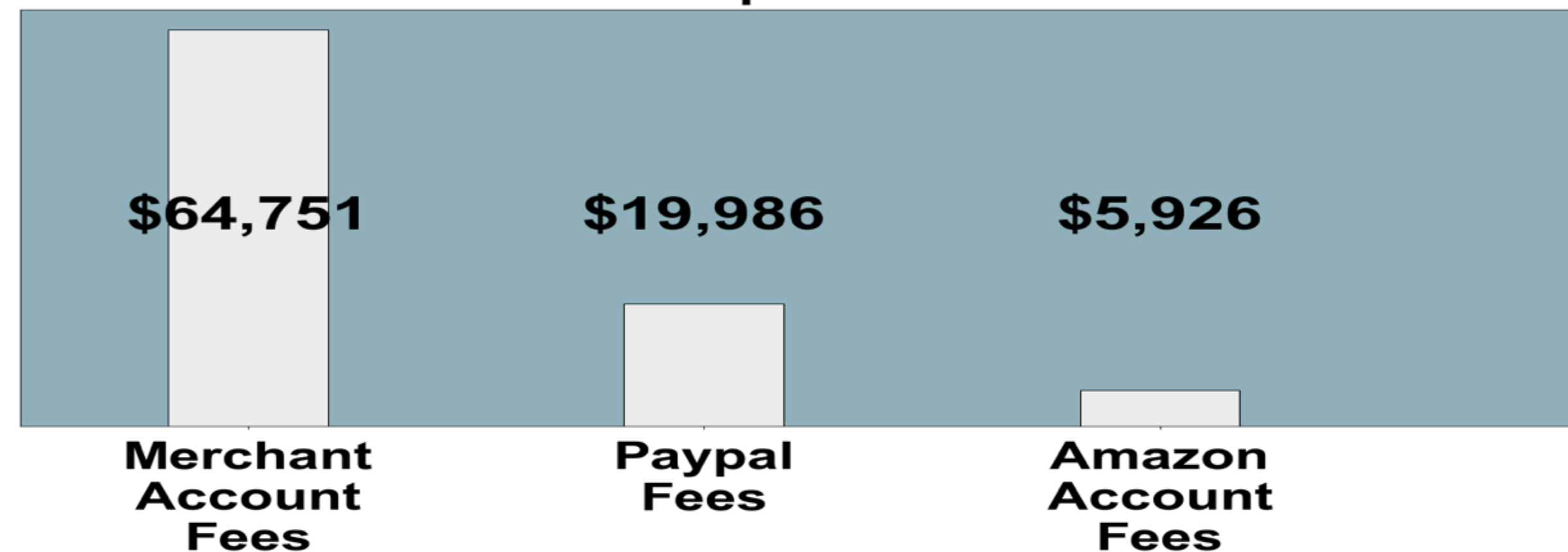
% Change

-12.33%

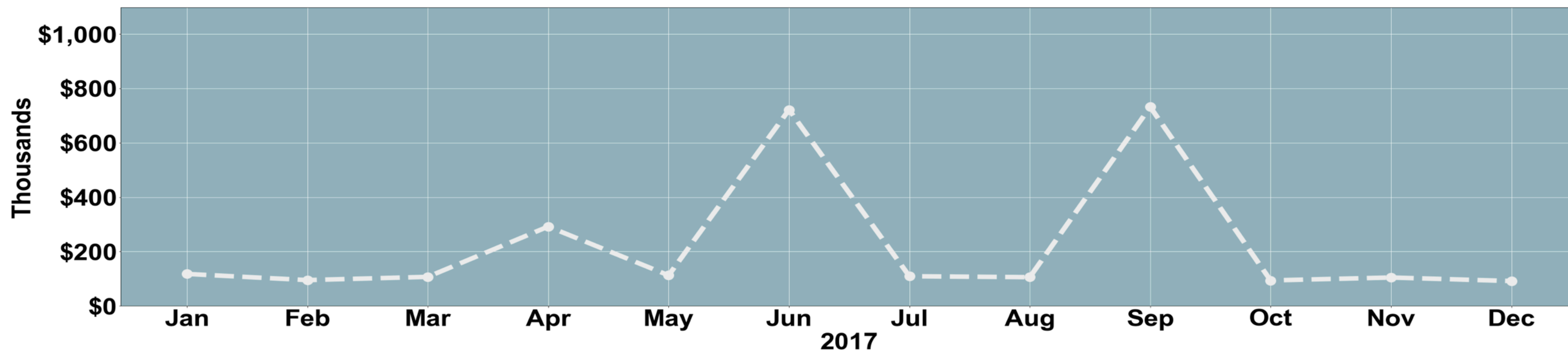
% of All
Expenses

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

\$55,342

% Change

-30.36%

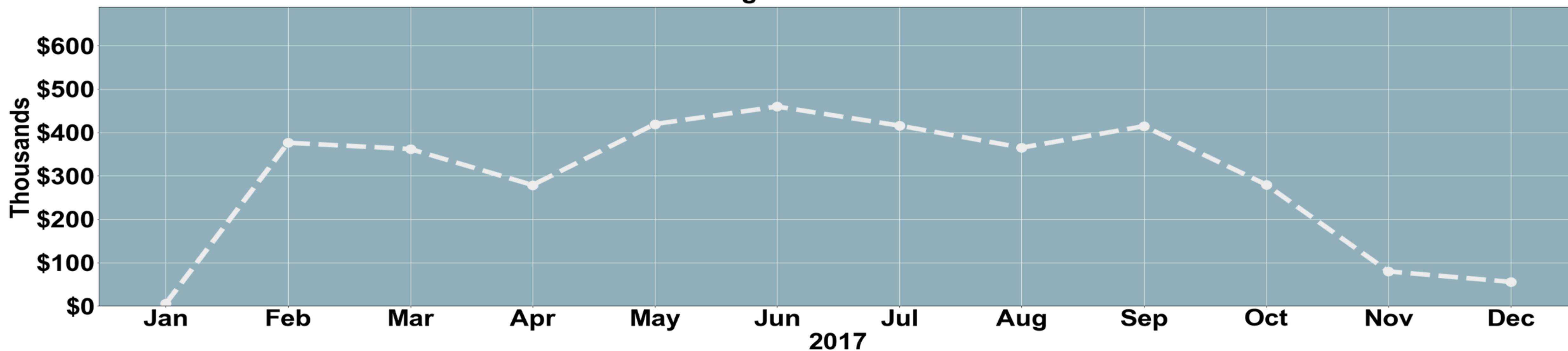
% of All
Expenses

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%

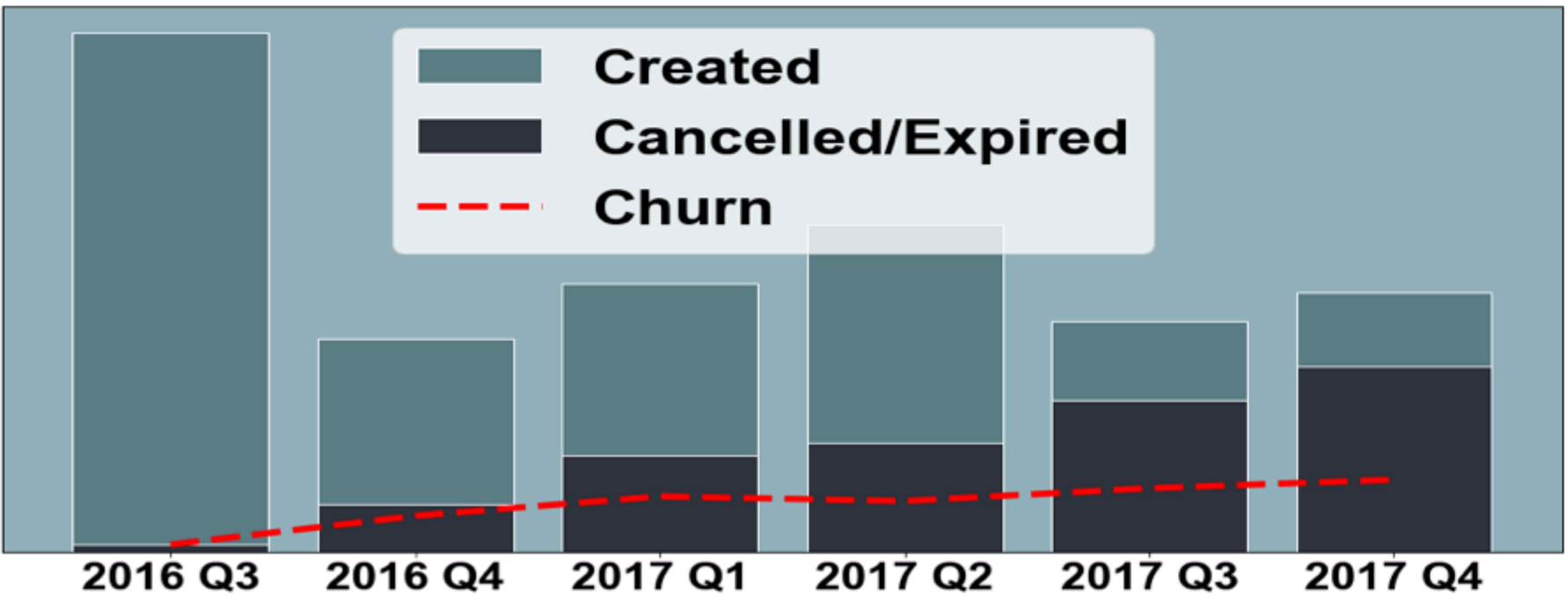
Total Subscribers

Total
Cancelled/Expired

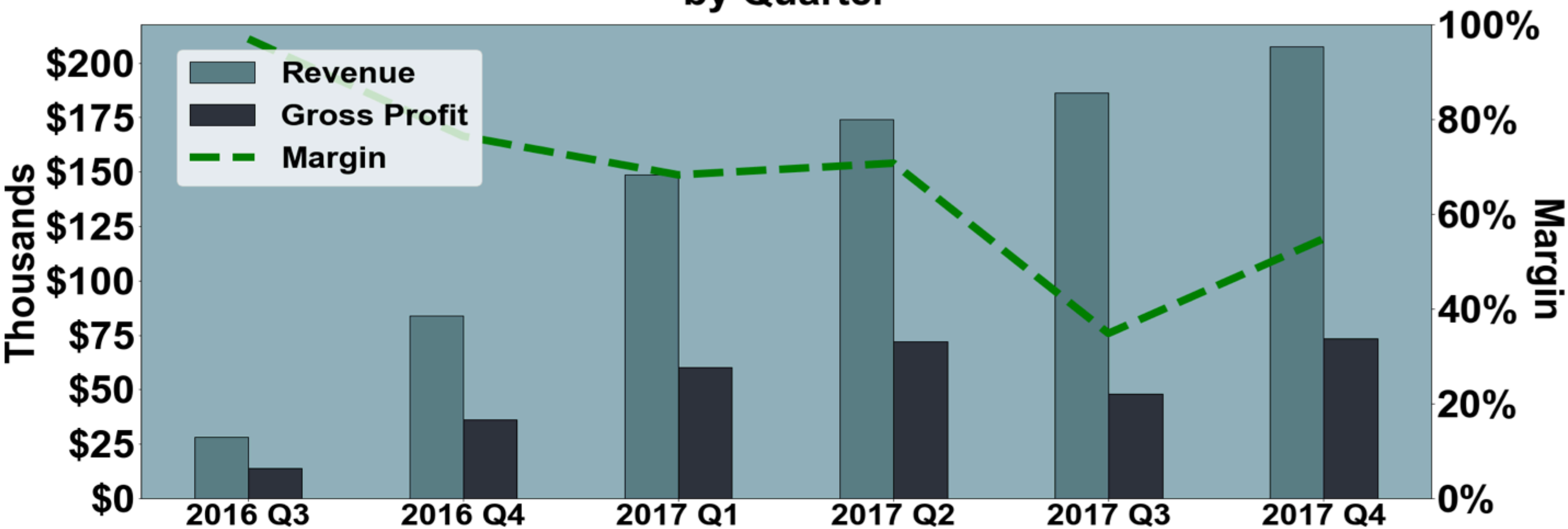
3,471

1,729

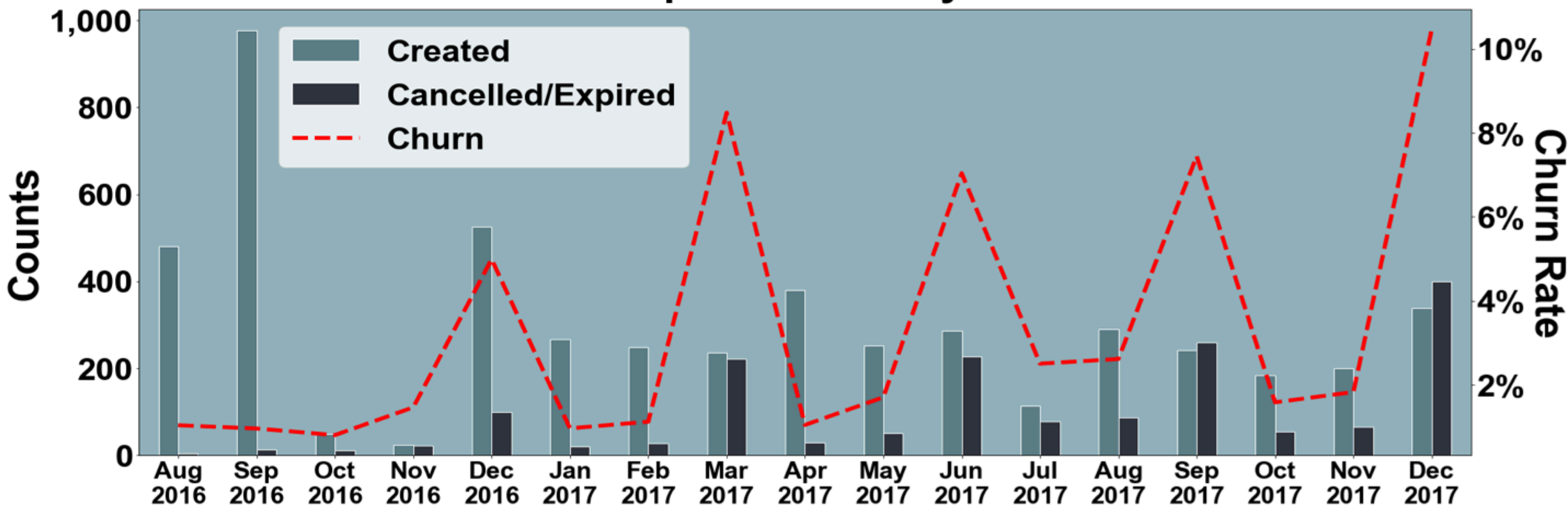
Subscription Stats by Quarter



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

