

Q: Can I purchase the box without paying the subscription fee?

A: Once a user sets up their account and orders their first box or boxes, the boxes are theirs to use and keep even after their subscription ends. In order to purchase a box, there is a 3-month storage minimum. Boxes cannot be purchased without a subscription.



Q: Where are your margins? How are you getting to 21% Gross Margin?

A: This is a blended margin, based on usage assumptions for different box sizes, delivery frequencies and storage use scenarios. We project adoption rates based on user feedback around how people anticipated using Stash, although we also expect to learn even more about usage based on the Stash launch, and can easily tweak the model based on this.

| | Cost | Selling Price | Margin |
|---------------------|----------|---------------|--------|
| PHYSICAL BOX | | | |
| Small Box | \$8.57 | \$12.00 | 29% |
| Standard Box | \$10.16 | \$18.00 | 44% |
| STORAGE | | | |
| Small Box | \$2.04 | \$8.00 | 75% |
| Standard Box | \$4.08 | \$12.00 | 66% |
| DELIVERY | | | |
| A La Carte Delivery | \$21.00 | \$25.00 | 16% |
| 2 Deliveries | \$42.00 | \$48.00 | 13% |
| 5 Deliveries | \$105.00 | \$115.00 | 9% |

