

Good Idea, Inc (USA)
Profit & Loss and Balance Sheet

YTD
Sept 2025

EXECUTIVE SUMMARY

Gross Revenue

DTC Revenue	949 417
Wholesale Revenue - Retail	123 027
Wholesale Revenue - On Premise	38 657
Other Income	0
less Sales Discounts & Promotions - DTC	-42 300
less Sales Discounts & Promotions - Wholesale	-31 399
Total Gross Revenue	1 037 402

Cost of Goods Sold

DTC COGS

Product	241 593
Warehousing	34 993
Shipping and Transportation Net	263 074
Total DTC COGS	539 659

Wholesale COGS

Product	82 163
Warehousing	8 717
Shipping and Transportation	30 408
Total Wholesale COGS	121 288

Unallocated Warehouse expense

	67 626
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Total Cost of Goods Sold	728 573
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Gross Margin	308 828
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Total DTC Margin %	40,5%
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Total Wholesale Margin %	1,4%
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Total Margin %	29,8%
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Expenses

G&A Expense - (includes credit card fees)	193 970
G&A Expense - (Proforma is Net Royalty)	154 523
Marketing Expense	423 900
Packaging & Design Expense	1 740
Personnel Expense	1 256 452
Selling Expense	125 738
T&E Expense	56 781
Total Expense	2 213 105

EBITDA	-1 904 277
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Other Income/Expense

Total Other Income	0
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Total Other Expense	-85 913
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Other Income and Expense	85 913
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Net Income	-1 818 363
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Good Idea, Inc (USA)
Balance Sheet

	Sept 2025 Actual
ASSETS	
Current Assets	
Checking/Savings	
Cash	13 274
Total Checking/Savings	13 274
Accounts Receivable	
Accounts Receivable	37 455
Total Accounts Receivable	37 455
Other Current Assets	
Inventory	248 411
Prepaid Expenses	22 571
Other Current Assets	7 746
Total Other Current Assets	278 728
Total Current Assets	329 458
Fixed Assets	
Fixed Assets - Net	10 965
Total Fixed Assets	10 965
Other Assets	
Deposits	0
Brand Development	287 070
Startup Costs	0
Total Other Assets	287 070
TOTAL ASSETS	627 492
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	483 296
Total Accounts Payable	483 296
Other Current Liabilities	
Intercompany Double Good AB	854 197
Accrued Liabilities	97 109
Other Current Liabilities	265 816
Payroll Liabilities	1 060 925
Total Other Current Liabilities	2 278 046
Total Current Liabilities	2 761 342
Long Term Liabilities	
PPP Loan - Long Term	0
Deferred Contract Liability LT	287 070

Convertible and Term Loans - Long Term	0
Total Long Term Liabilities	<u>287 070</u>
Total Liabilities	<u>3 048 412</u>
Equity	
Owners Equity	17 607 310
Retained Earnings	-18 209 866
Net Income	<u>-1 818 363</u>
Total Equity	<u>-2 420 920</u>
TOTAL LIABILITIES & EQUITY	<u><u>627 492</u></u>
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