

	2023	2024
Active customers	8,612	4,247
New		2,801
Existing		1,446
Attrition Rate		50,69%
Sold Capsules	4,124,253	1,490,400
Number of Orders	14,188	6,628
Average Order Size in Caps	291	225

Please fill in number of customers

	2023	
	Base	weight
Ultimate	340	3.95%
Intensive	973	11.30%
Regular	1,298	15.07%
Moderate	6,001	69.68%

Description (Capsules)	Cat.
1921	Ultimate
721 - 1920	Intensive
361 - 720	Regular
0 - 360	Moderate

Comments
Number of Customers during the year
% of losing customers from LY
QTY
Invoices

ers in every segment

2024		
Base	weight	Capsules
141	3.32%	553,230
307	7.23%	355,290
469	11.04%	250,290
3,330	78.41%	331,590

	Comments
Weight	
37.14%	
23.84%	
16.79%	
22.25%	