

CHEERS HEALTH, INC.

(a Delaware corporation)

Audited Financial Statements

For the calendar years ended December 31, 2021 and 2020



INDEPENDENT AUDITOR'S REPORT

April 22, 2022

To: Board of Directors, CHEERS HEALTH, INC.

Re: 2021-2020 Financial Statement Audit

We have audited the accompanying financial statements of CHEERS HEALTH, INC. (a corporation organized in Delaware) (the "Company"), which comprise the balance sheets as of December 31, 2021 and 2020, and the related statements of operations, stockholders' equity/deficit, and cash flows for the calendar year periods thus ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit of the Company's financial statements in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion.

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Company as of December 31, 2021 and 2020, and the results of its operations, shareholders' equity/deficit and cash flows for the calendar year periods thus ended in accordance with accounting principles generally accepted in the United States of America.

Sincerely,



IndigoSpire CPA Group

IndigoSpire CPA Group, LLC
Aurora, CO

April 22, 2022

CHEERS HEALTH, INC.**BALANCE SHEETS****As of December 31, 2021 and 2020****See accompanying Independent Auditor's Report and Notes to the Financial Statements**

	2021	2020
TOTAL ASSETS		
Current Assets		
Cash and cash equivalents	\$ 4,533,668	\$ 2,182,487
Inventories	772,844	653,609
Other current assets	452,352	567,377
Total Current Assets	<u>5,758,864</u>	<u>3,403,473</u>
Non-Current Assets		
Fixed assets, net	171,411	107,747
Intangible assets, net	8,829	10,671
TOTAL ASSETS	<u>\$ 5,939,104</u>	<u>\$ 3,521,891</u>
LIABILITIES AND SHAREHOLDERS' EQUITY		
Liabilities		
Current Liabilities		
Accounts and credit cards payable	\$ 81,064	\$ 14,405
Other current liabilities	63,209	64,720
Total Current Liabilities	<u>144,274</u>	<u>79,125</u>
Non-Current Liabilities		
Loans payable, net of deferred loan costs	<u>775,082</u>	<u>825,271</u>
TOTAL LIABILITIES	919,356	904,396
Shareholders' Equity		
Common stock (1,417,921 and 1,264,508 shares authorized, 940,625 and 884,000 shares issued at December 31, 2021 and 2020, respectively)	94	88
Preferred stock (191,033 shares authorized, 191,033 and 191,033 shares issued and outstanding at December 31, 2021 and 2020, respectively)	19	19
Additional paid-in capital, net of offering costs	3,813,578	2,254,234
Subscriptions receivable	(80,852)	0
Accumulated earnings/(deficit)	1,286,910	363,155
TOTAL SHAREHOLDERS' EQUITY	<u>5,019,749</u>	<u>2,617,496</u>
TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	<u>\$ 5,939,104</u>	<u>\$ 3,521,891</u>

CHEERS HEALTH, INC.
STATEMENT OF OPERATIONS

Calendar years ended December 31, 2021 and 2020

See accompanying Independent Auditor's Report and Notes to the Financial Statements

	<u>2021</u>	<u>2020</u>
Revenues, net	\$ 8,687,066	\$ 10,417,210
Less: Cost of goods sold	<u>1,683,169</u>	<u>1,953,775</u>
Gross Profit	<u>7,003,897</u>	<u>8,463,434</u>
Operating Expenses:		
General and administrative	1,654,126	1,304,448
Research and development	94,350	47,434
Selling and channel fees	2,052,091	2,575,408
Advertising and marketing	<u>2,003,904</u>	<u>3,108,662</u>
Total Operating Expenses	<u>5,804,471</u>	<u>7,035,952</u>
Net operating income (loss)	1,199,426	1,427,482
Other Expense:		
Miscellaneous income – Gov't stimulus, inventory reimbursement	26,026	374,720
Depreciation (expense)	(35,371)	(20,342)
Amortization (expense)	(792)	(821)
Interest (expense), net	(50,310)	(58,093)
Tax (provision) benefit	(215,224)	(11,470)
Net income (loss)	<u><u>\$ 923,755</u></u>	<u><u>\$ 1,711,476</u></u>

CHEERS HEALTH, INC.
STATEMENT OF SHAREHOLDERS' EQUITY/DEFICIT
Calendar years ended December 31, 2021 and 2020
See accompanying Independent Auditor's Report and Notes to the Financial Statements

	Common Stock		Preferred Stock		Additional paid- in capital, net of offering costs	Subscriptions Receivable	Accumulated Equity (Deficit)	Total Shareholders' Capital (Deficit)
	# Shares	\$	# Shares	\$				
Balance as of January 1, 2020	884,000	\$ 88	191,033	\$ 19	\$ 2,254,234	\$ 0	(1,348,321)	906,020
Net Income							1,711,476	1,711,476
Balance as of December 31, 2020	884,000	\$ 88	191,033	\$ 19	\$ 2,254,234	\$ 0	\$ 363,155	\$ 2,617,496
Issuance of securities, non-voting common stock	50,757	5			1,553,477	(80,852)		1,472,630
Exercise of stock options	5,868	1			5,867			5,868
Net Income							923,755	923,755
Balance as of December 31, 2021	940,625	\$ 94	191,033	\$ 19	\$ 3,813,578	\$ (80,852)	\$ 1,286,910	\$ 5,019,749

CHEERS HEALTH, INC.
STATEMENT OF CASH FLOWS

Calendar years ended December 31, 2021 and 2020

See accompanying Independent Auditor's Report and Notes to the Financial Statements

	<u>2021</u>	<u>2020</u>
Cash Flows From Operating Activities		
Net income (loss)	\$ 923,755	\$ 1,711,476
Adjustments to reconcile net income (loss) to net cash from (used in) operating activities:		
Depreciation and amortization	36,164	21,162
Changes in operating assets and liabilities:		
(Increase) Decrease in inventory	(119,236)	740,753
(Increase) Decrease in other current assets	115,026	(559,062)
Increase (Decrease) in accounts payable	66,660	(187,635)
Increase (Decrease) in other current liabilities	(1,511)	(202,614)
Net Cash From (Used In) Operating Activities	<u>1,020,858</u>	<u>1,524,079</u>
 Cash Flows From Investing Activities		
Costs of intangible assets	1,050	(1,050)
Purchase of fixed assets	(99,035)	(59,993)
Net Cash From (Used In) Investing Activities	<u>(97,985)</u>	<u>(61,043)</u>
 Cash Flows From Financing Activities		
Proceeds (repayment) of loans payable, net	(50,190)	141,901
Proceeds from securities offering, net	1,478,498	0
Net Cash From (Used In) Financing Activities	<u>1,428,308</u>	<u>141,901</u>
 Net Change In Cash	2,351,181	1,604,937
 Cash at Beginning of Period	2,182,487	577,550
Cash at End of Period	<u>\$ 4,533,668</u>	<u>\$ 2,182,487</u>

CHEERS HEALTH, INC.
NOTES TO THE FINANCIAL STATEMENTS
Calendar years ended December 31, 2021 and 2020
See accompanying Independent Auditor's Report

NOTE 1 - NATURE OF OPERATIONS

CHEERS HEALTH, INC. ("the Company") is a corporation organized under the laws of the State of Delaware. The Company was originally formed in the state of Texas as ThrivePlus LLC on August 13, 2014. The Company incorporated in the State of Delaware on May 9, 2017 under the name Thrive+ Health Inc. and later changed its name to Cheers Health, Inc. on December 20, 2018.

The Company sells direct to consumer supplements relating to the consumption of alcohol. The Company sells its own line of dietary supplements primarily through e-commerce channels – namely, its website (cheershealth.com) and Amazon.com. All Cheers products are manufactured in the U.S. and distributed by either the Company or through Amazon. The Company additionally began expansion into retail and wholesale channels in 2021, initially focusing its efforts primarily in the Houston, TX area, but with plans to expand regionally and nationally moving forward.

NOTE 2 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The accounting and reporting policies of the Company conform to accounting principles generally accepted in the United States of America ("GAAP"). In the opinion of management, all adjustments considered necessary for the fair presentation of the financial statements for the years presented have been included.

Use of Estimates

The preparation of the financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the amounts reported in the financial statements and the footnotes thereto. Actual results could differ from those estimates.

Changes in Estimates and Classification

In the preparation of the 2021 financial statements, the Company reclassified the EIDL loan (discussed in Note 5) from current liabilities to non-current liabilities and applied that presentation reclassification retroactively to the financial position in 2020. The Company also updated the classification and presentation of some other working capital accounts on the statement of cash flows for 2020. They have been changed here to make them consistent with the presentation of 2021 cash flows.

Risks and Uncertainties

The Company has a limited operating history. The Company's business and operations are sensitive to general business and economic conditions in the United States. A host of factors beyond the Company's control could cause fluctuations in these conditions. Adverse conditions may include: recession, downturn or otherwise, changes in regulations or restrictions in imports, competition or changes in consumer taste. These adverse conditions could affect the Company's financial condition and the results of its operations.

Cash and Cash Equivalents

The Company considers short-term, highly liquid investments with original maturities of three months or less at the time of purchase to be cash equivalents. Cash consists of funds held in the Company's business accounts. The Company maintains its cash with a major financial institution located in the United States of America, which it believes to be credit worthy. The Federal Deposit Insurance Corporation insures balances up to \$250,000. As of December 31, 2021 and 2020, the Company had \$4,533,668 and \$2,182,487 cash on hand, respectively.

Sales Taxes

Various states impose a sales tax on the Company's sales to non-exempt customers. The Company collects the sales tax from customers and remits the entire amount to each respective state. The Company's accounting policy

is to exclude the tax collected and remitted to the states from revenue and cost of sales.

Property and Equipment

Property and equipment are recorded at cost if the expenditure exceeds \$2,500. Expenditures for renewals and improvements that significantly add to the productive capacity or extend the useful life of an asset are capitalized. Expenditures for maintenance and repairs are expensed as incurred. When equipment is retired or sold, the cost and related accumulated depreciation are eliminated from the balance sheet accounts and the resultant gain or loss is reflected in income.

Depreciation is provided using the straight-line method, based on useful lives of the assets which range from three to fifteen years depending on the asset type.

The Company reviews the carrying value of property and equipment for impairment whenever events and circumstances indicate that the carrying value of an asset may not be recoverable from the estimated future cash flows expected to result from its use and eventual disposition. In cases where undiscounted expected future cash flows are less than the carrying value, an impairment loss is recognized equal to an amount by which the carrying value exceeds the fair value of assets. The factors considered by management in performing this assessment include current operating results, trends and prospects, the manner in which the property is used, and the effects of obsolescence, demand, competition, and other economic factors.

Fair Value Measurements

The Company has determined the fair value of certain assets and liabilities in accordance with United States generally accepted accounting principles ("GAAP"), which provides a framework for measuring fair value.

Fair value is defined as the exchange price that would be received for an asset or paid to transfer a liability (an exit price) in the principal or most advantageous market for the asset or liability in an orderly transaction between market participants on the measurement date. Valuation techniques should maximize the use of observable inputs and minimize the use of unobservable inputs.

A fair value hierarchy has been established, which prioritizes the valuation inputs into three broad levels. Level 1 inputs consist of quoted prices in active markets for identical assets or liabilities that the reporting entity has the ability to access at the measurement date. Level 2 inputs are inputs other than quoted prices included within Level 1 that are observable for the related asset or liability. Level 3 inputs are unobservable inputs related to the asset or liability.

Income Taxes

The Company is taxed as a C corporation. The Company complies with FASB ASC 740 for accounting for uncertainty in income taxes recognized in a company's financial statements, which prescribes a recognition threshold and measurement process for financial statement recognition and measurement of a tax position taken or expected to be taken in a tax return. For those benefits to be recognized, a tax position must be more-likely-than-not to be sustained upon examination by taxing authorities. FASB ASC 740 also provides guidance on derecognition, classification, interest and penalties, accounting in interim periods, disclosure and transition. Based on the Company's evaluation, it has been concluded that there are no significant uncertain tax positions requiring recognition in the Company's financial statements. The Company believes that its income tax positions would be sustained on audit and does not anticipate any adjustments that would result in a material change to its financial position.

The Company is not presently subject to any income tax audit in any taxing jurisdiction.

Revenue Recognition

The Company adopted ASC 606, Revenue from Contracts with Customers, as of January 1, 2019 (the "transition date") using the full retrospective method. There was no transition adjustment recorded upon the adoption of ASC 606. Under ASC 606, revenue is recognized when a customer obtains control of promised goods or services, in an amount that reflects the consideration which the entity expects to receive in exchange for those goods or services.

To determine revenue recognition for arrangements that an entity determines are within the scope of ASC 606, the Company performs the following steps: (i) identify the contract(s) with a customer, (ii) identify the

performance obligations in the contract, (iii) determine the transaction price, (iv) allocate the transaction price to the performance obligations in the contract and (v) recognize revenue when (or as) the entity satisfies a performance obligation. At contract inception, once the contract is determined to be within the scope of ASC 606, the Company assesses the goods or services promised within each contract and determines those that are performance obligations and assesses whether each promised good or service is distinct. The Company then recognizes as revenue the amount of the transaction price that is allocated to the respective performance obligation when (or as) the performance obligation is satisfied.

The Company records revenue upon delivery shipping the products to the end customers.

Sales and Marketing Expenses

The Company expenses advertising costs as they are incurred.

Recent Accounting Pronouncements

In February 2017, FASB issued ASU No. 2017-02, "Leases (Topic 842)," that requires organizations that lease assets, referred to as "lessees," to recognize on the balance sheet the assets and liabilities for the rights and obligations created by those leases with lease terms of more than 12 months. ASU 2017-02 will also require disclosures to help investors and other financial statement users better understand the amount, timing, and uncertainty of cash flows arising from leases and will include qualitative and quantitative requirements. The new standard for nonpublic entities will be effective for fiscal years beginning after December 15, 2019, and interim periods within fiscal years beginning after December 15, 2020, and early application is permitted. The Company is currently evaluating the effect that the updated standard will have on its financial statements and related disclosures. The Company will adopt this standard after required to and when applicable to the Company.

The FASB issues ASUs to amend the authoritative literature in ASC. There have been a number of ASUs to date, including those above, that amend the original text of ASC. Management believes that those issued to date either (i) provide supplemental guidance, (ii) are technical corrections, (iii) are not applicable to the Company, or (iv) are not expected to have a material impact the Company's financial statements.

NOTE 3 – INCOME TAX PROVISION

As discussed above, the Company is a C corporation for federal income tax purposes. The Company has incurred net tax losses until 2019 and recorded positive net income in 2020 and 2021. The Company records the provision for income taxes by applying the statutory rate to taxable income.

Tax returns once filed which will remain subject to examination by the Internal Revenue Service under the statute of limitations for a period of three years from the date it is filed.

NOTE 4 – SHARE CAPITAL

The Company has two classes of stock authorized: common and preferred. The Company has issued 940,625 shares of common stock (exclusive of a stock option pool of 183,607 shares) and 191,033 shares of series seed preferred stock.

Of the 940,625 shares of common stock, 50,757 shares are designated as non-voting common shares and were issued as part of the Regulation CF securities offering in which the Company raised \$1,553,477 net of offering costs.

As part of the Company's Regulation CF offering, the funding portal, StartEngine, held approximately 6 percent of the funds for 6 months after the completion of the raise to cover any final expenses. StartEngine held back slightly less than 6 percent and \$15,462 in fees was withheld from the final balance. The Company received the final \$80,852 deposit, net of the fees, on April 11, 2022.

The Company compensates certain employees and advisors through the use of stock options. These stock options are given a strike price of no less than the fair market value of the underlying common stock, as determined by Section 409A reports. Historically, all Section 409A reports have been performed by Carta Valuations LLC. Because the

Company uses stock options as both an incentive and a form of compensation, this often means that the Company can compensate certain employees using less cash salary compared to what they would likely require if they were not receiving stock options. If stock options were not utilized by the Company, it is likely that the Company would incur higher operating expenses to offer competitive compensation levels in hiring and to retain key employees.

NOTE 5 – LOANS PAYABLE AND OTHER DEBT

Payroll Protection Program and Economic Injury Disaster Loan

In 2020, as a result of the COVID-19 pandemic and as authorized by the CARES Act of 2020, the Company obtained a loan for approximately \$138,000 under the Paycheck Protection Program. This loan is forgivable if certain payroll targets are met and the Company met the terms and received forgiveness of \$128,000 of this loan in November 2020 and the remaining \$10,000 was forgiven in February 2021.

Additionally, in 2020, the Company received a \$150,000 Economic Injury Disaster Loan from the US Small Business Administration which bears 3.75 percent interest and matures in 30 years. This loan was in addition to the \$10,000 grant received under the same program which does not require repayment.

SBA Loan

On August 30, 2019, the Company signed an agreement to obtain \$721,000 in loans backed by the US Small Business Administration which bears interest at a variable rate of 2.75 percent above the prime borrowing rate. The Lender has a security interest in all of the Company's assets for the duration of this loan. The Company's chief executive, Mr. Brooks Powell, also provided a personal guarantee for this loan. The remaining balance on this loan was paid in full by the Company on March 30, 2022.

Additionally, the Company incurred \$20,937 of loan costs in conjunction with procuring this loan. The loan costs are recorded as a contra-liability account and presented net of the loan balance on the Balance Sheet. The Company reduces the loan cost balance ratably over the life of the loan and records that ratable loan cost reduction as interest expense on the Statement of Operations.

Equipment Financing

In December 2020, the Company obtained a loan of \$43,281 to finance the purchase of a vehicle. The loan term is 72 months and accrues interest at a rate of 6.91 percent per annum. As of December 31, 2021, the Company had \$39,188 remaining on the loan. In August 2021, the Company acquired two vending machines through financing \$10,154 at a rate of 9 percent per annum except that 0 percent interest will be charged for the first 365 days of the loan.

NOTE 6 – OTHER CURRENT ASSETS

The Company records various current assets together for presentation simplicity. Most material among them is Vendor Deposits, or amounts deposited with key strategic contract manufacturers for future inventory orders of the Company. As of December 31, 2021 and 2020, the Company had \$395,586 and \$387,444, respectively, of Vendor Deposits.

NOTE 7 – COMMITMENTS AND CONTINGENCIES

Legal Matters

In November 2, 2020, the Company received a demand letter from counsel to three individuals in California regarding certain alleged false advertising claims. Specifically, the assertions in the letter focused on the prior use of the certain marketing language by the Company. The Company's outside counsel reviewed the claims and deemed them to be without merit and sent a detailed response. The Company has not received a response to their communication.

NOTE 8 – RELATED PARTY TRANSACTIONS

Related-Party Notes

The Company does not have any material related-party transactions to disclose.

NOTE 9 – CORRECTION OF IMMATERIAL ERROR

In the preparation of the 2021 financial statements, the Company realized that \$1,162 of expenses was not categorized to the correct period. These financial statements correct that error presenting this additional \$1,162 in 2020. The correction of this error reduces shareholders' equity by \$1,162 in 2020 and increases current liabilities in 2020 by \$1,162 compared with what the Company had previously reported.

NOTE 10 – SUBSEQUENT EVENTS

Management's Evaluation

Management has evaluated subsequent events through April 22, 2022, the date the financial statements were available to be issued. Based on this evaluation, no additional material events were identified which require adjustment or disclosure in the financial statements.