



























**APPENDIX: PROFIT & LOSS STATEMENT**

LEDXCHANGE™

Category	2015-16	2016-17	2017
<b>Revenue (Sales):</b>			
Subscriptions*	538,125	8,923,690	26,126,421
Retailer**	155,000	255,000	250,000
Webpage Advertising	324,655	3,331,121	28,161,947
Affiliate Program***	122,232	59,493	226,612
SmartDecision App/Kiosk	225,000	1,003,305	3,758,028
<b>Total Revenue</b>	<b>1,365,012</b>	<b>13,572,609</b>	<b>58,523,008</b>
<b>Operating Expenses:</b>			
Salary Expenses	461,000	786,000	655,000
Payroll Expenses	57,627	98,256	81,880
Marketing	300,000	420,000	350,000
HealthCare	35,000	48,000	40,000
C/C Payment Fee China	21,524	356,949	1,045,058
Car Allowance	16,000	24,000	20,000
Accounting/Legal	26,000	12,000	10,000
Rent	27,000	30,000	25,000
Telephone	6,000	6,000	5,000
Website	65,000	60,000	50,000
Mobile App	-	-	-
Travel/Trade Shows	58,000	63,000	51,000
Office Supplies	13,500	12,000	10,000
<b>Total Expenses</b>	<b>1,086,649</b>	<b>1,916,196</b>	<b>2,342,932</b>
<b>Profits Or (Losses):</b>			
<b>EBIT/Operating Profit or (Loss)</b>	<b>278,363</b>	<b>11,656,413</b>	<b>56,180,076</b>
Adj. for any other Income (Interest Income, etc.)	-	-	-
<b>Net Income or (Loss) Before Taxes</b>	<b>278,363</b>	<b>11,656,413</b>	<b>56,180,076</b>
Income Taxes			
<b>Net Income or (Loss) After Taxes</b>			

\*Average \$200 per month

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**APPENDIX: PROJECTED SALES FORECAST 2015-16:**

<b>12-Month P&amp;L (2015-16)</b>	<b>May-15</b>	<b>Jun-15</b>	<b>Jul-15</b>	<b>Aug-15</b>	<b>Sep-15</b>	<b>Oct-15</b>	<b>Nov-15</b>	<b>Dec-15</b>	<b>Jan-16</b>	<b>Feb-16</b>	<b>Mar-16</b>	<b>Apr-16</b>
<b>Revenue (Sales)</b>												
Subscriptions*	20,000	22,000	24,200	26,620	29,282	32,210	38,652	46,383	55,659	66,791	80,149	96,179
Retailer**	10,000	10,000	10,000	10,000	10,000	10,000	15,000	15,000	15,000	15,000	15,000	20,000
Webpage Advertising	15,000	16,500	18,150	19,965	21,962	24,158	26,573	29,231	32,154	35,369	38,906	46,687
Affiliate Program***	2,500	2,625	2,756	2,894	3,039	3,191	13,510	14,861	16,347	17,982	19,780	22,747
SmartDecision App/Kiosk	-	-	-	-	-	-	25,000	25,000	25,000	50,000	50,000	50,000
<b>Total Revenue</b>	<b>47,500</b>	<b>51,125</b>	<b>55,106</b>	<b>59,479</b>	<b>64,282</b>	<b>69,559</b>	<b>118,735</b>	<b>130,474</b>	<b>144,160</b>	<b>185,142</b>	<b>203,835</b>	<b>235,613</b>
<b>Expenses</b>												
Salary Expenses	33,000	33,000	33,000	33,000	33,000	38,000	38,000	38,000	45,500	45,500	45,500	45,500
Payroll Expenses	4,125	4,125	4,125	4,125	4,125	4,750	4,750	4,750	5,688	5,688	5,688	5,688
Marketing	20,000	20,000	20,000	20,000	20,000	20,000	30,000	30,000	30,000	30,000	30,000	30,000
HealthCare	2,000	2,000	2,000	2,000	2,000	3,000	3,000	3,000	4,000	4,000	4,000	4,000
C/C Payment Fee China	800	880	968	1,065	1,171	1,288	1,546	1,855	2,226	2,672	3,206	3,847
Car Allowance	-	-	-	-	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Accounting/Legal	5,000	5,000	2,500	2,500	2,500	2,500	1,000	1,000	1,000	1,000	1,000	1,000
Rent	1,000	1,000	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Telephone	500	500	500	500	500	500	500	500	500	500	500	500
Website	10,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Mobile App	-	-	-	-	-	-	-	-	-	-	-	-
Travel/Trade Shows	2,000	2,000	2,000	2,000	2,000	2,000	20,000	15,000	2,000	2,000	2,000	5,000
Office Supplies	2,500	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total Expenses</b>	<b>80,925</b>	<b>74,505</b>	<b>73,593</b>	<b>73,690</b>	<b>75,796</b>	<b>82,538</b>	<b>109,296</b>	<b>104,605</b>	<b>101,414</b>	<b>101,859</b>	<b>102,393</b>	<b>106,035</b>
<b>Net Profit</b>	<b>(33,425)</b>	<b>(23,380)</b>	<b>(18,487)</b>	<b>(14,211)</b>	<b>(11,514)</b>	<b>(12,980)</b>	<b>9,439</b>	<b>25,869</b>	<b>42,746</b>	<b>83,283</b>	<b>101,442</b>	<b>129,578</b>
Projected Subscribers	0	0	0	0	0	0	250	275	300	330	363	399

\*Average \$200 per month

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**APPENDIX: PROJECTED SALES FORECAST 2016-17:**

<b>P&amp;L (2016-17)</b>	<b>Jun-16</b>	<b>Jul-16</b>	<b>Aug-16</b>	<b>Sep-16</b>	<b>Oct-16</b>	<b>Nov-16</b>	<b>Dec-16</b>	<b>Jan-17</b>	<b>Feb-17</b>	<b>Mar-17</b>	<b>Apr-17</b>	<b>May-17</b>
<b>Revenue (Sales)</b>												
Subscriptions*	187,850	234,812	293,515	366,894	458,618	573,272	716,590	895,738	1,119,673	1,231,640	1,354,804	1,490,284
Retailer**	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	20,000	25,000	25,000	25,000
Webpage Ads	80,676	96,811	116,173	139,408	167,289	200,747	240,897	289,076	346,891	433,614	542,017	677,522
Affiliate Programs	-	-	-	5,000	5,250	5,513	5,788	6,078	5,381	7,339	8,439	9,705
SmartDecision***	34,595	39,784	45,752	52,614	60,506	69,582	80,020	92,023	105,826	121,700	139,955	160,948
<b>Total Revenue</b>	<b>823,120</b>	<b>891,407</b>	<b>975,440</b>	<b>1,333,916</b>	<b>1,461,664</b>	<b>1,619,114</b>	<b>1,813,295</b>	<b>2,052,914</b>	<b>2,598,771</b>	<b>2,819,292</b>	<b>3,070,216</b>	<b>3,363,459</b>
<b>Expenses</b>												
Payroll Expenses	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500
Marketing	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188
HealthCare	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
C/C Payment Fee	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Car Allowance	7,514	9,392	11,741	14,676	18,345	22,931	28,664	35,830	44,787	49,266	54,192	59,611
Accounting/Legal	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Telephone	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Website	500	500	500	500	500	500	500	500	500	500	500	500
Mobile App	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Travel/Trade Shows	10,000	2,000	2,000	20,000	2,000	15,000	2,000	2,000	2,000	2,000	2,000	2,000
Office Supplies	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total Expenses</b>	<b>142,201</b>	<b>136,080</b>	<b>138,428</b>	<b>159,363</b>	<b>145,032</b>	<b>162,618</b>	<b>155,351</b>	<b>162,517</b>	<b>171,474</b>	<b>175,953</b>	<b>180,880</b>	<b>186,299</b>
<b>Net Profit</b>	<b>680,919</b>	<b>755,327</b>	<b>837,012</b>	<b>1,174,553</b>	<b>1,316,631</b>	<b>1,456,496</b>	<b>1,657,944</b>	<b>1,890,397</b>	<b>2,427,297</b>	<b>2,643,339</b>	<b>2,889,336</b>	<b>3,177,161</b>
Subscribers	597	657	723	795	877	962	1,058	1,164	1,281	1,409	1,549	1,627

\*Average \$200 per month

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**APPENDIX: PROJECTED SALES FORECAST 2017-18:**

P&L (2017-18)	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18
<b>Revenue (Sales)</b>										
Subscriptions*	1,639,313	1,803,244	1,983,568	2,181,925	2,400,118	2,640,129	2,904,142	3,194,557	3,514,012	3,865,413
Retailer**	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000
Webpage Ads	846,902	1,058,627	1,323,284	1,654,105	2,067,632	2,584,540	3,230,674	4,038,343	5,047,929	6,309,911
Affiliate Programs	11,161	12,835	14,761	16,975	19,521	22,449	25,816	29,689	34,142	39,263
SmartDecision***	185,091	212,854	244,782	281,500	323,725	372,283	428,126	492,345	566,196	651,126
<b>Total Revenue</b>	<b>3,707,466</b>	<b>4,112,561</b>	<b>4,591,395</b>	<b>5,159,505</b>	<b>5,835,995</b>	<b>6,644,401</b>	<b>7,613,759</b>	<b>8,779,933</b>	<b>10,187,279</b>	<b>11,890,714</b>
<b>Expenses</b>										
Payroll Expenses	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500	65,500
Marketing	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188	8,188
HealthCare	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000
C/C Payment Fee	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000
Car Allowance	65,573	72,130	79,343	87,277	96,005	105,605	116,166	127,782	140,560	154,617
Accounting/Legal	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000	2,000
Rent	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Telephone	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500
Website	500	500	500	500	500	500	500	500	500	500
Mobile App	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000
Travel/Trade Shows	2,000	2,000	2,000	2,000	20,000	15,000	2,000	2,000	2,000	2,000
Office Supplies	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
<b>Total Expenses</b>	<b>192,260</b>	<b>198,817</b>	<b>206,030</b>	<b>213,965</b>	<b>240,692</b>	<b>245,293</b>	<b>242,853</b>	<b>254,470</b>	<b>267,248</b>	<b>281,304</b>
<b>Net Profit</b>	<b>3,515,206</b>	<b>3,913,743</b>	<b>4,385,365</b>	<b>4,945,540</b>	<b>5,595,302</b>	<b>6,399,108</b>	<b>7,370,906</b>	<b>8,525,463</b>	<b>9,920,031</b>	<b>11,609,410</b>
Subscribers	1,708	1,879	1,973	2,076	2,180	2,290	2,410	2,530	2,657	2,789

\*Average \$200 per month

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