

# Income Statement and Balance Sheet

Professional Data Analysts

For the period ended December 31, 2022

Prepared on

December 12, 2024

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# Profit and Loss

January - December 2022

|   | Total               |
|---|---------------------|
| <b>INCOME</b>                           |                     |
| 4000 Sales                              | 6,045,078.56        |
| <b>Total Income</b>                     | <b>6,045,078.56</b> |
| <b>COST OF GOODS SOLD</b>               |                     |
| 5000 Cost of Goods Sold                 |                     |
| 5010 Payroll                            |                     |
| 5001 Wages                              | REDACTED            |
| 5009 SIMPLE Employer                    | REDACTED            |
| 5012 Payroll Taxes                      | REDACTED            |
| <b>Total 5010 Payroll</b>               | <b>REDACTED</b>     |
| 5020 Employee Benefits                  |                     |
| 5021 Dental                             | REDACTED            |
| 5022 H S A Contributions                | REDACTED            |
| 5023 Life/AD&D                          | REDACTED            |
| 5024 LTD                                | REDACTED            |
| 5025 Medical                            | REDACTED            |
| 5026 STD                                | REDACTED            |
| <b>Total 5020 Employee Benefits</b>     | <b>REDACTED</b>     |
| 5030 Subcontractors                     | REDACTED            |
| <b>Total 5000 Cost of Goods Sold</b>    | <b>REDACTED</b>     |
| <b>Total Cost of Goods Sold</b>         | <b>REDACTED</b>     |
| <b>GROSS PROFIT</b>                     | <b>REDACTED</b>     |
| <b>EXPENSES</b>                         |                     |
| 6005 Advertising                        | 12,002.42           |
| 6010 Banking                            | 802.12              |
| 6015 Books and Media Subscriptions      | 88.27               |
| 6025 Dues, Fees, Subscriptions          | 14,296.82           |
| 6045 Insurance                          | 28,504.23           |
| 6051 Meals & Entertainment 100%         | 15,646.32           |
| 6055 Online Dues                        | 9,963.01            |
| 6060 Office Equipment & Furniture       | 19,466.99           |
| 6065 Office Supplies                    | 5,357.45            |
| 6070 Parking & Reimbursed Bus Fare      | 1,434.00            |
| 6075 Postage                            | 15,788.36           |
| 6085 Printing and Reproduction          | 6,723.95            |
| 6090 Professional Services              |                     |
| 6092 Accounting                         | 19,838.00           |
| 6094 General Consulting                 | 21,000.00           |
| 6095 Security (deleted)                 | 2,397.24            |
| 6096 Data Collection                    | 34,682.50           |
| 6097 Transcription                      | 4,773.00            |
| 6098 Translation                        | 280.00              |
| <b>Total 6090 Professional Services</b> | <b>82,970.74</b>    |

|                                     | Total             |
|-------------------------------------|-------------------|
| 6100 Building Expenses              |                   |
| 6101 Rent                           | 167,066.84        |
| 6102 Rent Co-location               | 13,646.93         |
| 6103 Repairs                        | 3,635.89          |
| 6104 Utilities                      | 62,974.75         |
| <b>Total 6100 Building Expenses</b> | <b>247,324.41</b> |
| 6110 Survey incentives              | REDACTED          |
| 6111 Bobbie                         | REDACTED          |
| 6113 Florida                        | REDACTED          |
| 6114 Gift Cards                     | REDACTED          |
| 6115 Hawaii                         | REDACTED          |
| 6116 Indiana                        | REDACTED          |
| 6117 Ohio                           | REDACTED          |
| 6118 Oklahoma                       | REDACTED          |
| 6119 Vermont                        | REDACTED          |
| <b>Total 6110 Survey incentives</b> | <b>REDACTED</b>   |
| 6130 Taxes                          |                   |
| 6131 Minnesota Tax                  | REDACTED          |
| 6132 DC Tax                         | REDACTED          |
| 6133 Hawaii Excise                  | REDACTED          |
| 6136 Illinois Tax                   | REDACTED          |
| 6140 Minnesota Use Tax              | REDACTED          |
| 6143 Oklahoma Tax                   | REDACTED          |
| 6144 Vermont Tax                    | REDACTED          |
| <b>Total 6130 Taxes</b>             | <b>REDACTED</b>   |
| 6150 Communications                 | 20,003.40         |
| 6151 Internet                       | 581.94            |
| <b>Total 6150 Communications</b>    | <b>20,585.34</b>  |
| 6155 Travel                         | 33,229.47         |
| 6160 Hiring                         | 396.00            |
| 6170 Technology                     |                   |
| 6171 General IT (deleted)           | 2,384.91          |
| 6172 Computers                      | 27,739.32         |
| 6173 Monitors                       | 1,186.14          |
| 6174 Hardware - Renewal (deleted)   | 975.35            |
| 6175 Software                       | 28,611.63         |
| 6176 Networking                     | 7,615.90          |
| <b>Total 6170 Technology</b>        | <b>68,513.25</b>  |
| 6180 Professional Development       | 7,347.10          |
| 6185 Recruitment (deleted)          | 32,377.38         |
| 6190 Contract Fee (deleted)         | 26,071.20         |
| 6195 Miscellaneous (deleted)        | 11,046.68         |
| 6200 Contributions                  | REDACTED          |
| 7020 Depreciation Expense           | 56,750.78         |
| NCTOH (deleted)                     | REDACTED          |

|                           | Total           |
|---------------------------|-----------------|
| Payroll Expenses          | REDACTED        |
| <b>Total Expenses</b>     | <b>REDACTED</b> |
| NET OPERATING INCOME      | REDACTED        |
| OTHER INCOME              |                 |
| 8000 Interest Income      | 4,505.20        |
| 8005 Other Income         | 2,297.41        |
| <b>Total Other Income</b> | <b>6,802.61</b> |
| NET OTHER INCOME          | <b>6,802.61</b> |
| NET INCOME                | REDACTED        |

# Balance Sheet

As of December 31, 2022

|  |  | Total               |
|--|--|---------------------|
| <b>ASSETS</b>                              |  |                     |
| <b>Current Assets</b>                      |  |                     |
| <b>Bank Accounts</b>                       |  |                     |
| 1000 REDACTED                              |  | REDACTED            |
| 1010 REDACTED                              |  | REDACTED            |
| 1015 REDACTED                              |  | REDACTED            |
| 1020 REDACTED                              |  | REDACTED            |
| 1025 REDACTED                              |  | REDACTED            |
| 1030 REDACTED                              |  | REDACTED            |
| REDACTED                                   |  | REDACTED            |
| <b>Total Bank Accounts</b>                 |  | <b>REDACTED</b>     |
| <b>Accounts Receivable</b>                 |  |                     |
| 1200 Accounts Receivable                   |  | 288,711.07          |
| <b>Total Accounts Receivable</b>           |  | <b>288,711.07</b>   |
| <b>Other Current Assets</b>                |  |                     |
| 1100 Building Deposit                      |  | 12,667.17           |
| 1150 Work in progress                      |  | 1,266,745.75        |
| 1310 Prepaid Insurance                     |  | 8,453.44            |
| 1400 REDACTED                              |  | REDACTED            |
| 1410 COBRA                                 |  | 1,497.78            |
| <b>Total Other Current Assets</b>          |  | <b>1,301,552.86</b> |
| <b>Total Current Assets</b>                |  | <b>REDACTED</b>     |
| <b>Fixed Assets</b>                        |  |                     |
| 1600 Equipment                             |  | 121,020.22          |
| 1610 Furniture and fixtures                |  | 120,799.08          |
| 1620 Leasehold Improvements                |  | 411,604.91          |
| 1630 Software                              |  | 163,215.27          |
| 1690 Accumulated Depreciation              |  | -364,062.50         |
| <b>Total Fixed Assets</b>                  |  | <b>452,576.98</b>   |
| <b>Other Assets</b>                        |  |                     |
| 1700 Right-of-Use Assets - Operating Lease |  | REDACTED            |
| <b>Total Other Assets</b>                  |  | <b>REDACTED</b>     |
| <b>TOTAL ASSETS</b>                        |  | <b>REDACTED</b>     |
| <b>LIABILITIES AND EQUITY</b>              |  |                     |
| <b>Liabilities</b>                         |  |                     |
| <b>Current Liabilities</b>                 |  |                     |
| <b>Accounts Payable</b>                    |  |                     |
| 2100 Accounts Payable                      |  | 13,131.06           |
| <b>Total Accounts Payable</b>              |  | <b>13,131.06</b>    |
| <b>Credit Cards</b>                        |  |                     |
| 2200 REDACTED                              |  | 4,934.22            |
| 2205 REDACTED                              |  | 7,933.56            |
| 2210 REDACTED                              |  | 5.00                |

|  | <b>Total</b>      |
|--|-------------------|
| <b>Total Credit Cards</b>                              | <b>12,872.78</b>  |
| <b>Other Current Liabilities</b>                       |                   |
| 2300 Payroll Liabilities                               | 604.82            |
| 2310 Accrued Payroll                                   | <b>REDACTED</b>   |
| 2350 Accrued Vacation                                  | <b>REDACTED</b>   |
| 2400 Current Maturities of Operating Lease Liabilities | 142,829.09        |
| 2510 Use tax payable                                   | 46.00             |
| <b>Total Other Current Liabilities</b>                 | <b>REDACTED</b>   |
| <b>Total Current Liabilities</b>                       | <b>REDACTED</b>   |
| <b>Long-Term Liabilities</b>                           |                   |
| 2600 Operating Lease Liability                         | 978,445.42        |
| <b>Total Long-Term Liabilities</b>                     | <b>978,445.42</b> |
| <b>Total Liabilities</b>                               | <b>REDACTED</b>   |
| <b>Equity</b>  |                   |
| 3000 Common Stock                                      | <b>REDACTED</b>   |
| 3100 Retained Earnings                                 | <b>REDACTED</b>   |
| 3200 Distributions - HL                                | <b>REDACTED</b>   |
| Net Income   | <b>REDACTED</b>   |
| <b>Total Equity</b>                                    | <b>REDACTED</b>   |
| <b>TOTAL LIABILITIES AND EQUITY</b>                    | <b>REDACTED</b>   |

# Income Statement and Balance Sheet

Professional Data Analysts

For the period ended December 31, 2023

Prepared on

December 12, 2024



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Profit and Loss..... 3

Balance Sheet..... 6

# Profit and Loss

January - December 2023

|   | Total               |
|---|---------------------|
| <b>INCOME</b>                               |                     |
| 4000 Sales                                  | 6,009,270.67        |
| <b>Total Income</b>                         | <b>6,009,270.67</b> |
| <b>COST OF GOODS SOLD</b>                   |                     |
| 5000 Cost of Goods Sold                     |                     |
| 5010 Payroll                                |                     |
| 5001 Wages                                  | REDACTED            |
| 5003 Vision Insurance                       | 1,546.82            |
| 5004 Voluntary Life Insurance               | 2,087.12            |
| 5005 401K Employee                          | REDACTED            |
| 5006 Employer 401K Match                    | REDACTED            |
| 5007 Roth 401K Employee                     | REDACTED            |
| 5011 Staff HSA                              | REDACTED            |
| 5012 Payroll Taxes                          | REDACTED            |
| <b>Total 5010 Payroll</b>                   | <b>REDACTED</b>     |
| 5020 Employee Benefits                      |                     |
| 5021 Dental                                 | REDACTED            |
| 5023 Life/AD&D                              | 517.28              |
| 5024 LTD                                    | 4,718.60            |
| 5025 Medical                                | REDACTED            |
| 5026 STD                                    | 8,295.85            |
| <b>Total 5020 Employee Benefits</b>         | <b>REDACTED</b>     |
| 5030 Subcontractors                         | 190,869.98          |
| <b>Total 5000 Cost of Goods Sold</b>        | <b>REDACTED</b>     |
| <b>Total Cost of Goods Sold</b>             | <b>REDACTED</b>     |
| <b>GROSS PROFIT</b>                         | <b>REDACTED</b>     |
| <b>EXPENSES</b>                             |                     |
| 6005 Advertising                            | 34,740.45           |
| 6010 Banking                                | 403.98              |
| 6011 Service Charge                         | 2.10                |
| <b>Total 6010 Banking</b>                   | <b>406.08</b>       |
| 6015 Books and Media Subscriptions          | 405.91              |
| 6025 Dues, Fees, Subscriptions              |                     |
| 6026 Membership & Dues                      | 6,400.42            |
| 6027 Contract & Filing Fees                 | 25,143.00           |
| 6028 Benefit Fees                           | 10,048.72           |
| <b>Total 6025 Dues, Fees, Subscriptions</b> | <b>41,592.14</b>    |
| 6045 Insurance                              | 28,853.88           |
| 6050 Meals & Entertainment 50%              | 20,805.57           |
| 6051 Meals & Entertainment 100%             | 2,698.51            |
| 6060 Office Equipment & Furniture           | 1,596.33            |
| 6065 Office Supplies                        | 15,066.21           |
| 6070 Parking & Reimbursed Bus Fare          | 887.45              |

|   | <b>Total</b>      |
|---|-------------------|
| 6075 Postage                            | 17,195.28         |
| 6085 Printing and Reproduction          | 2,439.77          |
| 6090 Professional Services              |                   |
| 6091 Legal                              | 10,641.00         |
| 6092 Accounting                         | 25,515.00         |
| 6094 General Consulting                 | 500.00            |
| 6096 Data Collection                    | 34,093.00         |
| 6097 Transcription                      | 8,204.75          |
| 6098 Translation                        | 1,131.11          |
| <b>Total 6090 Professional Services</b> | <b>80,084.86</b>  |
| 6100 Building Expenses                  |                   |
| 6101 Rent                               | 196,292.61        |
| 6102 Rent Co-location                   | 12,653.88         |
| 6103 Repairs                            | 1,268.24          |
| 6104 Utilities                          | 17,428.92         |
| 6105 Building Security                  | 1,278.18          |
| 6106 Co-Working Space                   | 514.45            |
| 6107 Cleaning                           | 9,742.55          |
| 6108 Waste                              | 2,719.30          |
| <b>Total 6100 Building Expenses</b>     | <b>241,898.13</b> |
| 6110 Survey incentives                  | <b>REDACTED</b>   |
| 6113 Florida                            | <b>REDACTED</b>   |
| 6114 Gift Cards                         | <b>REDACTED</b>   |
| 6115 Hawaii                             | <b>REDACTED</b>   |
| 6116 Indiana                            | <b>REDACTED</b>   |
| 6117 Ohio                               | <b>REDACTED</b>   |
| 6118 Oklahoma                           | <b>REDACTED</b>   |
| 6119 Vermont                            | <b>REDACTED</b>   |
| <b>Total 6110 Survey incentives</b>     | <b>REDACTED</b>   |
| 6120 Survey Materials                   |                   |
| 6121 Letterhead                         | 1,358.90          |
| 6122 Envelopes                          | 4,969.20          |
| 6123 Postcards and Stickers             | 1,707.61          |
| <b>Total 6120 Survey Materials</b>      | <b>8,035.71</b>   |
| 6130 Taxes                              |                   |
| 6131 Minnesota Tax                      | <b>REDACTED</b>   |
| 6133 Hawaii Excise                      | <b>REDACTED</b>   |
| 6134 Hawaii Income Tax                  | <b>REDACTED</b>   |
| 6136 Illinois Tax                       | <b>REDACTED</b>   |
| 6137 Indiana Tax                        | <b>REDACTED</b>   |
| 6138 Kentucky Tax                       | <b>REDACTED</b>   |
| 6139 Massachusetts Tax                  | <b>REDACTED</b>   |
| 6140 Minnesota Use Tax                  | <b>REDACTED</b>   |
| 6142 Ohio Taxes                         | <b>REDACTED</b>   |
| 6143 Oklahoma Tax                       | <b>REDACTED</b>   |

|                                  | Total            |
|----------------------------------|------------------|
| 6144 Vermont Tax                 | REDACTED         |
| 6145 Virginia Tax                | REDACTED         |
| <b>Total 6130 Taxes</b>          | <b>REDACTED</b>  |
| 6150 Communications              |                  |
| 6151 Internet                    | 9,393.99         |
| 6152 Telephone, Fax and Chat     | 13,165.28        |
| 6153 SMS                         | 316.80           |
| 6154 Email                       | 420.00           |
| <b>Total 6150 Communications</b> | <b>23,296.07</b> |
| 6155 Travel                      | 46,958.94        |
| 6160 Hiring                      | 280.40           |
| 6161 Recruitment                 | 690.37           |
| <b>Total 6160 Hiring</b>         | <b>970.77</b>    |
| 6170 Technology                  |                  |
| 6171.01 Printers                 | 1,070.57         |
| 6171.02 Conference Room          | 832.89           |
| 6172 Computers                   | 13,335.13        |
| 6173 Monitors                    | 1,157.31         |
| 6175 Software                    | 207.88           |
| 6175.01 Management               | 9,327.41         |
| 6175.02 IT                       | 4,835.51         |
| 6175.03 Development              | 4,031.80         |
| 6175.04 Application              | 34,155.31        |
| <b>Total 6175 Software</b>       | <b>52,557.91</b> |
| 6176 Networking                  | 12,700.86        |
| 6177 Docks                       | 2,939.17         |
| 6179 Hosting                     | 2,239.69         |
| <b>Total 6170 Technology</b>     | <b>86,833.53</b> |
| 6180 Professional Development    | 5,432.78         |
| 6185 Recruitment (deleted)       | 50,567.53        |
| 6200 Contributions               | 18,253.79        |
| 7020 Depreciation Expense        | 452,576.98       |
| Payroll Expenses                 | REDACTED         |
| <b>Total Expenses</b>            | <b>REDACTED</b>  |
| <b>NET OPERATING INCOME</b>      | <b>REDACTED</b>  |
| <b>OTHER INCOME</b>              |                  |
| 8000 Interest Income             | 2,163.90         |
| 8005 Other Income                | 480.00           |
| <b>Total Other Income</b>        | <b>2,643.90</b>  |
| <b>OTHER EXPENSES</b>            |                  |
| Nondeductible Life Insurance     | REDACTED         |
| <b>Total Other Expenses</b>      | <b>REDACTED</b>  |
| <b>NET OTHER INCOME</b>          | <b>REDACTED</b>  |
| <b>NET INCOME</b>                | <b>REDACTED</b>  |

# Balance Sheet

As of December 31, 2023

|                                   |  | Total               |
|-----------------------------------|--|---------------------|
| <b>ASSETS</b>                     |  |                     |
| <b>Current Assets</b>             |  |                     |
| <b>Bank Accounts</b>              |  |                     |
| 1000 REDACTED                     |  | REDACTED            |
| 1005 REDACTED                     |  | REDACTED            |
| 1010 REDACTED                     |  | REDACTED            |
| 1015 REDACTED                     |  | REDACTED            |
| 1020 REDACTED                     |  | REDACTED            |
| 1025 REDACTED                     |  | REDACTED            |
| 1030 REDACTED                     |  | REDACTED            |
| <b>Total Bank Accounts</b>        |  | <b>REDACTED</b>     |
| <b>Accounts Receivable</b>        |  |                     |
| 1200 Accounts Receivable          |  | 220,467.36          |
| <b>Total Accounts Receivable</b>  |  | <b>220,467.36</b>   |
| <b>Other Current Assets</b>       |  |                     |
| 1100 Building Deposit             |  | 12,667.17           |
| 1150 Work in progress             |  | 1,092,653.09        |
| 1310 Prepaid Insurance            |  | 9,272.73            |
| 1400 REDACTED                     |  | REDACTED            |
| <b>Total Other Current Assets</b> |  | <b>1,118,292.71</b> |
| <b>Total Current Assets</b>       |  | <b>REDACTED</b>     |
| <b>Fixed Assets</b>               |  |                     |
| 1600 Equipment                    |  | 121,020.22          |
| 1610 Furniture and fixtures       |  | 120,799.08          |
| 1620 Leasehold Improvements       |  | 411,604.91          |
| 1630 Software                     |  | 163,215.27          |
| 1690 Accumulated Depreciation     |  | REDACTED            |
| <b>Total Fixed Assets</b>         |  | <b>0.00</b>         |
| <b>Other Assets</b>               |  |                     |
| 1800 REDACTED                     |  | REDACTED            |
| 1900 REDACTED                     |  | REDACTED            |
| <b>Total Other Assets</b>         |  | <b>REDACTED</b>     |
| <b>TOTAL ASSETS</b>               |  | <b>REDACTED</b>     |
| <b>LIABILITIES AND EQUITY</b>     |  |                     |
| <b>Liabilities</b>                |  |                     |
| <b>Current Liabilities</b>        |  |                     |
| <b>Accounts Payable</b>           |  |                     |
| 2100 Accounts Payable             |  | 49,327.82           |
| <b>Total Accounts Payable</b>     |  | <b>49,327.82</b>    |
| <b>Credit Cards</b>               |  |                     |
| 2200 REDACTED                     |  | 2,594.86            |
| 2205 REDACTED                     |  | 27,534.98           |
| <b>Total Credit Cards</b>         |  | <b>30,129.84</b>    |

|  | Total    |
|--|----------|
| <b>Other Current Liabilities</b>       |          |
| 2310 Accrued Payroll                   | REDACTED |
| 2350 Accrued Vacation                  | REDACTED |
| <b>Total Other Current Liabilities</b> | REDACTED |
| <b>Total Current Liabilities</b>       | REDACTED |
| <b>Total Liabilities</b>               | REDACTED |
| <b>Equity</b>                          |          |
| 3000 Common Stock                      | REDACTED |
| 3100 Retained Earnings                 | REDACTED |
| 3200 Distributions - HL                | REDACTED |
| 3300 APIC                              | REDACTED |
| Net Income                             | REDACTED |
| <b>Total Equity</b>                    | REDACTED |
| <b>TOTAL LIABILITIES AND EQUITY</b>    | REDACTED |