

Hacker Noon

Profit and Loss

January - December 2022

| | TOTAL |
|---------------------------------|-----------------------|
| Income | |
| Billable Expense Income | -1,000.00 |
| Brand Dashboard | 9,179.36 |
| Discounts/Refunds Given | 3,077.06 |
| Sales | |
| Brand-as-author | 143,300.69 |
| Coin Pages | 0.00 |
| Emails Sale | 137,465.00 |
| Interest payment | 4.73 |
| Managed Account | 54,498.00 |
| noonies | 31,166.00 |
| Parent Category | 107,924.60 |
| Ad by Tag | 0.00 |
| Total Parent Category | 107,924.60 |
| Podcast Income | 40,300.00 |
| Referral | 8,105.64 |
| Slogging AMA | 3,900.00 |
| Social Media Promotion | 9,000.00 |
| Startups of the Year | 39,000.00 |
| Story Audio ADs | 33,550.00 |
| Tech Company News Page | 6,400.00 |
| Top Navigation | 243,500.00 |
| Job Board | 0.00 |
| Learn Tab | -5,000.00 |
| Total Top Navigation | 238,500.00 |
| Writing Competition | 326,480.00 |
| Total Sales | 1,179,594.66 |
| Uncategorized Income | 0.00 |
| Total Income | \$1,190,851.08 |
| Cost of Goods Sold | |
| Cost of Managed Accounts | 17,182.49 |
| Cost of Podcast | 706.00 |
| podcast | 1,794.00 |
| Total Cost of Podcast | 2,500.00 |
| Paid Ad & Social Media | 15,894.20 |
| Writing Competition Payouts | 67,534.03 |
| Total Cost of Goods Sold | \$103,110.72 |
| GROSS PROFIT | \$1,087,740.36 |
| Expenses | |
| Coworking | 13,645.56 |

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|---|-------------------|
| Editorial Team | 1,068.66 |
| blogging fellows | 1,090.13 |
| Editorial Payroll | 231,675.91 |
| Other Editorial Cost | 1,300.00 |
| Related Editorial | 14,574.65 |
| SEO | 7,887.02 |
| Slogging | 2,889.02 |
| Total Editorial Team | 260,485.39 |
| Insurance | 1,196.54 |
| Job Supplies | 0.28 |
| Legal & Accounting | 49,528.98 |
| Management | 302,463.28 |
| Internet | 6,110.97 |
| Meals | 10,405.71 |
| Total Management | 318,979.96 |
| Marketing Team | |
| Advertising & Marketing Cost | 38,152.23 |
| Advertising/Promotional | 13,215.69 |
| Creatives | 2,768.13 |
| Domains | 1,826.26 |
| Hackernoon documentary | 30,634.28 |
| Newsletters | 3,000.00 |
| Noonies | 2,000.00 |
| Outsourced Marketing | 1,000.00 |
| Press Release | 8,392.98 |
| Recruitment | 429.46 |
| shop | 349.66 |
| video | 2,498.00 |
| Total Advertising & Marketing Cost | 104,266.69 |
| Marketing Payroll | 128,418.60 |
| Podcast Payroll | 13,850.00 |
| Total Marketing Payroll | 142,268.60 |
| Recruitment | 116.86 |
| Total Marketing Team | 246,652.15 |
| Other Business Expenses | 1,067.22 |
| Bank Charges & Fees | 498.95 |
| bug bounty | 974.00 |
| Interns | 19,576.50 |
| Total Other Business Expenses | 22,116.67 |
| Payroll Expenses | 1,246.15 |

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| Product Team | |
| Product Payroll | 307,680.84 |
| Tech Stack | 252,601.17 |
| Cost of Emails | 2,398.00 |
| Total Tech Stack | 254,999.17 |
| Total Product Team | 562,680.01 |
| QuickBooks Payments Fees | 492.99 |
| Sales Team | 1,662.57 |
| Sales Payroll | 209,000.39 |
| Total Sales Team | 210,662.96 |
| Team Tools & Benefits | 1,250.89 |
| Employee Tech Reimbursement | 590.28 |
| Mental Health | 7,108.42 |
| Team Course + Education | 100.00 |
| Team MERCH | 975.41 |
| Team Productivity Tools | 16,698.12 |
| Travel | 9,834.06 |
| Coworking | 2,134.70 |
| Events | 246.91 |
| Lodging | 4,788.61 |
| Transportation | 2,786.70 |
| Travel meals | 1,084.91 |
| Total Travel | 20,875.89 |
| US Benefits | 2,970.28 |
| Total Team Tools & Benefits | 50,569.29 |
| US Gov/ Payroll tax | 10,382.17 |
| Payroll Tax | 42,074.53 |
| Total US Gov/ Payroll tax | 52,456.70 |
| Total Expenses | \$1,790,713.63 |
| NET OPERATING INCOME | \$ -702,973.27 |
| Other Income | |
| Crypto Income | 5,121.51 |
| Total Other Income | \$5,121.51 |
| NET OTHER INCOME | \$5,121.51 |
| NET INCOME | \$ -697,851.76 |