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Loomis Institute
LI-SUMMARY
For the Twelve Months Ending December 31, 2017

December 2017	% Rev	November 2017	% Rev		2017 YTD	% Rev
ADMINISTRATIVE EXPENSES						
	0.00%		0.00%	Office Expenses		
	0.00%		0.00%	Office Supplies	\$870	0.11%
	0.00%	609	1.21%	Books, dues & subscriptions	85	0.01%
468	1.10%		0.00%	Postage	2,081	0.36%
76	0.18%	139	0.28%	Legal & Accounting	2,894	0.48%
	0.00%		0.00%	Payroll Processing Fees	1,521	0.26%
	0.00%		0.00%	Travel & Entertainment - Employees		0.00%
	0.00%		0.00%	Intellectual Property Dev - Writer Fees		0.00%
<u>545</u>	<u>1.27%</u>	<u>748</u>	<u>1.49%</u>	Total Office Expenses	<u>7,242</u>	<u>1.23%</u>
				Payroll Expenses		
14,481	33.82%	14,481	28.75%	Salaries - Sales & Marketing	173,788	29.59%
202	0.47%	187	0.37%	Payroll Taxes & Insurance	10,389	1.77%
(482)	-1.08%	(804)	-1.80%	Medical & Dental Insurance	12,202	2.08%
31	0.07%	31	0.06%	Workmans Comp. Insurance	375	0.06%
217	0.51%	434	0.88%	401K Plan Expenses	4,956	0.85%
<u>14,479</u>	<u>33.82%</u>	<u>14,229</u>	<u>28.25%</u>	Total Payroll Expenses	<u>201,730</u>	<u>34.35%</u>
				Shipping Expenses		
48	0.11%	28	0.05%	Freight Expense	2,006	0.34%
<u>48</u>	<u>0.11%</u>	<u>26</u>	<u>0.05%</u>	Net Shipping Expenses	<u>2,006</u>	<u>0.34%</u>
15,072	35.20%	15,003	29.79%	Total Administrative Exp	210,978	35.93%
20,635	48.19%	25,939	51.51%	NET PROFIT	88,791	15.12%
	0.00%		0.00%	Miscellaneous Expenses		
	0.00%		0.00%	Misc Expense	1,851	0.32%
				Total Miscellaneous Expenses	<u>1,851</u>	<u>0.32%</u>
	0.00%		0.00%	Miscellaneous Revenues		
	0.00%		0.00%	Misc. Income	439	0.07%
				Total Miscellaneous Revenues	<u>439</u>	<u>0.07%</u>
20,635	48.19%	25,939	51.51%	Adjusted Net Profit	87,379	14.88%
<u>20,635</u>	<u>48.19%</u>	<u>25,939</u>	<u>51.51%</u>	Net w/o LI Division	<u>87,379</u>	<u>14.88%</u>

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December 2017	% Rev	November 2017	% Rev		2017 YTD	% Rev
Revenue						
\$8,081	14.20%	\$19,994	36.70%	Sales	\$300,803	51.23%
	0.00%		0.00%	Manuals	25	0.00%
	0.00%		0.00%	Institute Sales (transition)	(1,857)	-0.28%
	0.00%		0.00%	Online Education Sales	250	0.04%
	0.00%		0.00%	Returns	(182)	-0.03%
(1,350)	-3.15%	(7,989)	-15.88%	Markdowns	(97,467)	-16.80%
87	0.20%	366	0.73%	Book Royalties	2,454	0.42%
5,000	11.68%	5,000	9.83%	Booth Revenue	85,000	14.48%
33,000	77.07%	33,000	65.53%	Licensing Revenue	298,000	50.75%
42,818	100.00%	50,361	100.00%	Net Sales	587,216	100.00%
COG & Selling Fees						
227	0.53%	478	0.95%	Cost of Goods	7,142	1.22%
3,868	8.56%	7,768	15.42%	Seminar (Booth) Expenses	203,499	34.65%
162	0.38%	502	1.00%	Seminar Auto Expense	4,283	0.73%
	0.00%	435	0.88%	Credit Card & COD Fees	5,921	1.01%
4,055	9.47%	9,181	18.23%	Total COG & Selling Costs	220,845	37.61%
38,763	90.53%	41,180	81.77%	GROSS PROFIT	366,371	62.39%
Promotional Expenses						
2,989	0.00%	230	0.46%	Mailing Costs	5,088	0.88%
	7.00%		0.00%	Magazine Advertisements	25,484	4.34%
	0.00%		0.00%	Other Advertising	4,057	0.69%
	0.00%		0.00%	Marketing Services	22,250	3.79%
	0.00%		0.00%	Brochures, etc.		0.00%
57	0.13%	8	0.02%	Food Costs (customers)	9,436	1.61%
	0.00%		0.00%	Conventions & Exhibits	299	0.05%
3,856	7.14%	238	0.47%	Total Promotional Expenses	66,602	11.34%
35,707	83.39%	40,942	81.30%	Adjusted Gross Profit	299,769	51.05%

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Cash		
Great Midwest	\$684.26	
FEI Associated	<u>85,252.60</u>	
Total Cash		85,936.86
Receivables	<u> </u>	
Total Assets		<u>85,936.86</u>
Current Liabilities		
Accounts Payable	371,399.27	
401K Employee Withholding	<u>144.81</u>	
Total Current Liabilities		371,544.08
Taxes Payable		
FICA Taxes - Employee	0.10	
Section 125 Medical Exp	<u>681.35</u>	
Total Taxes Payable		681.45
Other Liabilities		
Note Payable- EFI	100,000.00	
Notes Payable- Dr. Loomis	<u>10,000.00</u>	
Total Other Liabilities		110,000.00
Capital		
Retained Earnings	(483,669.70)	
YTD Profit (loss)	<u>87,381.03</u>	
Total Capital		(396,288.67)
Total Liabilities & Capital		85,936.86

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