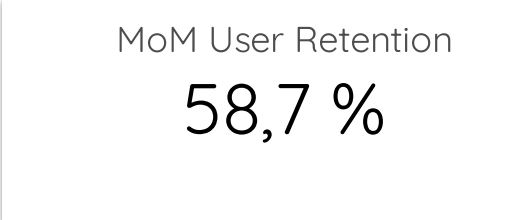
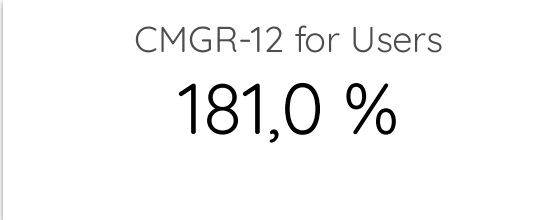


Owner Bookings

Overview - Owner Booking Data
Highlights

Source: file provided by the company of February 2022 for Growth Scanner analysis
User: Car Owner
Events: Cars bookings in status 'Completed','activated' or 'initiated'.



Rent a Car

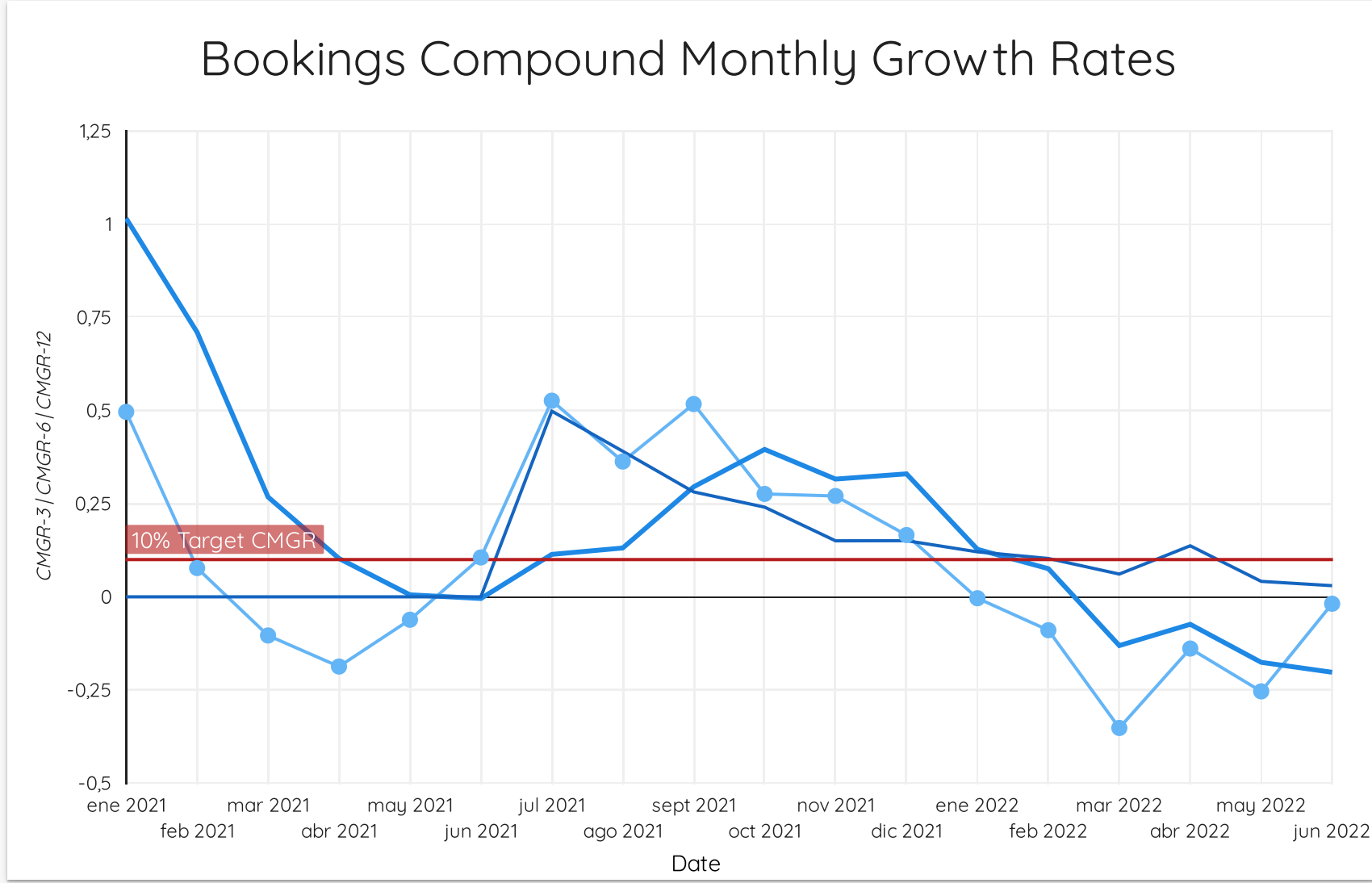
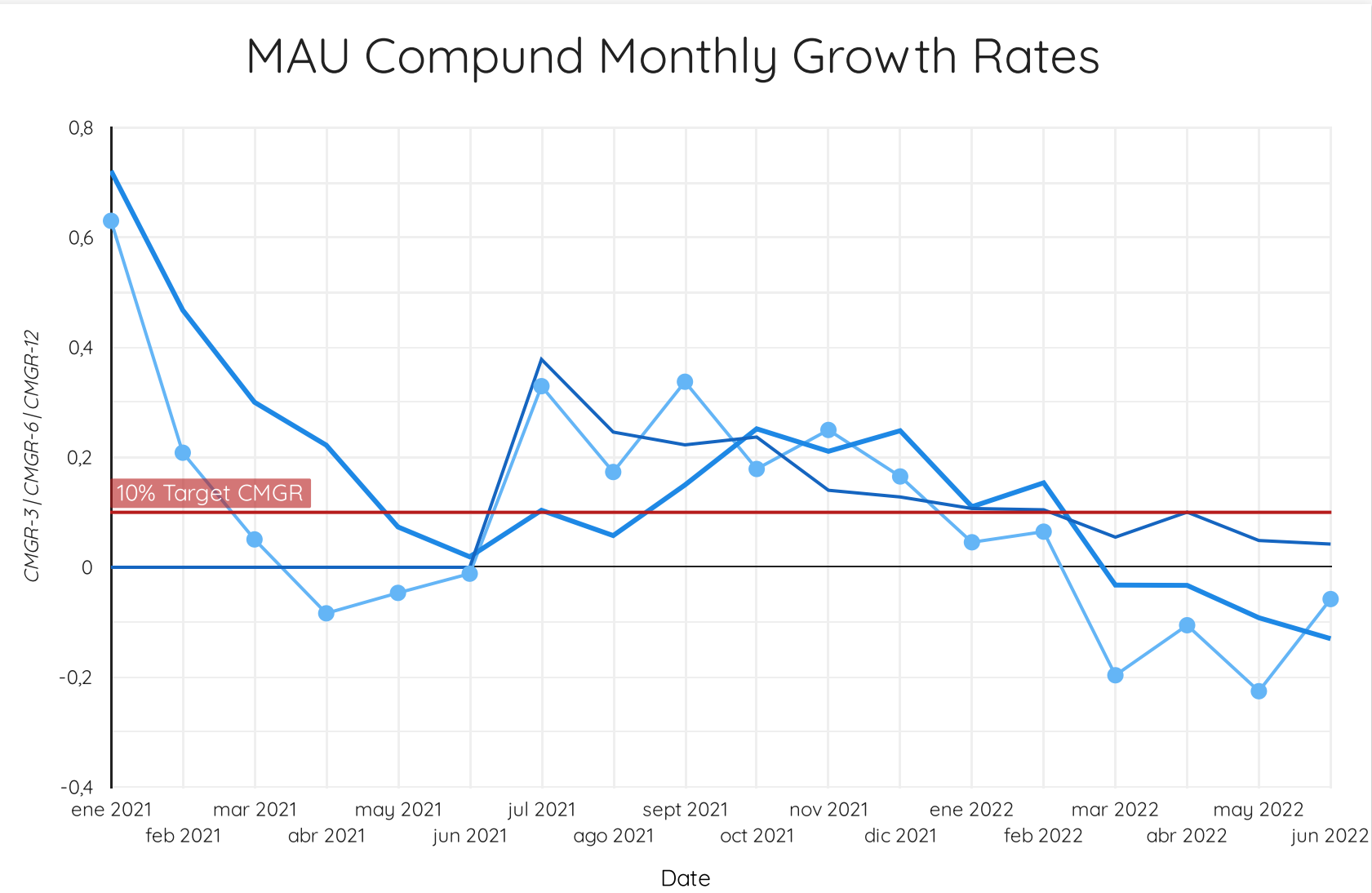
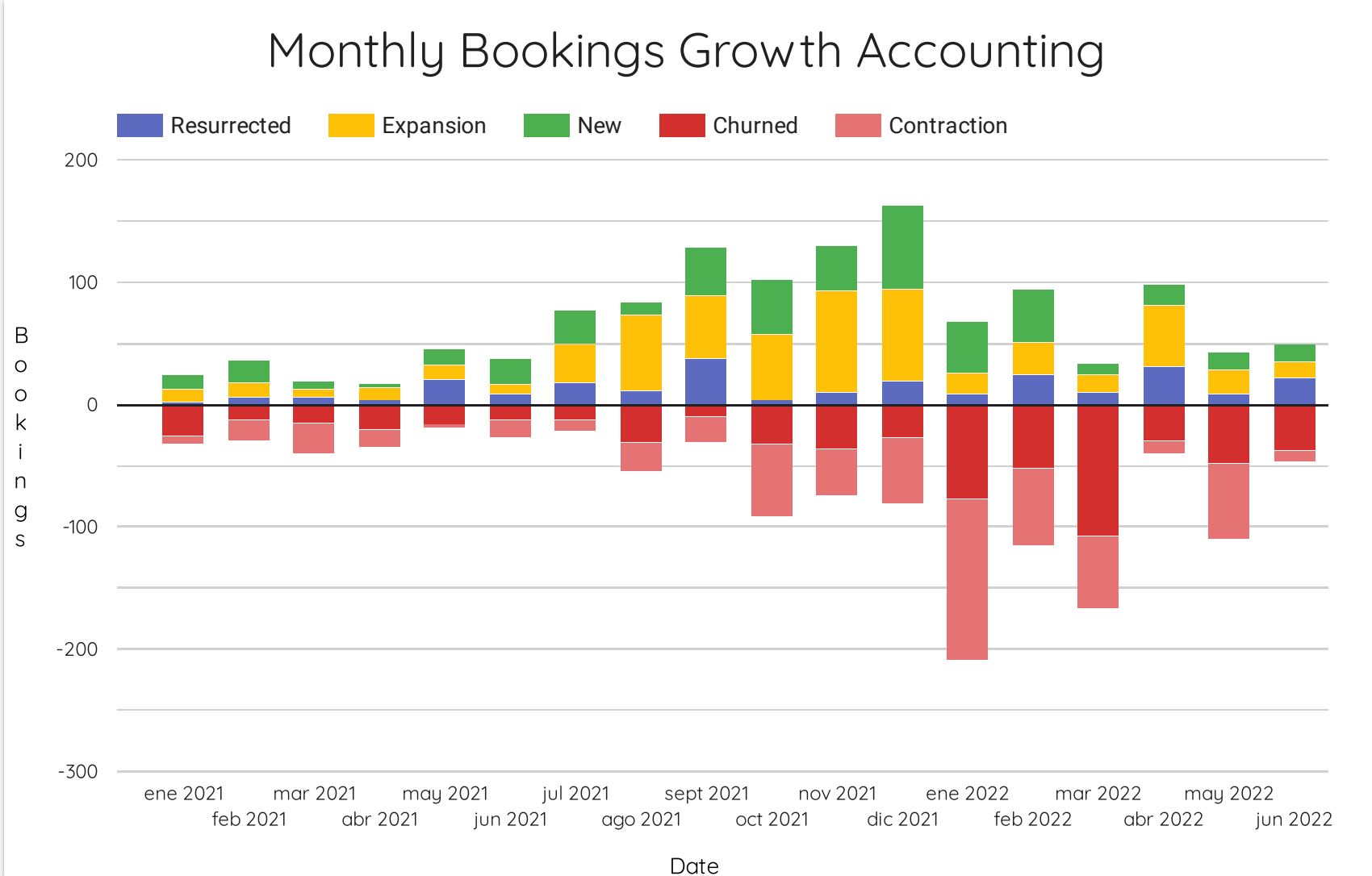
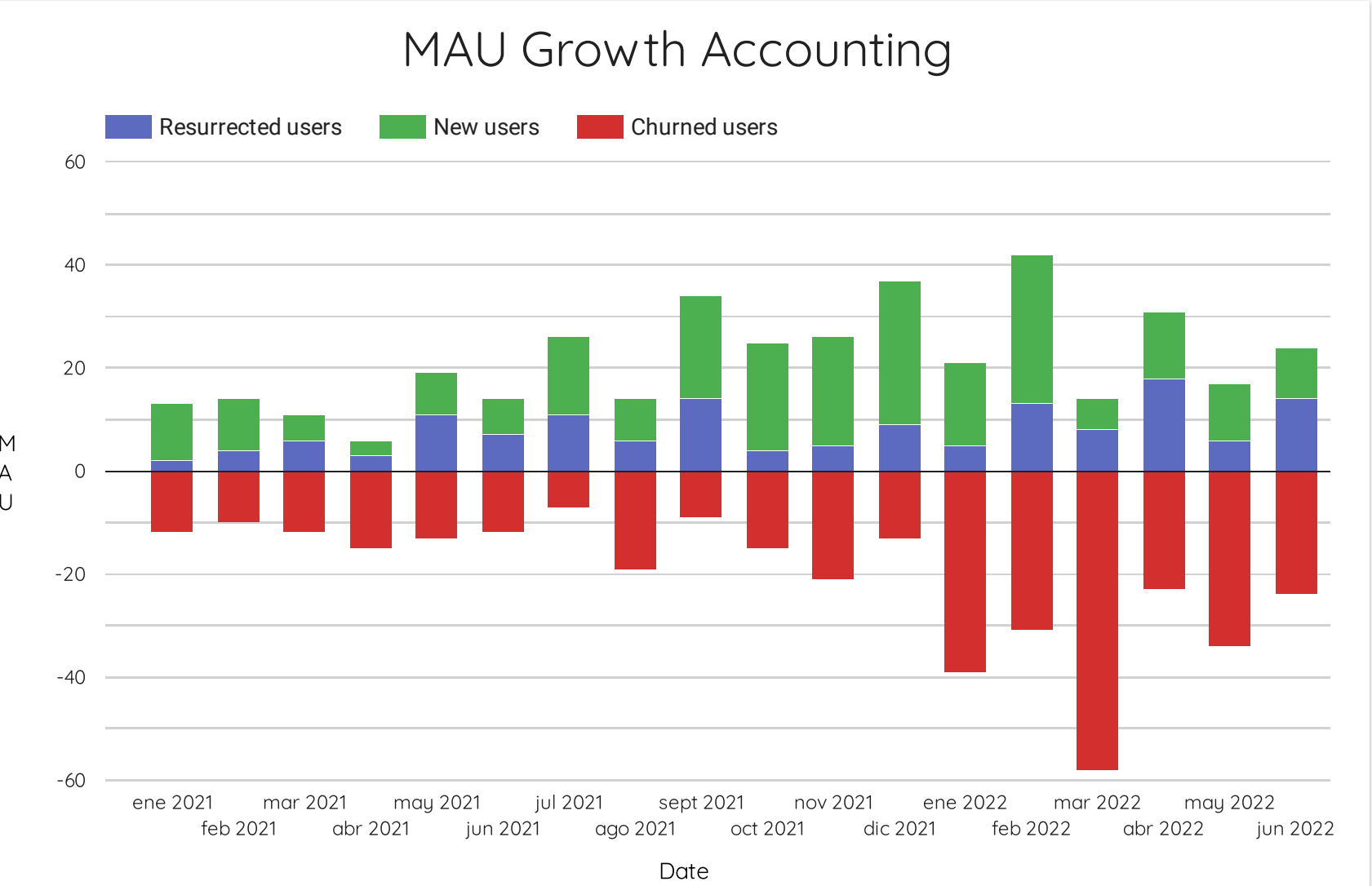
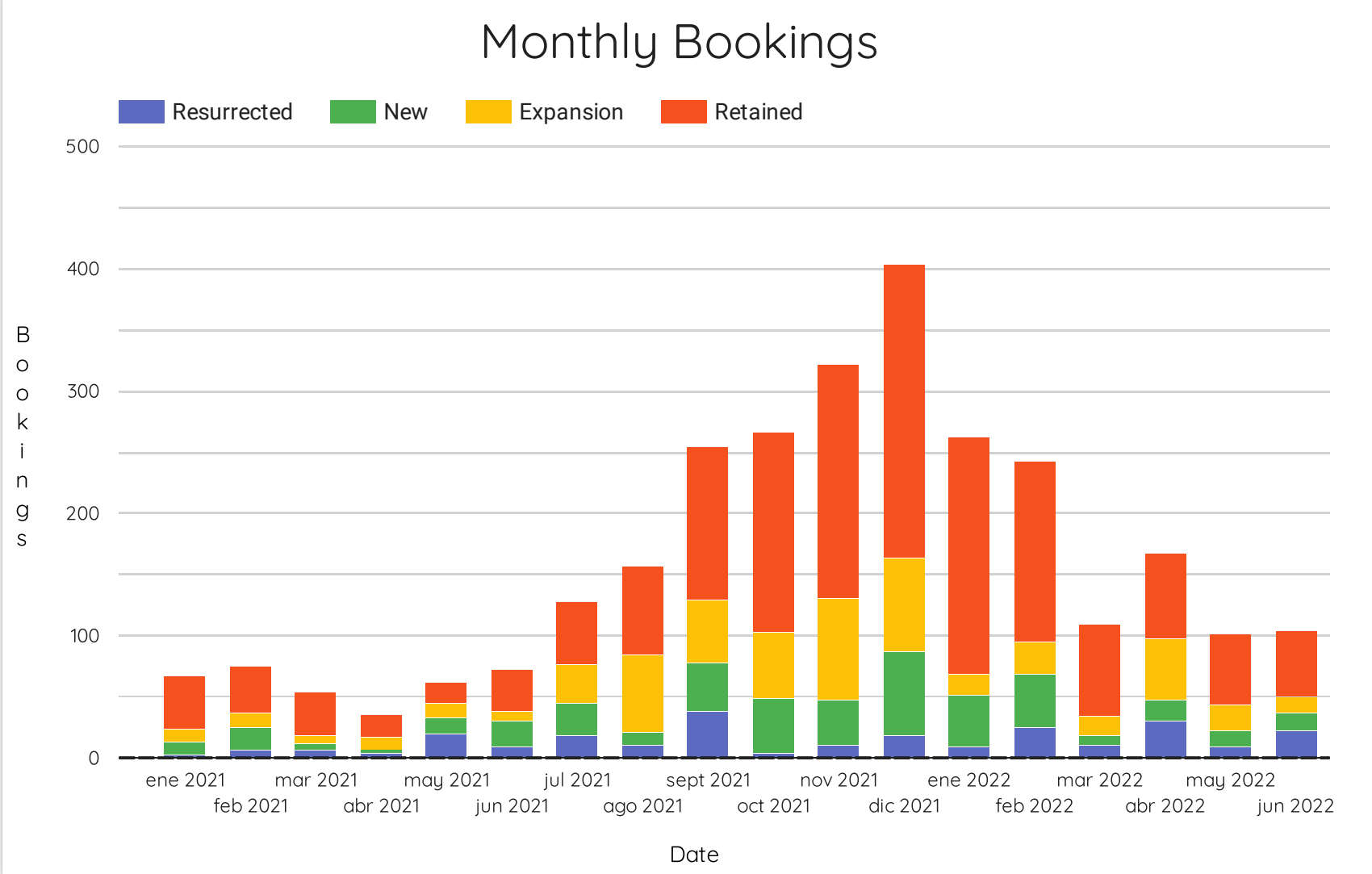
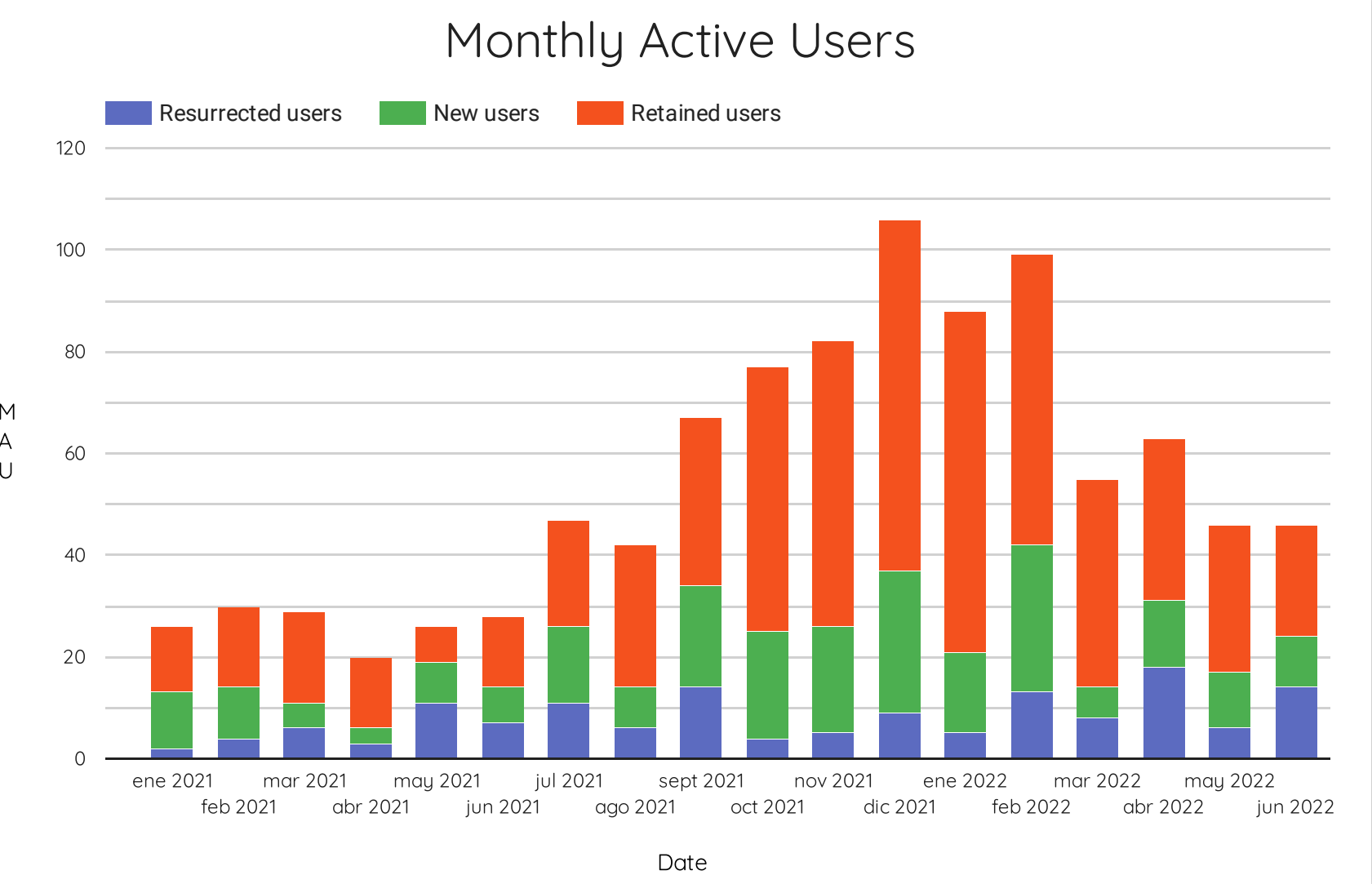
Freshness - Owner Bookings Data Through Date

June 2022

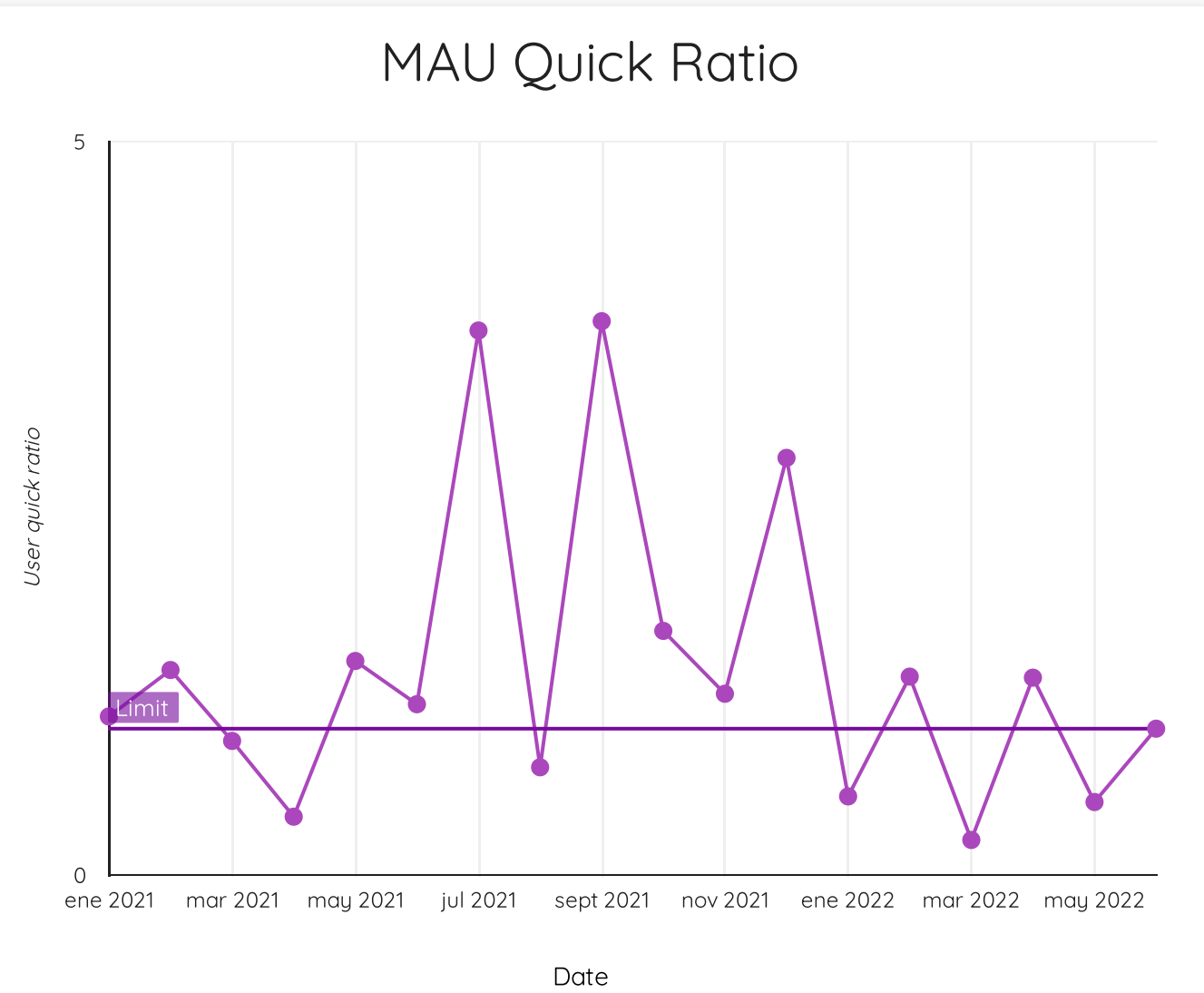
The **MAU** "Monthly Active Users" is a metric that indicates the number of unique customers that interacted with the Appcar service during a month.

Compound monthly growth rate: **(CMGR)**
Compares the start and the end of a 12 months period and gives an estimate of the monthly growth rate ignoring the effects of volatility

Month-over-month growth **(MoM)** . This indicator shows the change in the value of a specific metric as a percentage of the value of the previous month, the ideal is to maintain it or exceed it, since if we did we would find an exponential growth in the amount of income, users, reservations that without a doubt It is beneficial for our business.

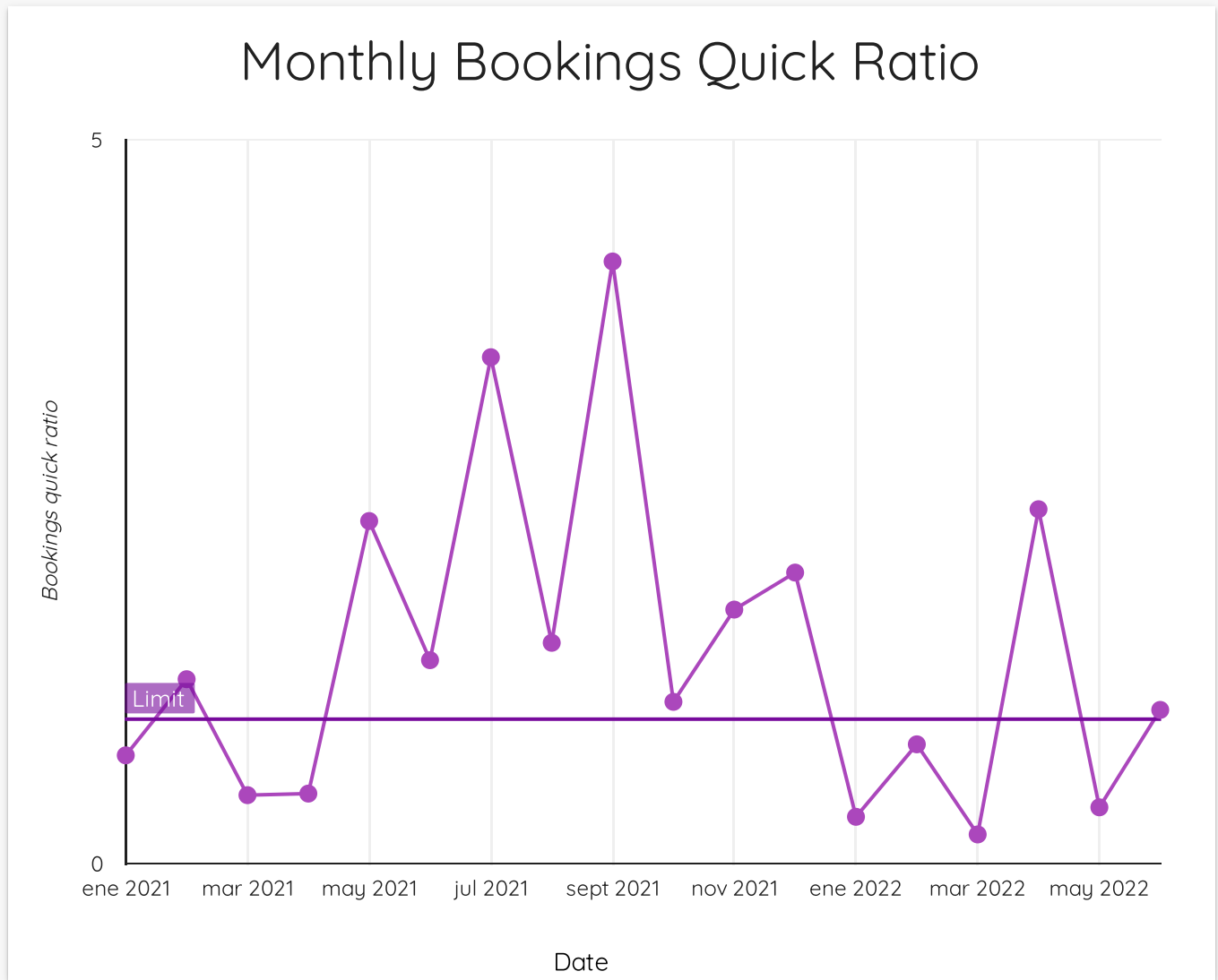


Compound monthly growth rate: **(CMGR-3,6,12)**
It compares the beginning and the end of a period of 3,6,12 months and gives an estimate of the growth rate, if they line up we have a stable trend. If it is below 10% of the target CMGR over more than 1 month, it is a downward growth rate and on the contrary, if it is above 10% of the target CMGR for more than one month, it is an upward growth trend.
For MAU, Bookings and Revenue metrics



MAU Quick Ratio - AppCar Owner Bookings Monthly GA

2,4



Monthly Bookings Quick Ratio - AppCar Owner Bookings Monthly GA

2,6

The ratio of the users added (new + resurrected) over the users lost (churned) is called the Quick Ratio. If a Quick Ratio is >1 the number of users is growing; conversely, if it is <1 the number of users is declining.

The ratio of added bookings (new + resurrected + expansion) over last bookings (churned + contraction) is called the Quick Ratio. If Quick Ratio is >1, the number of bookings is growing; on the contrary, if it is <1, the number of bookings is decreasing.

Owner Revenue

Overview - Owner Revenue Data Highlights

Source: file provided by the company of February 2022 for Growth Scanner analysis
User: Car Owner
Events: Cars bookings in status 'Completed','activated' or 'initiated'.
Revenue: 15% of total value until 1nds January 2022, 20% after.
Currency to CLP



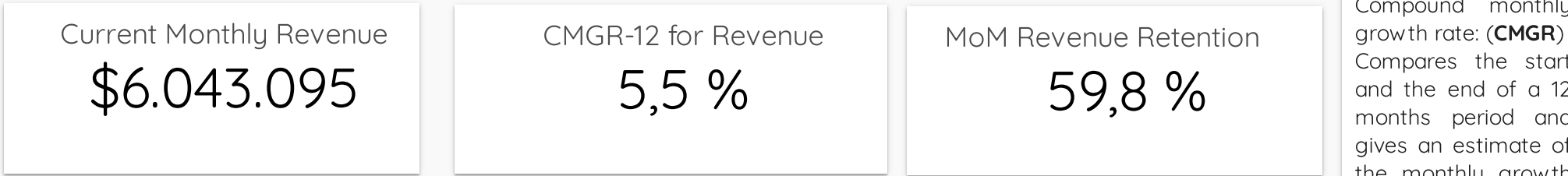
Resurrected:
Users (revenue, bookings) who leased a vehicle in period B, who did not lease a vehicle in period A, but who had leased a vehicle in a period other than A.
New:
Users (revenue, bookings) who rented a vehicle for the first time.
Retained:
Users (revenue, bookings) who rented a vehicle in period B and also in period A.

Rent a Car

Freshness - Owner Revenue Data Through Date

June 2022

The **MAU** "Monthly Active Users" is a metric that indicates the number of unique customers that interacted with the Appcar service during a month.



Expansion:
User reservations (revenue, bookings) who leased a vehicle in period B(m) and also in period A(n) but with a higher rental amount than in period B, max(m-n, 0).
Churned:
Leaked out, users (revenue, bookings) who leased in period B and did not lease in period A.
Contraction:
Loss of reservations from users (revenue, bookings) who rented a vehicle in period B(m) and also in period A(n) but with fewer rentals in period B, (n-m) m<n, negative value.

