

**PlantSnap, Inc.**  
**Profit and Loss**  
January - December 2018

	<b>Total</b>
<b>Income</b>	
<b>Sales</b>	
Apple	3,360,000.00
Google/ADMOB	12,193.24
Adsense	124,096.20
Appodeal	7,786.00
Facebook Advertising	9,651.67
Google	89,281.79
X-Mode Social	1,746.24
<b>Total Google/ADMOB</b>	<b>\$ 244,755.14</b>
<b>Total Sales</b>	<b>\$ 3,604,755.14</b>
<b>Total Income</b>	<b>\$ 3,604,755.14</b>
<b>Cost of Goods Sold</b>	
<b>Distribution Fees</b>	
Apple Fees	1,008,000.00
Google Fees	99,669.30
<b>Total Distribution Fees</b>	<b>\$ 1,107,669.30</b>
Refunds/Foreign Taxes/Other Fees	333,697.03
Web hosting	67,966.20
<b>Total Cost of Goods Sold</b>	<b>\$ 1,509,332.53</b>
<b>Gross Profit</b>	<b>\$ 2,095,422.61</b>
<b>Expenses</b>	
Advertising & Marketing	4,368,944.91
App & Web Maintenance & Development	158,819.96
Bank Charges & Fees	1,367.65
Broker Fee	800.00
Factoring Loan Costs	17,730.67
Insurance	1,500.00
Life	3,022.32
<b>Total Insurance</b>	<b>\$ 4,522.32</b>
<b>Interest Expense</b>	
DEJ - \$375K LATE PRINC PYMNT INTR	9,439.72
DEJ - \$375K ROYALTY LOAN INTR	24,702.07
DEJ - Loan Agreement One	53,265.96
DEJ - Loan Agreement Three	75,229.72
OTHER LOANS	45,000.00
Promissory Notes	7,918.57
<b>Total Interest Expense</b>	<b>\$ 215,556.04</b>
Kickstarter Rewards	8,277.44
Shipping	2,726.85
<b>Total Kickstarter Rewards</b>	<b>\$ 11,004.29</b>

Legal & Professional Services	191,587.89
Meals & Entertainment	3,615.02
Office Supplies & Software	83,578.99
Computer Equipment	10,900.00
<b>Total Office Supplies &amp; Software</b>	<b>\$ 94,478.99</b>
Other Business Expenses	121.07
Repairs & Maintenance	1,200.06
Telephone Expense	3,821.23
Travel	142,564.91
Utilities	2,970.38
<b>Total Expenses</b>	<b>\$ 5,219,105.39</b>
<b>Net Operating Income</b>	<b>-\$ 3,123,682.78</b>
<b>Other Expenses</b>	
Amortization	356,525.31
<b>Total Other Expenses</b>	<b>\$ 356,525.31</b>
<b>Net Other Income</b>	<b>-\$ 356,525.31</b>
<b>Net Income</b>	<b>-\$ 3,480,208.09</b>

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