

Apply Direct Pty Ltd  
**Profit & Loss**  
 July 2012 through June 2013

Jul 12 - Jun 13

<b>Ordinary Income/Expense</b>	
<b>Income</b>	
Revenue	381,703.92
<b>Total Income</b>	<u>381,703.92</u>
<b>Expense</b>	
Employee benefits expense	174,923.80
Long service leave expense	3,558.35
Agency Commission	2,942.00
Loss on Asset Disposal	1,074.72
Minor Benefit	7,461.57
Stamp Duty	205.02
Broker Fee	295.00
Trademarks	800.00
SEO Services	26,522.58
Virtual Offices	3,658.22
Catering	233.01
Interest Paid	196.57
Annual leave expense	6,135.69
Payroll Tax Expense	9,057.90
Petty Cash	2,181.84
Amortisation - Software	0.00
Depreciation - O & F Equip	9,507.67
Accounting	9,774.64
Advertising	404,880.35
Bank Charges	
Merchant Fees	1,109.82
Bank Charges - Other	<u>1,356.22</u>
<b>Total Bank Charges</b>	2,466.04
Cleaning Services	2,668.85
Consultants	44,000.00
DBA Services	30,963.68
Employee Expenses	90.00
Energy	2,549.15
Entertainment Expenses	11,654.92
Exhibition Costs	13,892.45
Insurance	2,430.59
Internal IT	20,759.11
Marketing	0.00
Printing,Postage & Stationery	4,024.78
Professional Fees	0.00
Project Management (Rolf)	16,285.34
Rent	66,378.69
Repairs & Maintenance	190.91
Software & IT Consumables	1,176.53
Software & Technology	2,226.85
Subscriptions	16,247.25
Sundry Expense	7,996.63
Superannuation Contributions	53,516.78
Suspense TBA	220.00
Telephone	20,133.17
Travel Expenses	
Accommodation	939.46
Travel Meals	3,065.76
Travel Expenses - Other	<u>39,688.23</u>
<b>Total Travel Expenses</b>	43,693.45
Wages	599,641.23
Workcover	4,583.37
Software Development	<u>161,684.99</u>
<b>Total Expense</b>	<u>1,792,883.69</u>
<b>Net Ordinary Income</b>	-1,411,179.77

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Accrual Basis

**Apply Direct Pty Ltd**  
**Profit & Loss**  
July 2012 through June 2013

	<u>Jul 12 - Jun 13</u>
<b>Other Income/Expense</b>	
<b>Other Income</b>	
ATO interest received	317.66
<b>Total Other Income</b>	<u>317.66</u>
<b>Net Other income</b>	<u>317.66</u>
<b>Net Income</b>	<u><u>-1,410,862.11</u></u>

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Apply Direct Pty Ltd  
**Balance Sheet**  
 As of June 30, 2013

	<u>Jun 30, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Chequing/Savings</b>	
VISA Debit	2,741.68
680 · Cash at Bank 1 - Main Account	636,782.46
681 · Cash at Bank 2 - Receiving Acc	184.73
<b>Total Chequing/Savings</b>	<u>639,708.87</u>
<b>Accounts Receivable</b>	
662 · Trade receivables	93,021.50
<b>Total Accounts Receivable</b>	<u>93,021.50</u>
<b>Other Current Assets</b>	
648 · Petty Cash Float	454.55
<b>Total Other Current Assets</b>	<u>454.55</u>
<b>Total Current Assets</b>	733,184.92
<b>Fixed Assets</b>	
746 · Office furniture/equipment	
747 · Less accumulated depreciation	-19,793.71
746 · Office furniture/equipment - Other	38,950.41
<b>Total 746 · Office furniture/equipment</b>	<u>19,156.70</u>
750 · Software (not in house)	
751 · Less Acc. Dep	-7,588.00
750 · Software (not in house) - Other	7,588.00
<b>Total 750 · Software (not in house)</b>	<u>0.00</u>
<b>Total Fixed Assets</b>	<u>19,156.70</u>
<b>TOTAL ASSETS</b>	<u><u>752,341.62</u></u>
<b>LIABILITIES</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
883 · Trade creditors	0.01
<b>Total Accounts Payable</b>	<u>0.01</u>
<b>Other Current Liabilities</b>	
Unearned revenue	180,450.27
<b>Accrual expenditure</b>	
Accrued wages	21,656.49
Accrued software development	17,053.87
Accrued advertising expenditure	50,901.00
Accrued accounting fees	1,270.98
<b>Total Accrual expenditure</b>	<u>90,882.34</u>
885 · Superannuation Liability	11,929.47
89201 · GST Payable	-32,312.06
89202 · PAYG Withheld	10,764.00
903 · Provision for holiday pay	17,721.01
905 · Provision for LSL	5,922.01
908 · Payroll Tax	873.64
<b>Total Other Current Liabilities</b>	<u>286,230.68</u>
<b>Total Current Liabilities</b>	286,230.69
<b>Long Term Liabilities</b>	
83002 · Primex Solutions Loan	365,886.00
<b>Total Long Term Liabilities</b>	<u>365,886.00</u>
<b>TOTAL LIABILITIES</b>	<u><u>652,116.69</u></u>
<b>NET ASSETS</b>	<u><u>100,224.93</u></u>
<b>EQUITY</b>	
Options reserve	1,300,210.80
601 · Fully/part paid shares	2,700,124.22

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Accrual Basis

**Apply Direct Pty Ltd**  
**Balance Sheet**  
As of June 30, 2013

	<u>Jun 30, 13</u>
32000 · Retained Earnings	-2,489,247.98
Net Income	-1,410,862.11
<b>TOTAL EQUITY</b>	<b><u>100,224.93</u></b>

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