

# MAVEN TOY WEBSITE

ANALYSIS 2012 - 2015

BEGIN

# WEBSITE PERFORMANCE

Year

Select all 2012 2013 2014 2015

Quarter

Select all Qtr 1 Qtr 2 Qtr 3 Qtr 4

Month

All

| Total Sessions | Total Orders | Avg. Bounce Rate | Avg. Conversion Rate | Avg. Revenue/ Order | Avg. Revenue/ Session | Revenue/ Session (Desktop) | Revenue/ Session (Mobile) |
|----------------|--------------|------------------|----------------------|---------------------|-----------------------|----------------------------|---------------------------|
| 472871         | 32313        | 0.47             | 0.06                 | \$56.29             | \$3.55                | \$4.43                     | \$1.56                    |

Overall Session to Order Conversion Rate and Bounce Rate

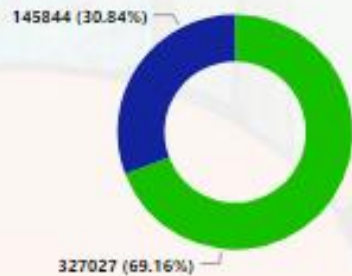


Overall Revenue per Order and Revenue per Website Session



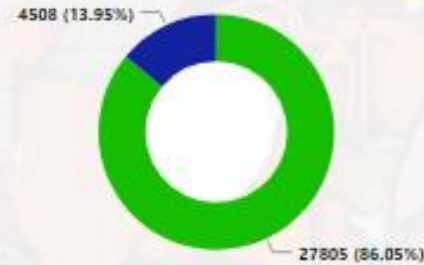
Sessions through Desktop and Mobile

Legend: desktop sessions (green), mobile sessions (blue)

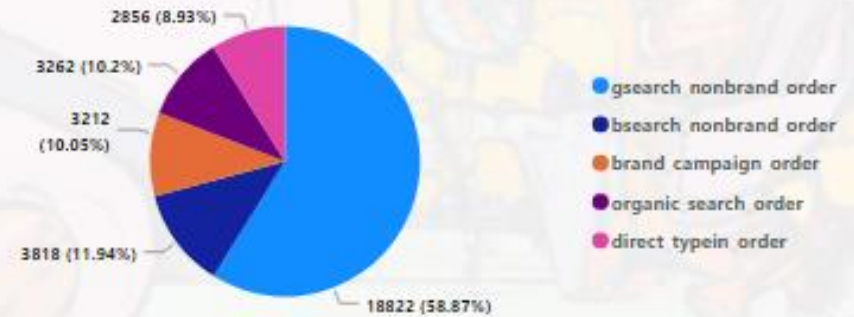


Orders through Desktop and Mobile

Legend: desktop orders (green), mobile orders (blue)



Channels of placing Order





# PRODUCT PERFORMANCE

Year

Select all 2012 2013 2014 2015

Quarter

Select all Qtr 1 Qtr 2 Qtr 3 Qtr 4

Month

All

| Total Revenue | Fuzzy Bear Revenue | Fuzzy Bear Margin | Love Bear Revenue | Love Bear Margin | SugarPanda Revenue | SugarPanda Margin | Mini Bear Revenue | Mini Bear Margin |
|---------------|--------------------|-------------------|-------------------|------------------|--------------------|-------------------|-------------------|------------------|
| \$1,938,510   | \$1,211,058        | \$738,893         | \$347,702.04      | \$217,350        | \$229,260          | \$157,027.5       | \$150,489.82      | \$102,869        |

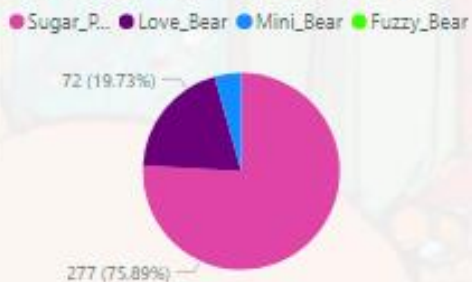
Revenue from Products



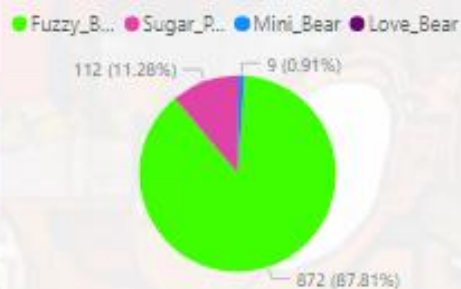
Product Sales



Overall Cross Selling of Fuzzy Bear



Overall Cross Selling of Love Bear



Overall Cross Selling of Sugar Panda



Overall Cross Selling of Mini Bear

