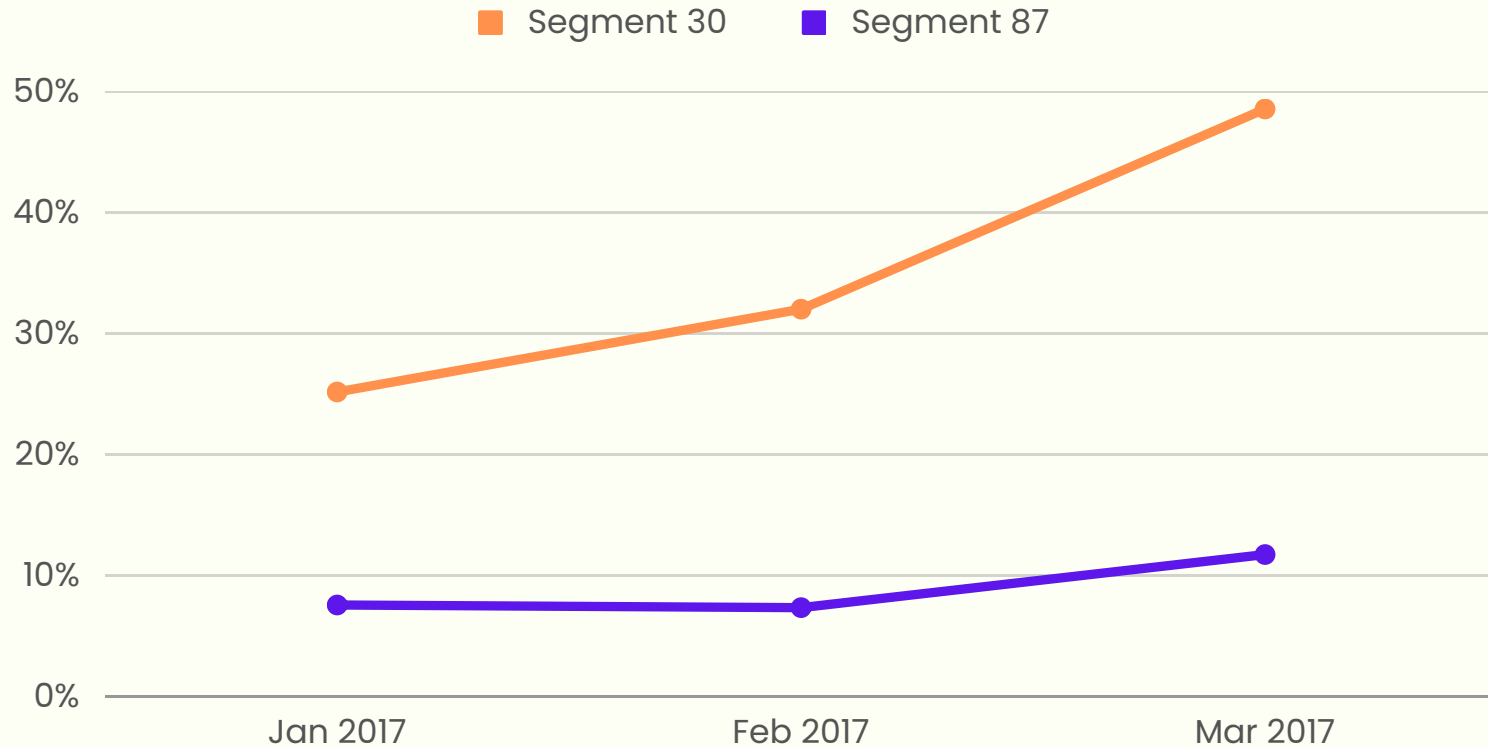




CODEFLIX CHURCH RATES



Segment 87

- High churn rate performance, spiking at 49% in March, a 17% growth from Feb
- High monthly variation in segment 87 suggests time-sensitive contribution to user cancellation e.g; end of free trial

Segment 30

- Lower churn rates of the two segments with a 4% growth from February to March,
- Apply similar Ad/marketing strategies to Segment 87, if appropriate, to increase retention