

# Ponto Footwear

## Profit and Loss

January 2020 - December 2022

	2020 Total	2021 Total	2022 Total
<b><u>Income</u></b>			
Product Sales (D2C)	31	606	1,287
Shipping, Delivery Income	0	18	18
Additional Product Sales	34	13	125
Wholesale/Other Revenue	0	45	3
<b>Gross Sales</b>	<b>65</b>	<b>683</b>	<b>1,434</b>
Refunds/ Returns	(1)	(92)	(289)
Discounts/ Gifting	(6)	(40)	(188)
<b>Total Net Revenue</b>	<b>59</b>	<b>552</b>	<b>957</b>
<b>Total Cost of Goods Sold</b>	<b>28</b>	<b>252</b>	<b>441</b>
<b>Gross Profit</b>	<b>31</b>	<b>299</b>	<b>515</b>
<b>Gross Margin</b>	<b>53%</b>	<b>54%</b>	<b>54%</b>
<b><u>Expenses</u></b>			
Compensation & Benefits	0	0	588
Sales and Marketing	80	793	1,044
General and Admin Expenses	37	117	336
Research and Development	19	37	58
<b>Total Expenses</b>	<b>136</b>	<b>947</b>	<b>2,027</b>
<b>Net Operating Income</b>	<b>(105)</b>	<b>(648)</b>	<b>(1,512)</b>
Interest Expense		21	79
<b>Net Income</b>	<b>(116)</b>	<b>(660)</b>	<b>(1,638)</b>