P&L · Jan–Sep 2026

1 INCOME

Sales	**188,971.26**
Client card payments through Stripe (gross)	186,791.09
Other client payments direct to bank	2,359.12
Corporate client · July services (paid to bank, incl VAT)	503.70
Buy-now-pay-later sales (Tabby)	4,932.90
Corporate client · August invoice (net of VAT)	755.55
Less: refund to a client	(1,127.52)
Less: output VAT carved out	(5,243.58)

96% of receipts arrive through Stripe. One corporate client is invoiced; everyone else pays by card.

2 COST OF SALES

Stripe processing fees 3.3% of income	(6,160.92)
Website platform charges website platform, apps and domain 1,941.79 · annual plan prepaid written off 371.79	(2,313.58)
Total cost of sales	**(8,474.50)**
Gross profit	**180,496.76**
Gross margin (of income)	**95.5%**

Cost of sales is payment and platform infrastructure only. The service is delivered by the owner, so there is no separate delivery cost.

3 OPERATING EXPENSES

Owner's salary 165,300.00 transferred less 27,666.85 reclassified as expense reimbursement	(137,633.15)
Government and license fees Free zone trade license renewal 7,381.95 · Free zone e-channel and immigration card 2,054.85 · Government service fees 26.10	(9,462.90)
Training and professional development Business and sales coaching 3,857.68 · Courses and certifications 2,581.06 · Webinars and online programs 386.41	(6,825.15)
Software and subscriptions AI tools 922.94 · Podcast and video recording 746.80 · Marketing and design apps 708.21	(5,385.05)
Accounting fees Previous accountant A 1,102.73 · Previous accountant B 836.25 · EBS Accounting 304.50	(2,243.48)
Utilities, home office share 35.71% home office share · electricity and water 1,588.46 · internet 495.42	(2,083.88)
Depreciation 20% straight line · both asset classes	(1,838.41)
Advertising and marketing Freelance design and content 683.95 · Networking events and memberships 457.36 · Social media ads 219.52	(1,623.45)
Bank fees and charges Bank account and FX fees 943.40 · Buy-now-pay-later merchant fees 381.71 · Card fee on VAT payment 13.55	(1,338.66)
Product development and samples Product samples 325.39	(325.39)
Meals and entertainment Client meetings and meeting rooms 320.16 · Networking meals 126.15	(446.31)
Total operating expenses	**(169,205.83)**

4 MONTH BY MONTH

September highlighted · net result after salary

MONTH	INCOME	COST OF SALES	GROSS PROFIT	GP %	OPERATING EXP.	NET RESULT	NET %
Jan	21,499.70	(1,349.41)	20,150.29	93.7%	(18,802.16)	1,348.13	6.3%
Feb	20,016.32	(812.52)	19,203.80	95.9%	(7,737.18)	11,466.62	57.3%
Mar	28,822.06	(1,168.06)	27,654.00	95.9%	(18,591.57)	9,062.43	31.4%
Apr	24,725.23	(976.58)	23,748.65	96.1%	(33,813.46)	(10,064.81)	-40.7%
May	13,679.96	(686.26)	12,993.70	95.0%	(18,606.46)	(5,612.76)	-41.0%
Jun	22,450.35	(951.44)	21,498.91	95.8%	(22,352.11)	(853.20)	-3.8%
Jul	16,423.45	(796.13)	15,627.32	95.2%	(15,058.63)	568.69	3.5%
Aug	23,971.98	(997.66)	22,974.32	95.8%	(23,168.93)	(194.61)	-0.8%
Sep	17,382.21	(736.44)	16,645.77	95.8%	(11,075.33)	5,570.44	32.0%
Jan–Sep	**188,971.26**	**(8,474.50)**	**180,496.76**	**95.5%**	**(169,205.83)**	**11,290.93**	**6.0%**

1 ASSETS

AED, at 30 Sep 2026

CURRENT ASSETS	
Bank account (= bank statement)	7,617.22
Stripe balance (= Stripe dashboard)	8,477.87
Buy-now-pay-later balance	0.00
Owed by corporate client (August invoice, received 8 Sep)	0.00
VAT recoverable on expenses	50.22
Total current assets	**16,145.31**
NON-CURRENT ASSETS	
Furniture & fixtures, cost	2,158.97
less depreciation to date	(323.82)
Equipment, cost	12,982.08
less depreciation to date	(1,514.59)
Total non-current assets	**13,302.64**
Total assets	**29,447.95**

Cash at bank and Stripe together is 16,095.09. Assets are depreciated at 20% straight line, 252.35 a month.

2 LIABILITIES AND EQUITY

AED, at 30 Sep 2026

LIABILITIES	
VAT payable, Sep–Nov quarter (due 28 Dec)	753.62
VAT payable, Jun–Aug quarter (paid 25 Sep)	0.00
Owed to owner (owner's account · settled)	0.00
Total liabilities	**753.62**
EQUITY	
Accumulated losses brought forward	(13,916.76)
Opening balance settlement reserve	31,320.16
Profit for Jan–Sep 2026	11,290.93
Total equity	**28,694.33**
Total liabilities and equity	**29,447.95**

Equity is positive at 28,694.33. The company owes the owner nothing: card spend and the home office utilities share are settled through the salary split.

TOTAL ASSETS	CASH + STRIPE	TOTAL LIABILITIES	EQUITY	PROFIT JAN–SEP	OWED TO OWNER
29,448	16,095	754	28,694	11,291	0.00
at 30 Sep	bank 7,617 · Stripe 8,478	VAT only · due 28 Dec	positive	6.0% of revenue	settled

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
REVENUE										
Client card payments through Stripe (gross)	21,499.70	20,016.32	28,822.06	23,629.03	13,050.57	23,210.95	17,529.28	24,064.27	14,968.91	186,791.09
Other client payments direct to bank				1,096.20	1,262.92					2,359.12
Corporate client · July services (paid to bank, incl VAT)							503.70			503.70
Buy-now-pay-later sales (Tabby)					1,765.98				3,166.92	4,932.90
Corporate client · August invoice (net of VAT)								755.55		755.55
Less: refund to a client							(1,127.52)			(1,127.52)
Less: output VAT carved out					(2,399.51)	(760.60)	(482.01)	(847.84)	(753.62)	(5,243.58)
Total revenue	**21,499.70**	**20,016.32**	**28,822.06**	**24,725.23**	**13,679.96**	**22,450.35**	**16,423.45**	**23,971.98**	**17,382.21**	**188,971.26**
Stripe processing fees	**745.80**	**669.41**	**944.82**	**780.38**	**421.34**	**755.24**	**599.93**	**772.49**	**471.51**	**6,160.92**
Website platform charges	**603.61**	**143.11**	**223.24**	**196.20**	**264.92**	**196.20**	**196.20**	**225.17**	**264.93**	**2,313.58**
Website platform, apps and domain	231.82	143.11	223.24	196.20	264.92	196.20	196.20	225.17	264.93	1,941.79
Annual plan prepaid written off	371.79									371.79
Gross profit	**20,150.29**	**19,203.80**	**27,654.00**	**23,748.65**	**12,993.70**	**21,498.91**	**15,627.32**	**22,974.32**	**16,645.77**	**180,496.76**
Owner's salary	**17,325.90**	**4,731.81**	**16,769.94**	**31,200.06**	**16,673.63**	**21,647.32**	**4,968.80**	**17,947.03**	**6,368.66**	**137,633.15**
Salary transfers to owner	18,270.00	19,140.00	17,400.00	31,320.00	17,400.00	21,750.00	13,050.00	20,010.00	6,960.00	165,300.00
Less: reclassified as reimbursement of card expenses	(944.10)	(14,408.19)	(630.06)	(119.94)	(726.37)	(102.68)	(8,081.20)	(2,062.97)	(591.34)	(27,666.85)
Government and license fees							**7,381.95**	**2,054.85**	**26.10**	**9,462.90**
Free zone trade license renewal							7,381.95			7,381.95
Free zone e-channel and immigration card (net of VAT)								2,054.85		2,054.85
Government service fees									26.10	26.10
Training and professional development	**495.02**	**600.91**	**86.91**	**1,738.26**	**860.65**		**1,047.83**	**1,650.10**	**345.47**	**6,825.15**
Business and sales coaching		280.74		708.18	726.37		492.29	1,650.10		3,857.68
Courses and certifications	462.01		86.91	1,030.08	134.28		555.54		312.24	2,581.06
Webinars and online programs	33.01	320.17							33.23	386.41
Software and subscriptions	**754.57**	**719.12**	**964.38**	**412.15**	**564.79**	**361.76**	**359.39**	**519.73**	**729.16**	**5,385.05**
Podcast and video recording		93.35	93.35	93.35	93.35	93.35	93.35	93.35	93.35	746.80
AI tools	133.57	67.60	330.03	66.02	64.38	64.38	64.38	66.29	66.29	922.94
Accounting software	117.84	117.84	112.23	112.23						460.14
Marketing and design apps	230.66	267.81						209.74		708.21
Video calls (Zoom)	48.80		97.60		97.60		97.60		48.80	390.40
Cloud storage	40.52	40.52	40.52	40.52	40.52	40.52	40.52	40.52	40.52	364.68
App store subscriptions	33.97		177.86						132.52	344.35
Microsoft 365	32.16		64.31	32.16	32.16	32.96	32.97	32.97	32.16	291.85
Google Workspace	31.47	45.44	18.04	30.86	30.64	30.40	30.57	30.14	31.07	278.63
Course and membership platforms	55.14	56.12				69.71		3.22	36.22	220.41
Music and audiobooks	30.44	30.44	30.44	30.44	30.44	30.44			48.13	230.77
Other tools and services				6.57	220.38			43.50	200.10	470.55
Less: input VAT recovered by the filed Mar-May return					(44.68)					(44.68)
Accounting fees		**783.00**	**319.73**	**88.05**			**748.20**		**304.50**	**2,243.48**
Previous accountant A		783.00	319.73							1,102.73
Previous accountant B				88.05			748.20			836.25
EBS Accounting (bookkeeping)									304.50	304.50
Utilities, home office share									**2,083.88**	**2,083.88**
Electricity and water (May-Sep bills)									1,588.46	1,588.46
Internet (Apr-Sep bills)									495.42	495.42
Depreciation	**35.98**	**35.98**	**252.35**	**252.35**	**252.35**	**252.35**	**252.35**	**252.35**	**252.35**	**1,838.41**
Equipment			216.37	216.37	216.37	216.37	216.37	216.37	216.37	1,514.59
Furniture and fixtures	35.98	35.98	35.98	35.98	35.98	35.98	35.98	35.98	35.98	323.82

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTAL
Advertising and marketing	**87.00**	**766.55**	**104.13**				**183.15**	**161.35**	**321.27**	**1,623.45**
Freelance design and content		396.19	104.13				128.67	54.96		683.95
Social media ads	87.00						4.64		127.88	219.52
Photo and video content							49.84	49.84	49.84	149.52
Networking events and memberships		370.36							87.00	457.36
Lead generation								56.55	56.55	113.10
Bank fees and charges	**103.69**	**99.81**	**94.13**	**122.59**	**255.04**	**90.68**	**116.96**	**101.53**	**354.23**	**1,338.66**
Bank account and FX fees	103.69	99.81	94.13	122.59	101.22	90.68	116.96	101.53	112.79	943.40
Buy-now-pay-later merchant fees					153.82				227.89	381.71
Card fee on VAT payment									13.55	13.55
Product development and samples								**325.39**		**325.39**
Meals and entertainment								**156.60**	**289.71**	**446.31**
Client meetings and meeting rooms								108.75	211.41	320.16
Networking meals								47.85	78.30	126.15
Total operating expenses	**18,802.16**	**7,737.18**	**18,591.57**	**33,813.46**	**18,606.46**	**22,352.11**	**15,058.63**	**23,168.93**	**11,075.33**	**169,205.83**
Net profit / (loss)	**1,348.13**	**11,466.62**	**9,062.43**	**(10,064.81)**	**(5,612.76)**	**(853.20)**	**568.69**	**(194.61)**	**5,570.44**	**11,290.93**