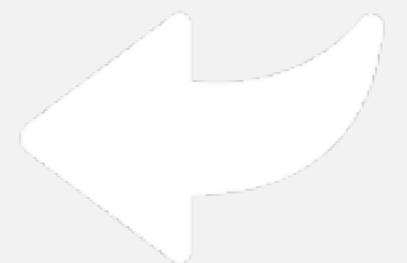
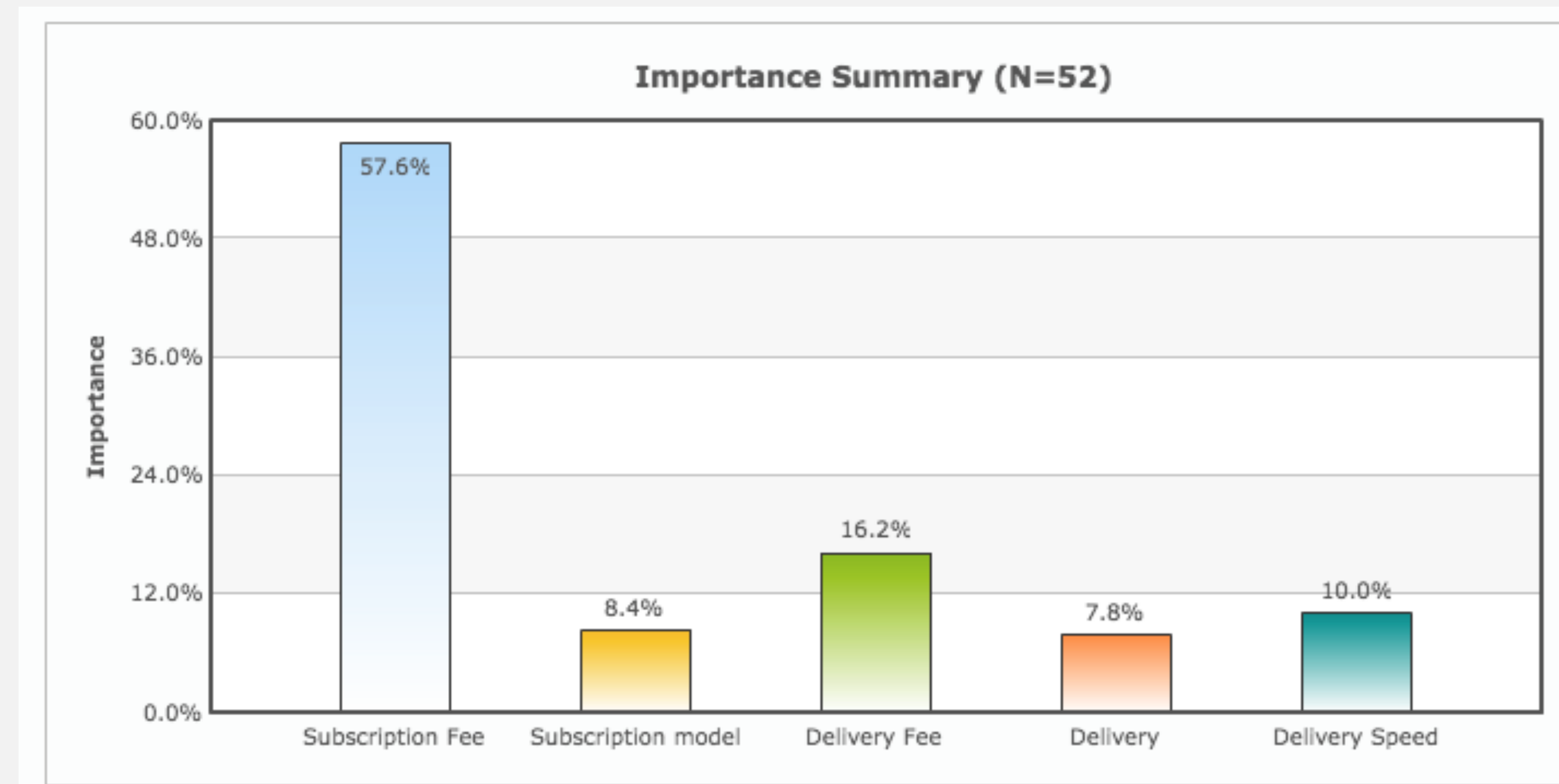


Q: How was customer pricing determined?

A: Pricing is based on our operational costs and customer preferences around similar subscription models. We found that consumers are highly sensitive to high subscription fees, so we kept our subscription fee as low as possible while offering plenty of choices around delivery.

Conjoint analysis showed:

1. Highest sensitivity to subscription fee
2. Delivery fees were distant second
3. Delivery speed was third



Q: Do you offer alternative pricing for long-term storage?

A: Stash currently offers flexible subscription packages to fit our users needs. If users don't plan to retrieve their stuff for a long period of time, we will recommend they choose the "as-needed" subscription package.

