

# ARTMAP INC/HACKER NOON

Profit and Loss  
January-December, 2024

|                                     | Total                 |
|-------------------------------------|-----------------------|
| <b>Income</b>                       |                       |
| Brand Dashboard                     | \$56,685.93           |
| Boosted Stories                     | 314.18                |
| Translation                         | 309.99                |
| <b>Total for Brand Dashboard</b>    | <b>\$57,310.10</b>    |
| Business Blogging                   | 413,183.05            |
| Contextual Ads                      | 277,797.80            |
| Emails Sale                         | 76,723.14             |
| Grant                               | 30,728.42             |
| Job Board                           | 32,011.32             |
| Managed Account                     | 28,884.00             |
| Parent Category                     | 5,610.00              |
| Referral                            | 266.57                |
| Sales                               | \$568.33              |
| Social Media Promotion              | 500.00                |
| <b>Total for Sales</b>              | <b>\$1,068.33</b>     |
| Startups of the Year                | 47,970.70             |
| Top Navigation                      | 3,500.00              |
| Writing Competition                 | 264,000.00            |
| <b>Total for Income</b>             | <b>\$1,239,053.43</b> |
| <b>Cost of Goods Sold</b>           |                       |
| Advertising & Marketing Cost        | 41,117.57             |
| Discounts/Refunds                   | 6,600.00              |
| Discounts/Refunds Given (deleted)   | -22,377.76            |
| Shipping                            | 38.30                 |
| Writing Competition Payouts         | 25,244.00             |
| <b>Total for Cost of Goods Sold</b> | <b>\$50,622.11</b>    |
| <b>Gross Profit</b>                 | <b>\$1,188,431.32</b> |
| <b>Expenses</b>                     |                       |
| Bank Charges & Fees                 | 5,747.88              |
| Cost of Emails                      | 26,891.12             |
| Editorial Payroll                   | 95,360.00             |
| Editorial Team                      | \$209.82              |
| Related Editorial                   | 14,672.00             |
| SEO                                 | 3,180.46              |
| <b>Total for Editorial Team</b>     | <b>\$18,062.28</b>    |
| Hackernoon documentary              | 12.99                 |
| Insurance                           | 6,719.81              |
| Legal & Accounting                  | 53,798.03             |
| Marketing Payroll                   | 84,420.75             |
| Marketing Team                      | 499.00                |

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|                                            | Total                 |
|--------------------------------------------|-----------------------|
| Operation                                  | \$6,026.68            |
| Internet                                   | 502.70                |
| Meals                                      | 10,671.82             |
| Other Business Expenses                    | 1,054.07              |
| Smookes Corp                               | 128,300.00            |
| <b>Total for Operation</b>                 | <b>\$146,555.27</b>   |
| Product Payroll                            | 247,505.33            |
| Sales Payroll                              | 166,126.82            |
| Team Productivity Tools                    | 11,748.98             |
| Team Tools & Benefits                      | \$3,961.99            |
| US Benefits                                | 11,532.20             |
| <b>Total for Team Tools &amp; Benefits</b> | <b>\$15,494.19</b>    |
| Tech Stack                                 | 269,339.64            |
| Travel                                     | 1,596.90              |
| Travel (deleted)                           | 110.00                |
| US Gov/ Payroll tax                        | 45,476.61             |
| <b>Total for Expenses</b>                  | <b>\$1,195,465.60</b> |
| <b>Net Operating Income</b>                | <b>-\$7,034.28</b>    |
| <b>Net Income</b>                          | <b>-\$7,034.28</b>    |