


MomCurls.com

Profit & Loss Statement

Income/Sales	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Total
AdSense	\$1,770	\$1,588	\$1,374	\$736	\$285	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$5,753
Amazon US	\$15,103	\$12,738	\$13,045	\$12,601	\$9,807	\$10,526	\$17,105	\$15,253	\$16,293	\$16,547	\$14,021	\$11,612	\$11,907	\$11,046	\$7,932	\$3,344	\$176,559
Amazon UK	\$869	\$940	\$730	\$524	\$625	\$496	\$884	\$1,086	\$886	\$1,047	\$1,114	\$962	\$891	\$924	\$730	\$523	\$13,230
Amazon Canada	\$684	\$551	\$476	\$291	\$405	\$347	\$576	\$784	\$701	\$856	\$799	\$840	\$325	\$427	\$414	\$269	\$8,744
HealthTrader	\$80	\$149	\$0	\$137	\$104	\$82	\$158	\$182	\$123	\$78	\$134	\$0	\$73	\$67	\$166	\$85	\$1,619
Hair Restoration	\$525	\$715	\$145	\$495	\$150	\$105	\$685	\$445	\$460	\$235	\$405	\$245	\$580	\$405	\$370	\$30	\$5,995
iRestore/Misc	\$0	\$300	\$150	\$0	\$0	\$0	\$0	\$0	\$734	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,184
Amazon (Other)	\$0	\$0	\$0	\$300	\$50	\$150	\$400	\$350	\$300	\$305	\$0	\$248	\$227	\$232	\$189		\$2,751
MediaVine	\$0	\$0	\$0	\$0	\$0	\$558	\$1,720	\$2,233	\$2,181	\$1,788	\$1,733	\$1,447	\$1,140	\$1,140	\$1,217	\$2,275	\$17,431
MediaVine BMH	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$334	\$485	\$562	\$326	\$218	\$314	\$271	\$220	\$2,730
Plant Therapy	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$164	\$169	\$195	\$528
Rocky Mountain Oils														\$509	\$460	\$523	\$1,492
Paid placements and ads									\$400	\$373		\$128	\$44		\$80	\$0	\$1,025
GROSS REVENUE	\$19,031	\$16,981	\$15,919	\$15,084	\$11,426	\$12,264	\$21,528	\$20,333	\$22,013	\$21,340	\$18,768	\$15,680	\$15,361	\$15,228	\$11,458		\$240,956

Operating Expenses																	Total
Hosting/VPS	\$7	\$7	\$7	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$240
Marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Links	\$0	\$0	\$0	\$0	\$0	\$380	\$332	\$362	\$210	\$185	\$310	\$215	\$215	\$220	\$200	\$100	
Content	\$624	\$144	\$240	\$250	\$795	\$1,000	\$1,500	\$1,400	\$1,100	\$1,100	\$990	\$1,100	\$1,075	\$870	\$900	\$500	\$13,588
BMH Management	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$250	\$250	\$250	\$100	\$100	\$100	\$100	\$100	\$1,050
TOTAL OP. EXPENSES	\$631	\$151	\$247	\$270	\$815	\$1,400	\$1,852	\$1,782	\$1,580	\$1,555	\$1,570	\$1,435	\$1,410	\$1,210	\$1,220		\$14,878

Add-Backs*																	Total
																	\$0
TOTAL ADD-BACKS	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
NET PROFIT*	\$18,401	\$16,831	\$15,672	\$14,814	\$10,611	\$10,864	\$19,676	\$18,551	\$20,433	\$19,785	\$17,198	\$14,245	\$13,951	\$14,018	\$10,238		\$226,078
LTM Averages	L6M Averages				L3M Averages												
Average Revenue	\$21,035	Average Revenue		\$16,306	Average Revenue		\$14,016										
Average Expenses	\$1,427	Average Expenses		\$1,400	Average Expenses		\$1,280										
Average Profit	\$19,607	Average Profit		\$14,906	Average Profit		\$12,736										