

Retention Metrics

Date

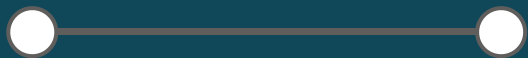
[illegible]

SUPER STORE CUSTOMER COHORT REPORT

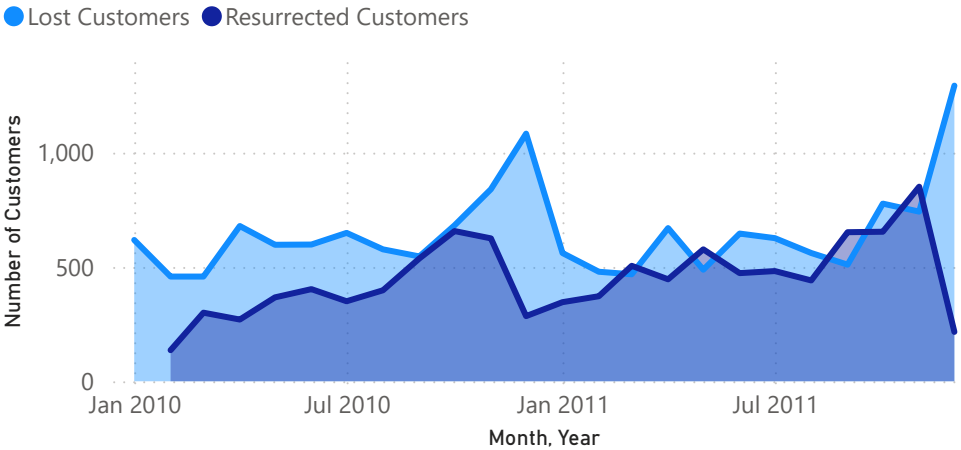
Start of Month

1/1/2009

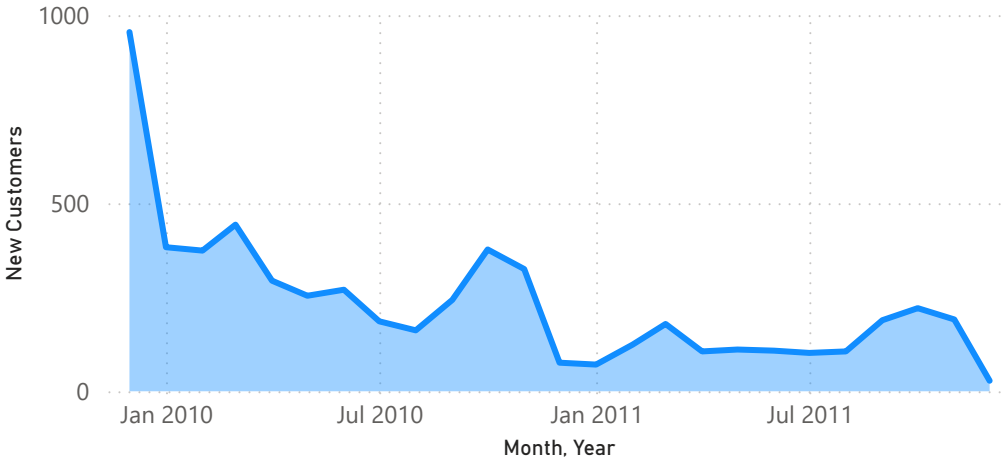
12/1/2011



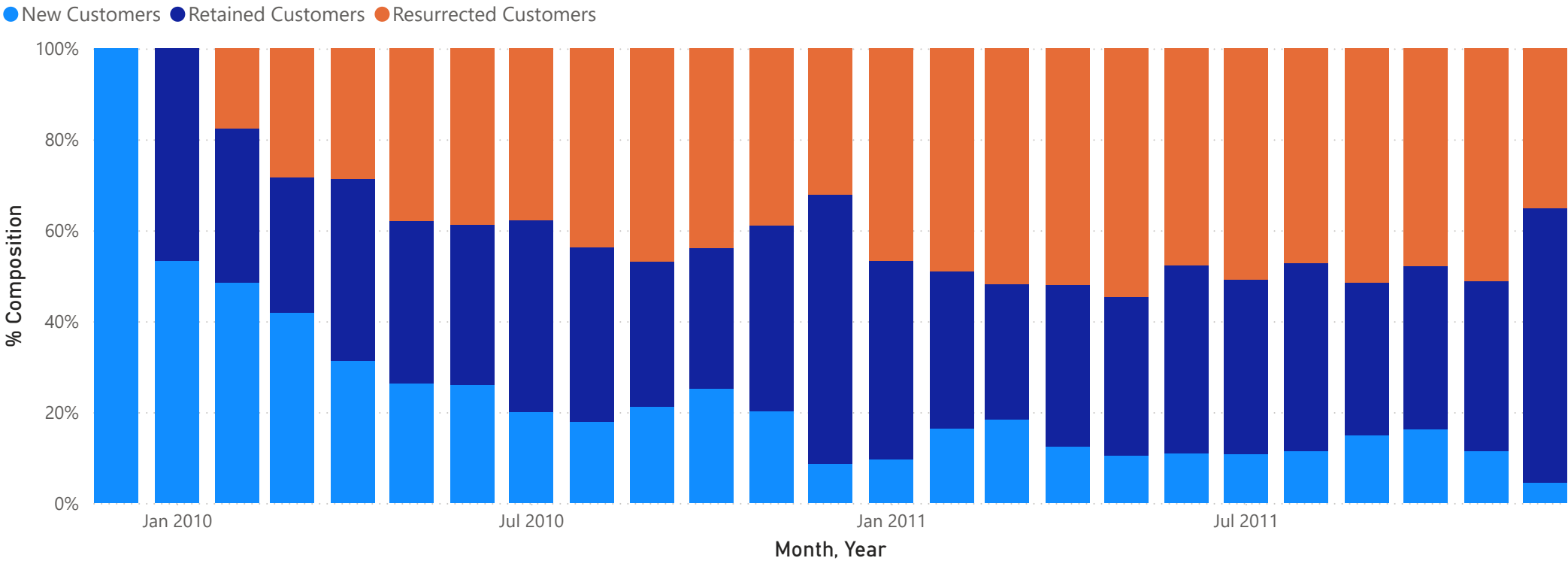
Lost Customers and Resurrected Customers by Month, Year



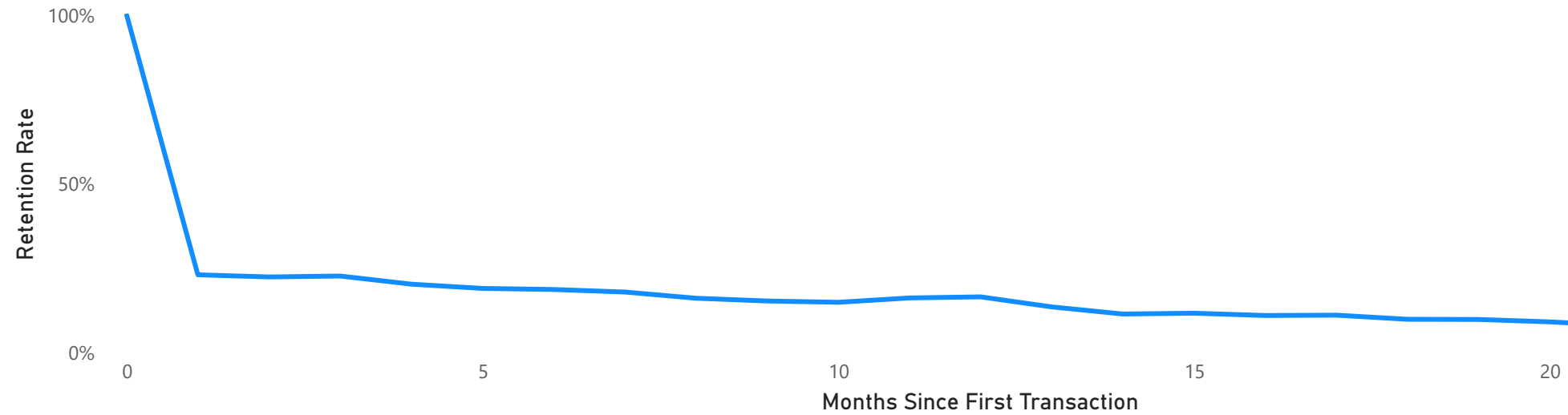
New Customers by Month, Year



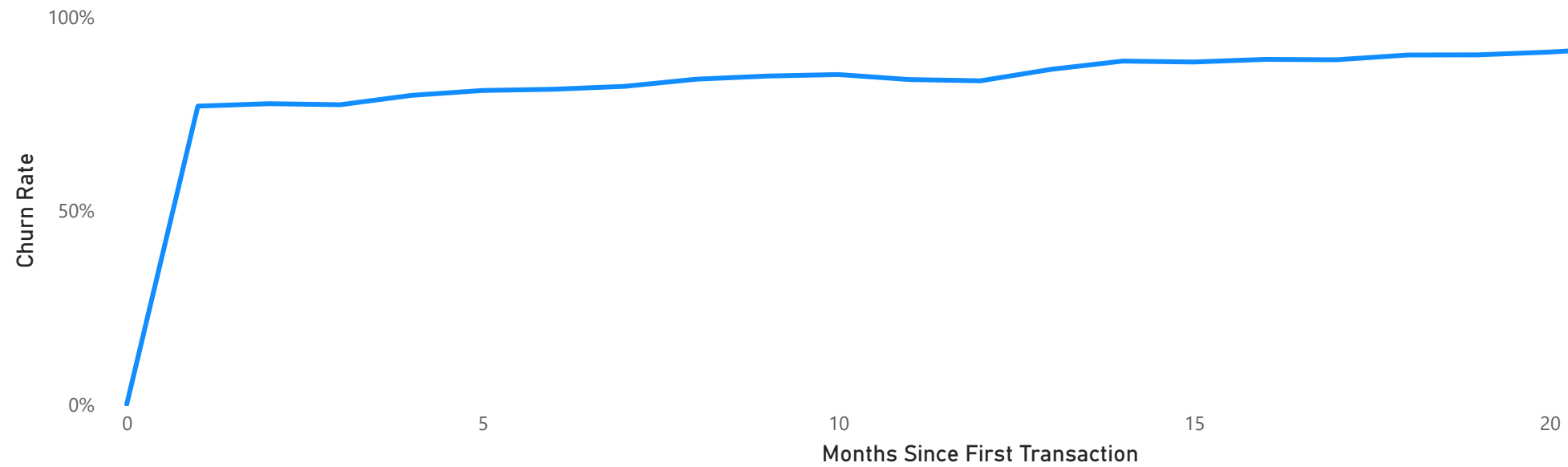
New Customers, Retained Customers and Resurrected Customers by Month, Year



Retention Rate by Months Since First Transaction



Churn Rate by Months Since First Transaction



Cohort Performance

[illegible]

Retention Rate

[illegible]

Churned Customers

| Cohort | New Customers | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
|----------------|---------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| December 2009 | 955 | 618 | 636 | 549 | 592 | 612 | 595 | 628 | 634 | 609 | 552 | 482 | 596 | 685 | 722 | 666 | 704 | 666 | 685 | 707 | 711 | 654 | 664 | 566 | 767 |
| January 2010 | 383 | 304 | 264 | 266 | 282 | 268 | 284 | 295 | 276 | 261 | 267 | 317 | 298 | 315 | 311 | 325 | 293 | 307 | 312 | 308 | 290 | 309 | 289 | 361 | |
| February 2010 | 374 | 285 | 290 | 265 | 282 | 299 | 302 | 267 | 279 | 271 | 331 | 327 | 317 | 309 | 328 | 299 | 314 | 313 | 320 | 288 | 288 | 313 | 352 | | |
| March 2010 | 443 | 359 | 341 | 336 | 340 | 353 | 334 | 309 | 321 | 395 | 392 | 380 | 354 | 371 | 354 | 368 | 366 | 374 | 365 | 354 | 349 | 408 | | | |
| April 2010 | 294 | 237 | 237 | 246 | 240 | 228 | 213 | 217 | 263 | 262 | 272 | 253 | 253 | 248 | 248 | 248 | 253 | 250 | 241 | 228 | 277 | | | | |
| May 2010 | 254 | 214 | 211 | 210 | 209 | 189 | 200 | 222 | 239 | 233 | 225 | 220 | 215 | 215 | 229 | 222 | 219 | 212 | 215 | 242 | | | | | |
| June 2010 | 270 | 223 | 219 | 215 | 208 | 193 | 236 | 246 | 248 | 238 | 241 | 233 | 230 | 237 | 240 | 237 | 234 | 215 | 256 | | | | | | |
| July 2010 | 186 | 157 | 152 | 131 | 132 | 160 | 165 | 159 | 159 | 165 | 161 | 159 | 161 | 161 | 150 | 154 | 142 | 171 | | | | | | | |
| August 2010 | 162 | 129 | 114 | 110 | 134 | 143 | 146 | 142 | 140 | 141 | 141 | 142 | 137 | 132 | 133 | 130 | 151 | | | | | | | | |
| September 2010 | 243 | 188 | 186 | 213 | 221 | 218 | 210 | 219 | 212 | 211 | 215 | 219 | 190 | 203 | 204 | 230 | | | | | | | | | |
| October 2010 | 377 | 280 | 322 | 330 | 344 | 346 | 328 | 325 | 337 | 342 | 337 | 328 | 305 | 290 | 351 | | | | | | | | | | |
| November 2010 | 325 | 268 | 295 | 294 | 300 | 297 | 283 | 293 | 297 | 296 | 289 | 278 | 242 | 305 | | | | | | | | | | | |
| December 2010 | 76 | 69 | 72 | 69 | 67 | 71 | 72 | 69 | 72 | 74 | 69 | 61 | 74 | | | | | | | | | | | | |
| January 2011 | 71 | 59 | 56 | 57 | 56 | 60 | 60 | 62 | 63 | 56 | 53 | 63 | | | | | | | | | | | | | |
| February 2011 | 124 | 104 | 105 | 101 | 97 | 105 | 105 | 106 | 106 | 102 | 117 | | | | | | | | | | | | | | |
| March 2011 | 179 | 146 | 140 | 143 | 139 | 152 | 142 | 143 | 136 | 162 | | | | | | | | | | | | | | | |
| April 2011 | 106 | 79 | 85 | 85 | 87 | 81 | 87 | 79 | 94 | | | | | | | | | | | | | | | | |
| May 2011 | 111 | 85 | 84 | 93 | 87 | 88 | 82 | 98 | | | | | | | | | | | | | | | | | |
| June 2011 | 108 | 83 | 85 | 79 | 86 | 77 | 99 | | | | | | | | | | | | | | | | | | |
| July 2011 | 102 | 80 | 71 | 74 | 67 | 86 | | | | | | | | | | | | | | | | | | | |
| August 2011 | 106 | 77 | 73 | 78 | 88 | | | | | | | | | | | | | | | | | | | | |
| September 2011 | 189 | 138 | 118 | 161 | | | | | | | | | | | | | | | | | | | | | |
| October 2011 | 221 | 150 | 186 | | | | | | | | | | | | | | | | | | | | | | |
| November 2011 | 191 | 164 | | | | | | | | | | | | | | | | | | | | | | | |
| December 2011 | 28 | | | | | | | | | | | | | | | | | | | | | | | | |
| Total | 5878 | | | | | | | | | | | | | | | | | | | | | | | | |

[illegible]

