

WILDAID, INC.
FINANCIAL STATEMENTS
For the Years Ended
December 31, 2013 and 2012

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Independent Auditors' Report

Board of Directors
WildAid, Inc.

We have audited the accompanying financial statements of WildAid, Inc. (a California nonprofit organization), which comprise the statements of financial position as of December 31, 2013 and 2012, and the related statements of activities, cash flows and functional expenses for the years then 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.

Auditors' Responsibility


Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of 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 auditors' 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 WildAid, Inc. as of December 31, 2013 and 2012, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.


San Francisco, California

March 26, 2014

WILDAID, INC.

STATEMENTS OF FINANCIAL POSITION

December 31, 2013 and 2012

	<u>2013</u>	<u>2012</u>
ASSETS		
Cash and cash equivalents	\$ 3,610,059	\$ 1,820,021
Contributions and grants receivable	1,186,716	722,537
Other receivable	48,769	-
Advances to field programs	8,625	36,430
Prepaid expenses	71,881	42,622
Property and equipment, net of accumulated depreciation of \$44,057 and \$37,528	7,812	12,860
Security deposits	<u>34,976</u>	<u>16,030</u>
Total assets	<u>\$ 4,968,838</u>	<u>\$ 2,650,500</u>
LIABILITIES AND NET ASSETS		
Liabilities:		
Accounts payable	\$ 153,029	\$ 286,044
Special events deposits	25,000	37,500
Accrued expenses	<u>27,729</u>	<u>14,335</u>
Total liabilities	205,758	337,879
Net assets:		
Unrestricted	2,520,419	887,352
Temporarily restricted	<u>2,242,661</u>	<u>1,425,269</u>
Total net assets	<u>4,763,080</u>	<u>2,312,621</u>
Total liabilities and net assets	<u>\$ 4,968,838</u>	<u>\$ 2,650,500</u>

See accompanying notes and auditors' report.

WILDAID, INC.

STATEMENTS OF ACTIVITIES

For the Years Ended December 31, 2013 and 2012

	2013			2012		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Revenue and support:						
Contributions	\$ 937,849	\$ 331,880	\$ 1,269,729	\$ 826,577	\$ 535,388	\$ 1,361,965
Grants and awards	1,186,800	3,922,736	5,109,536	563,176	2,457,473	3,020,649
Federated campaigns	16,130	-	16,130	10,538	-	10,538
Special events revenue	74,625	-	74,625	380,372	123,647	504,019
Contributed goods and services	-	164,185,604	164,185,604	-	132,577,260	132,577,260
Investment income	2,194	-	2,194	360	-	360
Other	480	48,164	48,644	727	-	727
Net assets released from restrictions:						
Satisfaction of restrictions	<u>167,670,992</u>	<u>(167,670,992)</u>	<u>-</u>	<u>135,098,415</u>	<u>(135,098,415)</u>	<u>-</u>
Total revenue and support	169,889,070	817,392	170,706,462	136,880,165	595,353	137,475,518
Expenses:						
Program services	167,850,910	-	167,850,910	136,053,044	-	136,053,044
Support services:						
Management and general	213,606	-	213,606	168,479	-	168,479
Fundraising	<u>191,487</u>	<u>-</u>	<u>191,487</u>	<u>618,151</u>	<u>-</u>	<u>618,151</u>
Total support services	<u>405,093</u>	<u>-</u>	<u>405,093</u>	<u>786,630</u>	<u>-</u>	<u>786,630</u>
Total expenses	<u>168,256,003</u>	<u>-</u>	<u>168,256,003</u>	<u>136,839,674</u>	<u>-</u>	<u>136,839,674</u>
Changes in net assets	1,633,067	817,392	2,450,459	40,491	595,353	635,844
Net assets, beginning of year	<u>887,352</u>	<u>1,425,269</u>	<u>2,312,621</u>	<u>846,861</u>	<u>829,916</u>	<u>1,676,777</u>
Net assets, end of year	<u>\$ 2,520,419</u>	<u>\$ 2,242,661</u>	<u>\$ 4,763,080</u>	<u>\$ 887,352</u>	<u>\$ 1,425,269</u>	<u>\$ 2,312,621</u>

See accompanying notes and auditors' report.

WILDAID, INC.**STATEMENTS OF CASH FLOWS****For the Years Ended December 31, 2013 and 2012**

	<u>2013</u>	<u>2012</u>
Cash flows from operating activities:		
Changes in net assets	\$ 2,450,459	\$ 635,844
Adjustments to reconcile changes in net assets to net cash provided by operating activities:		
Depreciation	7,395	6,525
Loss on disposal of equipment	1,734	1,927
(Increase) decrease in assets:		
Contributions and grants receivable	(464,179)	(128,587)
Other receivable	(48,769)	
Advances to field programs	27,805	24,413
Prepaid expenses	(29,259)	12,393
Security deposits	(18,946)	28,995
Increase (decrease) in liabilities:		
Accounts payable	(133,014)	24,984
Special events deposits	(12,500)	12,380
Accrued expenses	<u>13,394</u>	<u>(6,851)</u>
Total adjustments	<u>(656,339)</u>	<u>(23,821)</u>
Net cash provided by operating activities	<u>1,794,120</u>	<u>612,023</u>
Cash flows from investing activities:		
Purchases of property and equipment	<u>(4,082)</u>	<u>(10,672)</u>
Net cash used by investing activities	<u>(4,082)</u>	<u>(10,672)</u>
Net increase in cash and cash equivalents	1,790,038	601,351
Cash and cash equivalents, beginning of year	<u>1,820,021</u>	<u>1,218,670</u>
Cash and cash equivalents, end of year	<u>\$ 3,610,059</u>	<u>\$ 1,820,021</u>

Noncash investing activities:

Equipment with an original cost of \$2,600 and a net book value of \$1,734 was disposed of during the year ended December 31, 2013.

Equipment with an original cost of \$3,854 and a net book value of \$1,409 was disposed of during the year ended December 31, 2012.

See accompanying notes and auditors' report.

WILDAID, INC.

STATEMENTS OF FUNCTIONAL EXPENSES

For the Years Ended December 31, 2013 and 2012

2013

	Program Services					Total Program Services	Support Services		Total Support Services	Total Expenses
	China	Galápagos	Climate Change	Elephant and Rhino	Other Programs		Management and General	Fundraising		
Operating expenses:										
Salaries and benefits	\$ 320,855	\$ 127,272	\$ 129,461	\$ 384,736	\$ 99,683	\$ 1,062,007	\$ 118,844	\$ 88,037	\$ 206,881	\$ 1,268,888
Professional services	36,723	330,286	16,394	56,612	8,925	448,940	30,403	2,264	32,667	481,607
Occupancy	25,131	27,870	15,675	43,804	3,452	115,932	8,732	5,389	14,121	130,053
PSA/video production	108,512	2,493	169,092	565,040	123,490	968,627	-	255	255	968,882
Media, website, phone, survey	45,499	40,757	36,142	114,485	45,235	282,118	3,302	1,237	4,539	286,657
Marine protection	-	19,225	-	-	111,671	130,896	-	-	-	130,896
Equipment/computer/software expensed	9,728	168,587	213	5,334	23,595	207,457	825	530	1,355	208,812
Travel	61,971	90,984	22,578	88,352	35,694	299,579	5,087	4,637	9,724	309,303
Printing and postage	2,566	588	37	2,004	5,945	11,140	5,061	6,133	11,194	22,334
Supplies and miscellaneous	20	-	-	332	1,159	1,511	4,300	1,295	5,595	7,106
Conferences and events	9,941	2,506	-	24,716	953	38,116	18,435	81,187	99,622	137,738
Program expense, other	21,802	4,536	141	8,336	48,158	82,973	-	-	-	82,973
Insurance, fees and bank charges	2,870	1,166	1,180	2,553	1,920	9,689	15,809	523	16,332	26,021
Total operating expenses	645,618	816,270	390,913	1,296,304	509,880	3,658,985	210,798	191,487	402,285	4,061,270
	15.9%	20.1%	9.6%	31.9%	12.6%	90.1%	5.2%	4.7%	9.9%	100%
Non-operating expenses:										
Loss on disposal of assets, net	-	-	-	-	-	-	1,734	-	1,734	1,734
Depreciation	-	4,007	-	-	2,314	6,321	1,074	-	1,074	7,395
In-kind donations	127,843,286	-	9,139,811	27,202,507	-	164,185,604	-	-	-	164,185,604
Total non-operating expenses	127,843,286	4,007	9,139,811	27,202,507	2,314	164,191,925	2,808	-	2,808	164,194,733
Total expenses	\$ 128,488,904	\$ 820,277	\$ 9,530,724	\$ 28,498,811	\$ 512,194	\$ 167,850,910	\$ 213,606	\$ 191,487	\$ 405,093	\$ 168,256,003
	76.4%	0.5%	5.7%	16.9%	0.3%	99.8%	0.1%	0.1%	0.2%	100.0%

See accompanying notes and auditors' report.

WILDAID, INC.

STATEMENTS OF FUNCTIONAL EXPENSES (Continued)

For the Years Ended December 31, 2013 and 2012

2012

	Program Services					Total Program Services	Support Services		Total Support Services	Total Expenses
	China	Galápagos	Climate Change	Elephant and Rhino	Other Programs		Management and General	Fundraising		
Operating expenses:										
Salaries and benefits	\$ 326,872	\$ 105,344	\$ 79,388	\$ 25,281	\$ 215,885	\$ 752,770	\$ 80,862	\$ 102,484	\$ 183,346	\$ 936,116
Professional services	217,008	128,388	46,916	2,403	93,048	487,763	43,515	5,718	49,233	536,996
Occupancy	70,494	23,329	16,249	515	13,720	124,307	9,866	4,642	14,508	138,815
PSA/video production	294,040	-	14,990	183,471	111,070	603,571	-	64	64	603,635
Media, website, phone, survey	125,902	24,717	12,420	6,669	82,063	251,771	2,888	5,637	8,525	260,296
Marine protection	-	266,849	-	-	102,374	369,223	-	-	-	369,223
Equipment/computer/software expensed	4,488	101,819	-	2,861	60,846	170,014	5,016	339	5,355	175,369
Travel	88,432	70,650	1,587	91,901	54,284	306,854	4,662	748	5,410	312,264
Printing and postage	5,803	4,466	150	583	10,548	21,550	2,076	5,780	7,856	29,406
Supplies and miscellaneous	620	1,054	-	154	1,929	3,757	2,992	2,562	5,554	9,311
Conferences and events	5,707	145	-	-	274,656	280,508	-	478,361	478,361	758,869
Program expense, other	18,011	27,324	-	2,317	27,981	75,633	110	-	110	75,743
Insurance, fees and bank charges	6,144	8,191	480	1,256	6,582	22,653	13,968	11,816	25,784	48,437
Total operating expenses	1,163,521	762,276	172,180	317,411	1,054,986	3,470,374	165,955	618,151	784,106	4,254,480
	27.3%	17.9%	4.0%	7.5%	24.8%	81.6%	3.9%	14.5%	18.4%	100%
Non-operating expenses:										
Loss on disposal of assets, net	-	-	-	-	-	-	1,409	-	1,409	1,409
Depreciation	749	2,347	-	-	2,314	5,410	1,115	-	1,115	6,525
In-kind donations	126,516,404	-	700,908	5,359,948	-	132,577,260	-	-	-	132,577,260
Total non-operating expenses	126,517,153	2,347	700,908	5,359,948	2,314	132,582,670	2,524	-	2,524	132,585,194
Total expenses	\$ 127,680,674	\$ 764,623	\$ 873,088	\$ 5,677,359	\$ 1,057,300	\$ 136,053,044	\$ 168,479	\$ 618,151	\$ 786,630	\$ 136,839,674
	93.3%	0.6%	0.6%	4.1%	0.8%	99.4%	0.1%	0.5%	0.6%	100.0%

See accompanying notes and auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS

December 31, 2013 and 2012

NOTE A -- Description of organization

WildAid, Inc.'s (WildAid) mission is to end the illegal wildlife trade in our lifetimes by reducing demand through public awareness campaigns and providing comprehensive marine protection.

Founded in 2000, WildAid is headquartered in San Francisco, with programs in the United States, China, India, Ecuador and Indonesia. The WildAid conservation approach is unique and effective. WildAid focuses on addressing the underlying demand for endangered species products and on strengthening the protection of these animals in the field. WildAid is well-known for their work on sharks, tigers, elephants, rhinos, mantas and other threatened species.

WildAid is the only organization that focuses on reducing the demand for endangered species products by specifically targeting consumers with engaging public service announcements and education initiatives. In the same way corporations employ celebrities and athletes to promote their products, WildAid enlists popular Chinese and Western celebrities to dissuade consumers from purchasing products with our "When the Buying Stops, the Killing Can Too" message. WildAid produces innovative multimedia campaigns, and secures over \$100 million of donated media support.

The "Conservation through Communication" program is focused on Asia, where demand for these products is highest. WildAid creates culturally-sensitive multimedia public awareness campaigns. WildAid's distribution network includes television, cable, internet, mobile devices, magazines, outdoor billboards, LCD screens and monitors in government buildings, shopping centers, banks, university cafeterias, trains, subways, taxis, metro rails, airplanes, hospitals and airports.

The communications by the numbers:

- ❖ 1 billion people reached per week in China
- ❖ 150+ public service announcements in multiple languages, versions and formats
- ❖ 80+ international celebrities and sporting ambassadors
- ❖ 60+ media partners in TV, transportation, outdoor, video, internet and print

In the field, WildAid is currently focused on protecting the Galápagos Marine Reserve in Ecuador, the Daram Marine Reserve in West Papua, Indonesia, and Corbett National Park in India. WildAid works with local community members, government agencies and ministries, and other non-governmental organizations to collaboratively determine the most urgent issues and develop the most appropriate actions for effective protection of these key habitats. The marine program elements include establishment of no-take/fishing zones, native species protection, patrol boat acquisition and maintenance, creating informant networks, sniffer dog policing, installation and training for satellite monitoring, arrest and prosecution of poachers, community outreach and public awareness campaigns. In Corbett National Park, WildAid's current priorities are to purchase and equip rapid response units, to ensure safe migration routes for wildlife, and to work with surrounding communities to raise awareness and encourage stewardship.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE B -- Summary of significant accounting policies

Basis of accounting

The financial statements are presented using the accrual basis of accounting.

Cash and cash equivalents

WildAid considers all cash and other highly liquid investments with initial maturities of three months or less to be cash equivalents.

Advances to field programs

WildAid advances funds to field offices in various countries to support field operations. Such funds are recorded as advances to field programs when wired, and are expensed quarterly, based upon receipted expenses incurred, as reported by the field offices (see Note D).

Concentration of credit risk

Financial instruments that potentially subject WildAid to concentrations of credit risk consist principally of cash and contributions and grants receivable. The majority of WildAid's cash is maintained with one financial institution. The aggregate balances at times may exceed federally insured limits. Management believes WildAid is not exposed to any significant credit risk with respect to contributions and grants receivables and temporary cash balances over insured limits.

WildAid maintains cash balances (advances to field programs) at financial institutions in foreign countries. The majority of funds invested in foreign countries are uninsured and represent funding for the quarterly activities.

Property and equipment

Property and equipment, if purchased, are recorded at cost or, if donated, at fair market value at the time of receipt. Property and equipment are depreciated on a straight-line basis over their estimated useful lives ranging from three to five years. WildAid generally capitalizes assets with an original cost over \$1,500. Depreciation expense for the years ended December 31, 2013 and 2012 was \$7,395 and \$6,525, respectively. The cost of maintenance and repairs which do not improve or extend the lives of the respective assets are expensed currently.

Equipment purchased for use in foreign field offices is expensed as acquired. In the Galápagos and Indonesia programs, equipment acquired is placed in immediate service with the Galápagos National Park Service or the Daram Marine Reserve, under contractual agreement, with annual review by WildAid. The total cost of equipment expensed during the years ended December 31, 2013 and 2012 was \$199,613 and \$165,805, respectively, and includes \$186,958 and \$158,609 for the Galápagos and Indonesia programs, respectively.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE B -- Summary of significant accounting policies (continued)

Net assets

The financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America for not-for-profit organizations. The financial activities are classified into three classes of net assets: unrestricted, temporarily restricted and permanently restricted net assets.

Unrestricted: Those net assets and activities which represent the portion of expendable funds available to support operations. A portion of these net assets may be designated by the Board of Directors for specific purposes.

Temporarily restricted: Those net assets and activities which are donor-restricted for: (a) support of specific operating activities; (b) investment for a specified term; (c) use in a specified future period; or (d) acquisition of long-lived assets.

Permanently restricted: Those net assets and activities which are permanently donor-restricted for holdings of: (a) assets donated with stipulations that they be preserved and not to be sold; or (b) assets donated with stipulations that they be invested to provide a permanent source of income. WildAid had no permanently restricted net assets at December 31, 2013 and 2012.

Revenue recognition

WildAid recognizes all grants and donor contributions in the year they are committed. This practice may have the effect of creating large year-to-year variances in total revenue because multi-year grants are recognized only in the year committed. Contributions without donor-imposed restrictions are reported as unrestricted support. Contributions with donor-imposed restrictions are reported as either temporarily restricted or permanently restricted support, depending upon the type of restriction.

The expiration of a donor-imposed restriction on a contribution is recognized in the period in which the restriction expires. This occurs by increasing unrestricted net assets and decreasing temporarily restricted net assets in the Statements of Activities and the release from restrictions is reported separately from other transactions.

A picture of realized revenue and expenses for a fiscal year – the actual annual operating activity of WildAid – is provided in the first column of the Statements of Activities: unrestricted revenue and support, expenses, and changes in net assets.

Promises to pay over more than one accounting cycle are recorded at the present value of the contribution if the present value discount is material.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE B -- Summary of significant accounting policies (continued)

Revenue recognition (continued)

Donated goods and specialized services are recorded as contributions at their estimated value on the date of receipt. Such donations are reported as unrestricted support unless the donor has restricted the donated asset to a specific purpose. Assets donated with explicit restrictions regarding their use are reported as restricted support.

Contributed goods and services

Contributions in-kind are recognized in accordance with generally accepted accounting principles. Donated goods are recorded at their estimated fair value as of the date of the donation. Contributed services, which require a specialized skill and which WildAid would have paid for if not donated, are recorded at the estimated fair value at the time services are rendered. In-kind donations received in foreign countries consist primarily of public service announcements (see Note F). In addition to time recorded in the financial statements, WildAid's work was made possible by substantial volunteer time that does not require recognition in the financial statements.

Functional allocation of expenses

The costs of providing the various programs and other activities have been summarized on a functional basis in the Statements of Functional Expenses. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

Income taxes

WildAid is tax-exempt under Section 501(c)(3) of the Internal Revenue Code and Section 23701d of the Revenue and Taxation Code of the State of California. Accordingly, no provision for income taxes has been reflected in these financial statements.

As required by the Income Taxes Topic of the FASB Accounting Standards Codification, WildAid recognizes the effect of income tax positions only if those positions are more likely than not of being sustained. WildAid does not believe its financial statements include any uncertain tax positions.

WildAid's returns are subject to examination by federal and state taxing authorities, generally for three years and four years, respectively, after they are filed.

Use of estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the financial statements and reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE C -- Contributions and grants receivable

WildAid typically ends the year with grants receivable from several sources including individuals, foundations and institutions.

The amounts receivable from these sources at December 31 are as follows:

	<u>2013</u>	<u>2012</u>
Individuals and other	\$ 59,895	\$ 85,059
Foundations	541,262	234,000
Institutions	<u>585,559</u>	<u>403,478</u>
Total contributions and grants receivable	<u>\$ 1,186,716</u>	<u>\$ 722,537</u>

Contributions and grants receivable due in one to five years at December 31, 2013 were \$207,318 and were not discounted to present value because the discount was not material. All contributions and grants receivable due at December 31, 2012 were due in less than one year.

NOTE D -- Advances to field programs

Advances to field programs as of December 31 consist of the following:

	<u>2013</u>	<u>2012</u>
China	\$ 627	\$ 1,055
Indonesia and Manta	-	4,718
Galápagos Islands	<u>7,998</u>	<u>30,657</u>
Total field advances	<u>\$ 8,625</u>	<u>\$ 36,430</u>

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE E -- Property and equipment

Property and equipment consist of the following at December 31:

	<u>2013</u>	<u>2012</u>
Furniture and fixtures	\$ 9,239	\$ 9,239
Equipment	<u>42,630</u>	<u>41,149</u>
	51,869	50,388
Less accumulated depreciation	<u>(44,057)</u>	<u>(37,528)</u>
Property and equipment, net	<u>\$ 7,812</u>	<u>\$ 12,860</u>

Depreciation expense for the years ended December 31, 2013 and 2012 was \$7,395 and \$6,525, respectively.

NOTE F -- In-kind donations/Contributed goods and services

The estimated fair value of donated services received are recorded as contributions. Significant donations of advertisement space on print and electronic billboards, airtime on television, the internet and radio, and advertising in magazines occurred during 2013 and 2012 in the countries of China and India. The participation of these media vendors is an irreplaceable part of WildAid's program to educate the public, reduce the demand for endangered animal products and is a significant part of WildAid's world-wide mission.

WildAid has obtained an independent, third-party valuation from CTR Market Research Company, LTD for donations of advertisement space in certain China TV markets since 2010, and continuing through 2012 and 2013, the value of which is included in the financial statements. Starting in 2012, WildAid also obtained detailed, certified valuations from other sources, for video outlets in various public spaces (such as government buildings, shopping centers, banks, university cafeterias, trains, subways, taxis, metro rails, airplanes, hospitals and airports). The valuations for these are included in in-kind donations in 2012 and 2013.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE F -- In-kind donations (continued)

Given the cost of third-party monitoring and evaluation of media, such values were not obtained for the balance of the China markets or for the India markets, so the value of those services are not included in the financial statements. WildAid's international media partners do not receive any tax relief due to the pro-bono nature of the services provided. The media outlet, media type and value of in-kind media services included as in-kind revenue and expense for the years ended December 31, 2013 and 2012 is as follows:

Media Outlet	2013 Rank	2013	2012
Xinhua News Agency CNC	1	65,957,107	\$ -
Chongqing TV	2	19,067,756 +	18,618,925 +
Shanghai TV	3	17,863,774 +	8,713,872 +
Heilongjiang TV	4	17,707,170 +	*
Other TV	5	13,027,035	2,881,292 +
Shandong Education TV	6	6,541,726 +	2,242,301 +
Red Wall (Railway Stn Video Billboards)	7	5,620,892	6,819,133
CCTV	8	3,171,637 +	16,532,927 +
Touch Media (Taxis)	9	2,745,971	3,704,851
Universe Media (75K+ video boards in trains)	10	1,851,588	42,740,426
Stations monitored via CTR, 13 total	11	1,601,982 +	*
AirMedia, airports	12	1,531,263	1,254,957
Guilin TV	13	1,398,561 +	*
Today Sunshine/ChaoYang MenNei	14	1,359,441 +	3,621,518 +
Other non-TV, Billboards	15	1,313,588	9,629
Other TV (CTR)	16	1,222,073 +	*
Yunnan TV	17	837,848 +	2,336,487 +
VVIP Media (Airport VIP rooms video screens)	18	446,365	3,638,412
Guangdong TV News	19	198,288 +	2,717,670 +
DAC Campus Video Screens (350 Univ)		*	6,095,046
Beijing City TV (10K+ video screens in public spaces)		*	3,200,621
AirMedia, inflight		*	2,789,791
China Health Media (3300 hospitals, video screens)		*	2,553,631
Industry Assn/Legal Channel TV		*	1,036,703
Sina/Weibo/163 website		*	486,576
Shaanxi TV		*	276,722 +
Liaoning TV		*	* +
		163,464,065	132,271,490
Magazines		721,539	305,770
Total		\$ 164,185,604	\$ 132,577,260

* No estimate or valuation certification made in year specified

+ Valuation performed by CTR Market Research Company

If blank, estimate of media value obtained from another source.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE F -- In-kind donations (continued)

Furthermore, WildAid has over 80 celebrities worldwide who have donated their time to be featured in WildAid's public service announcements. Along with filming, they often participate in campaign launches and other media events as well. No value is booked to reflect their donated time, although the value of their participation is invaluable to the delivery of WildAid's message.

NOTE G -- Temporarily restricted net assets and net assets released from restrictions

Temporarily restricted net assets at December 31 are available for the following programs:

	<u>2013</u>	<u>2012</u>
Galápagos Islands	\$ 723,665	\$ 272,508
Climate change	424,990	248,833
Indonesia	71,177	13,090
Rhino	196,228	364,375
Elephant	629,897	526,463
China	178,607	-
Manta	18,097	-
Total temporarily restricted net assets	<u>\$ 2,242,661</u>	<u>\$ 1,425,269</u>

Net assets were released from donor restrictions during the years ended December 31, 2013 and 2012 by incurring expenses satisfying the purpose of the restriction, by the passage of time, or by the occurrence of other specific events as follows:

	<u>2013</u>	<u>2012</u>
China	\$ 128,488,904	\$ 127,110,518
Rhino	12,148,132	56,560
Elephant	16,350,676	5,677,358
Galápagos Islands	820,277	764,623
Climate change	9,530,724	873,088
India	-	8,108
Indonesia	305,116	279,599
Canada	-	34,423
Marine protected areas	27,163	294,138
Net assets released from restrictions	<u>\$ 167,670,992</u>	<u>\$ 135,098,415</u>

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE H -- Lease commitments

WildAid leases office space in San Francisco, California under an agreement which expires September 30, 2016.

WildAid leases various office facilities and equipment in Beijing, China, and the Galápagos Islands under noncancelable lease agreements expiring at various dates through 2016. The facility leases provide for various rate adjustments and renewal options.

Future minimum lease payments under the operating leases are due as follows:

<u>Years Ending December 31,</u>	
2014	\$ 126,496
2015	117,786
2016	<u>87,338</u>
	<u>\$ 331,620</u>

Total rent expense under all leases was \$125,545 and \$133,698 for the years ended December 31, 2013 and 2012.

NOTE I -- Retirement plan

WildAid maintains a qualified 401(k) retirement plan for all eligible employees. Employees may make contributions to the plan up to the maximum amount allowed by the Internal Revenue Code. WildAid made contributions to the plan of \$27,718 and \$20,934 for the years ended December 31, 2013 and 2012, respectively. WildAid adopted a Safe Harbor Amendment effective January 1, 2012, matching employee contributions up to a maximum of 4%.

NOTE J -- Cooperative agreement with World Wildlife Fund

In January of 2011, WildAid entered a cooperative agreement with the World Wildlife Fund (WWF) to fund and install a radar-based surveillance and monitoring systems at three specific sites within the Galápagos Marine Reserve. These systems are designed to reduce the incidence of illegal activities and improve the safety conditions for regular maritime traffic. The total value of the cooperative agreement was \$649,024, of which WildAid granted \$324,512 to WWF and WWF matched WildAid's investment at a 1:1 ratio. Under the agreement, WWF is responsible for administering contracts with the third-party radar vendor. In December of 2013, WWF confirmed completion of all work related to the project and that the systems were up and running. WildAid's final payment to WWF of \$162,256 was made in December of 2013. WildAid and WWF have cooperated on several projects in the Galápagos Islands since 2004.

See auditors' report.

WILDAID, INC.

NOTES TO FINANCIAL STATEMENTS (Continued)

December 31, 2013 and 2012

NOTE K -- Concentrations

During the year ended December 31, 2013, grants from two Foundations accounted for approximately 38% of total grants and awards revenue and support. During the year ended December 31, 2012, grants from two Foundations accounted for approximately 28% of total grants and awards revenue and support.

As of December 31, 2013, grant receivables from one institution and one foundation accounted for approximately 75% of total contributions and grants receivable, due primarily to a significant 3-year grant. As of December 31, 2012, contribution and grant receivables from one institution and one foundation accounted for approximately 67% of total contributions and grants receivable.

NOTE L -- Subsequent events

The date to which events occurring after December 31, 2013 have been evaluated for possible adjustments to the financial statements or disclosure is March 26, 2014, which is the date on which the financial statements were available to be issued.

See auditors' report.