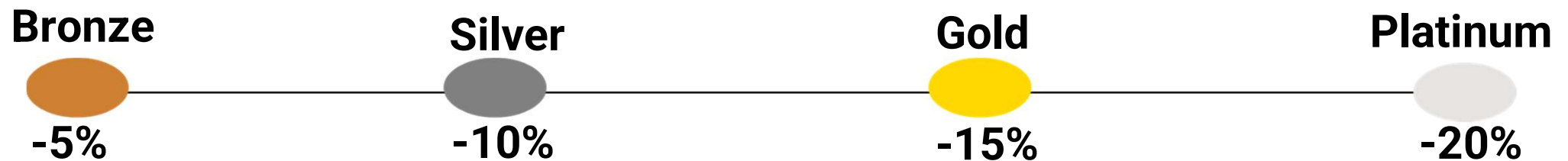




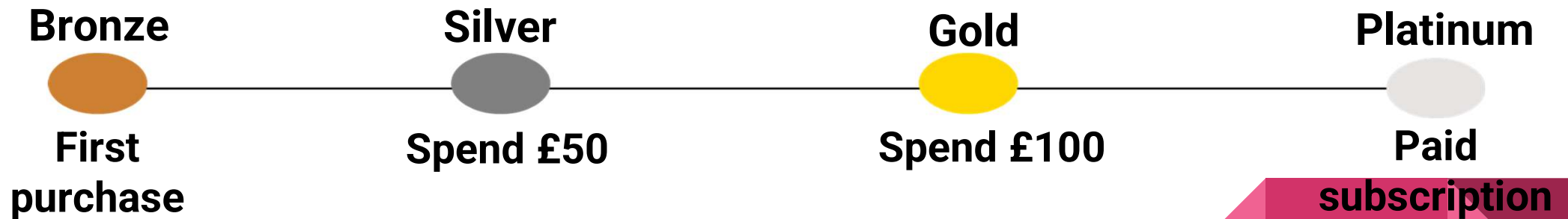
A New Approach to Prism+

Keep Prism+ But Restructure

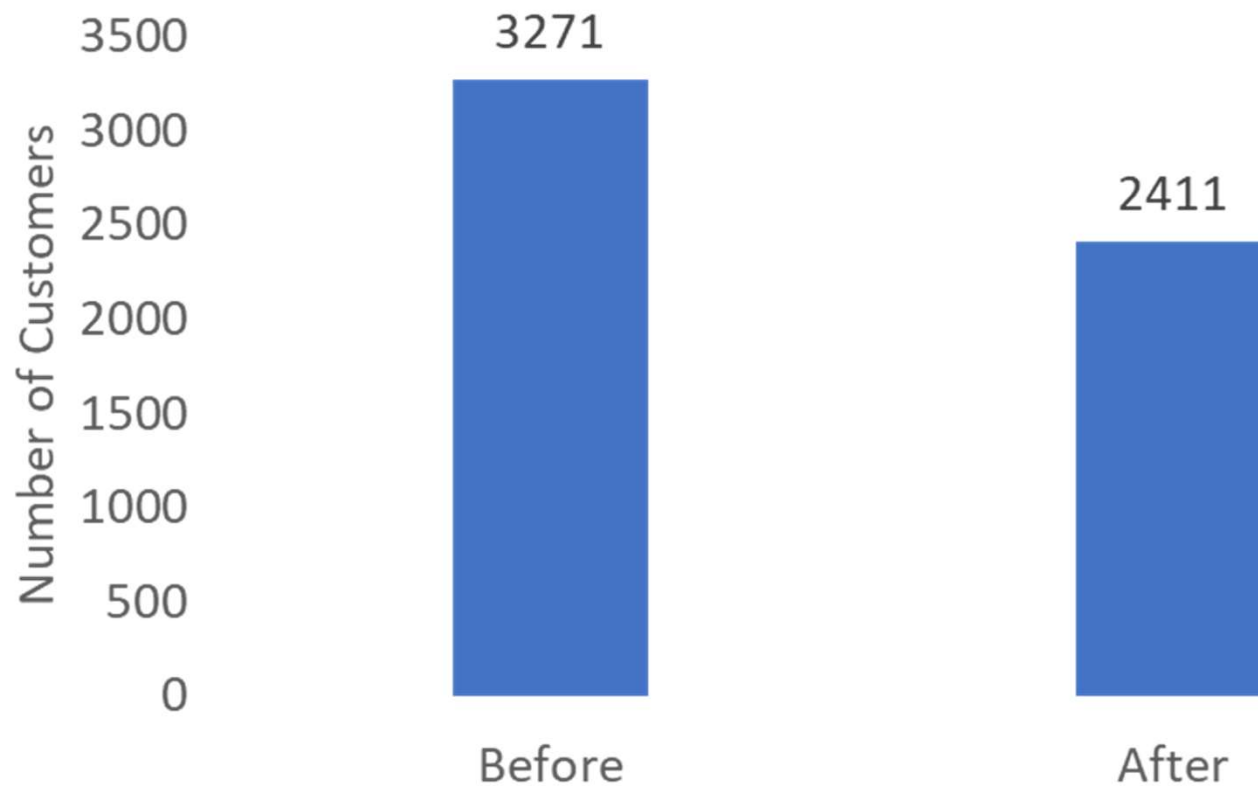
Existing Prism+



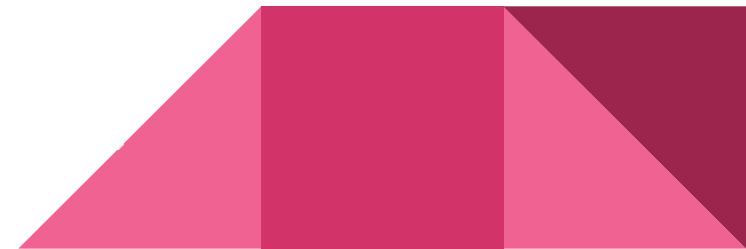
Restructured Prism+



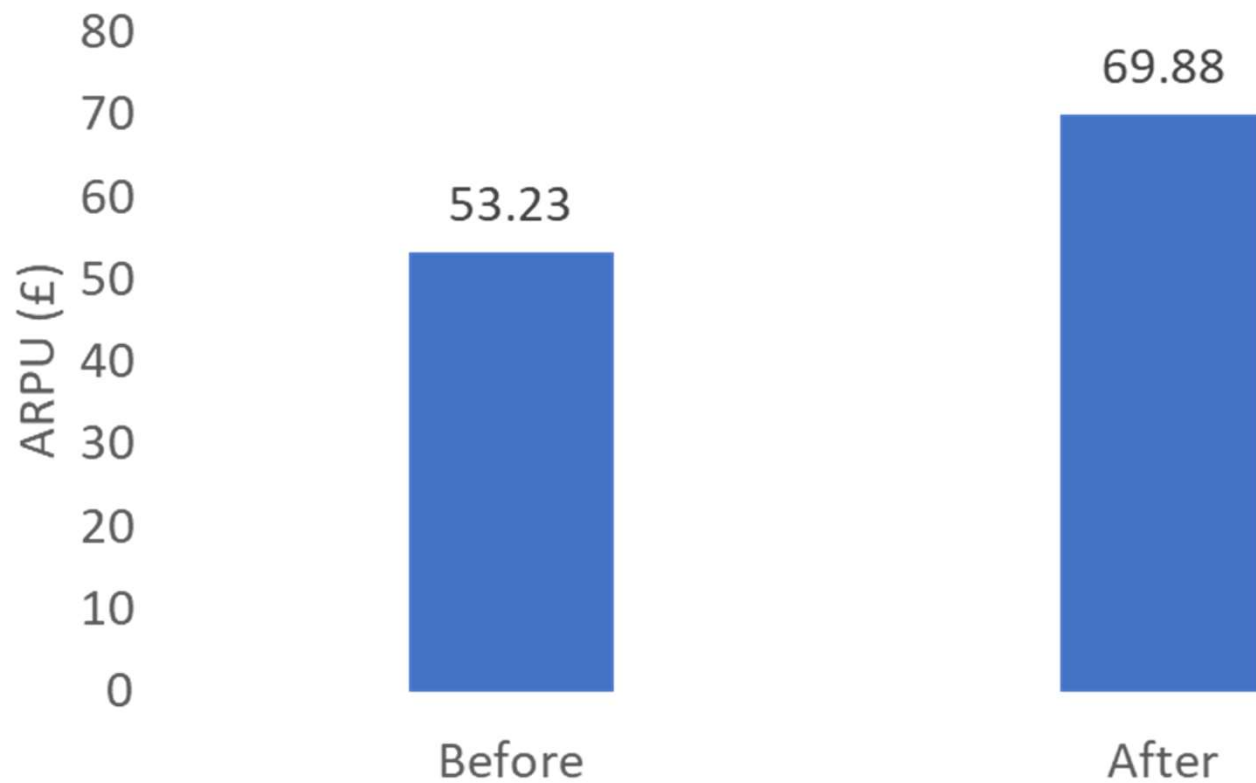
Number of Prism+ purchasing customers decreased after launch



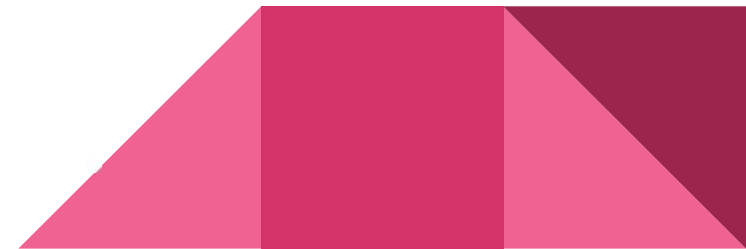
Source: 2022



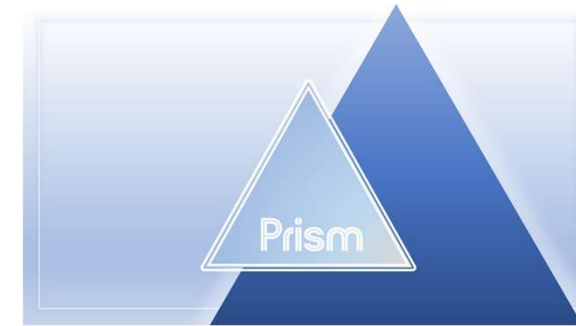
Average Revenue Per User (ARPU) increased after launch



Source: 2022



The New Prism+ Structure



Bronze

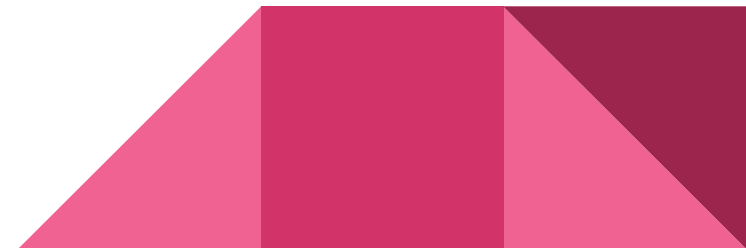
First Purchase
Welcome reward
Birthday reward
(on Prism products)

Silver

£50 in 1 year
Exclusive Silver
discounts
Free shipping for 2
orders

Gold

£100 in 6 months
Exclusive Gold
discounts
Free shipping for 4
orders



28K Potential Candidates For Silver & 9K For Gold

Silver Tier Candidates (Avg. Purchase > £50 for 2021)	<ul style="list-style-type: none">- Can't Lose Them- Loyal Customer- Need Attention- Promising	Total Customers = 28,400
Gold Tier Candidates (Avg. Purchase > £80 for 2021)	<ul style="list-style-type: none">- Champions	Total Customers = 9,000

Source: 2021



Platinum Membership for a Not so Platinum Price

**£10.99 annual cost
(or 92p monthly)**



Unlimited returns*

**Sneak peek on
new releases**

**Free unlimited fast-
track and
nominated day
deliveries***

*excluding bank holidays

Competitor Comparison



PLT Royalty - £8.99
Unlimited Next Day
delivery



Asos Premier - £11.95
3 months free Spotify



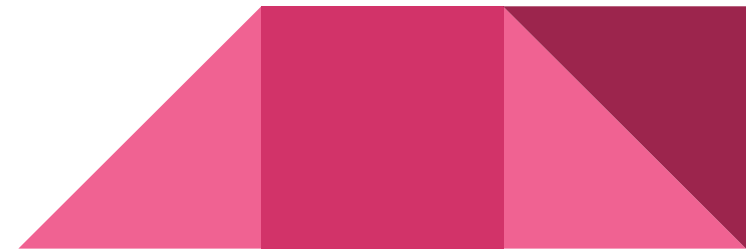
BooHoo Premier - £12.99
Discounts on sister sites

Why a Paid Subscription is Justified?

A “VIP experience” comes at a price

Improve purchase frequency

Increase in revenue



Summary

