

Rad Technologies Inc

PROFIT AND LOSS

January - December 2019

	TOTAL
Income	
Ad Network	12,860.50
Agency Income	521,867.50
Product Income	137,460.27
Total Income	\$672,188.27
Cost of Goods Sold	
Cost of Goods Sold	
Cost of labor - COS	
Campaign Management	21,310.64
Creative Design	0.00
Facebook Consulting	4,500.00
Miscellaneous	2,050.00
Project Management	7,000.00
Video Production	21,528.00
Web/Front End Development	38,216.90
Total Cost of labor - COS	94,605.54
Equipment Rental - COS	
Audio & Video Equipment Rental	1,433.15
Total Equipment Rental - COS	1,433.15
Media	
Digital Display	60,020.15
Facebook	32,209.38
Google Adwords	681.96
Influencer Expense	30,591.76
Total Media	123,503.25
Software & SaaS Tools	6,088.60
Socius	12,476.83
Total Software & SaaS Tools	18,565.43
Video/Photo/Music Licensing Fees	29.99
Total Cost of Goods Sold	238,137.36
Total Cost of Goods Sold	\$238,137.36
GROSS PROFIT	\$434,050.91
Expenses	
Ask My Accountant	-100.00
Bad Debt expense	2,212.87
Bank Charges & Fees	3,126.10

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	TOTAL
Creative Design, Marketing & Production	
Advertising & Marketing	11,297.95
Photo/Video/Audio Stock Licensing Fees	59.98
Printing/Business Cards	841.75
Promo Items	2,712.48
Web advertising	1,888.98
Total Advertising & Marketing	16,801.14
Payroll / Contractors	
Creative Design	82,250.00
Video Production	23,066.00
Total Payroll / Contractors	105,316.00
Total Creative Design, Marketing & Production	122,117.14
Insurance	
Health Insurance - Reimbursement	17,213.04
Health Insurance Expense	24,222.27
Total Insurance	41,435.31
Legal & Professional Services	
Accounting Services	2,395.44
Attorney Fees	28,221.54
Total Legal & Professional Services	112,877.48
Other Business Expenses	
Dues & subscriptions	224.00
Electronics expense	1,088.98
Office Supplies	1,626.88
Shipping, Freight & Delivery	307.42
Software & SaaS tools	18,073.34
Website/Email Hosting	961.03
Total Other Business Expenses	22,281.65
Other Miscellaneous Expense	109.65
Reimbursable Expenses	644.29
Relocation expense	1,500.00
Sales, General & Administrative Expenses	
Auto Expense	7,300.00
Business Development	22,344.75
Consulting - Product Development	6,000.00
Hiring & Recruiting	2,158.16

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Office	
Rent & Lease	56,990.66
Employee Housing Rental	2,400.00
Total Rent & Lease	59,390.66
Repairs & Maintenance	200.00
Utilities	
Cellular, telephone & Internet	154.20
Total Utilities	154.20
Total Office	59,744.86
Payroll Expenses	
Administrative	25,423.50
CTO	8,000.00
Executive Compensation	267,549.91
Executive Personal Expenses	6,000.00
Total Executive Compensation	273,549.91
Sales	197,477.58
Total Payroll Expenses	504,450.99
Sales Commission	25,970.79
Taxes & Licenses	102.00
Total Sales, General & Administrative Expenses	628,071.55
Technology	
Payroll / Contractors	21,850.00
Gig Contractors	-407.44
Project Management	75,475.74
Technology Consulting Services	9,210.00
Total Payroll / Contractors	106,128.30
Total Technology	106,128.30
Travel & Entertainment	15,441.27
Airfare	8,286.46
Car & Truck	459.09
Hotel	5,576.60
Meals	23,020.62
Parking	289.50
Uber/Cabs/Rental Cars	13,008.35
Total Travel & Entertainment	66,081.89
Total Expenses	\$1,106,486.23
NET OPERATING INCOME	\$ -672,435.32

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Other Income	
Interest Earned	117.72
Total Other Income	\$117.72
Other Expenses	
Depreciation Expense	69,218.86
Interest Expense	4,069.95
Total Other Expenses	\$73,288.81
NET OTHER INCOME	\$ -73,171.09
NET INCOME	\$ -745,606.41