

New Heritage Doll Company

Year

All

▼

Design Your Own Doll

Match My Doll Expansion

Revenue

Design Your Own Doll

\$190K

Match My Doll

\$101K

Operating Profit

Design Your Own Doll

\$23K

Match My Doll

\$14K

Operating Expenses

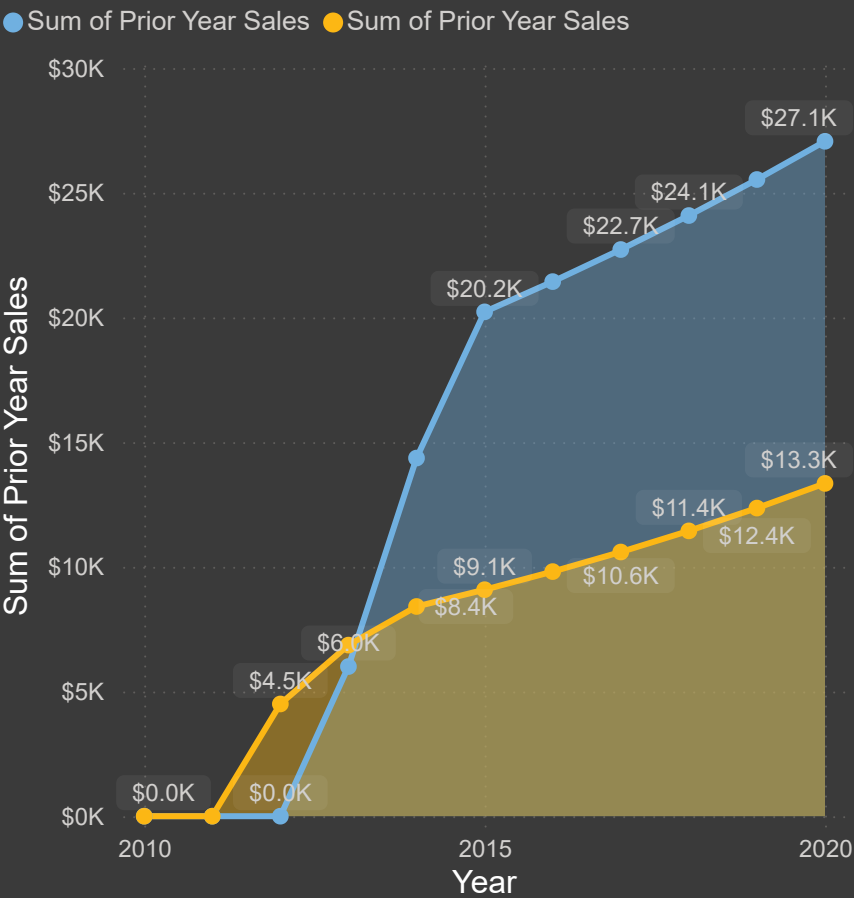
Design Your Own Doll

\$167K

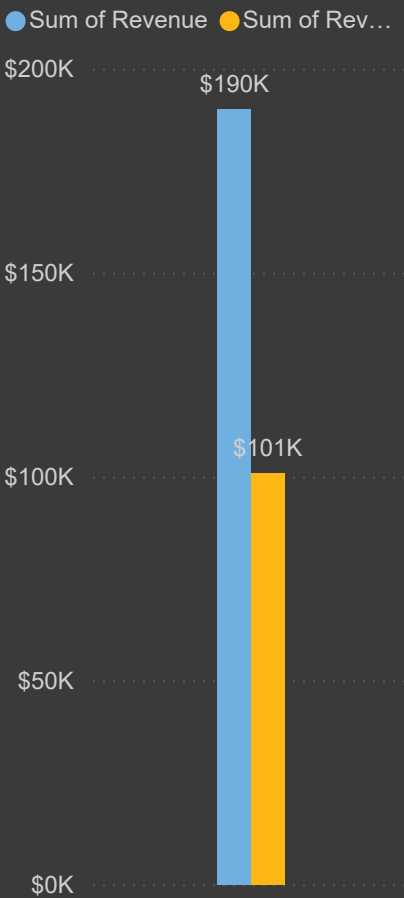
Match My Doll

\$87K

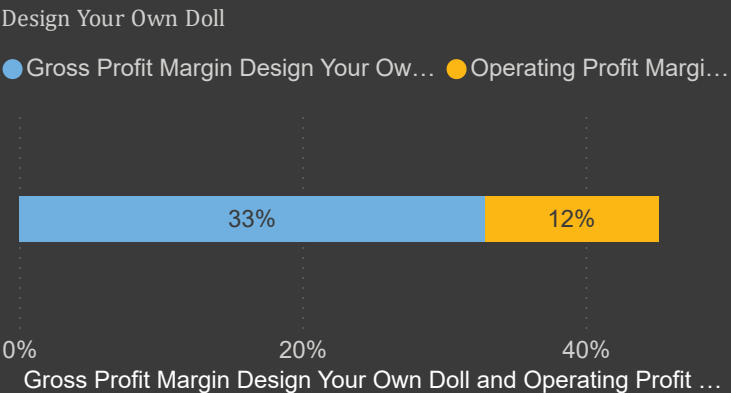
YTD Sales



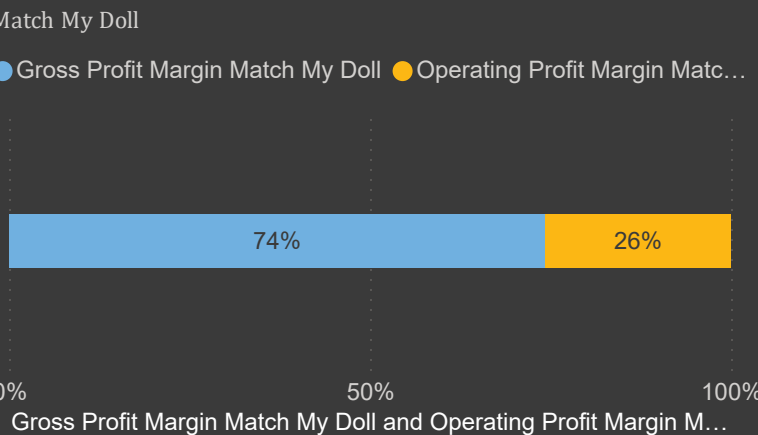
Revenue Comparison



Gross and Operating Profit Margins



Gross and Operating Profit Margins



Revenue

Design Your Own Doll

\$190K

Operating Expenses

Design Your Own Doll

\$167K

Operating Profit

Design Your Own Doll

\$23K

Capital Expenditures

Design Your Own Doll

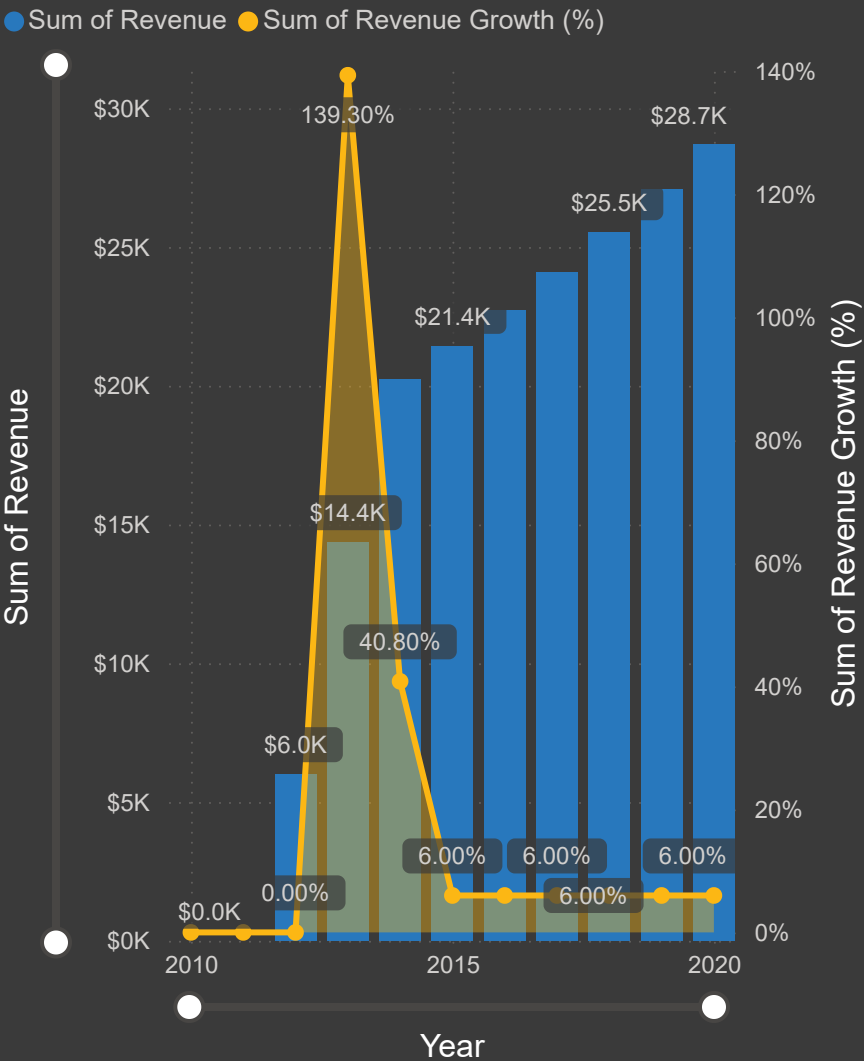
\$13K

Gross Profit

Design Your Own Doll

\$63K

Year-over-Year Revenue Growth



Production Costs

Year	Production Expense	Variable Production Costs	Depreciation	Selling, General & Administrative
2020	\$1,933	\$16,712	\$584	\$5,737
2019	\$1,895	\$15,694	\$551	\$5,412
2018	\$1,858	\$14,736	\$520	\$5,106
2017	\$1,822	\$13,833	\$490	\$4,817
2016	\$1,786	\$12,983	\$462	\$4,544
2015	\$1,751	\$12,182	\$436	\$4,287
2014	\$1,717	\$11,427	\$310	\$4,044
2013	\$1,683	\$7,651	\$310	\$2,922
2012	\$1,650	\$2,250	\$310	\$1,240
2010	\$0	\$0	\$0	\$1,201
2011	\$0	\$0	\$0	\$0
Total	\$16,095	\$107,468	\$3,973	\$39,310

Minimum Cash Balance



27%

Inventory Turnover

113

Day Sales Outstanding

533

Days Payable Outstanding

305

New Heritage Doll Company

Financial Overview

Design Your Own Year Doll

All

Match My Doll Expansion

Financial Overview

Design Your Own Doll

Match My Doll Expansion

Revenue

Match My Doll

\$101K

Operating Expenses

Match My Doll

\$87K

Operating Profit

Match My Doll

\$14K

Capital Expenditures

Match My Doll

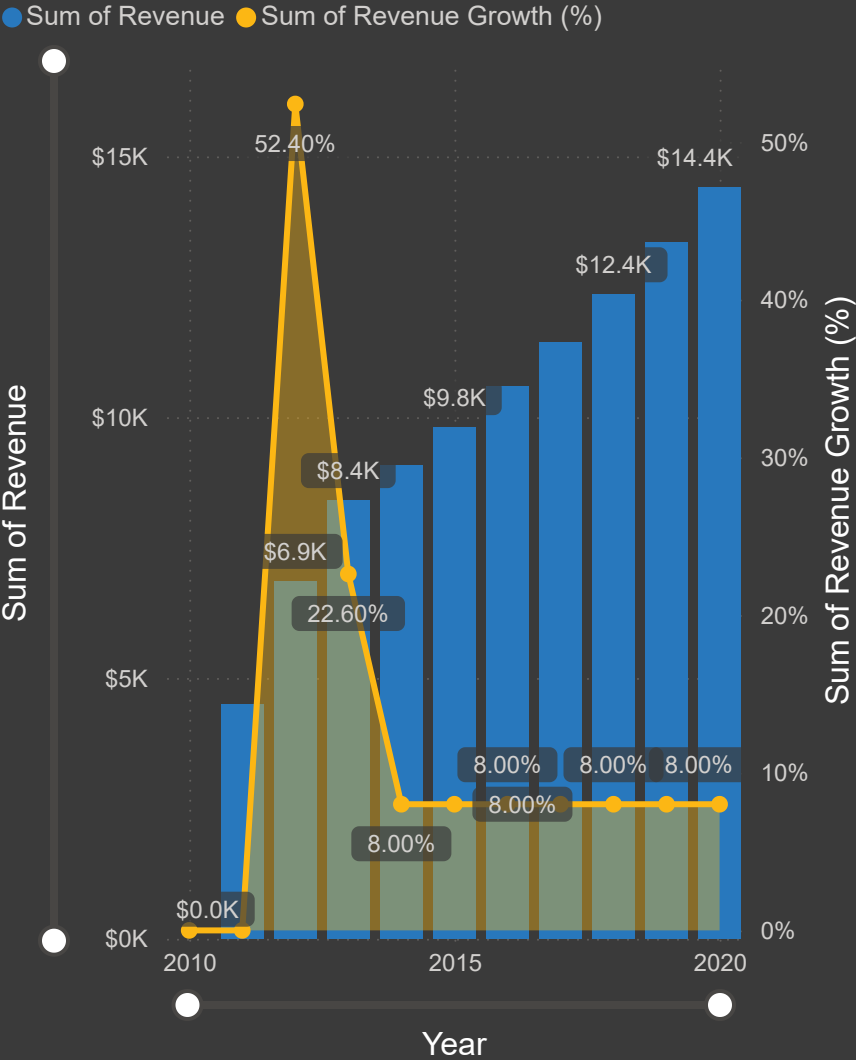
\$6K

Gross Profit

Match My Doll

\$41K

Year-over-Year Revenue Growth



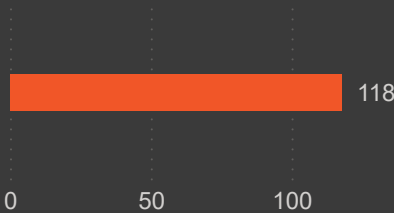
Production Costs

Year	Production Expense	Variable Production Costs	Depreciation	Selling, General & Administrative
2010	\$0	\$0	\$0	\$1,250
2011	\$575	\$2,035	\$152	\$1,155
2012	\$575	\$3,404	\$152	\$1,735
2013	\$587	\$4,291	\$152	\$2,102
2014	\$598	\$4,669	\$152	\$2,270
2015	\$610	\$5,078	\$164	\$2,452
2016	\$622	\$5,521	\$178	\$2,648
2017	\$635	\$6,000	\$192	\$2,860
2018	\$648	\$6,519	\$207	\$3,089
2019	\$660	\$7,079	\$224	\$3,336
2020	\$674	\$7,685	\$242	\$3,603
Total	\$6,184	\$52,281	\$1,815	\$26,500

Minimum Cash Balance



Inventory Turnover



Day Sales Outstanding

592

Days Payable Outstanding

310