

Management Report

For the period ended July 31, 2022

Prepared by

Transcounts Services Inc.

Prepared on

September 7, 2022

Table of Contents

Balance Sheet.....	3
Profit and Loss	5
Profit and Loss by Month	7
Statement of Cash Flows.....	9
A/P Aging Summary	10

Balance Sheet

As of July 31, 2022

	Total
ASSETS	
Current Assets	
Cash and Cash Equivalent	
1010 BMO Chequing (812)	14,098.79
1015 BMO USD Chequing (897)	87,805.79
1020 RBC Chequing (615)	235.02
1025 RBC USD Chequing (608)	2,178.96
1035 Paypal (USD)	23,555.07
1055 Stallion Express balance	71.94
1060 Stripe & Square Clearing A/c	-0.03
1080 WorldPay Etsy Clearing A/c	125.60
Total Cash and Cash Equivalent	128,071.14
1300 Inventory Asset	52,977.99
1305 Inventory In-Transit	62,757.84
1350 Prepaid expenses	35,070.72
1410 Paypal Hold Balance	70.35
Shopify Carried Balances	618.50
Shopify Clearing Account	766.72
Total Current Assets	280,333.26
Non-current Assets	
Property, plant and equipment	
1500 Computer and Equipment	23,108.72
1550 Computer and Equipment - A/A	-5,446.76
Total 1500 Computer and Equipment	17,661.96
1600 Office Equipment	59,769.29
1650 Office Equipment - A/A	-75.60
Total Property, plant and equipment	77,355.65
Total Non Current Assets	77,355.65
Total Assets	\$357,688.91

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable (A/P)

2050 Accounts Payable (A/P) - USD	1,952.09
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Total Accounts Payable (A/P)	1,952.09
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Credit Card

2210 BMO Mastercard	2,550.23
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2230 Amex (1008/1016/1024)	157,736.18
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2232 RBC LOC	250.00
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Total Credit Card	160,536.41
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2310 EU Vat Suspense	1,608.66
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2325 UK Vat Payable	729.62
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2350 GST/HST Payable	-11,954.93
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Payroll Liabilities

Federal Taxes	-7,732.07
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	Total
Vacation Pay	8,331.91
Total Payroll Liabilities	599.84
Shopify Gift Card Liabilities	1,600.41
Total Current Liabilities	155,072.10
Non-current Liabilities	
2810 Shareholder's Loan - Chris	-1,015.27
Total Non-current Liabilities	-1,015.27
Total Liabilities	154,056.83
Equity	
3000 Common Shares	100.00
Retained Earnings	88,269.47
Profit for the year	115,262.61
Total Equity	203,632.08
Total Liabilities and Equity	\$357,688.91

Profit and Loss

November 2021 - July 2022

	Total
INCOME	
4050 Shopify Income	
4060 Shopify Sticker Sales	1,592,880.61
4080 Shopify Shipping	127,791.79
4090 Discounts	-324,196.61
Total 4050 Shopify Income	1,396,475.79
4100 Patreon Income	24,925.33
4110 Promotional Income	4,454.65
4150 Sticker Sales	13,598.55
4170 Shipping and Delivery Income	459.23
4180 ETSY Sales	859.59
Total Income	1,440,773.14
COST OF GOODS SOLD	
5000 Cost of Goods Sold	314,321.93
5050 Printing - COGS	17,954.62
5100 Freight & Delivery	162,927.22
5220 Subcontractors - COS	2,181.61
5250 Packaging & Labelling	17,293.39
5255 Repair & Maint. of Machinery	1,535.00
Total Cost of Goods Sold	516,213.77
GROSS PROFIT	924,559.37
EXPENSES	
5270 Subcontractors	48,414.63
6000 Advertising	156,565.84
6050 Design & Development	6,815.29
6060 Electronic Equipment & Furniture	2,781.52
6100 Merchant Fee	66,171.09
6150 Bank charges	4,141.70
6200 Business Licenses and Fees	12.00
6250 Dues and Subscriptions	42,087.24
6350 Courier and Postage	75.73
6400 Interest expense	761.58
6500 Insurance	5,668.08
6600 Rent or lease payments	45,210.43
6650 Repair and maintenance	680.44
6700 Meals and entertainment	13,321.02
6750 Travel meals	180.51
6800 Travel	13,292.77
6810 Parking/Toll Charges	2,704.69
7000 Legal & Professional Fee	16,651.76
7100 Office expenses	19,731.46
7160 Telephone Expenses	5,806.31
7500 Uncategorized Expense	1,035.90
7700 Vehicle - Gas	1,393.84
8000 Payroll Expenses	

	Total
8010 Wages	329,517.62
8020 Taxes	22,952.79
Total 8000 Payroll Expenses	352,470.41
Reimbursements	67.65
Total Expenses	806,041.89
OTHER EXPENSES	
Unrealized Gain or Loss	42.27
9100 Exchange Gain or Loss	3,120.59
9150 Penalties and settlements	92.01
Total Other Expenses	3,254.87
PROFIT	\$115,262.61

Profit and Loss by Month

November 2021 - July 2022

	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	Mar. 2022	Apr. 2022	May 2022	Jun. 2022	Jul. 2022	Total
INCOME										
4050 Shopify Income										0.00
4060 Shopify Sticker Sales	193,269.35	190,276.91	176,580.97	167,517.41	206,193.80	157,578.79	199,657.72	135,407.61	166,398.05	1,592,880.61
4080 Shopify Shipping	14,942.34	13,938.91	14,237.26	13,148.07	17,527.72	13,268.42	16,053.72	11,222.43	13,452.92	127,791.79
4090 Discounts	-44,118.50	-39,120.41	-32,676.02	-33,047.71	-60,901.60	-32,143.28	-34,921.11	-22,090.88	-25,177.10	-324,196.61
Total 4050 Shopify Income	164,093.19	165,095.41	158,142.21	147,617.77	162,819.92	138,703.93	180,790.33	124,539.16	154,673.87	1,396,475.79
4100 Patreon Income	3,878.39	3,408.37	3,159.35	2,806.36	2,638.93	2,379.76	2,378.18	2,092.30	2,183.69	24,925.33
4110 Promotional Income		4,454.65								4,454.65
4150 Sticker Sales	52.67	33.58	18.62	3.47	11.95	839.99		11,880.32	757.95	13,598.55
4170 Shipping and Delivery Income						459.23				459.23
4180 ETSY Sales	104.23	100.34	92.95	105.94	93.23	86.44	94.57	99.63	82.26	859.59
Total Income	168,128.48	173,092.35	161,413.13	150,533.54	165,564.03	142,469.35	183,263.08	138,611.41	157,697.77	1,440,773.14
COST OF GOODS SOLD										
5000 Cost of Goods Sold	41,023.30	42,035.62	40,150.65	36,547.92	33,751.05	28,815.59	35,660.12	25,292.44	31,045.24	314,321.93
5050 Printing - COGS	6,234.51	495.65	1,511.36	988.00	285.32	1,298.30	2,992.66	2,898.82	1,250.00	17,954.62
5100 Freight & Delivery	15,525.85	14,505.42	14,087.59	21,874.24	15,579.53	21,022.80	25,690.90	19,457.97	15,182.92	162,927.22
5220 Subcontractors - COS							1,408.76		772.85	2,181.61
5250 Packaging & Labelling	1,853.92	821.52	1,086.17	6,023.28	827.47	2,507.27	1,522.16	1,393.41	1,258.19	17,293.39
5255 Repair & Maint. of Machinery									1,535.00	1,535.00
Total Cost of Goods Sold	64,637.58	57,858.21	56,835.77	65,433.44	50,443.37	53,643.96	67,274.60	49,042.64	51,044.20	516,213.77
GROSS PROFIT	103,490.90	115,234.14	104,577.36	85,100.10	115,120.66	88,825.39	115,988.48	89,568.77	106,653.57	924,559.37
EXPENSES										
5270 Subcontractors	3,333.14	3,299.87	5,337.57	3,384.60	3,228.28	6,327.43	9,866.65	7,527.97	6,109.12	48,414.63
6000 Advertising	14,418.84	16,384.44	22,033.12	17,692.41	19,795.55	19,530.93	15,974.66	12,459.92	18,275.97	156,565.84
6050 Design & Development	505.24	459.00	490.92	759.29	796.26	729.41	423.06	2,063.81	588.30	6,815.29
6060 Electronic Equipment & Furniture	464.13		646.99	609.97	90.48				969.95	2,781.52
6100 Merchant Fee	7,412.57	7,738.95	7,282.60	6,792.82	8,409.18	6,882.94	8,550.94	5,739.83	7,361.26	66,171.09
6150 Bank charges	535.53	675.49	452.98	392.58	356.29	376.50	530.28	425.22	396.83	4,141.70
6200 Business Licenses and Fees		12.00								12.00
6250 Dues and Subscriptions	6,902.70	3,939.14	4,738.31	4,175.51	3,982.10	3,309.62	5,023.80	5,343.96	4,672.10	42,087.24
6350 Courier and Postage					75.73					75.73
6400 Interest expense	300.31	98.92			51.95	3.08	63.32	90.75	153.25	761.58
6500 Insurance	525.64	525.64	657.84	657.84	657.84	657.84	657.68	663.88	663.88	5,668.08
6600 Rent or lease payments	2,660.42	5,316.67	5,318.75	5,318.75	5,318.75	5,318.75	5,318.75	5,318.75	5,320.84	45,210.43
6650 Repair and maintenance							667.45	12.99		680.44
6700 Meals and entertainment	1,386.04	2,379.08	840.03	1,413.72	1,244.77	1,508.30	1,283.26	1,951.25	1,314.57	13,321.02
6750 Travel meals					180.51					180.51
6800 Travel	139.46	403.45	392.27	7,978.29	3,098.29	583.41	421.19	213.86	62.55	13,292.77
6810 Parking/Toll Charges	309.73	309.73	230.09	230.09	253.98	230.09	230.09	230.09	680.80	2,704.69
7000 Legal & Professional Fee	1,570.00	1,860.00	1,610.00	2,185.53	2,197.01	1,590.00	2,570.00	1,530.00	1,539.22	16,651.76
7100 Office expenses	2,766.72	1,613.77	927.69	1,649.04	4,779.49	1,908.84	2,567.92	2,120.79	1,397.20	19,731.46
7160 Telephone Expenses	310.28	810.26	411.13	982.97	1,291.44	361.64	315.40	958.94	364.25	5,806.31
7500 Uncategorized Expense									1,035.90	1,035.90
7700 Vehicle - Gas	83.66	81.35	86.24	79.59	53.73	182.82	324.62	251.44	250.39	1,393.84
8000 Payroll Expenses										0.00

	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	Mar. 2022	Apr. 2022	May 2022	Jun. 2022	Jul. 2022	Total
8010 Wages	18,627.64	49,407.81	24,543.28	28,060.56	28,512.96	27,828.28	41,000.32	64,065.91	47,470.86	329,517.62
8020 Taxes	1,040.71	2,860.72	1,745.46	1,999.87	2,035.65	1,998.75	3,014.72	4,831.37	3,425.54	22,952.79
Total 8000 Payroll Expenses	19,668.35	52,268.53	26,288.74	30,060.43	30,548.61	29,827.03	44,015.04	68,897.28	50,896.40	352,470.41
Reimbursements	0.00		0.00	0.00	0.00	0.00	0.00	47.51	20.14	67.65
Total Expenses	63,292.76	98,176.29	77,745.27	84,363.43	86,410.24	79,328.63	98,804.11	115,848.24	102,072.92	806,041.89
OTHER EXPENSES										
9100 Exchange Gain or Loss	-203.43	1,502.52	70.88	789.30	502.79	456.27	475.93	-639.14	165.47	3,120.59
9150 Penalties and settlements						92.01				92.01
Total Other Expenses	-203.43	1,502.52	70.88	789.30	502.79	548.28	475.93	-639.14	165.47	3,212.60
PROFIT	\$40,401.57	\$15,555.33	\$26,761.21	\$ -52.63	\$28,207.63	\$8,948.48	\$16,708.44	\$ -25,640.33	\$4,415.18	\$115,304.88

Statement of Cash Flows

November 2021 - July 2022

	Nov. 2021	Dec. 2021	Jan. 2022	Feb. 2022	Mar. 2022	Apr. 2022	May 2022	Jun. 2022	Jul. 2022	Total
OPERATING ACTIVITIES										
Net Income	40,332.84	15,638.59	26,689.28	22.21	28,145.18	8,948.48	16,708.44	-25,652.44	4,430.03	115,262.61
Adjustments to reconcile Net Income to Net Cash provided by operations:										0.00
1200 Accounts Receivable (A/R)						-1,358.87	1,358.87			0.00
1210 Accounts Receivable (A/R) - USD	7,432.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,432.14
1300 Inventory Asset	-1,597.04	15,090.26	13,018.95	14,787.41	-7,257.47	-21,340.50	2,149.53	6,987.16	-11,873.77	9,964.53
1305 Inventory In-Transit	13,433.85	-7,319.71	3,902.59	7,535.30	-17,628.34	14,284.17	-31,649.36	-10,002.76	12,495.84	-14,948.42
1350 Prepaid expenses	-536.65	-247.00	2,884.56	2,031.81	-30,594.96	-5,259.86	-2,959.97	2,204.25	7,467.36	-25,010.46
1410 Paypal Hold Balance		-73.08	73.08	-281.45	150.85	75.62	-38.64	-1.04	24.31	-70.35
Shopify Carried Balances	-2,191.14	-2,386.77	819.93	3,359.67	38.14	-2,421.80	2,126.23	-1,127.77	2,530.07	746.56
Shopify Clearing Account	-46.14	-38.77	-164.28	41.55	-15.10	43.53	-195.57	-348.01	-43.93	-766.72
2000 Accounts Payable (A/P)	-135.59	327.70	-842.38	-1,819.30	5,509.18	-692.42	1,093.84	-5,275.01	-75.71	-1,909.69
2050 Accounts Payable (A/P) - USD	61.00	4,311.41	-4,536.08	4,504.23	-6,423.34	419.37	1,830.54	-303.48	-14.85	-151.21
2210 BMO Mastercard	-15,407.17	1,090.83	-2,499.23	-266.22	1,853.54	-1,313.07	2,198.81	-4,455.56	2,445.39	-16,352.68
2220 RBC Visa (USD) - 2334		1,391.62	-1,391.62	0.00						0.00
2230 Amex (1008/1016/1024)	44,331.50	-39,954.86	25,863.05	-22,169.42	17,206.79	59,070.27	2,626.13	22,999.22	30,012.24	139,984.92
2231 BMO LOC	69.44	-170.50	68.97	-14,935.49						-14,967.58
2232 RBC LOC	250.00	-12,500.00							250.00	-12,000.00
2200 Accrued Liabilities	-18,062.17				-5,000.00					-23,062.17
2240 Income Tax Payable						-5,550.00				-5,550.00
2310 EU Vat Suspense	-794.64	-566.00	-379.93	237.54	19.39	-491.53	36.27	-700.87	449.39	-2,190.38
2325 UK Vat Payable		500.99	574.67	581.66	-1,240.28	371.40	615.52	-1,072.17	397.83	729.62
2350 GST/HST Payable	-7,519.33	-851.17	152.39	117.74	-1,372.53	-1,184.69	-183.79	-1,751.80	638.25	-11,954.93
2360 GST/HST Suspense				10,720.09						10,720.09
Payroll Liabilities:Federal Taxes	332.30	3,435.43	-5,899.96	1,046.90	7,132.87	-7,075.39	6,986.40	8,240.72	-30,023.70	-15,824.43
Payroll Liabilities:Vacation Pay	421.24	954.33	639.70	844.50	844.50	723.50	798.90	-175.85	-138.31	4,912.51
Shopify Gift Card Liabilities	48.08	321.13	-209.71	32.32	31.84	0.73	1,593.44	330.43	-547.85	1,600.41
Total Adjustments to reconcile Net Income to Net Cash provided by operations:	20,089.68	-36,684.16	32,074.70	6,368.84	-36,744.92	28,300.46	-11,612.85	15,547.45	13,992.56	31,331.76
Net cash provided by operating activities	60,422.52	-21,045.57	58,763.98	6,391.05	-8,599.73	37,248.94	5,095.59	-10,104.99	18,422.59	146,594.37
INVESTING ACTIVITIES										
1500 Computer and Equipment	-7,933.98				-2,029.98	-1,574.94				-11,538.90
1600 Office Equipment	-43,526.60	-1,798.00			-1,689.00		-1,532.00	-10,467.70		-59,013.30
Net cash provided by investing activities	-51,460.58	-1,798.00	0.00	0.00	-3,718.98	-1,574.94	-1,532.00	-10,467.70	0.00	-70,552.20
FINANCING ACTIVITIES										
2810 Shareholder's Loan - Chris	38,278.77	24,535.15	-28,942.83	-7,197.06	-16,967.15	2,670.55	-2,880.10	-8,853.21	-2,136.95	-1,492.83
Net cash provided by financing activities	38,278.77	24,535.15	-28,942.83	-7,197.06	-16,967.15	2,670.55	-2,880.10	-8,853.21	-2,136.95	-1,492.83
NET CASH INCREASE FOR PERIOD	47,240.71	1,691.58	29,821.15	-806.01	-29,285.86	38,344.55	683.49	-29,425.90	16,285.64	74,549.34

A/P Aging Summary

As of July 31, 2022

	Current	1 - 30	31 - 60	61 - 90	91 and over	Total
Generation Sell				1,952.09		1,952.09
TOTAL	\$0.00	\$0.00	\$0.00	\$1,952.09	\$0.00	\$1,952.09