



DataNow, Inc.

Latest Updated Data: 8/20/2018

Financial Overview and Key Performance Indicators

Navigation



Executive Summary

Income Statement

Financial Details

Balance Sheet

Cash Flow Statement

Aged Trial Balance



Created By
Ian Alcantara

Gross Revenue

€ 57M

↗ -0.6%

€ -363K from 2016



Net Profit

€ 29M

↗ -1.6%

€ -469K from 2016



Total Orders

25K

↗ -0.3%

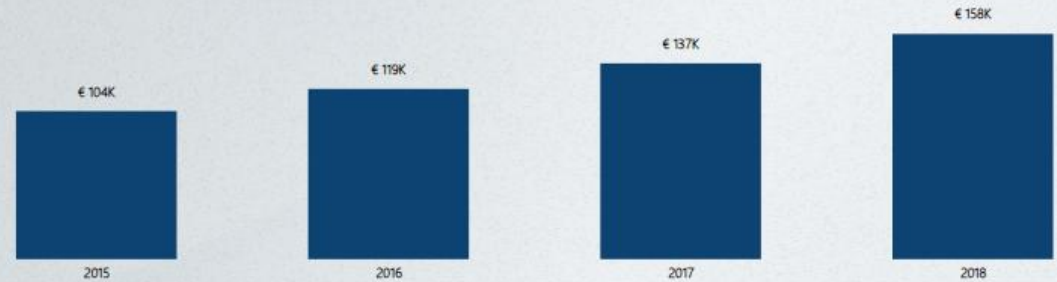
-63 orders from 2016



Are We Maintaining a Positive Cash Flow Each Year?

Consistent year-over-year growth highlights improved cash management.

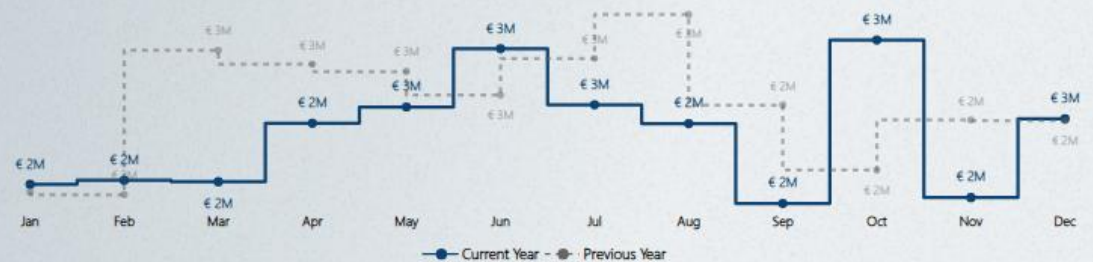
Show Growth ☐



Is Our Profitability Improving Compared to the Prior Year?

The month of October achieved the highest net profit for 2017, while October achieved the highest growth.

Hide PY ☐





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Financial Performance and Profit Trends Across Time

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2015

2016

2017

2018

Gross Revenue

-0.6% € -363K from 2016

€ 57M



Total Expenses

+0.4% € +106K from 2016

€ 27M



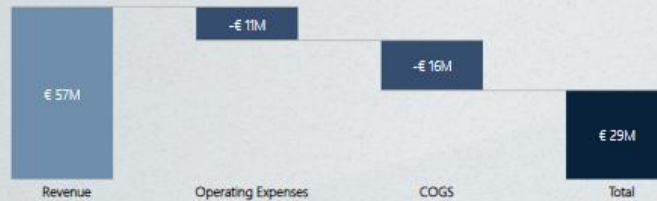
Net Profit

-1.6% € -469K from 2016

€ 29M

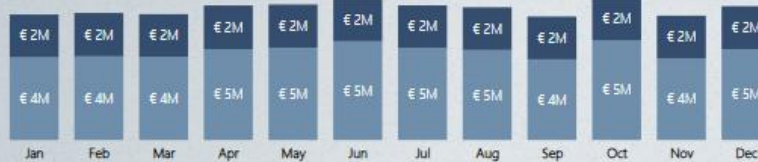


How Revenue Translates to Net Profit Through Expense Categories



How Do Monthly Revenues and Expenses Compare Over Time?

Revenue ☒ Expenses ☒



Quarterly Income Statement by Category and Item

Type	Current Year				PY Variance	% Revenue
	Q1	Q2	Q3	Q4		
Revenue	€ 13,247,240	€ 14,968,356	€ 13,934,720	€ 14,416,397	€ 56,566,713	
Revenue	€ 13,247,240	€ 14,968,356	€ 13,934,720	€ 14,416,397	€ 56,566,713	
Distributor	€ 4,055,336	€ 4,168,526	€ 4,461,041	€ 4,688,687	€ 17,373,589	
Export	€ 2,054,635	€ 2,011,065	€ 2,171,102	€ 1,954,169	€ 8,190,971	
Wholesale	€ 7,137,269	€ 8,788,765	€ 7,302,578	€ 7,773,541	€ 31,002,153	
Expenses	-€ 6,849,979	-€ 6,901,234	-€ 6,823,970	-€ 6,832,531	-€ 27,407,713	
COGS	-€ 4,066,942	-€ 4,133,046	-€ 4,080,594	-€ 4,128,875	-€ 16,409,456	
COS - Commissions	-€ 607,001	-€ 562,992	-€ 592,611	-€ 672,889	-€ 2,435,492	
COS - Equipment	-€ 36,600	-€ 37,530	-€ 37,745	-€ 36,946	-€ 148,822	
COS - Labor Burden	-€ 43,022	-€ 43,693	-€ 46,051	-€ 48,032	-€ 180,798	
COS - Materials	-€ 1,086,445	-€ 1,099,369	-€ 1,052,136	-€ 1,024,163	-€ 4,262,113	
COS - Other Costs	-€ 235,925	-€ 242,569	-€ 239,821	-€ 242,874	-€ 961,190	
COS - Prize Fund	-€ 152,169	-€ 159,290	-€ 151,795	-€ 154,093	-€ 617,347	
COS - Prize Fund	-€ 116,141	-€ 117,875	-€ 130,430	-€ 131,578	-€ 496,025	
COS - Referral Fund	-€ 28,425	-€ 27,847	-€ 28,101	-€ 29,318	-€ 113,692	
COS - Repair Fund	-€ 52,355	-€ 54,046	-€ 55,821	-€ 56,725	-€ 218,947	
COS - Subcontractors	-€ 1,708,859	-€ 1,787,834	-€ 1,746,081	-€ 1,732,238	-€ 6,975,032	
Depreciation Expense	-€ 56,866	-€ 58,059	-€ 58,504	-€ 58,727	-€ 232,157	
Total	€ 6,397,261	€ 8,067,123	€ 7,110,750	€ 7,583,866	€ 29,159,000	



Revenue Channels and Major Expense Contributors

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2015

2016

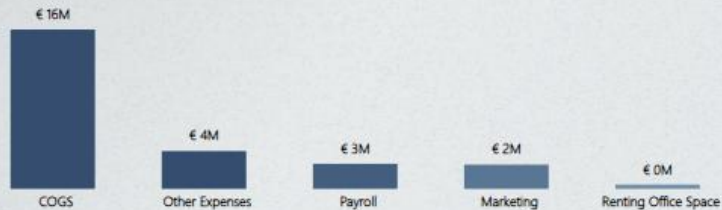
2017

2018

Which Expense Categories Account for the Highest or Lowest Spending?

Top 5

Bottom 5



Which Channel Achieved the Highest Revenue and Growth?

The Wholesale channel had the highest revenue for 2017, and the Export channel had the highest growth.



What Portion of Annual Revenue Does Each Quarter Contribute for 2017?

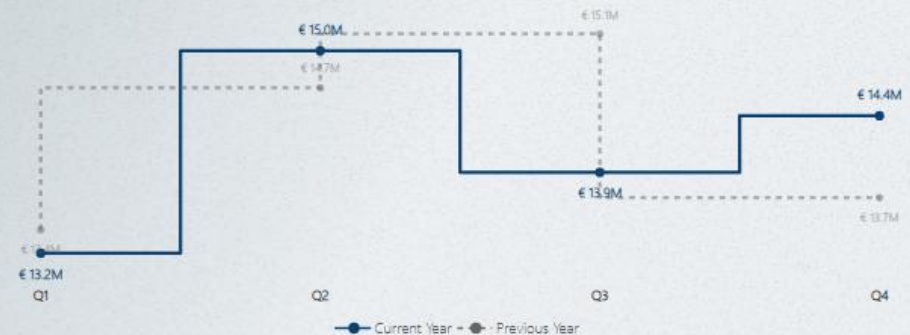


Quarterly Revenue Distribution



In 2017, Q2 led with a revenue of €14,968,356 (26.5%), while Q1 obtained the lowest revenue with €13,247,240 (23.4%).

Comparing Revenue Performance Over Time with Prior Year Benchmarks

Hide PY ☐



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Balance Sheet Overview: Assets, Liabilities, and Equity

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Total Assets



€ 36K

↗ +0.04% vs PY

Total Liabilities



€ 16K

↗ +0.07% vs PY

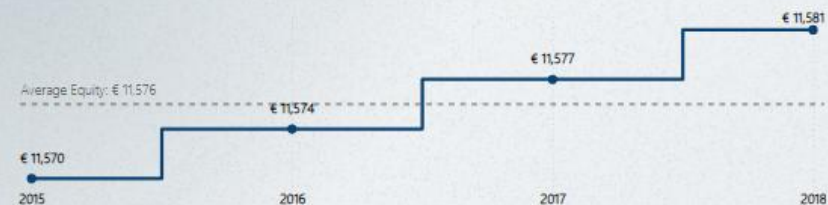
Owner's Equity



€ 12K

↗ +0.03% vs PY

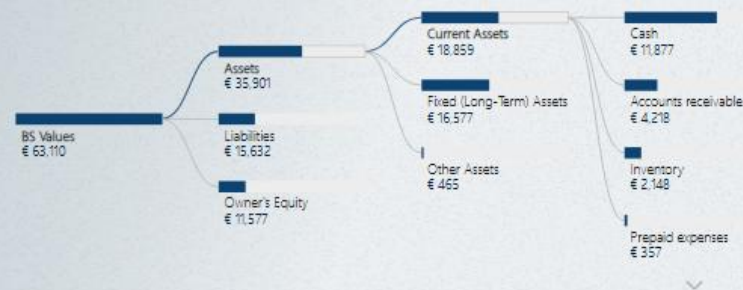
Owner's Equity Trend Across Reporting Years



How Are Our Liabilities Distributed Across Categories Over Time?



Balance Sheet Breakdown by Type, Category, and Subcategory for 2017





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Cash Flow Statement: Operating, Investing, and Financing Activities

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2015

2016

2017

2018

Operating Activities

Net Cash Flow

€ 225K

↑ +15.00% vs PY

Financing Activities

Net Cash Flow

-€ 49K

↓ -15.00% vs PY

Investing Activities

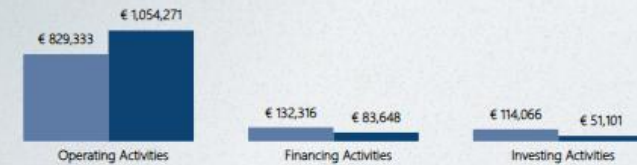
Net Cash Flow

-€ 63K

↓ -15.00% vs PY

How Do Cash Inflows and Outflows Differ Across Activity Types?

● Cash paid for ● Cash receipts from



How Do Different Activity Types Contribute to Net Cash Flow?



Detailed Cash Flow Analysis by Activity Type Hierarchy

Type	Net Cash Flow	Net Cash Flow PY	Net Cash Flow Variance	Net Cash Flow YoY %
Operating Activities	€ 224,937	€ 195,598	€ 29,340	15.0%
Cash receipts from	€ 1,054,271	€ 916,757	€ 137,514	15.0%
Cash receipts from customers	€ 1,054,271	€ 916,757	€ 137,514	15.0%
Cash paid for	-€ 829,333	-€ 721,159	-€ 108,174	-15.0%
Interest	-€ 20,532	-€ 17,854	-€ 2,678	-15.0%
Income taxes	-€ 49,885	-€ 43,378	-€ 6,507	-15.0%
General operating and administrative expenses	-€ 170,338	-€ 148,120	-€ 22,218	-15.0%
Wage expenses	-€ 187,068	-€ 162,668	-€ 24,400	-15.0%
Inventory purchases	-€ 401,511	-€ 349,140	-€ 52,371	-15.0%
Other	€ 23,878	€ 20,763	€ 3,114	15.0%
Other	€ 23,878	€ 20,763	€ 3,114	15.0%
Cash at Beginning of Year	€ 23,878	€ 20,763	€ 3,114	15.0%
Financing Activities	-€ 48,668	-€ 42,320	-€ 6,348	-15.0%
Cash receipts from	€ 83,648	€ 72,738	€ 10,911	15.0%
Total	€ 137,183	€ 119,290	€ 17,893	15.0%



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Aged Receivables Summary and Customer Payment Risks

Date

4/30/2018

12/31/2018

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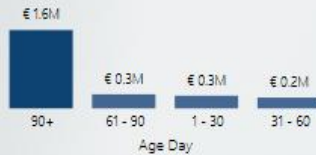


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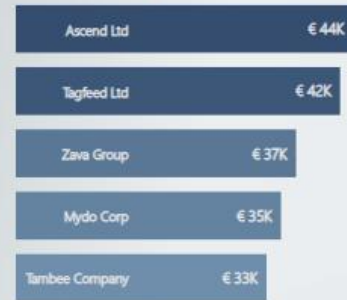
Total Outstanding Receivables



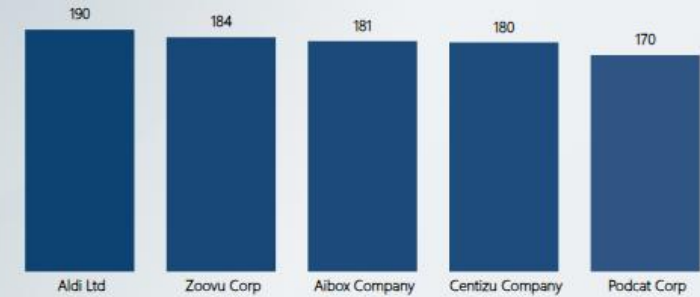
€ 2M



Which Customers Has the Most Outstanding Invoices?



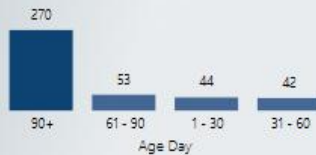
Which Customers Have the Most Days Remaining on Their Invoices?



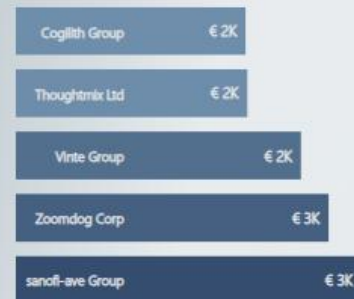
Total Invoice Count



407



Which Customers Has the Least Outstanding Invoices?



How Do Total Receivables Trend Over Time?

