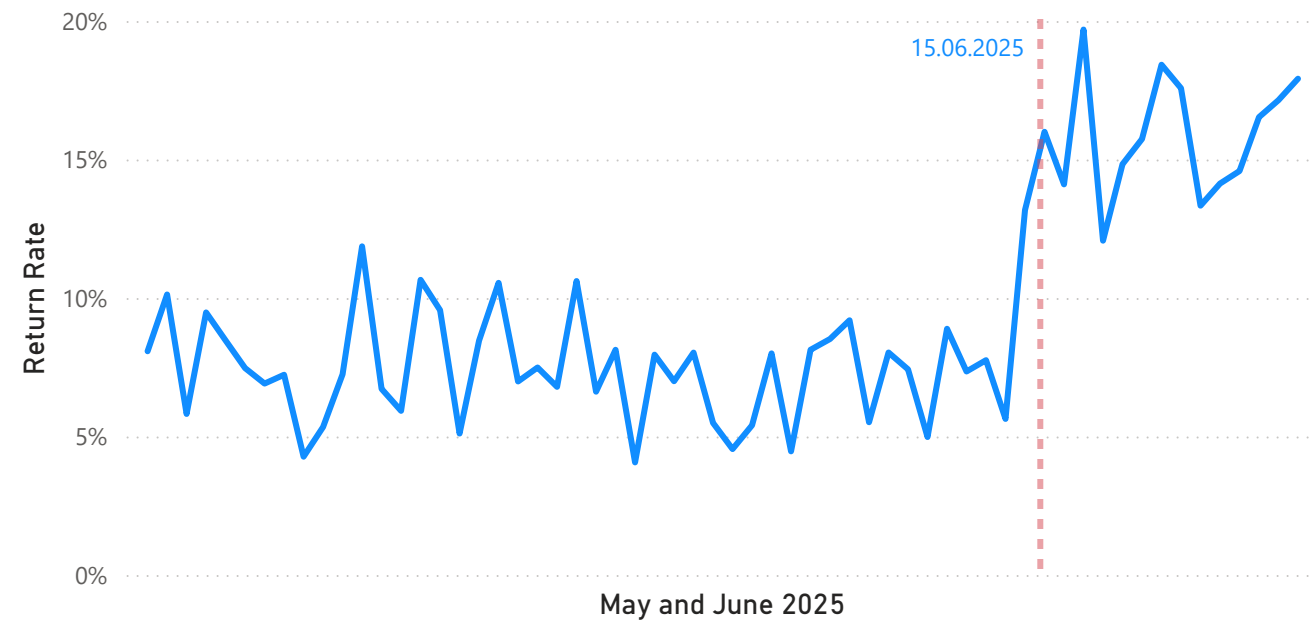
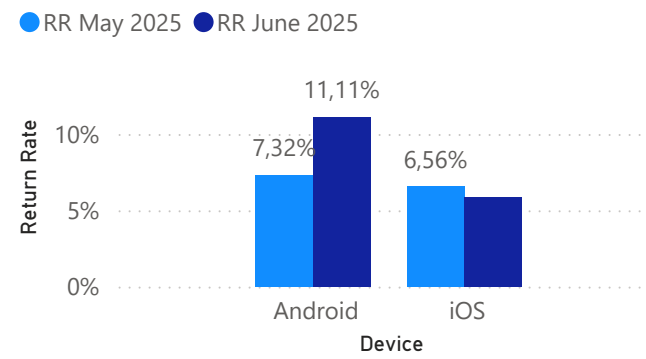


Total Refunds	Total Orders	Return Rate	Conversion to Payment	D7 Retention
<b>817</b>	<b>7138</b>	<b>12,07%</b>	<b>55,43%</b>	<b>0,00%</b>
May 2025: 585	May 2025: 7822	May 2025: 7,25%	May 2025: 55,59%	May 2025: 7,23%
(+39.66%)	(-8.74%)	(+66.55%)	(-0.29%)	(-100%)
30.06.25	30.06.25	30.06.25	30.06.25	30.06.25

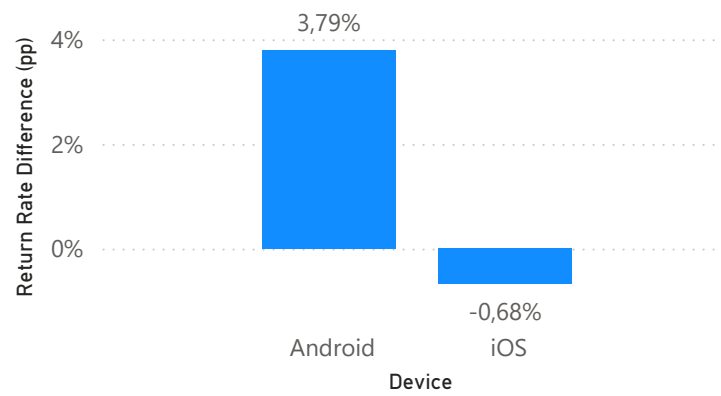
Return Rate by Date



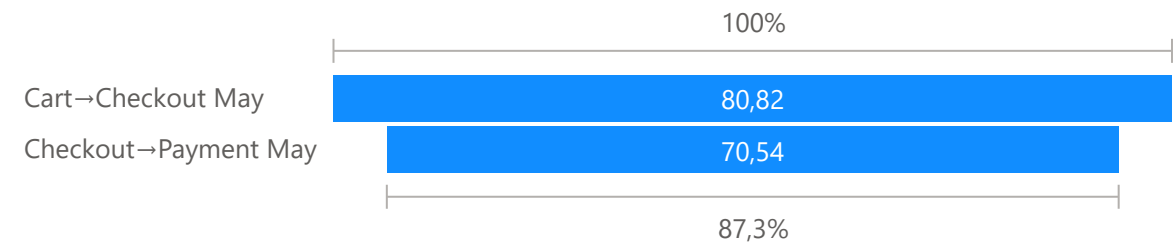
Median Return Rate May 2025 and Median Return Rate June 2025 by Device



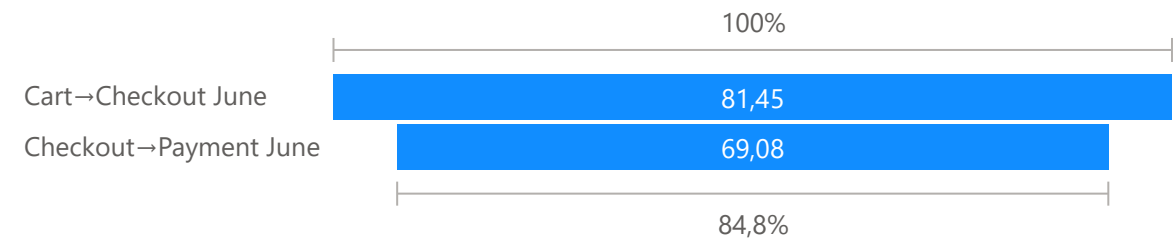
Return Rate Difference (pp), May and June 2025



Checkout Funnel May 2025



Checkout Funnel June 2025



Median Return Rate May 2025

region	Android	iOS	Total
ASIA	7,42%	6,25%	6,67%
EU	7,32%	6,90%	7,32%
US	7,14%	6,56%	6,78%
Total	7,32%	6,56%	7,06%

Median Return Rate June 2025

region	Android	iOS	Total
ASIA	9,55%	6,07%	6,67%
EU	14,72%	5,26%	7,69%
US	9,84%	7,28%	8,70%
Total	11,11%	5,88%	7,85%

Segments with the greatest increase in returns following the basket redesign

device	region	channel	RRBeforeUpdate	RRAfterUpdate	Delta_pp
Android	EU	Paid	7,22	51,56	44,34
Android	ASIA	Paid	8,06	16,13	8,07
Android	US	Organic	7,27	13,80	6,54
Android	ASIA	Organic	6,83	12,90	6,07
Android	EU	Organic	8,34	13,77	5,43
Android	US	Paid	8,05	12,02	3,98
Total			7,23	15,69	8,46