

Welcome

1. Total number of customers.
2. Number of trial plans per month.
3. Number of customers per plan 2021.
4. Total number and % of customers who churned.
5. Total number and % of customers who churned after their trials.
6. Number and % of conversions after trials.
7. Breakdown of customers per plan at 2021-12-31.
8. Customers that upgraded to an annual plan 2020.
9. Average time until customers upgraded.
10. Average # of customers who upgraded to an annual plan within a 30-Day Period.
11. Customers who downgraded from a pro-monthly to a basic-monthly plan.

Total Number of Customers

1000

Total Number and % of Customers who Churned After Their

Trials

92
Customers

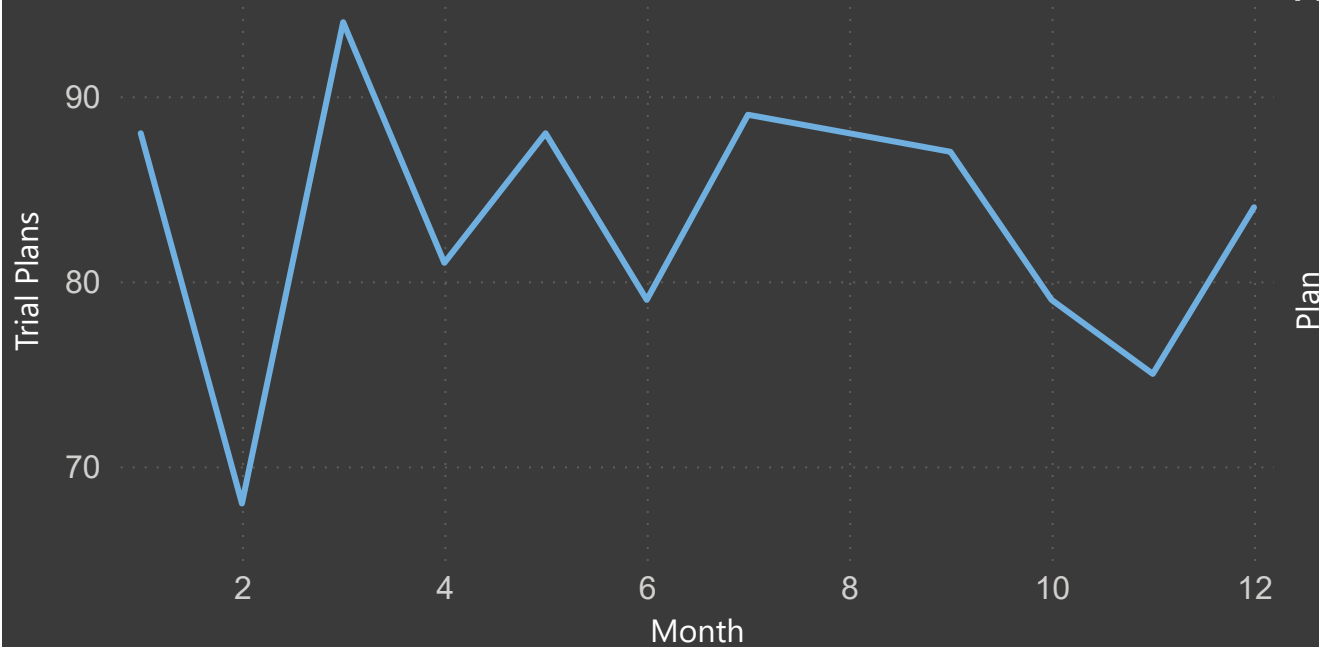
9
%

Total Number and % of Customers who Churned

307
Customers

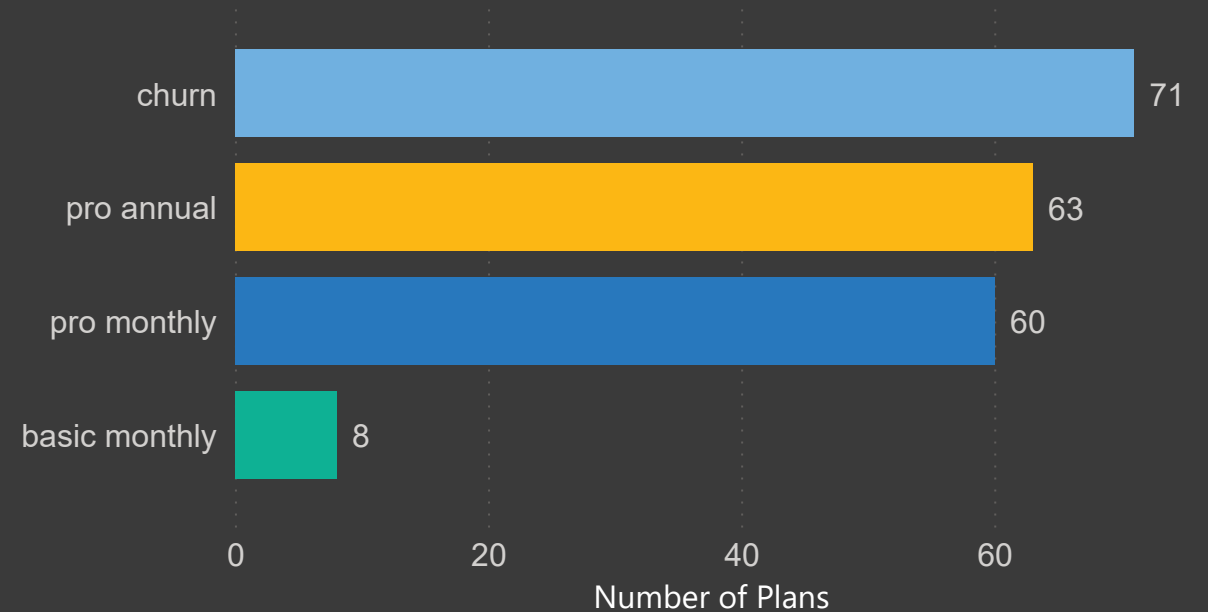
30.70
%

Number of Trial Plans per Month



Number of Customers per Plan 2021

Plan ● churn ● pro annual ● pro monthly ● basic monthly



Customers that Upgraded to the Annual Plan 2020

Average Time (Days) Until Customers Upgraded

195

104

Breakdown of Customers per Plan at 2020-12-31

| Number and % of Conversions After Trial | | |
|---|-----------------|------|
| 1 Plan | 546 Conversions | 54 % |
| 2 Plan | 539 Conversions | 53 % |
| 3 Plan | 258 Conversions | 25 % |
| 4 Plan | 307 Conversions | 30 % |

| | |
|---------------|---------|
| basic monthly | |
| 224 Customers | 22.40 % |
| churn | |
| 235 Customers | 23.50 % |
| pro annual | |
| 195 Customers | 19.50 % |
| pro monthly | |
| 326 Customers | 32.60 % |
| trial | |
| 19 Customers | 1.90 % |

Average # of customers who upgraded to an annual plan within 30 day periods

| Period | Customers |
|--------------|-----------|
| 91-120 days | 35 |
| 61-90 days | 33 |
| 331-360 days | 1 |
| 31-60 days | 25 |
| 301-330 days | 1 |
| 271-300 days | 1 |
| 241-270 days | 5 |
| 211-240 days | 4 |
| 181-210 days | 27 |
| 151-180 days | 35 |
| 121-150 days | 43 |
| 0-30 days | 48 |

Customers who Downgraded From a Pro-Monthly to a Basic Monthly Plan

0