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12-012447-CI DEF D-515A DOC

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Reference No.: 12-012447-CI

D EX# 515A ID 3/21/16
(Date)

515A Evidence 3/21/16
(Date)

KEN BURKE, Clerk of the Circuit Court

By: _____
Deputy Clerk

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**Gawker Media LLC
Income Statement
2015**

Financial Row	Amount
Ordinary Income/Expense	
Income	
4000 - Operating Revenue	
4010 - Direct Ad Sales	\$32,957,054.76
4020 - Business Development Revenue	
4021 - Commerce Revenue (BD)	\$10,843,015.94
4022 - Licensing Revenue (BD)	\$212,815.40
4023 - Advertising Revenue (BD)	\$4,215,603.94
4024 - International Licensing (BD)	\$459,215.88
Total - 4020 - Business Development Revenue	\$15,730,651.16
Total - 4000 - Operating Revenue	\$48,687,705.92
Total - Income	\$48,687,705.92
Gross Profit	\$48,687,705.92
Expense	
6010-2015 - Campaign Costs- 2015	\$2,040,460.21
6020 - Advertiser/Agency Credits (Rebate) Expense	\$300,000.00
6030 - Publishing Services Expense	\$33,746.91
6050 - Intellectual Property Expense	\$10,454,221.72
6060-FY15 - Ad Serving Expense-FY15	\$2,176,262.24
6070-FY15 - Hosting and IT Services Expense-FY15	\$1,389,613.53
6100 - Gawker Salaries/Wages	\$27,345,953.92
6300 - Gawker Employee Benefits	\$2,224,358.29
6333 - Employee Sabbatical Expense	\$280,056.39
6500 - Marketing Expense	\$266,148.35
6601 - Miscellaneous Office Expenses	\$95,560.81
6610 - Office Supplies Expense	\$235,174.55
6611 - Utilities Expense	\$37,995.77
6612 - Telephone Expense	\$48,171.39
6613 - Facilities/Maintenance Expense	\$101,618.26
6614 - Postage and Shipping Expense	\$15,010.21
6615 - Office Meals and Beverages Expense	\$266,543.18
6616 - Gifts Expense	\$45,759.04
6617 - Office Entertainment Expense	\$59,131.24
6618 - Tips/Deliveries Expense	\$7,761.42
6619 - Storage, Moving and Relocation Costs	\$48,268.51
6660 - Office Renovations - 114 Fifth	\$35.00
6670 - Rent Expense - 210 Elizabeth	\$855,560.40
6671 - Rent Expense - 114 Fifth	\$3,704,995.05
6672 - Rent Expense - Other	\$72,345.74
6673 - 4th Floor Termination Expense - 114 Fifth	\$1,600,000.00
6700 - Professional Fees	\$8,893,943.16
6800 - Research & Development	\$251,722.20
6900 - Subscription Expense	\$697,669.84
6950 - Enterprise Application Software Expense	\$192,799.95
7001 - Depreciation Expense	\$2,368,021.50
7100 - Insurance Expense	\$265,144.88
7200 - Business Travel Expense	\$1,567,178.88
7240 - Accrued AMEX Charges	\$93,487.21
7250 - Editorial Expenses	\$44,308.58
7300 - Bank Fees	\$62,314.29
7303 - AMEX Personal Expense - To be reimbursed to GM	\$1,885.73
7400 - People Ops Expense	\$161,054.64
7500 - Bad Debt Expense	\$110,235.27
8100 - SVB Interest Expense	\$185,801.30

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8200 - Donations	\$9,134.93
Total - Expense	\$68,609,454.49
Net Ordinary Income	(\$19,921,748.57)
Other Income and Expenses	
Other Income	
5000 - Other Revenue	
5000 - Other Revenue	\$471,973.29
5100 - Interest Income	\$46.50
5150 - Gain From Insurance Claims	\$565,222.43
5200 - Rental Income (210 Elizabeth)	\$456,741.93
5300 - Gain / (Loss) on Investments	(\$500,000.00)
5310 - Unrealized Gain / (Loss) on Curbed Investment (Vox)	\$35,456.24
5600 - Event Revenue	\$9,832.95
5999 - Miscellaneous Income	\$43.53
Total - 5000 - Other Revenue	\$1,039,316.87
Total - Other Income	\$1,039,316.87
Other Expense	
8300 - Taxes	\$550,918.34
8498 - Realized (Gain)/Loss	\$29,164.76
8499 - Rounding (Gain)/Loss	\$0.04
Total - Other Expense	\$580,083.14
Net Other Income	\$459,233.73
Net Income	(\$19,462,514.84)