

# Profit and Loss Statement

## Sales Revenue

| Class                                  | 2018            | 2019            | 2020            |
|--|-----------------|-----------------|-----------------|
| <b>Trading account</b>                 |                 |                 |                 |
| <b>Sales</b>                           | <b>3575428</b>  | <b>5697845</b>  | <b>7835369</b>  |
| <b>Cost of Sales</b>                   | <b>-1192182</b> | <b>-1729299</b> | <b>-2494009</b> |
| <b>Total</b>                           | <b>2383246</b>  | <b>3968546</b>  | <b>5341360</b>  |
| <b>Operating account</b>               |                 |                 |                 |
| <b>Operating Expenses</b>              |                 |                 |                 |
| Sales & Distribution                   | -260004         | -374412         | -527436         |
| Marketing                              | -343088         | -580923         | -959128         |
| Administration                         | -632349         | -1005467        | -1617790        |
| <b>Total</b>                           | <b>-1235441</b> | <b>-1960802</b> | <b>-3104354</b> |
| <b>Depreciation &amp; Amortization</b> |                 |                 |                 |
| Depreciation                           | -387996         | -516600         | -698880         |
| Amortization                           | -19008          | -15456          | -15960          |
| <b>Total</b>                           | <b>-407004</b>  | <b>-532056</b>  | <b>-714840</b>  |
| <b>Total</b>                           | <b>-1642445</b> | <b>-2492858</b> | <b>-3819194</b> |
| <b>Non-operating</b>                   |                 |                 |                 |
| Interest Income                        | 13496           | 16621           | 30868           |
| Gain/Loss on Sales of Asset            | 4850            | 5085            | 6351            |
| Exchange Loss/Gain                     | 2214            | 3705            | 5016            |
| Dividend Income                        | 15917           | 21751           | 30030           |
| <b>Total</b>                           | <b>36477</b>    | <b>47162</b>    | <b>72265</b>    |
| <b>Interest &amp; Tax</b>              |                 |                 |                 |
| Taxation                               | -137582         | -198103         | -279082         |
| Interest Expense                       | -15840          | -21600          | -25404          |
| <b>Total</b>                           | <b>-153422</b>  | <b>-219703</b>  | <b>-304486</b>  |
| <b>Total</b>                           | <b>623856</b>   | <b>1303147</b>  | <b>1289945</b>  |

## Sales Revenue

17M

## Recent Sales

7835369

## Gross Profit

| 2018    | 2019    | 2020    |
|---------|---------|---------|
| 2383246 | 3968546 | 5341360 |

## PBIT

| 2018   | 2019    | 2020    |
|--------|---------|---------|
| 777278 | 1522850 | 1594431 |

## EBITDA

| 2018    | 2019    | 2020    |
|---------|---------|---------|
| 1147805 | 2007744 | 2237006 |

## Net Profit

| 2018   | 2019    | 2020    |
|--------|---------|---------|
| 623856 | 1303147 | 1289945 |

## Operating Profit

| 2018   | 2019    | 2020    |
|--------|---------|---------|
| 740801 | 1475688 | 1522166 |

## Country

Australia

Canada

France

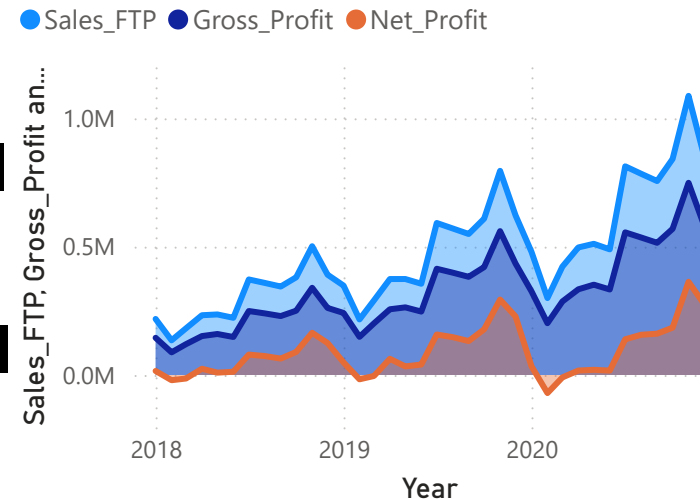
Germany

New Ze...

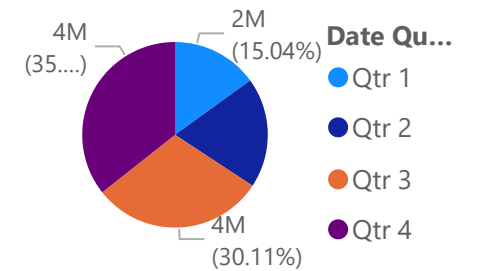
UK

USA

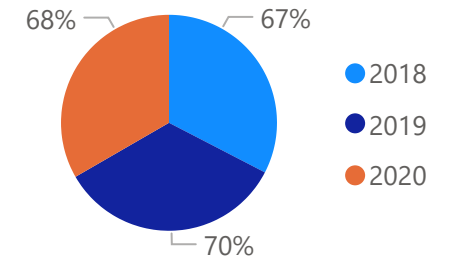
## Sales Revenue



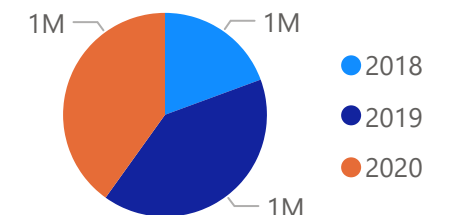
## Gross Profit



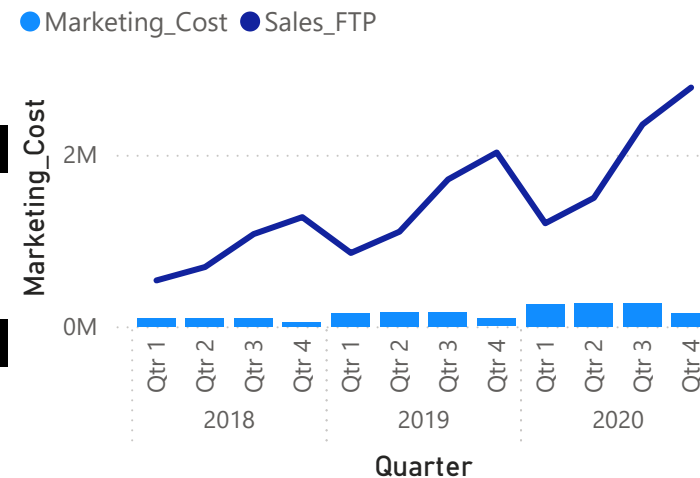
## Gross Profit Margin



## Net Profit Margin



## Sales vs Marketing Cost



# Key Performance Indicator(KPI's)

▲ Gross Profit grew strongly (84.1%) due to strong sales and good cost control.

▲ Net Profit grew strongly (66.9%) — excellent profitability and expense control.

Year, Quarter, Month, Day

✓ 2018

✓ 2019

✓ 2020

✓

Gross Profit

Gross Profit YearToYear

5341360

34.59%

Net Profit

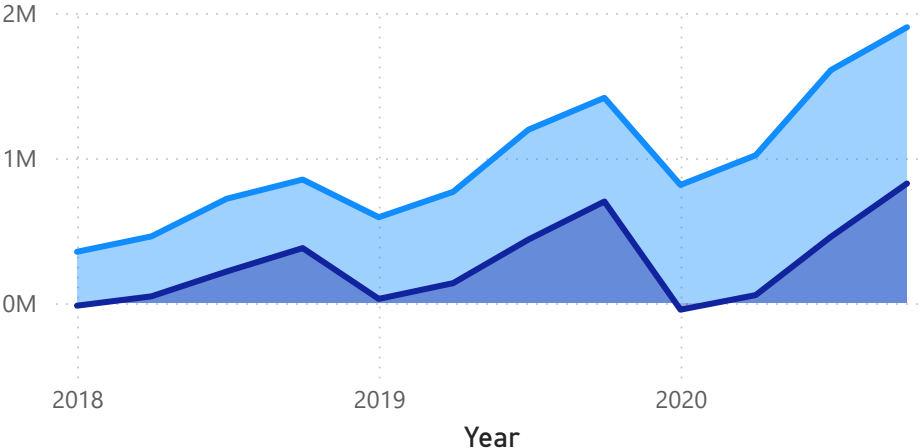
Net Profit YearToYear

1289945

-0.01

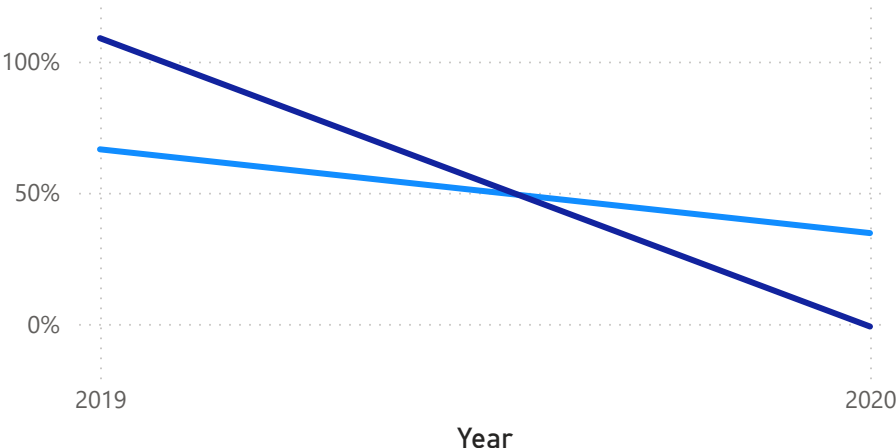
Gross Profit and Net Profit

● Gross\_Profit ● Net\_Profit



Gross Profit YearToYear and Net Profit YearToYear

● Gross\_Profit YearToYear\_% ● Net\_Profit YearToYear%



# Forecast model based on historical trend

Projected Gross Profit (Next 4 Quarters)

22M

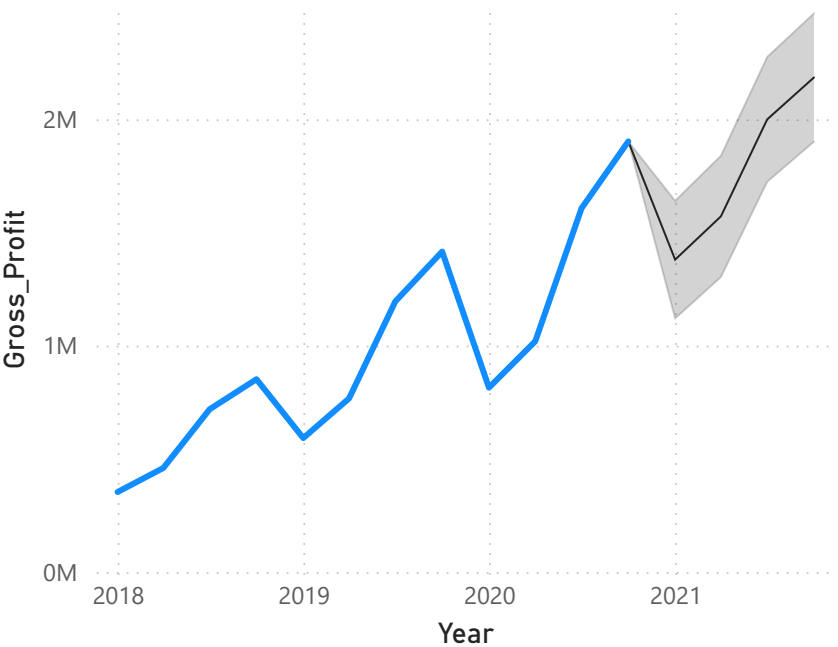
Projected Net Profit (Next 4 Quarters)

5.37M

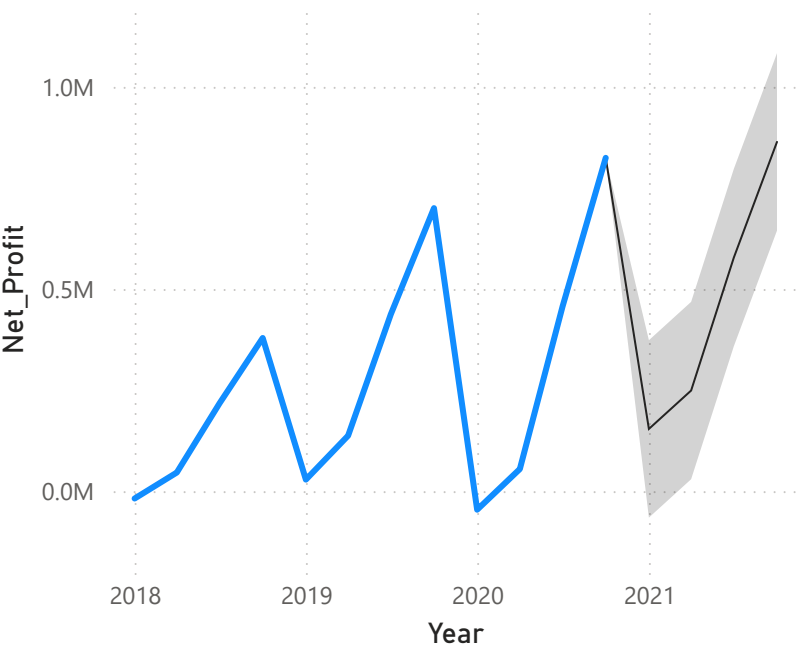
Projected Sales (Next 4 Quarters)

31.56M

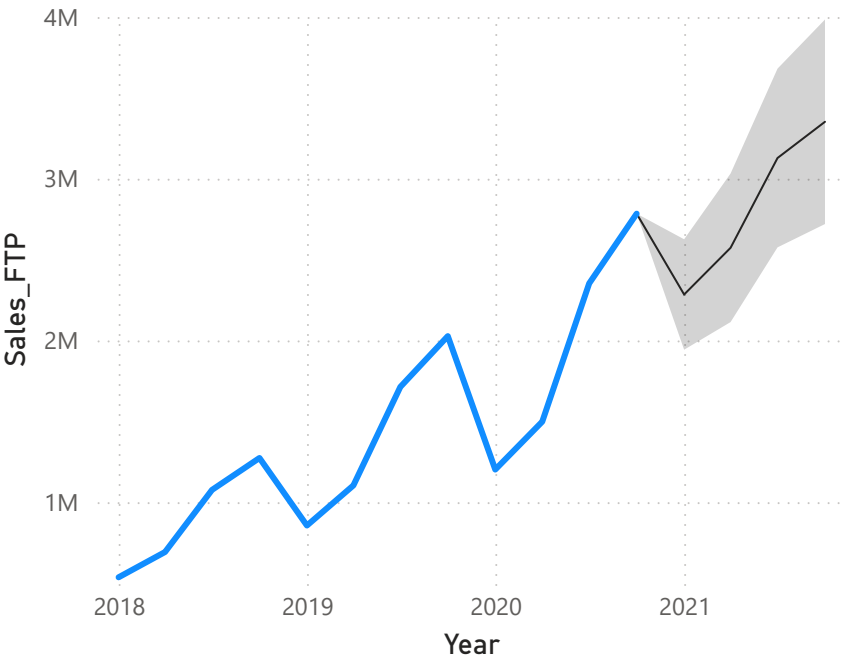
Gross Profit Forecast — Next 4 Quarters



Net Profit Forecast — Next 4 Quarters



Sales Forecast — Next 4 Quarters



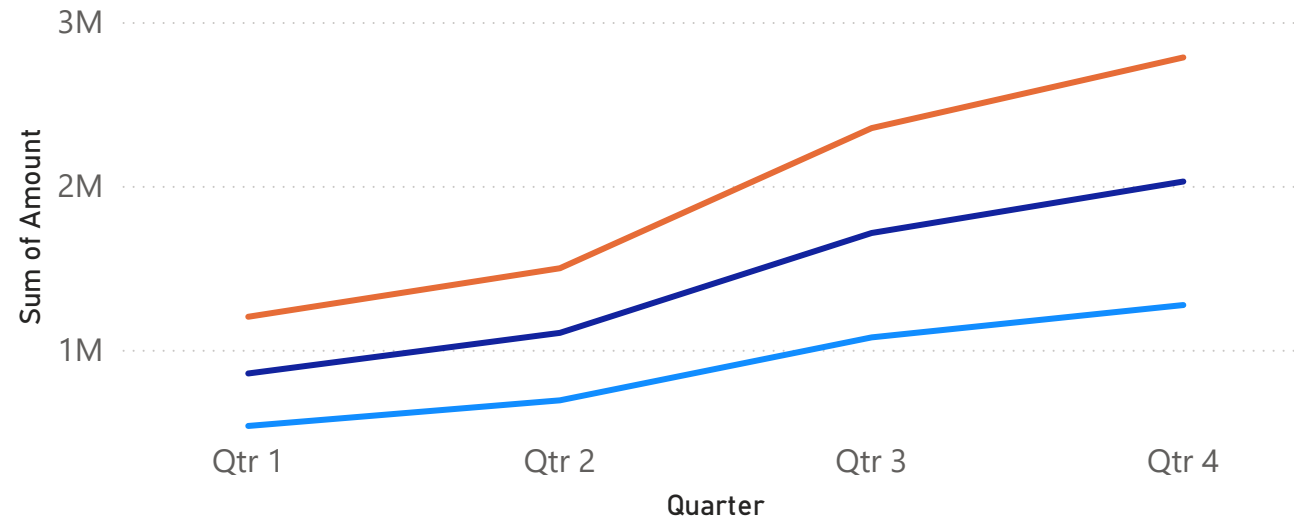
# SALES

Country

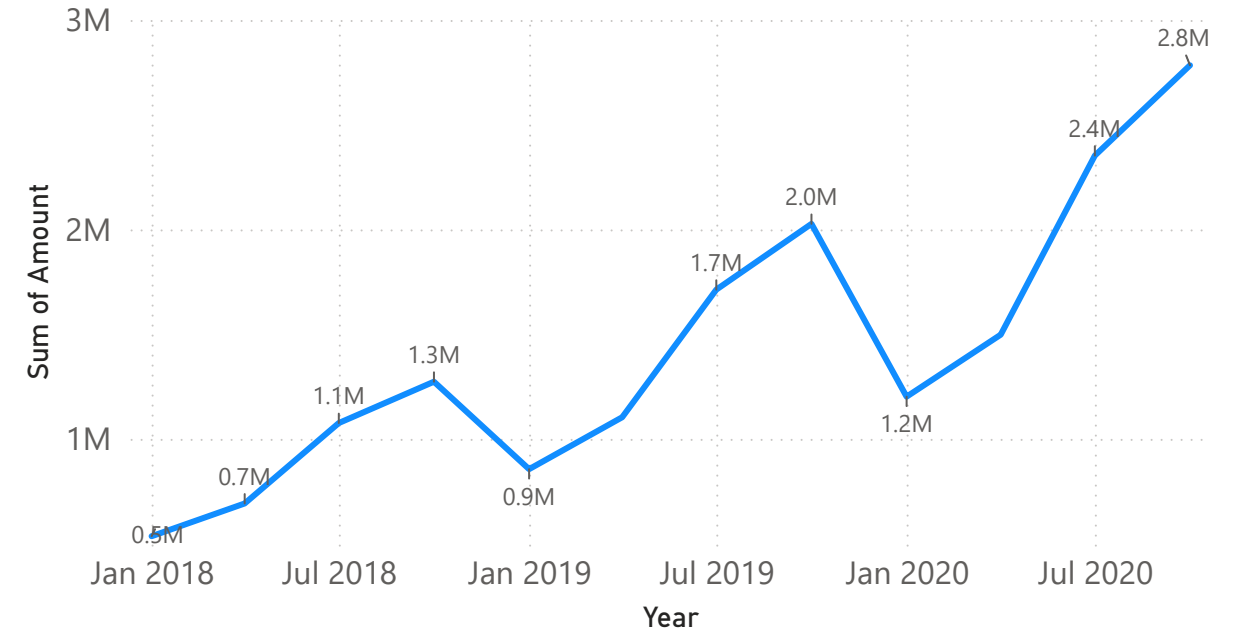
|           |        |        |         |             |    |     |
|-----------|--------|--------|---------|-------------|----|-----|
| Australia | Canada | France | Germany | New Zealand | UK | USA |
|-----------|--------|--------|---------|-------------|----|-----|

## Sales Revenue Quarterly

Year ● 2018 ● 2019 ● 2020



## Sales Revenue Monthly



# Time-Intelligence Measures

Gross Profit Year To Year

34.59%

| Year  | Quarter | Gross_Profit | Gross_Profit Last_Year | Gross_Profit YearToYear_% |
|-------|---------|--------------|------------------------|---------------------------|
| 2018  | Qtr 1   | 353304       |                        |                           |
| 2018  | Qtr 2   | 459564       |                        |                           |
| 2018  | Qtr 3   | 718909       |                        |                           |
| 2018  | Qtr 4   | 851469       |                        |                           |
| 2019  | Qtr 1   | 591562       | 353304                 | 67.44%                    |
| 2019  | Qtr 2   | 766698       | 459564                 | 66.83%                    |
| 2020  | Qtr 1   | 814273       | 591562                 | 37.65%                    |
| 2019  | Qtr 3   | 1195137      | 718909                 | 66.24%                    |
| 2020  | Qtr 2   | 1018842      | 766698                 | 32.89%                    |
| 2019  | Qtr 4   | 1415149      | 851469                 | 66.20%                    |
| 2020  | Qtr 3   | 1606359      | 1195137                | 34.41%                    |
| 2020  | Qtr 4   | 1901886      | 1415149                | 34.39%                    |
| Total |         | 11693152     | 6351792                | 84.09%                    |

Net Profit Year To Year

-0.01

| Year  | Quarter | Net_Profit | Net_Profit LastYear | Net_Profit YearToYear% |
|-------|---------|------------|---------------------|------------------------|
| 2018  | Qtr 1   | -18298     |                     |                        |
| 2018  | Qtr 2   | 46089      |                     |                        |
| 2018  | Qtr 3   | 217207     |                     |                        |
| 2018  | Qtr 4   | 378858     |                     |                        |
| 2019  | Qtr 1   | 28490      | -18298              | -2.56                  |
| 2019  | Qtr 2   | 137194     | 46089               | 1.98                   |
| 2019  | Qtr 3   | 437403     | 217207              | 1.01                   |
| 2019  | Qtr 4   | 700060     | 378858              | 0.85                   |
| 2020  | Qtr 1   | -45942     | 28490               | -2.61                  |
| 2020  | Qtr 2   | 54703      | 137194              | -0.60                  |
| 2020  | Qtr 3   | 456756     | 437403              | 0.04                   |
| 2020  | Qtr 4   | 824428     | 700060              | 0.18                   |
| Total |         | 3216948    | 1927003             | 0.67                   |

# Cross Country Measures

Year, Quarter, Month, Day ▾

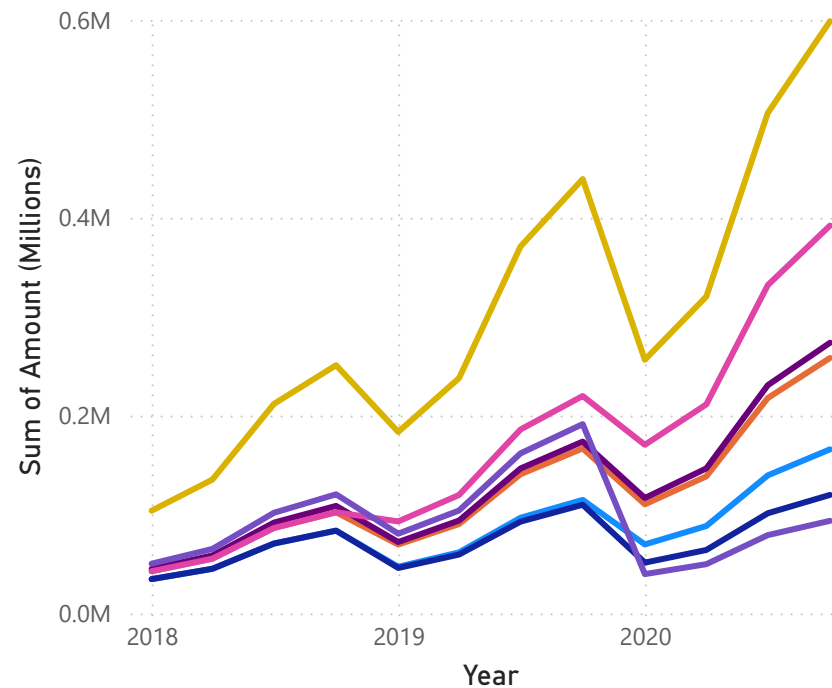
▾ 2018

▾ 2019

▾ 2020

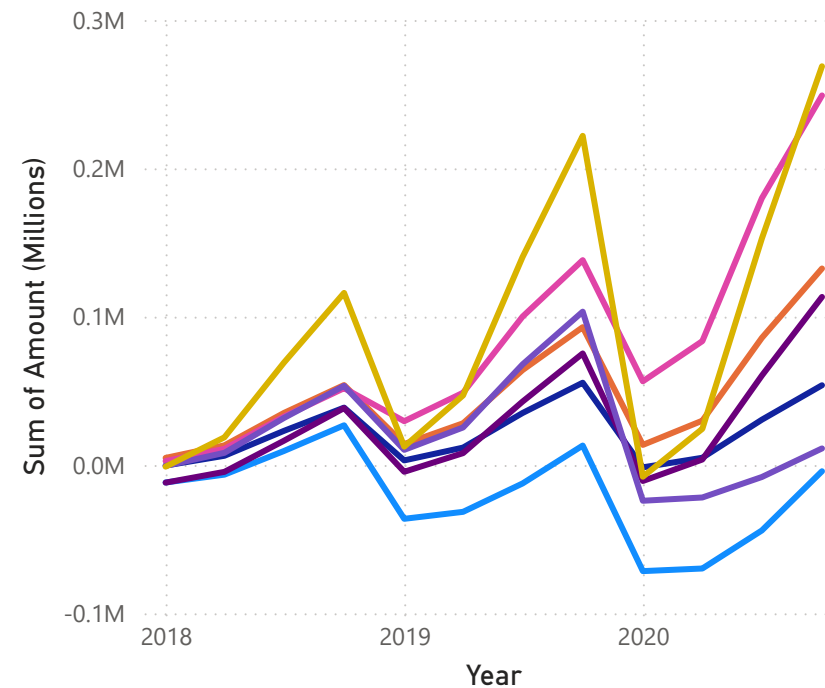
## Gross Profit

Country Australia Canada France Germany New Ze...



## Net Profit

Country Australia Canada France Germany New Ze...



## Sales Revenue

Country Australia Canada France Germany New Ze...

