

**PURE DISCOUNT  
ENERGY** 

"Get Pure Energy...When you save we earn"

FILE

14-01-EL-RPT

**Public Utilities Commission  
180 East Broad Street  
Columbus OH 43215  
Attn. Annual Report Dosing Department.**

**Monday, July 21, 2014**

**Re: Annual Financial Report**

**Dear Sir/Madam,**

**Please accept out apologize fro not getting our Financail Report to your department in a timely manner.**

**I hereby, request a 30 day extension in order to comply with getting this requirement up to date.**

**The 2013 Financial is enclosed with this request.**

**Thanking in advance for your consideration in our request.**

Sincerely,

Selwyn Dushenko, CEO

**PURE DISCOUNT  
ENERGY** 

**1013 Ohio Ave | Palm Harbor, FL 34683**

**727-773-1040 (w) | 727-773-1001 (f)**

**patax95@palmharboraccounting.com | www.purediscountenergy.com**

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Accrual Basis

Pure Discount Energy LLC  
**Profit & Loss**  
January through December 2013

	Jan - Dec 13
Ordinary Income/Expense	
Income	
47900 · Sales	437,235.03
Total Income	437,235.03
Cost of Goods Sold	
50000 · Cost of Goods	13,168.50
51000 · Comissions 1099	26,039.50
Total COGS	39,208.00
Gross Profit	398,027.03
Expense	
60000 · Advertising and Promotion	2,946.40
60200 · Automobile Expense	5,324.47
60400 · Bank Service Charges	1,650.55
60500 · Gifts and Bonuses	3,669.90
61000 · Business Licenses and Permits	3,781.05
61700 · Computer and Internet Expenses	1,054.81
62400 · Depreciation Expense	6,845.00
62500 · Dues and Subscriptions	69.95
63300 · Insurance Expense	4,102.27
63500 · Janitorial Expense	4,305.00
64300 · Meals and Entertainment	5,411.22
64900 · Office Supplies	5,231.41
65510 · Donations/Sponsor	450.00
66000 · Payroll Expenses	261,825.56
66500 · Postage and Delivery	236.57
66600 · Printing and Reproduction	757.32
66700 · Professional Fees	11,443.82
66900 · Reconciliation Discrepancies	0.05
67100 · Rent Expense	21,276.00
67200 · Repairs and Maintenance	11,084.06
68100 · Telephone Expense	8,369.35
68400 · Travel Expense	143.00
68600 · Utilities	2,306.02
69800 · Uncategorized Expenses	0.00
Total Expense	362,283.78
Net Ordinary Income	35,743.25
Other Income/Expense	
Other Income	
49000 · Interest Income	0.66
Total Other Income	0.66
Net Other Income	0.66
Net Income	35,743.91

**Pure Discount Energy LLC**  
**Balance Sheet**  
**As of December 31, 2013**

	<u>Dec 31, 13</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10003 · Regions Bank	-868.34
10006 · Cash on Hand	-199.90
10009 · Regions Saving	2,346.32
<b>Total Checking/Savings</b>	1,278.08
<b>Other Current Assets</b>	
16200 · Payroll Advances	50.00
<b>Total Other Current Assets</b>	50.00
<b>Total Current Assets</b>	1,328.08
<b>Fixed Assets</b>	
15000 · Furniture and Equipment 2011	2,574.74
15002 · Furniture and Fixtures 2012	8,133.91
15003 · Furniture and Equipment 2013	2,134.98
<b>Total Fixed Assets</b>	12,843.63
<b>TOTAL ASSETS</b>	<u><u>14,171.71</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 · Accounts Payable	10,078.82
<b>Total Accounts Payable</b>	10,078.82
<b>Other Current Liabilities</b>	
21101 · Short Term Loan	3,000.00
24000 · Payroll Liabilities	4,391.22
<b>Total Other Current Liabilities</b>	7,391.22
<b>Total Current Liabilities</b>	17,470.04
<b>Long Term Liabilities</b>	
24500 · Loans	6,843.96
<b>Total Long Term Liabilities</b>	6,843.96
<b>Total Liabilities</b>	24,314.00
<b>Equity</b>	
31400 · Members Capital	-45,886.20
Net Income	35,743.91
<b>Total Equity</b>	-10,142.29
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>14,171.71</u></u>