

BUSINESS PERFORMANCE OVERVIEW



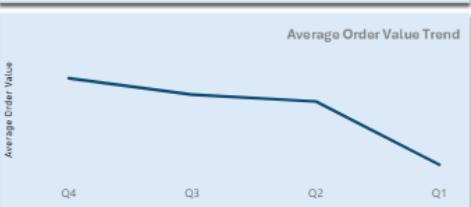
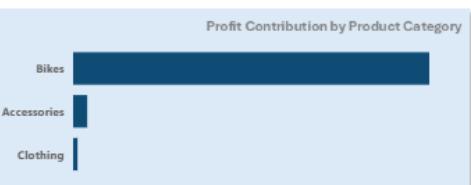
Jahasmine
MANAGER



YEAR
All

CATEGORY
 Accessories
 Bikes
 Clothing

COUNTRY
 Australia
 Canada
 France
 Germany
 United Kingdom
 United States



PROFIT PERFORMANCE & RISK



Jahasmine
MANAGER



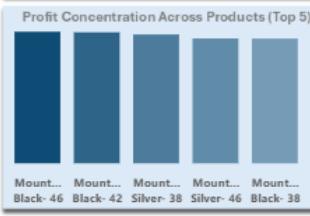
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Profit Margin by Category



CUSTOMER DYNAMICS & RETENTION



Jasmine
MANAGER



CUSTOMER CONCENTRATION
(TOP 10 CUSTOMERS SHARE %)
0.45%

TOP 5 CUSTOMERS REVENUE
SHARE %
0.23% +15.4% ▲ vs PY
Monogram (Last 12 Months)

CUSTOMER RETENTION RATE
2% -89.3% ▼ vs PY
Monogram (Last 12 Months)

REPEAT PURCHASE RATE
37.1%
Monogram (Last 12 Months)

AVERAGE REVENUE PER ACTIVE
CUSTOMER
1.59K -33.6% ▼ vs PY
Monogram (Last 12 Months)

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