

Main KPIs YoY & WoW

YoY: 2023 December 04 - December 10 WoW: 2024 December 02 - December 08

Revenue 24.1K **1** 47.8% YoY **1** 45.8% WoW

Qty 71.0 **1** 82.1% YoY **115.2% WoW 115.2% WoW** Avg Commission Rate 3.0% **■ -49.6% YoY**

₹ -30.3% WoW

LITHUANIA

Revenue 39.1K **106.6% YoY 106.6% ■ -3.1%** WoW

Qty 100.0 **1** 203.0% YoY **≜** 40.8% WoW

3.0% **₹ -50.0% YoY**

Avg Commission Rate

₹ -26.3% WoW

ESTONIA

Revenue 22.4K 143.7% Yo¥

₹ -34.1% WoW

Qty 51.0 168.4% Yo¥

₹ -5.6% WoW

Avg Commission Rate 1.0%

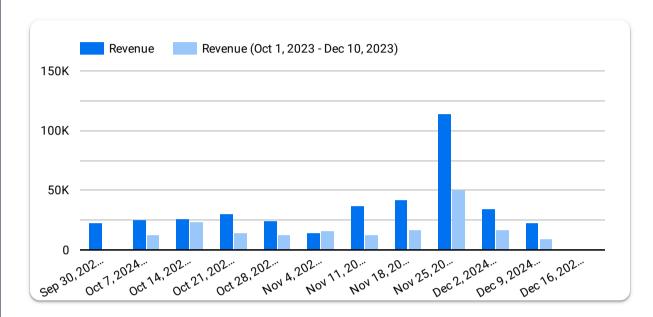
₹ -81.7% YoY **₹ -62.8%** WoW

WEEKLY Revenue YoY

YoY: 2023 Full Week Period, match with Black Friday week

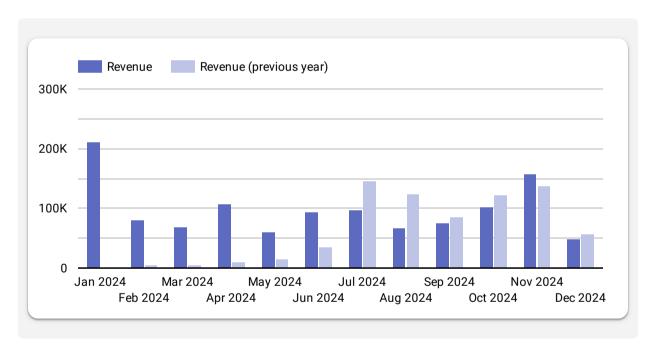


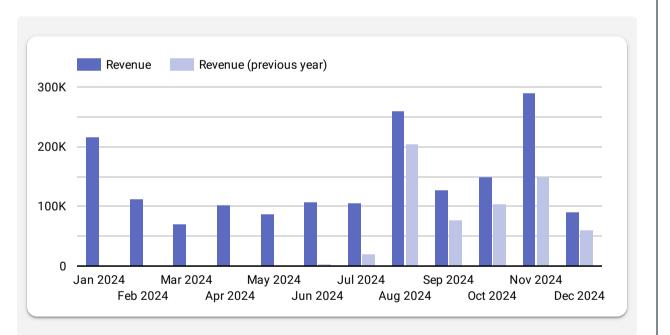
Revenue | Revenue (Oct 1, 2023 - Dec 10, 2023) 150K 100K , x, 202... Nov 4,202... 1,202... 11,20... 18,20... Dec 2

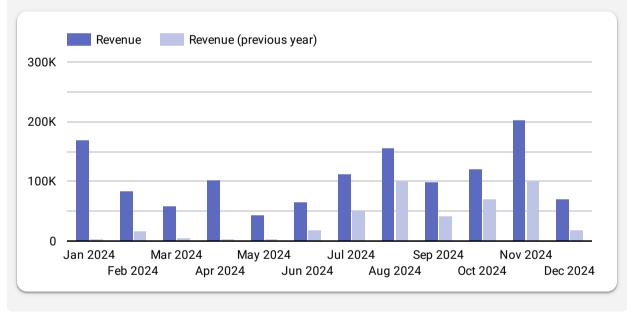


MONTHLY Revenue YoY

YoY: 2023 Full Month Period







PUBLISHERS Performance YoY

YoY: 2023 December 04 - December 10

CUSTOM publishers	Qty ▼	% ∆	Revenue	% ∆	CUSTOM commission	% ∆
Tangoo	58	141	20.2K	110	0.03	-50.0
Clickonometrics	11	83.3	2.4K	-34.2	0.03	-49.9
Codicepromozi	1	-	1.3K	-	0.03	-
Kuplio	1	-	255.7	-	0.03	-
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CUSTOM publishers	Qty ▼	% ∆	Revenue	% ∆	CUSTOM commission	% ∆
Tangoo	63	117	27.4K	61.9	0.03	-50.0
Kaina24	29	-	7.9K	-	0.03	
Codicepromozi	3	-	2.4K	-	0.03	
Instagram	2	-	471.6	-	0.03	
https://www.bo	2	-	798.3	-	0.03	
https://kuponu	1	-	187.3	-	0.03	
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CUSTOM publishers	Qty	% ∆	Revenue	% ∆	CUSTOM commission	%Δ
Tangoo	37	146.7% 🛊	18.3K	127.7% 🛊	0.01	-83.4% 🖡
Kaina24	10	-	3K	-	0.01	-
http://www.linkbux	2	-	618.6	-	0.01	-
http://www.bonus	1	0.0%	263.5	-70.4% 🖡	0.01	0.2% 🛊
https://kindred.co/	1	-	116.1	-	0.01	-
https://kindred.co/	1	-	116.1	-	0.01	
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