

	A	B	C	D	E	F
1		2007	2008	2009	2010	2011
2	Income ('000)					
3	Advertising	11	316	3,782	5,515	7,564
4	Listing Fees	15	194	1,546	2,254	3,091
5	Product Sales Commissions	21	247	1,889	2,755	3,778
6	Corporate Sales - Direct	250	1,800	3,600	5,250	7,200
7	Total Income	297	2,556	10,817	15,774	21,633
8						
9	Hosting	4	48	369	538	738
10	PayPal Fees	11	133	1,015	1,479	2,029
11	Ad Sales Commissions	6	158	1,891	2,758	3,782
12	Cost of Goods	15	181	1,383	2,017	2,767
13						
14	Gross Profit	282	2,375	9,433	13,757	18,866
15						
16	Expenses					
17	Compensation [Ref: HR]	590	1,200	2,050	2,780	3,363
18	Additional R & D	15	128	541	789	1,082
19	Marketing & Advertising	30	256	1,082	1,577	2,163
20	Travel & Enter	13	90	180	263	360
21	Training	30	80	160	220	200
22	Legal & Professional	40	120	150	200	250
23	Rent	15	24	35	55	96
24	Phones	11	40	60	80	110
25	Insurance	3	26	108	158	216
26	Utilities	4	6	9	14	24
27	Interest	4	34	94	181	293
28	Overhead	15	128	541	789	1,082
29	Payroll Tax (10%)	59	120	205	278	336
30	Benefits (20%)	118	240	410	556	673
31	Miscellaneous	3	26	108	158	216
32	G&A Total	948	2,516	5,732	8,096	10,464
33						
34	EBITDA	(667)	(141)	3,701	5,661	8,403
35	Depreciation Expense	19	88	74	55	55
36	Operating Profit	(648)	(54)	3,775	5,716	8,458
37	Interest Expense	9	53	168	224	299
38	Earnings before Taxes	(657)	(107)	3,607	5,492	8,159
39	Income Taxes			1,082	1,648	2,448
40	Net Income	-657	-107	2,525	3,844	5,711
41						
42						
43						