Disclosure Statement Pursuant to Alternative Reporting Standard
Disclosure Guidelines for the Pink® Market

Specificity Inc.
8429 Lorraine Rd., Suite 377
Lakewood Ranch, FL 34202
813.364.4744
specificityinc.com
info@specificity.com
NAICS Code: 541810

(OTCQB: SPTY)

Quarterly Report

For the period ending June 30, 2025 (the "Reporting Period")

Outstanding Shares
The number of shares of our Common Stock issued and outstanding was 13,823,743 as of July 15, 2025 *(Quarter Ended June 30, 2025 was 13,637,870)*

Shell Status
Indicate by check mark whether the company is a shell company (as defined in Rule 405 of the Securities Act of 1933, Rule 12b-2 of the Exchange Act of 1934 and Rule 15c2-11 of the Exchange Act of 1934):

Yes: ☐ No: ☒

Indicate by check mark whether the company's shell status has changed since the previous reporting period:

Yes: ☐ No: ☒

Change in Control
Indicate by check mark whether a Change in Control[1] of the company has occurred during this reporting period:

Yes: ☐ No: ☒

1) Name and address(es) of the issuer and its predecessors (if any)

Issuer Name and History: Incorporated as Specificity, Inc. in Nevada on November 25, 2020.

Current State and Date of Incorporation or Registration: Registered in Florida as foreign corporation on April 30, 2021. Originally incorporated in Nevada on November 25, 2020.

Standing in this jurisdiction: (e.g. active, default, inactive): Active.

[1] "Change in Control" shall mean any events resulting in:

(i) Any "person" (as such term is used in Sections 13(d) and 14(d) of the Exchange Act) becoming the "beneficial owner" (as defined in Rule 13d-3 of the Exchange Act), directly or indirectly, of securities of the Company representing fifty percent (50%) or more of the total voting power represented by the Company's then outstanding voting securities;
(ii) The consummation of the sale or disposition by the Company of all or substantially all of the Company's assets;
(iii) A change in the composition of the Board occurring within a two (2)-year period, as a result of which fewer than a majority of the directors are directors immediately prior to such change; or
(iv) The consummation of a merger or consolidation of the Company with any other corporation, other than a merger or consolidation which would result in the voting securities of the Company outstanding immediately prior thereto continuing to represent (either by remaining outstanding or by being converted into voting securities of the surviving entity or its parent) at least fifty percent (50%) of the total voting power represented by the voting securities of the Company or such surviving entity or its parent outstanding immediately after such merger or consolidation.

Prior Incorporation Information for the issuer and any predecessors during the past five years: Incorporated in Nevada on November 25, 2020.

Describe any trading suspension or halt orders issued by the SEC or FINRA concerning the issuer or its predecessors since inception: None.

List any stock split, dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months: None.

Address of the issuer's principal executive office:
8429 Lorraine Rd., Suite 377, Lakewood Ranch, FL 34202

Address of the issuer's principal place of business:
☒ *Check if principal executive office and principal place of business are the same address:*

Has the issuer or any of its predecessors been in bankruptcy, receivership, or any similar proceeding in the past five years?

No: ☒ Yes: ☐ If Yes, provide additional details below:

2) Security Information

Transfer Agent

Name: West Coast Stock Transfer
Phone: (619) 664-4780
Email: frbrickell@wcsti.com
Address: 721 N. Vulcan Ave. Ste. 106, Encinitas, CA 92024

Publicly Quoted or Traded Securities:

Trading symbol:	SPTY	
Exact title and class of securities outstanding:	Common,	
CUSIP:	84752X101	
Par or stated value:	$0.001	
Total shares authorized:	50,000,000	as of date: June 30, 2025
Total shares outstanding:	13,637,870	as of date: June 30, 2025
Total number of shareholders of record:	156	as of date: June 30, 2025

Other classes of authorized or outstanding equity securities that do not have a trading symbol:

Exact title and class of the security:	Series A Preferred	
Par or stated value:	$0.001	
Total shares authorized:	1,000,000	as of date: June 30, 2025
Total shares outstanding:	1,000,000	as of date: June 30, 2025
Total number of shareholders of record:	1	as of date: June 30, 2025

Exact title and class of the security:	Series B Preferred	
Par or stated value:	$0.001	
Total shares authorized:	560,000	as of date: June 30, 2025

Total shares outstanding:	560,000	as of date: June 30, 2025
Total number of shareholders of record:	3	as of date: June 30, 2025

Security Description:

1. **For common equity, describe any dividend, voting and preemption rights.**

Common stockholders are entitled to one vote per share on all matters submitted to a vote of stockholders.

2. **For preferred stock, describe the dividend, voting, conversion, and liquidation rights as well as redemption or sinking fund provisions.**

Series A preferred stock is entitled to 80% of all voting rights available at the time of any vote. In the event of liquidation or dissolution of the Company, the holders of Series A preferred stock are entitled to share ratably in all assets remaining after payment of liabilities and have no liquidation preferences. Holders of Series A preferred stock have a right to convert each share of Series A into five shares of common stock.

Series B preferred stock does not have any voting rights. In the event of liquidation or dissolution of the Company, the holders of Series B preferred stock are entitled to share ratably in all assets remaining after payment of liabilities and have no liquidation preferences. Holders of Series B preferred stock have a right to convert each share of Series B on a prorate basis of exactly ten (10) percent of the issued and outstanding common stock of the Company.

3. **Describe any other material rights of common or preferred stockholders.**

None, except voting rights of Series A preferred stockholders as described above.

4. **Describe any material modifications to rights of holders of the company's securities that have occurred over the reporting period covered by this report.**

None.

3) Issuance History

A. Changes to the Number of Outstanding Shares for the two most recently completed fiscal years and any subsequent period.

Indicate by check mark whether there were any changes to the number of outstanding shares within the past two completed fiscal years:

No: ☐ Yes: ☒ (If yes, you must complete the table below)

Shares Outstanding Opening Balance: Date 1/1/2023 Common: 10,344,482 Preferred A: 1,000,000 Preferred B: 560,000									
Date of Transaction	**Transaction type (e.g., new issuance, cancellation, shares returned to treasury)**	**Number of Shares Issued (or cancelled)**	**Class of Securities**	**Value of shares issued ($/per share) at Issuance**	**Were the shares issued at a discount to market price at the time of issuance? (Yes/No)**	**Individual/ Entity Shares were issued to. ***You must disclose the control person(s) for any entities listed.**	**Reason for share issuance (e.g. for cash or debt conversion) - OR- Nature of Services Provided**	**Restricted or Unrestricted as of this filing.**	**Exemption or Registration Type.**
6/30/2023 – 12/31/2023	New Issuance	85,615	Common	$1.35	No	Tysadco Partners (Brian Loper)	Stock for Services	Restricted	Rule 144
11/29/2023	New Issuance – Strata Agreement	400,000	Common	$0.25	Yes	ClearThink Capital Partners LLC (Brian Loper)	Cash for Stock	Restricted	Rule 144
11/29/2023	New Issuance – Strata Agreement	200,000	Common	$0.25	Yes	ClearThink Capital Partners LLC (Brian Loper)	Stock Incentive Fee	Restricted	Rule 144
04/25/2023	New Issuance	50,000	Common	$1.25	No	LGH Investments, LLC (Lucas Hoppel)	Convertible Debt Consideration	Restricted	Rule 144
02/24/2023 – 12/31/2023	New Issuance – S1 Offering	136,341	Common	$1.50	No	Cede & Co.	Cash for Stock	Restricted	Rule 144
Shares Outstanding on Date of This Report: Ending Balance: Date 12/31/2023 Common: 11,216,438 Preferred: 1,000,000 Preferred B: 560,000									

Shares Outstanding Opening Balance: Date 1/1/2024 Common: 11,216,438 Preferred A: 1,000,000 Preferred B: 560,000									
Date of Transaction	**Transaction type (e.g., new issuance, cancellation, shares returned to treasury)**	**Number of Shares Issued (or cancelled)**	**Class of Securities**	**Value of shares issued ($/per share) at Issuance**	**Were the shares issued at a discount to market price at the time of issuance? (Yes/No)**	**Individual/ Entity Shares were issued to. ***You must disclose the control person(s) for any entities listed.**	**Reason for share issuance (e.g. for cash or debt conversion) - OR- Nature of Services Provided**	**Restricted or Unrestricted as of this filing.**	**Exemption or Registration Type.**
02/02/2024	New Issuance (One-Time)	100,000	Common	$0.50	Yes	LGH Investments, LLC (Lucas Hoppel)	Debt Conversion for Stock	Restricted	Rule 144
01/31/24–12/31/2024	New Issuance (Monthly Issuance)	118,975	Common	Various	No	Tysadco Partners (Brian Loper)	Stock for Services	Restricted	Rule 144
07/01/2024	New Issuance – 506 (home Q Shareholder)	50,000	Common	$0.75	No	Todd L. Greamo	Cash for Stock	Restricted	Rule 144
07/05/2024	New Issuance – 506 (home Q Shareholder)	13,334	Common	$0.75	No	Robert Foster	Cash for Stock	Restricted	Rule 144
08/14/2024	New Issuance – 506 (home Q Shareholder)	6,667	Common	$0.75	No	Robert Bonafiglio	Cash for Stock	Restricted	Rule 144
08/15/2024	New Issuance – 506 (home Q Shareholder)	20,000	Common	$0.75	No	Jacki Berry	Cash for Stock	Restricted	Rule 144
08/21/2024	New Issuance – 506 (home Q Shareholder)	20,000	Common	$0.75	No	Diane Carra	Cash for Stock	Restricted	Rule 144
08/21/2024	New Issuance – 506 (home Q Shareholder)	20,000	Common	$0.75	No	Anthony Carra	Cash for Stock	Restricted	Rule 144
08/21/2024	New Issuance – 506 (home Q Shareholder)	53,333	Common	$0.75	No	John Faria	Cash for Stock	Restricted	Rule 144
09/09/2024	New Issuance – 506 (home Q Shareholder)	10,000	Common	$0.75	No	William Tatro	Cash for Stock	Restricted	Rule 144
09/25/2024	New Issuance – 506 (home Q Shareholder)	6,667	Common	$0.75	No	Michael Tatro	Cash for Stock	Restricted	Rule 144

09/30/2024	New Issuance – 506 (home Q Shareholder)	13,334	Common	$0.75	No	James Hall	Cash for Stock	Restricted	Rule 144
10/24/2024	New Issuance – 506 (home Q Shareholder)	10,000	Common	$0.75	No	Trenton & Sandra Adams 2006 Trust	Cash for Stock	Restricted	Rule 144
11/20/2024	New Issuance – 506 (home Q Shareholder)	13,334	Common	$0.75	No	John Economou	Cash for Stock	Restricted	Rule 144
12/16/2024	New Issuance – 506 (home Q Shareholder)	13,334	Common	$0.75	No	Charlene Anderson	Cash for Stock	Restricted	Rule 144
12/31/2024	New Issuance (Subscription Receivable)	6,667	Common	$0.75	No	Gordon Forsberg	Cash for Stock	Restricted	Rule 144
12/31/2024	New Issuance (Subscription Receivable)	6,667	Common	$0.75	No	Cheryl Anderson	Cash for Stock	Restricted	Rule 144
12/31/2024	New Issuance (Subscription Receivable)	30,294	Common	$0.75	No	Todd L. Greamo	Cash for Stock	Restricted	Rule 144
11/20/2024	New Issuance	1,800,000	Common	$0.86	No	HomeQ	Stock Consideration for Asset Deal	Restricted	Rule 144
12/31/2024	New Issuance	10,500	Common	$1.25	No	Clear Think Capital Partners, LLC	Cash	Restricted	Rule 144
Shares Outstanding on Date of This Report: Ending Balance: Date 12/31/2024 Common: 13,539,544 Preferred: 1,000,000 Preferred B: 560,000									

B. Promissory and Convertible Notes

Indicate by check mark whether there are any outstanding promissory, convertible notes, convertible debentures, or any other debt instruments that may be converted into a class of the issuer’s equity securities:

No: ☐ Yes: ☒ (If yes, you must complete the table below)

Date of Note Issuance	**Outstanding Balance ($)**	**Principal Amount at Issuance ($)**	**Interest Accrued ($)**	**Maturity Date**	**Conversion Terms (e.g. pricing mechanism for determining conversion of instrument to shares)**	**Name of Noteholder.** ***** You must disclose the control person(s) for any entities listed.**	**Reason for Issuance (e.g. Loan, Services, etc.)**
04/25/2023	$209,671	$220,000	$75,777	March 24, 2024 (in Default, no action by Lender intends to convert)	Convertible at 01.50 per $1.00 in debt outstanding	LGH Investments, LLC	Working Capital Bridge Loan

4) Issuer's Business, Products and Services

Business Overview

Specificity, Inc. (hereinafter referred to as the "Company") was incorporated in the State of Nevada on November 25, 2020 ("Inception"). The Company's principal headquarters is located at 8429 Lorraine Rd., Suite 377, Lakewood Ranch, FL 34202.

The Company is a full service digital marketing firm that delivers cutting-edge marketing solutions to identify and market in real-time to potential customers who are actively in the buying cycle. The Company's digital marketing solutions focus on Business to Business ("B2B") and Business to Consumer ("B2C") consumer markets and give small and medium sized businesses a fair chance to capture online traffic. The Company's underlying technology solution utilizes BiToS and Mobile Advertising Identifiers (MAIDs) to build audiences, effectively eliminating bot traffic and ad waste and produces real-time messaging opportunities to reach target audiences more efficiently than broad based market messaging platforms. The Company also implements intuitive ad sequencing, audience ID technology, Artificial Intelligence ("AI") integration, saturation modeling, conversion funneling, Customer Relationship Management ("CRM") integration, traffic resolution, and comprehensive analytics reporting.

The Company's digital marketing capabilities were acquired through organic development in-house and through its efforts as a tech incubator and early adopter of innovative marketing tools. The Company principally generates revenue from its primary digital marketing solution; however, it has three other digital marketing solutions for which development is in varying stages of completion and/or waiting to be deployed to the marketplace. Refer to Note 3 – Revenue from Contracts with Customers for additional discussion about our digital marketing solution offerings.

A. List any subsidiaries, parent company, or affiliated companies.

None.

B. Describe the issuers' principal products or services.

The Company offers three digital marketing solutions within its single segment business.

1. ***Tradigital Partners - White-Label Digital Marketing Solutions for Ad Agencies.*** Tradigital Partners is a specialized white-label digital marketing service designed exclusively for advertising agencies to partner their traditional campaigns with digital. This solution allows agencies to expand their service offerings by providing cutting-edge digital marketing solutions under their own brand, without the need for in-house expertise or infrastructure.

2. ***Put-Thru - Enterprise-Grade Digital Marketing, Scaled for SMBs.*** Put-Thru is a digital marketing tech stack designed specifically for small and medium-sized businesses (SMBs). Unlike enterprise-level marketing platforms that require significant investment and expertise, Put-Thru delivers powerful digital advertising solutions at an affordable price point, helping SMBs compete with larger brands.

3. ***Pickpocket - DIY Digital Marketing Platform for Small Business Owners.*** Pickpocket is a do-it-yourself (DIY) digital marketing platform built for small business owners who want to take control of their advertising efforts while cutting out the waste of audiences that don't make sense for their product or service. Designed for businesses with annual revenues between $500,000 and $5 million, Pickpocket leverages behavior-based ID technology to help users build ideal customer profiles and directly target potential buyers through their mobile devices. The main goal of Pickpocket is to directly target your competitors. Although fully developed, Pickpocket has not yet generated revenue, presenting an opportunity for future monetization strategies, including subscriptions, performance-based pricing, or value-added services.

Adhoc marketing services are available on a fee for service basis and include email marketing, automated marketing, content marketing, social media content creation, digital production marketing, branding standards, logo creation, website creature, brochure creation, print marketing, targeted print campaigns, Google and Bind display ads, Google and Bing pay per click campaigns, Google local service ads, Test (SMS) campaigns, search engine optimization, blog creation, voice marketing, radio commercial creation, influencer marketing collaboration and proximity marketing.

Specificity utilizes the only accessible first party device graph to legally identify high intent audiences and serve ads.

5) Issuer's Facilities

We have an office at 8429 Lorraine Rd., Suite 377, Lakewood Ranch, FL 34202. We deliver all of our digital marketing solutions on a remote basis to our customers.

6) All Officers, Directors, and Control Persons of the Company

Names of All Officers, Directors, and Control Persons	Affiliation with Company (e.g. Officer Title /Director/Owner of 5% or more)	Residential Address (City / State Only)	Number of shares owned	Share type/class	Ownership Percentage of Class Outstanding	Names of control person(s) if a corporate entity
Jason Wood	Founder, Chairman and CEO	Tampa, FL	6,158,885	Common	45.2%	NA
Jason Wood	CEO	Tampa, FL	1,000,000	Series A Preferred	100.0%	NA
William Anderson	Former Director and COO (Retired July 2024)	Tampa, FL	320,000	Common	2.3%	NA
Richard Berry	COO (Hired November 2024)	Phoenix, AZ	477,873	Common	3.5%	NA
Kevin Frisbie	Director and Chief Revenue Officer	Tampa, FL	408,000	Series B Preferred	72.8% (or 90.7% including indirect beneficial interest held by son)	NA

7) Legal/Disciplinary History

A. Identify and provide a brief explanation as to whether any of the persons or entities listed above in Section 6 have, <u>in the past 10 years</u>:

1. Been the subject of an indictment or conviction in a criminal proceeding or plea agreement or named as a defendant in a pending criminal proceeding (excluding minor traffic violations);

   No: ☒ Yes: ☐ (if yes, provide an explanation)

2. Been the subject of the entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, financial- or investment-related, insurance or banking activities;

   No: ☒ Yes: ☐ (if yes, provide an explanation)

3. Been the subject of a finding, disciplinary order or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, a state securities regulator of a violation of federal or state securities or commodities law, or a foreign regulatory body or court, which finding or judgment has not been reversed, suspended, or vacated;

   No: ☒ Yes: ☐ (if yes, provide an explanation)

4. Named as a defendant or a respondent in a regulatory complaint or proceeding that could result in a "yes" answer to part 3 above; or

   No: ☒ Yes: ☐ (if yes, provide an explanation)

5. Been the subject of an order by a self-regulatory organization that permanently or temporarily barred, suspended, or otherwise limited such person's involvement in any type of business or securities activities.

   No: ☒ Yes: ☐ (if yes, provide an explanation)

6. Been the subject of a U.S Postal Service false representation order, or a temporary restraining order, or preliminary injunction with respect to conduct alleged to have violated the false representation statute that applies to U.S mail.

   No: ☒ Yes: ☐ (if yes, provide an explanation)

B. Describe briefly any material pending legal proceedings, other than ordinary routine litigation incidental to the business, to which the issuer or any of its subsidiaries is a party to or of which any of their property is the subject. Include the name of the court or agency in which the proceedings are pending, the date instituted, the principal parties thereto, a description of the factual basis alleged to underlie the proceeding and the relief sought. Include similar information as to any such proceedings known to be contemplated by governmental authorities.

   <u>None</u>

8) Third Party Service Providers

<u>Securities Counsel (must include Counsel preparing Attorney Letters)</u>.

Name:	William Eilers, Esq.
Firm Name:	Smith Eilers, PLC
Address 1:	149 S. Lexington Ave
Address 2:	Asheville, NC 28803
Phone:	561.484.7172
Email:	info@smitheilers.com

Accountant or Auditor

Name: Carlos Martinez
Firm: CM3 Advisory
Address 1: 750 B Street, Suite 1920
Address 2: San Diego, CA 92101
Phone: 858.247.2361
Email: cmartinez@cm3advisory.com

Investor Relations

Name: Stephen Hart
Firm: ClearThink Corporate Development Advisory
Address 1: 2701 NW Boca Raton Boulevard, Suite 218
Address 2: Boca Raton, FL 33431
Phone: 561.807.9010
Email: nyc@clearthink.capital

All other means of Investor Communication:

X (Twitter): https://x.com/specificityinc
Discord: NA
LinkedIn https://www.linkedin.com/company/specificity/
Facebook: https://www.facebook.com/specificityinc

Other Service Providers
Provide the name of any other service provider(s) that **that assisted, advised, prepared, or provided information with respect to this disclosure statement**. This includes counsel, broker-dealer(s), advisor(s), consultant(s) or any entity/individual that provided assistance or services to the issuer during the reporting period.

Name: Kito Mussa
Firm: Mussa & Associates PLLC CPAs
Nature of Services: Financial Reporting & Consulting
Address 1: 2440 Research Blvd, Suite 440
Address 2: Rockville, MD 20850
Phone: 703.755.0117
Email: kmussa@mapllc.cpa

9) Disclosure & Financial Information

A. This Disclosure Statement was prepared by (name of individual):

Name: Kito Mussa
Title: Financial Reporting Consultant
Relationship to Issuer: Outside Financial Advisor

B. The following financial statements were prepared in accordance with:

☐ IFRS

☒ U.S. GAAP

C. The following financial statements were prepared by (name of individual):

Name: Kito Mussa
Title: Financial Reporting Consultant
Relationship to Issuer: Consultant
Describe the qualifications of the person or persons who prepared the financial statements:[2] CPA/CFF, CGMA, MBA

10) Issuer Certification

Principal Executive Officer:

I, Jason A. Wood certify that:

1. I have reviewed this Quarterly Disclosure Statement for Specificity Inc;

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

_____ August 23, 2025

_____ /s/ Jason Wood

Principal Financial Officer:

I, Jason A. Wood certify that:

1. I have reviewed this Quarterly Disclosure Statement for Specificity Inc.;

2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and

3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

_____ August 23, 2025

_____ /s/ Jason Wood

[2] The financial statements requested pursuant to this item must be prepared in accordance with US GAAP or IFRS and by persons with sufficient financial skills.

Specificity, Inc.

(A Nevada Corporation)

INTERIM FINANCIAL STATEMENTS

As of June 30, 2025 and December 31, 2024 and

For the Three and Six Month Periods Ended June 30, 2025 and 2024

SPECIFICTY, INC.
INTERIM FINANCIAL STATEMENTS
AS OF JUNE 30, 2025 AND DECEMBER 31, 2024
AND FOR THE THREE MONTH PERIODS ENDED JUNE 30, 2025 AND 2024

INDEX TO INTERIM FINANCIAL STATEMENTS

SPECIFICITY, INC
Balance Sheets
(Expressed in U.S. Dollars)

	JUNE 30, 2025	DECEMBER 31, 2024
	(Unaudited)	
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	$ 7,508	$ 3,413
Accounts receivable, net of allowance for doubtful accounts	5,000	-
Prepaid and other current assets	11,250	3,840
Total current assets	23,758	7,253
NONCURRENT ASSETS		
Property and equipment, net	582	1,047
Intangibles, net	1,550,246	1,550,996
TOTAL ASSETS	$ 1,574,586	$ 1,559,296
LIABILITIES AND STOCKHOLDERS' DEFICIT		
CURRENT LIABILITIES		
Working capital funding loans	$ 253,396	$ 165,896
Accounts payable and accrued expenses	247,182	173,941
Accrued payroll, taxes, benefits and penalties	325,154	233,898
Accrued interest payable - related party	125,000	100,000
Convertible note payable, net of discount	209,671	209,671
Related party advances	164,564	295,669
Total current liabilities	1,324,967	1,179,075
NON-CURRENT LIABILITIES		
Related party notes payable (Pickpocket)	1,000,000	1,000,000
TOTAL LIABILITIES	2,324,967	2,179,075
COMMITMENTS AND CONTINGENCIES (Note 12)		
STOCKHOLDERS' DEFICIT		
Preferred stock, Series A, $0.001 par value; 1,000,000 shares authorized; shares issued and outstanding were 1,000,000, respectively	1,000	1,000
Preferred stock, Series B, $0.001 par value; 560,000 shares authorized; shares issued and outstanding were 560,000, respectively	450,260	450,260
Common stock, $0.001 par value; 50,000,000 shares authorized issued and outstanding were 13,637,870 and 13,539,544, respectively	13,638	13,539
Stock Subscription	-	(32,720)
Additional paid-in capital	7,086,622	7,030,034
Accumulated deficit	(8,301,901)	(8,081,892)
Total stockholders' deficit	(750,381)	(619,779)
TOTAL LIABILITIES AND STOCKHOLDERS' DEFICIT	$ 1,574,586	$ 1,559,296

See accompanying notes to the financial statements.

SPECIFICITY, INC
Statements of Operations
(Expressed in U.S. Dollars)

	THREE MONTHS ENDED JUNE 30,		SIX MONTHS END JUNE 30,	
	2025	2024	2025	2024
	(Unaudited)			
Revenues, net	$ 266,300	$ 234,690	$ 564,350	$ 633,551
Cost of services	154,929	128,136	309,705	242,795
Gross profit	111,371	106,554	254,645	390,756
Operating expenses:				
Sales and marketing	26,391	26,566	83,122	53,143
Capital raise promotion expense	5,906	5,146	9,796	18,475
General and administrative expenses	139,686	109,268	343,835	312,863
Share-based compensation expense	6,118	-	11,686	-
Depreciation and amortization	563	1,622	1,215	6,742
Total operating expenses	178,664	142,602	449,654	391,223
Loss from operations	(67,293)	(36,048)	(195,009)	(467)
Other expense:				
Interest expense	-	-	-	(18,910)
Interest expense - related party	(12,500)	(12,500)	(25,000)	(25,000)
Loss on extinguishment of debt	-	-	-	(11,409)
Loss on termination of operating lease	-	-	-	(29,242)
Total other expense	(12,500)	(12,500)	(25,000)	(84,561)
Loss before provision for income taxes	(79,793)	(48,548)	(220,009)	(85,028)
Provision for income taxes	-	-	-	
Net loss	$ (79,793)	$ (48,548)	$ (220,009)	$ (85,028)
Basic and diluted loss per share	$ (0.01)	$ (0.00)	$ (0.02)	$ (0.01)
Basic and diluted weighted average shares outstanding	13,603,212	11,377,993	13,654,011	11,336,267

See accompanying notes to the financial statements.

SPECIFICITY, INC

Statements of Stockholders' Deficit
For the Three and Six Months Ended June30, 2025 and 2024
(Expressed in U.S. Dollars)

	Preferred Stock, Series A		Preferred Stock, Series B		Common Stock		Additional Paid-In Capital	Subscription Receivable	Accumulated Deficit	Total
(Three Months Ended June 30, 2024)	Issued	Amount	Issued	Amount (Unaudited)	Issued	Amount				
Balances, March 31, 2024	1,000,000	$ 1,000	560,000	$ 450,260	11,339,009	$ 11,339	$ 5,188,781	$ -	$ (7,503,111)	$ (1,851,731)
Common stock issued in exchange for services rendered	-	-	-	-	50,433	50	22,450		-	22,500
Net loss	-	-	-	-	-	-	-	-	(48,548)	(48,548)
Balances, June 30, 2024	1,000,000	$ 1,000	560,000	$ 450,260	11,389,442	$ 11,389	$ 5,211,231	$ -	$ (7,551,659)	$ (1,877,779)

	Preferred Stock, Series A		Preferred Stock, Series B		Common Stock		Additional Paid-In Capital	Subscription Receivable	Accumulated Deficit	Total
(Six Months Ended June 30, 2024)	Issued	Amount	Issued	Amount (Unaudited)	Issued	Amount				
Balances, December 31, 2023	1,000,000	$ 1,000	560,000	$ 450,260	11,216,438	$ 11,216	$ 5,116,403	$ -	$ (7,466,631)	$ (1,887,752)
Common stock issued in partial convertible note conversion	-	-	-	-	100,000	100	49,900	-	-	50,000
Common stock issued in exchange for services rendered	-	-	-	-	73,004	73	44,928		-	45,001
Net loss	-	-	-	-	-	-	-	-	(85,028)	(85,028)
Balances, June 30, 2024	1,000,000	$ 1,000	560,000	$ 450,260	11,389,442	$ 11,389	$ 5,211,231	$ -	$ (7,551,659)	$ (1,877,779)

	Preferred Stock, Series A		Preferred Stock, Series B		Common Stock		Paid-In Capital	Subscription Receivable	Accumulated Deficit	Total
(Three Months Ended June 30, 2025)	Issued	Amount	Issued	Amount (Unaudited)	Issued	Amount				
Balances, March 31, 2025	1,000,000	$ 1,000	560,000	$ 450,260	13,588,714	$ 13,589	$ 7,058,053	$ -	$ (8,222,108)	$ (699,206)
Common stock issued in exchange for services rendered	-	-	-	-	38,656	39	22,461		-	22,500
Common stock issued as compensation to employee	-	-	-	-	10,500	10	6,108		-	6,118
Net loss	-	-	-	-	-	-	-	-	(79,793)	(79,793)
Balances, June 30, 2025	1,000,000	$ 1,000	560,000	$ 450,260	13,637,870	$ 13,638	$ 7,086,622	$ -	$ (8,301,901)	$ (750,381)

	Preferred Stock, Series A		Preferred Stock, Series B		Common Stock		Additional Paid-In Capital	Subscription Receivable	Accumulated Deficit	Total
(Six Months Ended June 30, 2025)	Issued	Amount	Issued	Amount (Unaudited)	Issued	Amount				
Balances, December 31, 2024	1,000,000	$ 1,000	560,000	$ 450,260	13,539,544	$ 13,539	$ 7,030,034	$ (32,720)	$ (8,081,892)	$ (619,779)
Common stock issued in connection with 506 offering	-	-	-	-	-	-	-	32,720	-	32,720
Common stock issued in exchange for services rendered	-	-	-	-	77,326	78	44,922	-	-	45,000
Common stock issued as compensation to employee	-	-	-	-	21,000	21	11,666		-	11,687
Net loss	-	-	-	-	-	-	-	-	(220,009)	(220,009)
Balances, June 30, 2025	1,000,000	$ 1,000	560,000	$ 450,260	13,637,870	$ 13,638	$ 7,086,622	$ -	$ (8,301,901)	$ (750,381)

See accompanying notes to the financial statements.

SPECIFICITY, INC
Statements of Cash Flows
(Expressed in U.S. Dollars)

	SIX MONTHS END JUNE 30, 2025	2024
	(Unaudited)	
CASH FLOWS FROM OPERATING ACTIVITIES:		
Net loss	$ (220,009)	$ (85,028)
Adjustments to reconcile net income to net cash used in operating activities:		
Depreciation expense	465	2,496
Amortization of intangibles	750	4,246
Loss on extinguishment of debt	-	11,409
Loss on termination of operating lease	-	29,242
Share-based compensation expense	11,687	-
Changes in operating liabilities:		
Accounts receivable	(5,000)	4,000
Prepaid expenses and other current assets	(7,409)	(831)
Accounts payable and accrued expenses	118,241	80,748
Accrued liabilities	91,255	(54,415)
Accrued interest payable	-	6,530
Deferred revenue	-	(53,000)
Accrued interest payable - related party	25,000	25,000
Net cash provided by (used in) operating activities	14,980	(29,603)
CASH FLOWS FROM FINANCING ACTIVITIES:		
Proceeds from working capital funding loans	-	38,125
Repayments of working capital funding loans	-	(52,143)
Strata agreement working capital advances	87,500	-
Advances from related party	51,750	1,669
Repayments to related party	(182,855)	-
Proceeds from sale of common stock (private placement)	32,720	-
Net cash used in financing activities	(10,885)	(12,349)
NET CHANGE IN CASH AND CASH EQUIVALENTS	4,095	(41,952)
CASH AND CASH EQUIVALENTS, beginning of period	3,413	49,149
CASH AND CASH EQUIVALENTS, end of period	$ 7,508	$ 7,197

	SIX MONTHS END JUNE 30, 2024	2023
	(Unaudited)	
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION:		
Cash paid for:		
Interest	$ -	$ -
Income taxes	$ -	$ -
NON-CASH FINANCING ACTIVITIES:		
Common stock issued in exchange for services rendered	$ 45,000	$ 45,000
Common stock issued in partial convertible note conversion	$ -	$ 50,000
Common stock issued to employees as compensation	$ 11,687	$ -

See accompanying notes to the financial statements.

NOTE 1 - ORGANIZATION AND DESCRIPTION OF BUSINESS

Specificity, Inc. (hereinafter referred to as the "Company") was incorporated in the State of Nevada on November 25, 2020 ("Inception"). The Company's principal headquarters is located at 8429 Lorraine Rd., Suite 377, Lakewood Ranch, FL 34202.

The Company is a full service digital marketing firm that delivers cutting-edge marketing solutions to identify and market in real-time to potential customers who are actively in the buying cycle. The Company's digital marketing solutions focus on Business to Business ("B2B") and Business to Consumer ("B2C") consumer markets and give small and medium sized businesses a fair chance to capture online traffic. The Company's underlying technology solution utilizes BiToS and Mobile Advertising Identifiers (MAIDs) to build audiences, effectively eliminating bot traffic and ad waste and produces real-time messaging opportunities to reach target audiences more efficiently than broad based market messaging platforms. The Company also implements intuitive ad sequencing, audience ID technology, Artificial Intelligence ("AI") integration, saturation modeling, conversion funneling, Customer Relationship Management ("CRM") integration, traffic resolution, and comprehensive analytics reporting.

The Company's digital marketing capabilities were acquired through organic development in-house and through its efforts as a tech incubator and early adopter of innovative marketing tools. The Company principally generates revenue from its primary digital marketing solution; however, it has three other digital marketing solutions for which development is in varying stages of completion and/or waiting to be deployed to the marketplace. Refer to Note 3 – Revenue from Contracts with Customers for additional discussion about our digital marketing solution offerings.

NOTE 2 – GOING CONCERN

The Company is a development stage corporation. The Company has performed an annual assessment of its ability to continue as a going concern as required under Financial Accounting Standards Board ("FASB") Accounting Standards Update ("ASU") No. 2014-15, Presentation of Financial Statements – Going Concern ("ASU No. 2014-15") and concluded that the ability of the Company to continue as a going concern is dependent upon the Company's ability to increase revenues and raise additional funds to implement its full business plan.

The Company's unaudited financial statements have been prepared assuming that it will continue as a going concern, which contemplates continuity of operations and liquidation of liabilities in the normal course of business. As reflected in the financial statements, the Company has $1,574,586 in assets, and an accumulated deficit and working capital deficit of $8,301,901 and $1,301,209, respectively, as of June 30, 2025, and incurred a net loss and cash provided by operations of $220,009 and $14,980, respectively, for the six month period ended June 30, 2025. These circumstances raise substantial doubt about the Company's ability to continue as a going concern for a period of 12 months from the date of this report. Although the Company has generated revenue from contracts with customers since its inception, the Company has reported a cumulative net loss due to costs associated with sale growth initiatives and capital raises.

In the interim, the Company raised capital through short term bridge loans and also entered into a 24-month Strata Purchase Agreement ("Strata Agreement") with a private investor who committed to purchase up to $5,000,000 of the Company's registered common stock (see Note 9 – Strata Purchase Agreement). The Company intends to leverage this Strata Agreement to raise equity necessary to execute its full business plan.

The ability of the Company to continue as a going concern is dependent on its ability to implement the business plan, raise capital, and generate sufficient revenues to generate positive net income and cash flow. There is no guarantee that the Company will ever be able to raise sufficient capital or generate a level of revenue to sustain its operations. The unaudited financial statements do not include any adjustments that might be necessary if the Company is unable to continue as a going concern.

NOTE 3 - SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Basis of Presentation

The Company's unaudited interim financial statements have been prepared in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP") and pursuant to the rules and regulations of the United States Securities and Exchange Commission ("SEC"). Certain information and disclosures normally included in annual financial statements prepared in accordance with US GAAP have been condensed or omitted pursuant to such rules and regulations. In the opinion of management, all adjustments and disclosures necessary for a fair presentation of these unaudited interim financial statements have been included. Such adjustments consist of normal recurring adjustments. These unaudited interim financial statements should be read in conjunction with the audited financial statements of the Company for the year ended December 31, 2024 as reported on Form 10-K. The results of operations for the three and six month period ended June 30, 2025 are not indicative of the results that may be expected for the full year.

Reportable Operating Segments

The Company operates its digital marketing business as a single segment business. The Company considers a combination of factors when evaluating the composition of potential reportable segments, including the results regularly provided to our Chief Executive Officer, who is our chief operating decision maker, economic characteristics of our digital marketing services offered, classes of clients (when applicable), geographic considerations (e.g. United States versus the rest of the world), and regulatory environment considerations (if applicable).

Use of Estimates

The preparation of financial statements in conformity with U.S. GAAP and pursuant to SEC rules and regulations 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 the financial statements and the reported amount of revenues and expenses during the reporting period. Actual results could differ from those estimates. The Company's significant estimates include the valuation of share-based compensation, embedded derivatives within convertible note issuances, and allowance against deferred tax assets.

Revenue from Contracts with Customers

The Company's performance obligation, associated with digital marketing solutions generally consist of the promise to deliver digital marketing services. Digital marketing solutions are delivered as a service and as such the performance obligation is complete once marketing tools or solutions are made available to the customer, or as determined by the specific terms of the contract, if applicable. The Company charges its clients a fixed monthly retainer for its services and such retainer is automatically renewed on a monthly basis on the first of the month unless cancelled by the client in accordance with the terms of the service agreement. If any customer pays for digital marketing services in advance, those payments are initially recorded as deferred revenue and then recognized as revenue when digital marketing services are delivered. As of June 30, 2025 and December 31, 2024, the Company had no deferred revenue recorded.

The Company's standard sales terms generally do not generally allow for a right of return due to the nature of digital marketing services. After completion of the Company's performance obligation, there is an unconditional right to consideration as outlined in the contract. Revenue is recognized when performance obligations under the terms of the contracts with customers are satisfied.

The Company offers these three digital marketing solutions for its customers to choose from.

1. ***Tradigital Partners - White-Label Digital Marketing Solutions for Ad Agencies.*** Tradigital Partners is a specialized white-label digital marketing service designed exclusively for advertising agencies to partner their traditional campaigns with digital. This solution allows agencies to expand their service offerings by providing cutting-edge digital marketing solutions under their own brand, without the need for in-house expertise or infrastructure.

2. ***Put-Thru - Enterprise-Grade Digital Marketing, Scaled for SMBs.*** Put-Thru is a digital marketing tech stack designed specifically for small and medium-sized businesses ("SMBs"). Unlike enterprise-level marketing platforms that require significant investment and expertise, Put-Thru delivers powerful digital advertising solutions at an affordable price point, helping SMBs compete with larger brands.

3. ***Pickpocket - DIY Digital Marketing Platform for Small Business Owners.*** Pickpocket is a do-it-yourself digital marketing platform built for small business owners who want to take control of their advertising efforts while cutting out the waste of audiences that don't make sense for their product or service. Designed for businesses with annual revenues between$500,000 and $5 million, Pickpocket leverages behavior-based ID technology to help users build ideal customer profiles and directly target potential buyers through their mobile devices. The main goal of Pickpocket is to directly target your competitors. Although fully developed, Pick Pocket has not yet generated revenue, presenting an opportunity for future monetization strategies, including subscriptions, performance-based pricing, or value-added services.

Adhoc marketing services are available on a fee for service basis and include email marketing, automated marketing, content marketing, social media content creation, digital production marketing, branding standards, logo creation, website creature, brochure creation, print marketing, targeted print campaigns, Google and Bind display ads, Google and Bing pay per click campaigns, Google local service ads, Test campaigns, search engine optimization, blog creation, voice marketing, radio commercial creation, influencer marketing collaboration and proximity marketing.

Concentration of Credit Risk

Cash and cash equivalents are maintained at financial institutions and, at times, balances may exceed federally insured limits of $250,000 per institution that pays Federal Deposit Insurance Corporation insurance premiums. The Company has never experienced any losses related to these balances.

Fair Value Measurements

The Company follows FASB ASC 820, Fair *Value Measurements and Disclosures* ("ASC 820") to measure and disclosure the fair value of its financial instruments. ASC 820 establishes a framework for measuring fair value in U.S. GAAP and expands disclosures about fair value measurements and establishes a fair value hierarchy which prioritizes the inputs to valuation techniques used to measure fair value into three broad levels. The three levels of fair value hierarchy defined by ASC 820 are described below:

Level 1 Quoted market prices available in active markets for identical assets or liabilities as of the reporting date.

Level 2 Pricing inputs other than quoted prices in active markets included in Level 1, which are either directly or indirectly observable as of the reporting date.

Level 3 Pricing inputs that are generally unobservable inputs and not corroborated by market data.

Financial assets are considered Level 3 when their fair values are determined using pricing models, discounted cash flow methodologies or similar techniques and at least one significant model assumption or input is unobservable.

The fair value hierarchy gives the highest priority to quoted prices (unadjusted) in active markets for identical assets or liabilities and the lowest priority to unobservable inputs. If the inputs used to measure the financial assets and liabilities fall within more than one level described above, the categorization is based on the lowest level input that is significant to the fair value measurement of the instrument.

The carrying amounts reported in the Company's financial statements for cash, accounts receivable, prepaids and other current assets, accounts payable, etc. approximate their fair value because of the immediate or short-term mature of these financial instruments.

Per Share Information

Basic net income (loss) per common share is computed by dividing net income (loss) by the weighted average number of shares of common stock outstanding during the year. Diluted net income (loss) per common share is computed by dividing net income (loss) by the weighted average number of shares of common stock outstanding during the period, increased by the potentially dilutive common shares that were outstanding during the period. See Note 11 for additional information.

New Accounting Pronouncements

The FASB issues ASUs to amend the authoritative literature in ASC. There have been a number of ASUs to date that amend the original text of ASC. The Company believes 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 significant impact on the Company.

NOTE 4 – RELATED PARTY TRANSACTIONS

Employment Agreements

On January 1, 2021, the Company entered into a 1-year employment agreement ("Agreement") with Mr. Jason Wood, the Company's Chief Executive Officer ("CEO"). The Agreement renews automatically on an annual basis. If the CEO is terminated without cause, then the remaining current contract year shall be paid upon termination. The Company currently pays the CEO's personal living expenses in lieu of a direct salary. During the three month period ended June 30, 2025 and 2024, the Company paid compensation totaling approximately $0 and $24,137, respectively. During the six month period ended June 30, 2025 and 2024, the Company paid compensation totaling approximately $5,075 and $76,147, respectively.

Related Party Notes Payable (Pickpocket)

On January 13, 2021, the Company entered into a share purchase agreement with the Company's CEO to acquire an 80% equity interest in Pickpocket Inc. ("Pickpocket") for a purchase price of $1 million and paid consideration in the form of a promissory note bearing simple interest at a rate of 5% per annum. As of the date of acquisition, Pickpocket did not have any operations or significant assets. Upon acquisition, the Company expensed the purchase price as compensation to the officer. The transaction was accounted for on a carryover basis as the CEO was the controlling shareholder in both entities. As of June 30, 2025 and December 31, 2024, the Company has accrued interest of $75,000 and $50,000, respectively, included within accrued interest – related party on the accompanying balance sheets. During the six month period ended June 30, 2025, there were no changes in terms or conditions under the Picketpocket share purchase agreement. As of June 30, 2025 and December 31, 2024, related party notes payable was $1,000,000, respectively, and reported on the accompanying balance sheets.

Executive Officer Advances to the Company (Related Party Advances)

The Company's CEO provided unsecured credit advances to the Company to fund payroll and digital marketing platform operating costs in between financing rounds. These advances do not incur interest and are due on demand. During the six month period ended June 30, 2025 and 2024, the shareholder advances were $51,750 and $11,668, respectively. During the six month period ended June 30, 2025 and 2024, the shareholder advance repayments were $182,876 and $0, respectively. As of June 30, 2025 and December 31, 2024, cumulative unpaid credit advances were $164,564 and $295,669, respectively.

NOTE 5 – WORKING CAPITAL FUNDING LOANS

The Company finances short term working capital requirements in between capital raises by entering into secured borrowing agreements for which future receivables are pledged to repay these short-term obligations. Funding is generally nonrecourse one-time fixed amount financing arrangements and contain a performance and personal guarantee by the CEO and COO. Repayments are made generally on a weekly basis out of available daily deposits until the financing has been repaid in full. Future sales of revenues are not within the scope of ASC 860 (Transfers and Servicing of Financial Assets), as such these arrangements are accounted for under ASC 470 (Debt) as short term working capital loans. Accordingly, these working capital funding loans are reported current liabilities on the balance sheets. Upon receipt of financing proceeds the Company recognizes a liability equal to the loan proceeds received and accrued interest payable equal to the spread between total agreed upon repayments and the cash loan proceeds. Working capital funding loans consisted of the following:

	JUNE 30, 2025 (Unaudited)	DECEMBER 31, 2024
NewCo Capital Group Future Revenue Purchase Agreement dated March 3, 2023 (1)	$ 40,630	$ 40,630
Parkside Funding Group LLC Revenue Purchase Agreement dated August 3, 2023 (2)	49,284	49,284
Funding Futures Revenue Purchase Agreement dated February 27, 2024 (3)	25,982	25,982
ClearThink Capital Partners LLC (4)	137,500	50,000
Total working capital funding loans	$ 253,396	$ 165,896

(1) On March 2, 2023, the Company entered into a future revenue purchase agreement and received proceeds of $120,000 (net of underwriting and original fees of $7,200) for which $169,200 will be repaid in 36 weekly installments of $4,700, with a minimum payment of 10% of banking deposits. This working capital loan is secured by substantially all of the Company's assets and a personal guarantee by the Company's CEO and COO. The percentage purchased factor representing interest expense under this arrangement was approximately 29.1% (including underwriting fees, origination fees and financing spread). In the event of default, the Company may be required to pay additional fees of 30% of the unpaid balance to cover legal fees required by the third party to pursue collection in the event of default.

(2) On August 3, 2023, the Company entered into a future revenue purchase agreement and received proceeds of $57,000 (net of $3,000 in underwriting fees) for which $84,000 will be repaid in weekly installments of $3,231 with a minimum payment of 22% of banking deposits. This working capital loan is secured by substantially all of the Company's assets and a personal guarantee by the Company's CEO and COO. The percentage purchased factor representing interest expense under this arrangement was approximately 32.1% (including underwriting fees, origination fees and financing spread). In the event of default, the Company may be required to pay a fixed default penalty of $2,500 and additional fees of 33% of the unpaid balance to cover legal fees required to pursue collection in the event of default.

(3) On March 7, 2024, the Company entered into a future revenue purchase agreement and received proceeds of $18,000 (net of $2,000 in underwriting fees) for which $29,980 will be repaid in daily installments of $428, with a minimum payment of 9% of banking deposits. This working capital loan is secured by substantially all of the Company's assets and a personal guarantee by the Company's CEO. The percentage purchased factor representing interest expense under this arrangement was approximately 40.1% (including underwriting fees, origination fees and financing spread). In the event of default, the Company may be required to pay a fixed default penalty of $2,500 or up to 25% of the unpaid balance to cover legal fees required to pursue collection in the event of default.

(4) On October 3, 2024, as more fully described in Note 9, the Company entered into short term securities lending agreement to borrow up to $150,000 to cover professional service fees associated with the reaudit of the financial statements and costs to maintain reporting compliance. As of June 30, 2025, there was no unused portion of the securities lending agreement.

NOTE 6 – CONVERTIBLE NOTE AGREEMENT

On April 25, 2023, the Company entered into Securities Purchase Agreement ("SPA Agreement") with a third party to obtain bridge financing. Pursuant to the SPA Agreement, the Company entered into an unsecured 9-month convertible promissory note ("Convertible Note") with a principal amount of $220,000. The Company paid additional consideration of 50,000 restricted shares of common stock and a detachable warrant to purchase up to 200,000 shares of common stock at an exercise price of $5.00 per warrant. The Company previously recognized at issuance an original issue discount ("OID") of $82,500, which included $20,000 discount and $62,500 additional OID related to the fair value of restricted stock awarded as an additional inducement to the noteholder. Additionally, the Company recorded total accrued interest of $75,778, which included an additional interest charge of $22,000 at the time of issuance and default penalty interest of $53,778 as a result of not paying in accordance with the terms and conditions of the Convertible Note.

Convertible Note was classified as current and was comprised as follows:

	JUNE 30, 2025	DECEMBER 31, 2024
	(Unaudited)	
Convertible Note, dated April 25, 2023, fixed installments of $26,889, matured in June 2024 and currently in default (1)	$ 133,894	$ 133,894
Add: Convertible Note interest payable (2)	75,777	75,777
Total Convertible Note payable	$ 209,671	$ 209,671
Total Convertible Note payable at maturity	$ 218,888	$ 218,888

(1) The Convertible Note required a fixed monthly repayment of approximately $26,889 starting July 24, 2023, and ending on March 24, 2024. Unpaid principal and interest may be converted by the noteholder into shares of the Company's common stock at a conversion price of $1.50 per share at any time while the Convertible Note remains outstanding. On January 29, 2024, the Company decreased the conversion price from $1.50 to $0.50. The Company and the note holder agreed to decrease the conversion ratio to compensate for the debt default position. The conversion ratio modification did not substantively change the cash flows associated with the original Convertible Note; however, the modification resulted in a substantive change in the conversion feature. There were no other modifications made to the Convertible Note. On February 3, 2024, the note holder converted $50,000 in outstanding principal into 100,000 shares of common stock.

(2) The Convertible Note assessed an additional 10% interest on the face value of the Convertible Note upon issuance which increased the amount due from $220,000 to $242,000. Pursuant to Section 2(a)(i) of the Convertible Note Agreement, failure to pay the noteholder amounts when due constitutes an event of default and recognition of a penalty equal to 125% of the unpaid principal and interest due to the note holder. As of June 30, 2025 and December 31, 2024, unpaid accrued interest payable included $22,000 of interest since issuance of the Convertible Note and penalty interest of $53,778. The note holder has not made any demand for payment.

NOTE 7 – INCOME TAXES

The Company's effective tax rate is 0% for the three and six month period ended June 30, 2025 and 2024, as the Company did not have any taxable income due to its continued net operating losses. The Company's deferred tax assets increased primarily due to its net operating losses, for which a full valuation allowance has been applied. There were no significant changes in the types of temporary differences which resulted in deferred taxes. The Company is not currently under examination by any federal, state or local tax authority in connection with their prior tax filings.

NOTE 8 – CAPITAL STRUCTURE

During the three and six month periods ended June 30, 2025, there were no equity transactions that resulted in a change in control of the Company that would trigger any conversion provision contained within the Company's Convertible Note, Series A or B preferred stock agreements. The following is a description of the Company's equity instruments and changes during the quarter reporting periods:

- ***Series A Preferred Stock***

  The Company is authorized to issue 1 million shares $0.001 par value Series A preferred stock ("Series A"). The holder of Series A preferred stock is entity to 80% of all voting rights available at the time of any vote. In the event of liquidation or dissolution of the Company, the holders of Series A preferred stock are entitled to share ratably in all assets remaining after payment of liabilities and have no liquidation preferences. Holders of Series A preferred stock have a right to convert each share of Series A into five shares of common stock. On December 1, 2020, the Company issued 1 million shares of Series A preferred stock to the CEO of the Company for no consideration. There were no changes in Series A shares during the three and six month periods ended June 30, 2025 and 2024. As of June 30, 2025 and December 31, 2024, the Company had 1,000,000 shares of Series A Preferred Stock authorized, issued and outstanding.

- ***Series B Preferred Stock***

  The Company was authorized to issue 260,000 shares $0.001 par value Series B preferred stock ("Series B"). In September 2022, the Company increased the Series B preferred stock authorized shares to 560,000. The holder of Series B preferred stock do not have any voting rights. In the event of liquidation or dissolution of the Company, the holders of Series B preferred stock are entitled to share ratably in all assets remaining after payment of liabilities and have no liquidation preferences. Holders of Series B preferred stock have a right to convert each share of Series B on a prorate basis of exactly ten (10) percent of the issued and outstanding common stock of the Company. The ultimate redemption value of Series B Preferred stock is tied to the value of the Company's common stock.

  In 2020, the Company issued 260,000 shares of Series B preferred stock for no additional consideration at a fair value of $260. In 2022, the Company issued 300,000 shares of Series B preferred stock as compensation to the Chief Revenue Officer ("CRO") of the Company. The Company estimated the fair value of Series B at $1.50 per share (average transaction price for common stock sold during the same period), which resulted in a total fair value of $450,000. As of June 30, 2025 and December 31, 2024, the Company's CRO beneficially held 404,000 Series B shares, 104,000 Series B shares indirectly through his spouse and 52,000 Series B shares through his son. There were no changes in Series B shares during the three and six month periods ended June 30, 2025 and 2024. As of June 30, 2025 and December 31, 2024, the Company had 560,000 shares of Series B Preferred Stock authorized, issued and outstanding.

- ***Common Stock***

  As of June 30, 2025, the Company had 50 million authorized shares of common stock with a par value of $0.001, of which 13,637,870 were issued and outstanding. Common stockholders are entitled to one vote per share on all matters submitted to a vote of stockholders. As of June 30, 2025 and December 31, 2024, Company insiders held in aggregate 7.5 million shares of common stock, respectively. The Company's CEO controls approximately 93% of the voting power of the Company's common stock.

NOTE 9 – CAPITAL MARKET RAISE CONSULTING AND FUNDING AGREEMENTS

The Company decided to engage a single equity funder to streamline its equity raise requirement. The following summarizes its capital raise consulting and equity funding agreements:

Tysadco Partners("Tysadco")

On September 1, 2022, the Company engaged Tysadco Partners to provide consulting services on a monthly basis. Under the terms of the consulting services agreement with Tysadco, the Company is billed $7,500 for consulting services, consisting of a $2,500 monthly cash retainer and a $5,000 monthly equity retainer payable in common stock. Tysadco has the option to settle all consulting services invoices in the form of common stock. During the three month period ended June 30, 2025 and 2024, the Company accrued $22,500, respectively. During the three month period ended June 30, 2025 and 2024, the Company issued 38,656 and 50,433 shares of common stock, respectively, in partial settlement of accrued consulting services. During the six month period ended June 30, 2025 and 2024, the Company issued 77,326 and 73,004 shares of common stock, respectively, in partial settlement of accrued consulting services. As of June 30, 2025 and December 31, 2024, the Company had accrued consulting services fees totaling approximately $30,000 and $12,500, respectively, which could be converted into 50,000 and 16,667 shares of common stock, respectively. As of June 30, 2025 and December 31, 2024, Tysadco held 279,019 and 201,693 shares of the Company's common stock, respectively.

ClearThink Capital Partners, LLC ("ClearThink") Strata Agreement

In August 2022, ClearThink commenced its relationship with the Company with a $50,000 common stock private placement. On November 29, 2023, the Company entered into a 24-month Strata Purchase Agreement ("Strata Agreement") with ClearThink. Under the terms of the Strata Agreement, ClearThink committed to purchase up to $5,000,000 of the Company's registered common stock with a purchase price equal to 80% of the average of the two lowest daily stock prices during a ten (10) day trading period. The Strata Agreement requires a minimum purchase of $25,000 with a maximum purchase at the lesser or $1,000,000 or 500% of the daily average shares traded for the prior 10-day period. At no time shall the total number of shares purchased under this Strata Agreement exceed 9.99% of the Company's outstanding common stock. ClearThink made an initial purchase of 400,000 shares of restricted stock in exchange for $100,000. Additionally, the Company issued an additional 200,000 shares of common stock to ClearThink as additional consideration which had a fair value of $50,000. During the three and six month periods ended June 30, 2025, there were no proceeds received in connection with the Strata Agreement.

ClearThink Advance Funding Agreement

In October 2024, ClearThink agreed to provide interim working capital funding ("funding advances") to cover additional compliance costs associated with its requirement to reaudit its 2022 and 2023 annual financial statements and 2024 quarterly interim financial statements due to the permanent censure of its former auditor BF Borgers PC. As of June 30, 2025, and December 31, 2024, the Company had cumulative funding advances of $[150,000] and $50,000, respectively. On June 26, 2025, the Company and ClearThink formalized a working capital funding agreement to provide $150,000 in total advances with fixed interest of $50,000 and additional ten (10) percent interest on the total outstanding balance. All amounts shall be due and payable when the Company is fully compliant with public company financial reporting requirements. Subsequent to June 30, 2025, the Company used the remaining working capital funding to cover audit and compliance costs.

As of June 30, 2025 and December 31, 2024, ClearThink held 600,000 shares of common stock, respectively.

NOTE 10 – SHARE-BASED COMPENSATION AND WARRANTS

Share-Based Compensation

During the three and six month period ended June 30, 2025, the Company issued 10,500 and 21,000 shares of common stock, respectively, to the Company's COO in connection with his employment agreement. During the three and six month period ended June 30, 2025, the Company issued 38,656 and 77,326 shares of common stock, respectively, in partial satisfaction of amounts owed to its capital raise consultants. The fair value of share based compensation issued during the three month period ended June 30, 2025 and 2024 both were $22,500, respectively. The fair value of share based compensation issued during the six month period ended June 30, 2025 and 2024 was $45,000 and $45,001, respectively.

The Company did not adopt stock option incentive plan or issue any stock options or other service based awards to any employee, advisor or consultant during the three and six month periods ended June 30, 2025 or 2024.

Warrants to Purchase Common Stock

On October 1, 2021, the Company issued 200,000 detachable warrants at an exercise price of $3.00 per warrant in connection with a private equity offering. While the Company contemporaneously issued warrants in connection with this capital raise transaction, these warrants are subject to separate agreements with different terms and conditions that are not closely related. The warrants issued in connection with the sale of common stock may be exercised at the option of the purchaser and may only be settled in shares of common stock upon payment of the exercise price stated in the stock purchase agreement. These freestanding warrants are classified as an equity instrument and have no expiration date. The fair value of detachable warrants on the grant date was $0 using a Black-Scholes option pricing model with a stock price of $0.25, exercise price of $3.00, risk free rate of 4.57%, volatility of 10% to 25% (logarithmic average due to limited exchange pricing data) and a dividend rate of 0% and a warrant term of 10 years (as the Company's warrants have no expiration date). During the three and six month periods ended June 30, 2025, there were no exercises of warrants to purchase common stock.

On April 25, 2023, the Company issued 200,000 detachable freestanding warrants at an exercise price of $5.00 per warrant, as additional consideration in connection with its Convertible Note (see Note 5). While the Company contemporaneously issued warrants in connection with a Convertible Note issuance, these warrants are subject to separate agreements with different terms and conditions that are not closely related. The settlement and/or termination of the Convertible Note does not cause the warrant agreement to terminate or cause the terms and conditions to change due to changes in the Note instrument. The warrants issued in connection with the sale of common stock may be exercised at the option of the purchaser and may only be settled in shares of common stock upon payment of the exercise price stated in the stock purchase agreement. These freestanding warrants are classified as an equity instrument and have no expiration date. During the three and six month periods ended June 30, 2025, there were no exercises of warrants to purchase common stock.

During the three and six month periods ended June 30, 2025 and 2024, there were no issuances, exercises or expired warrants. During the three and six month periods ended June 30, 2025 and 2024, warrants outstanding and exercisable both were 400,000. During the three and six month periods ended June 30, 2025 and 2024, the weighted average exercise price was $4.00, respectively.

NOTE 11 – WEIGHTED AVERAGE COMMON SHARES

The Company reported a net loss during the three and six month periods ended June 30, 2025 and 2024, as such, the inclusion of potentially dilutive securities in the computation of Diluted EPS would be anti-dilutive. Potentially dilutive securities excluded from the computation of diluted EPS was as follows:

	THREE AND SIX MONTHS ENDED JUNE 30,	
	2025	2024
	(Unaudited)	
Convertible Note (see Note 6)	437,776	437,776
Series A Preferred (see Note8)	5,000,000	5,000,000
Series B preferred stock (see Note 8)	1,363,787	1,138,944
Detachable common stock warrants (see Note 9)	400,000	400,000
Total anti-dilutive securities excluded from diluted weighted average common shares	7,201,563	6,976,720

The above potentially diluted securities were excluded from the calculation as the exercise prices were in excess of the fair market value of the Company's common stock.

NOTE 12 – COMMITMENTS AND CONTINGENCIES

In the ordinary course of business, it is possible that the Company may be the subject of lawsuits and claims from time to time. The Company's management, with input from legal counsel, assesses such contingent liabilities, and such assessment inherently involves an exercise in judgment. In assessing loss contingencies related to legal proceedings pending against us or unasserted claims that may result in proceedings, evaluates the perceived merits of any legal proceedings or unasserted claims as well as the perceived merits of the amount of relief sought or expected to be sought therein. If the assessment of a contingency indicates that a probable and material loss has been incurred and the amount of liability can be estimated, then the estimated liability would be accrued in the financial statements. If the assessment indicates a potentially material loss contingency is not probable but is reasonably possible, or is probable but cannot be estimated, then the nature of the contingent liability, together with an estimate of the range of possible loss if determinable and material, is disclosed. Loss contingencies considered remote are generally not disclosed unless they involve guarantees, in which case the guarantees would be disclosed. The Company is not currently party to any pending or threatened litigation in connection with its principal business activities.

NOTE 13 – SUBSEQUENT EVENTS

In accordance with ASC 855-10 the Company has analyzed its operations subsequent to June 30, 2025, to the date these financial statements were issued, and determined that the following were no material subsequent events to disclose in these financial statements.