

Live and Luca

PROFIT AND LOSS

January 2016 - December 2019

	JAN - DEC 2016	JAN - DEC 2017	JAN - DEC 2018	JAN - DEC 2019	TOTAL
Income					
Merchandise Sales					\$0.00
Amazon.com		0.00			\$0.00
Online Sales	1,392,306.31	2,150,522.69	2,894,906.89	3,187,593.33	\$9,625,329.22
Shipping Income	53,225.03				\$53,225.03
Wholesale Sales	3,841,784.67	4,174,373.96	4,171,031.69	3,761,399.33	\$15,948,589.65
Total Merchandise Sales	5,287,316.01	6,324,896.65	7,065,938.58	6,948,992.66	\$25,627,143.90
Other Income				3,576.16	\$3,576.16
Returns/Chargebacks	-55,192.65	-39,969.68	-61,446.54	-62,951.31	\$ -219,560.18
Sales Discounts	-26,922.95		-2,014.41	-803.37	\$ -29,740.73
Sales of Product Income		0.00			\$0.00
Services		0.00			\$0.00
Uncategorized Income	0.00	2,856.50	0.00	0.00	\$2,856.50
Total Income	\$5,205,200.41	\$6,287,783.47	\$7,002,477.63	\$6,888,814.14	\$25,384,275.65
Cost of Goods Sold					
Cost of Goods Sold				8,793.25	\$8,793.25
Cost of Goods Sold	2,096,587.20	1,915,341.98	2,341,379.50	2,283,002.11	\$8,636,310.79
Freight In	282,818.34	323,559.82	255,970.64	354,069.14	\$1,216,417.94
Lab Tests	2,563.06	2,000.00		216.87	\$4,779.93
Samples	39,436.99	730.59	38.00	839.14	\$41,044.72
Total Cost of Goods Sold	2,421,405.59	2,241,632.39	2,597,388.14	2,646,920.51	\$9,907,346.63
Total Cost of Goods Sold	\$2,421,405.59	\$2,241,632.39	\$2,597,388.14	\$2,646,920.51	\$9,907,346.63
GROSS PROFIT	\$2,783,794.82	\$4,046,151.08	\$4,405,089.49	\$4,241,893.63	\$15,476,929.02
Expenses					
Business Expense					\$0.00
Automobile Expense	3,685.78	6,507.75	8,408.45	6,955.33	\$25,557.31
Business Gifts	619.97	168.15	105.98	152.18	\$1,046.28
Computer and Internet Expenses	31,501.16	108,971.28	90,262.64	83,648.35	\$314,383.43
Dues and Subscription		499.00	5,776.57	9,851.45	\$16,127.02
Financing Costs				4,281.61	\$4,281.61
Insurance Expense	11,585.60	16,157.82	23,962.21	14,799.68	\$66,505.31
License & Fees	4,581.90	5,021.46	5,576.50	8,447.88	\$23,627.74
Meals and Entertainment	10,299.14	9,155.06	7,659.48	8,932.79	\$36,046.47
Penalties & Late Fees				41.25	\$41.25
Professional Development	17,474.34	23,254.00	53,868.61	16,207.62	\$110,804.57
Professional Fees	12,260.15		147,065.24	309,489.55	\$468,814.94
Accounting Expense	34,485.35	46,915.60	51,560.51	45,036.23	\$177,997.69
Legal	1,111.00	5,071.00	7,094.20	49,829.09	\$63,105.29
Professional Fees.	193,405.94	72,524.40	168,636.52	181,749.17	\$616,316.03
Total Professional Fees	241,262.44	124,511.00	374,356.47	586,104.04	\$1,326,233.95
Property Tax	846.52	604.99	2,155.01	1,445.88	\$5,052.40
Repairs and Maintenance	119.00	69.75		1,895.51	\$2,084.26
Research and Development	1,002.27	2,893.84	2,044.69	1,251.90	\$7,192.70

	JAN - DEC 2016	JAN - DEC 2017	JAN - DEC 2018	JAN - DEC 2019	TOTAL
Sales&Use Tax Expense	9,816.49	44,277.98	65,198.74	44,773.74	\$164,066.95
Travel	59,323.33	78,649.49	106,801.93	130,052.78	\$374,827.53
Travel Meals				5,691.02	\$5,691.02
Total Travel	59,323.33	78,649.49	106,801.93	135,743.80	\$380,518.55
Total Business Expense	392,117.94	420,741.57	746,177.28	924,533.01	\$2,483,569.80
Office Expense	18.82	96.90		61.93	\$177.65
Cleaning	5,526.87	5,200.00	5,200.00	5,400.00	\$21,326.87
Equipment Lease	593.50	761.97	1,712.99	5,684.29	\$8,752.75
Misc Office Expense	8,608.36	13,662.21	62,015.50	46,999.93	\$131,286.00
Office Supplies	13,355.71	20,693.58	19,936.92	20,545.51	\$74,531.72
Postage and Delivery		1,102.14	2,289.06	505.95	\$3,897.15
Printing and Reproduction	3,366.44	15,821.99	9,942.77	5,838.37	\$34,969.57
Rent Expense	50,497.40	57,653.21	51,821.81	61,850.32	\$221,822.74
Telephone Expense	13,195.92	7,713.37	6,853.24	13,119.97	\$40,882.50
Utilities	2,946.86	2,742.42	3,163.78	3,489.43	\$12,342.49
Total Office Expense	98,109.88	125,447.79	162,936.07	163,495.70	\$549,989.44
Personnel Expense	1,008,764.04	1,010,044.39	1,200,559.93	1,666,119.60	\$4,885,487.96
Promotional Costs					\$0.00
Advertising and Promotion	39,200.20	69,235.27	154,771.39	203,626.44	\$466,833.30
Customer Service			81,318.53	184,986.79	\$266,305.32
Equipment Rental	216.81				\$216.81
Footwear Design	24.15	54.72	1,721.97	39,639.95	\$41,440.79
Graphic Design	549.01	3,780.86	9,264.50	13,481.44	\$27,075.81
Marketing	28,228.41	17,889.19	117,728.56	239,695.54	\$403,541.70
Photography	40,257.67	31,255.76	50,485.87	23,867.87	\$145,867.17
Social Media Marketing		3,118.37	12,808.70	4,300.00	\$20,227.07
Tradeshow	21,487.16	35,170.97	19,736.76	22,420.99	\$98,815.88
Total Promotional Costs	129,963.41	160,505.14	447,836.28	732,019.02	\$1,470,323.85
Sales Costs					\$0.00
Bar Code Expense	4,059.63	1,648.00	3,817.27	1,648.32	\$11,173.22
Commissions	165,219.12	253,648.65	177,431.83	119,714.68	\$716,014.28
Freight Out	291,030.12	359,526.56	554,383.03	603,693.22	\$1,808,632.93
Fulfillment	196,880.35	212,687.51	258,485.70	217,281.32	\$885,334.88
Merchant Fees	71,419.74	98,719.86	148,818.51	206,522.76	\$525,480.87
Sales Reconciliation	0.00				\$0.00
Sourcing			6,229.84		\$6,229.84
Total Sales Costs	728,608.96	926,230.58	1,149,166.18	1,148,860.30	\$3,952,866.02
Small Tools/ Equip				13.17	\$13.17
Suspense			2.50		\$2.50
Uncategorized Expense	0.00	11,057.22	40.00	0.00	\$11,097.22
Total Expenses	\$2,357,564.23	\$2,654,026.69	\$3,706,718.24	\$4,635,040.80	\$13,353,349.96
NET OPERATING INCOME	\$426,230.59	\$1,392,124.39	\$698,371.25	\$ -393,147.17	\$2,123,579.06
Other Income					
Credit Card Rewards		23,513.89	12,899.04	16,766.01	\$53,178.94
Interest Income	40.37	0.07	225.77	147.64	\$413.85
Other Income - Training			12,745.85		\$12,745.85
Total Other Income	\$40.37	\$23,513.96	\$25,870.66	\$16,913.65	\$66,338.64
Other Expenses					
Amortization Expense	6,415.00		13,908.30	15,320.00	\$35,643.30

	JAN - DEC 2016	JAN - DEC 2017	JAN - DEC 2018	JAN - DEC 2019	TOTAL
Bank Charges	1,824.03	3,060.67	2,744.72	2,225.16	\$9,854.58
Charitable Contributions	39,652.62	18,074.00	58,041.40	250.00	\$116,018.02
Commission				14,715.00	\$14,715.00
Depreciation Expense	12,321.00		22,042.00	788.94	\$35,151.94
Interest Expense	25,240.98	21,211.60	20,588.50	38,929.51	\$105,970.59
Loan Fee		2,382.00			\$2,382.00
Prior Year Adjustment				7,531.14	\$7,531.14
State Tax	14,049.12	24,630.00	13,219.50	800.00	\$52,698.62
Total Other Expenses	\$99,502.75	\$69,358.27	\$130,544.42	\$80,559.75	\$379,965.19
NET OTHER INCOME	\$ -99,462.38	\$ -45,844.31	\$ -104,673.76	\$ -63,646.10	\$ -313,626.55
NET INCOME	\$326,768.21	\$1,346,280.08	\$593,697.49	\$ -456,793.27	\$1,809,952.51