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Accrual Basis

HBOIF, INC. - SLP
Profit & Loss Budget vs. Actual
July 2016 through April 2017

| | Jul '16 - Apr 17 | Budget |
|--|---------------------|---------------------|
| Ordinary Income/Expense | | |
| Income | | |
| 50000 · Specialty License Plate Revenue | | |
| 50010 · PWD Tag Revenue | 927,009.01 | 1,130,137.21 |
| 50015 · PFW Tag Revenue | 329,383.07 | 376,712.40 |
| 50020 · Aqua Tag Revenue | 299,781.28 | 349,804.37 |
| 50025 · SOS Tag Revenue | 748,268.27 | 834,148.89 |
| Total 50000 · Specialty License Plate Revenue | 2,304,441.63 | 2,690,802.87 |
| Total Income | 2,304,441.63 | 2,690,802.87 |
| Gross Profit | 2,304,441.63 | 2,690,802.87 |
| Expense | | |
| 70000 · Pass Through to FAU Expense | | |
| 70010 · PWD Tag Revenue Disbursement | 352,740.88 | 938,013.88 |
| 70015 · PFW Tag Revenue Disbursement | 110,673.89 | 275,000.05 |
| 70020 · Aqua Tag Revenue Disbursement | 102,726.53 | 250,357.19 |
| 70025 · SOS Tag Revenue Disbursement | 237,307.14 | 608,928.69 |
| Total 70000 · Pass Through to FAU Expense | 803,448.44 | 2,072,299.81 |
| 71000 · Pass Through to Others Expense | | |
| 71010 · PFW - Wyland Foundation | 32,938.31 | 37,671.24 |
| 71020 · Aqua - Guy Harvey | 29,978.13 | 34,980.44 |
| 71025 · SOS - Guy Harvey | 74,826.83 | 83,414.89 |
| 71041 · Aqua - Florida Aquaculture Assn | 0.00 | 5,000.00 |
| Total 71000 · Pass Through to Others Expense | 137,743.27 | 161,066.57 |
| 82025 · SLP Expense | | |
| 82300 · SLP/FAU Admin Fee | 88,630.72 | 107,632.11 |
| 82350 · SLP/HBOIF Admin | 69,133.25 | 80,724.09 |
| 82400 · SLP Marketing Expense | | |
| 82406 · SLP Online/Broadcast/TV/Media | 112,583.09 | 146,000.00 |
| 82407 · SLP Print | 2,570.91 | 10,000.00 |
| 82408 · SLP Direct Mail/eBlasts | 1,639.03 | 10,000.00 |
| 82411 · SLP Other/Salary/Fringe | 31,545.27 | 40,000.00 |
| 82412 · SLP Margin | 491.10 | 21,080.29 |
| 82414 · SLP Tax Collector Visibility | 0.00 | 10,000.00 |
| 82415 · SLP Special Branding Projects | 0.00 | 20,000.00 |
| 82416 · SLP External Events/Sponsorship | 8,476.46 | 12,000.00 |
| Total 82400 · SLP Marketing Expense | 157,305.86 | 269,080.29 |
| Total 82025 · SLP Expense | 315,069.83 | 457,436.49 |
| Total Expense | 1,256,261.54 | 2,690,802.87 |
| Net Ordinary Income | 1,048,180.09 | 0.00 |
| Other Income/Expense | | |
| Other Income | | |
| 90001 · PWD Interest Income | 35.63 | |
| 90002 · PFW Interest Income | 23.05 | |
| 90003 · Aqua Interest Income | 10.89 | |
| 90004 · SOS Interest Income | 29.67 | |
| Total Other Income | 99.24 | |
| Net Other Income | 99.24 | |
| Net Income | 1,048,279.33 | 0.00 |