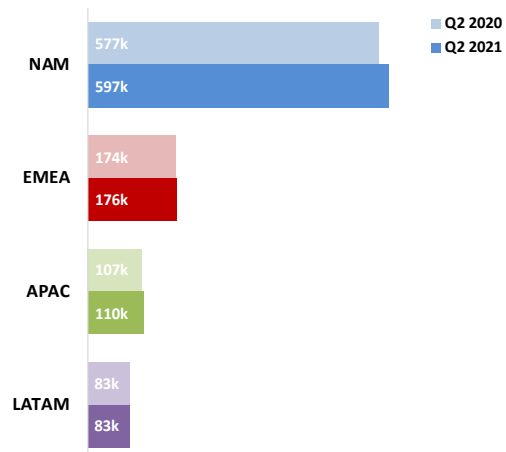
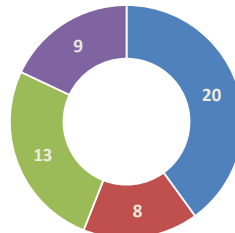
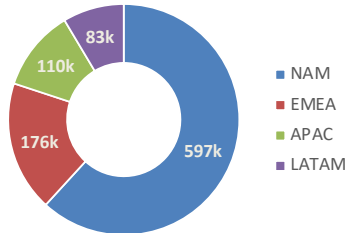
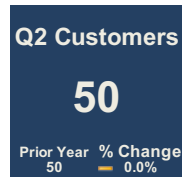


Q2 2021 Widget Inc. Overview

All data as of 10/18/2021



Volume							
Region	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	
NAM	509,419	576,618	363,694	432,034	530,019	596,502	
EMEA	147,852	173,566	103,536	129,264	150,204	176,338	
APAC	95,736	107,338	69,198	80,144	99,778	109,811	
LATAM	69,053	82,618	50,574	65,121	75,265	82,631	
Total	822,060	940,140	587,002	706,563	855,266	965,282	

Q1 YoY		
#	%	
20,600	▲ 4.0%	
2,352	▲ 1.6%	
4,042	▲ 4.2%	
6,212	▲ 9.0%	
33,206	▲ 4.0%	

Q2 YoY		
#	%	
19,884	▲ 3.4%	
2,772	▲ 1.6%	
2,473	▲ 2.3%	
13	▲ 0.0%	
25,142	▲ 2.7%	

H1 YoY		
#	%	
40,484	▲ 3.7%	
5,124	▲ 1.6%	
6,515	▲ 3.2%	
6,225	▲ 4.1%	
58,348	▲ 3.3%	

Customers							
Region	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	
NAM	18	19	19	20	20	20	
EMEA	8	8	8	8	8	8	
APAC	13	13	14	14	14	13	
LATAM	10	10	11	11	11	9	
Total	49	50	52	53	53	50	

Q1 YoY		
#	%	
2	▲ 11.1%	
0	▬ 0.0%	
1	▲ 7.7%	
1	▲ 10.0%	
4	▲ 8.2%	

Q2 YoY		
#	%	
1	▲ 5.3%	
0	▬ 0.0%	
0	▬ 0.0%	
(1)	▼ (10.0%)	
0	▬ 0.0%	

H1 YoY		
#	%	
3	▲ 8.1%	
0	▬ 0.0%	
1	▲ 3.8%	
0	▬ 0.0%	
4	▲ 4.0%	

Average Volume / Customer						
Region	Q1 2020	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021
NAM	28,301	30,348	19,142	21,602	26,501	29,825
EMEA	18,482	21,696	12,942	16,158	18,776	22,042
APAC	7,364	8,257	4,943	5,725	7,127	8,447
LATAM	6,905	8,262	4,598	5,920	6,842	9,181
Total	16,777	18,803	11,289	13,331	16,137	19,306

Q1 YoY		
#	%	
(1,800)	▼ (6.4%)	
294	▲ 1.6%	
(237)	▼ (3.2%)	
(63)	▼ (0.9%)	
(640)	▼ (3.8%)	

Q2 YoY		
#	%	
(523)	▼ (1.7%)	
347	▲ 1.6%	
190	▲ 2.3%	
919	▲ 11.1%	
503	▲ 2.7%	

H1 YoY		
#	%	
(2,323)	▼ (4.0%)	
641	▲ 1.6%	
(47)	▼ (0.3%)	
856	▲ 5.6%	
(137)	▼ (0.4%)	

Key Findings

Q2 YoY growth slowed from Q1 growth of 4% down to 2.7%, or 13k in volume, primarily driven by:

- 7k volume, or 55% of the decline from loss of two customers in LATAM, driving overall growth down from 9% in Q1 to flat in Q2 YoY
- NAM client onboarding in Q2 2020 anniversaried in Q2 2021, slowing perceived growth and amplifying Q1 growth ~5k units or 1%
- Future research could further analyze average volume per customer on a monthly basis to identify growth/loss per client