CS Sales-Revenue, Built Qty and ASP

by Retail Week of Order Processed_date

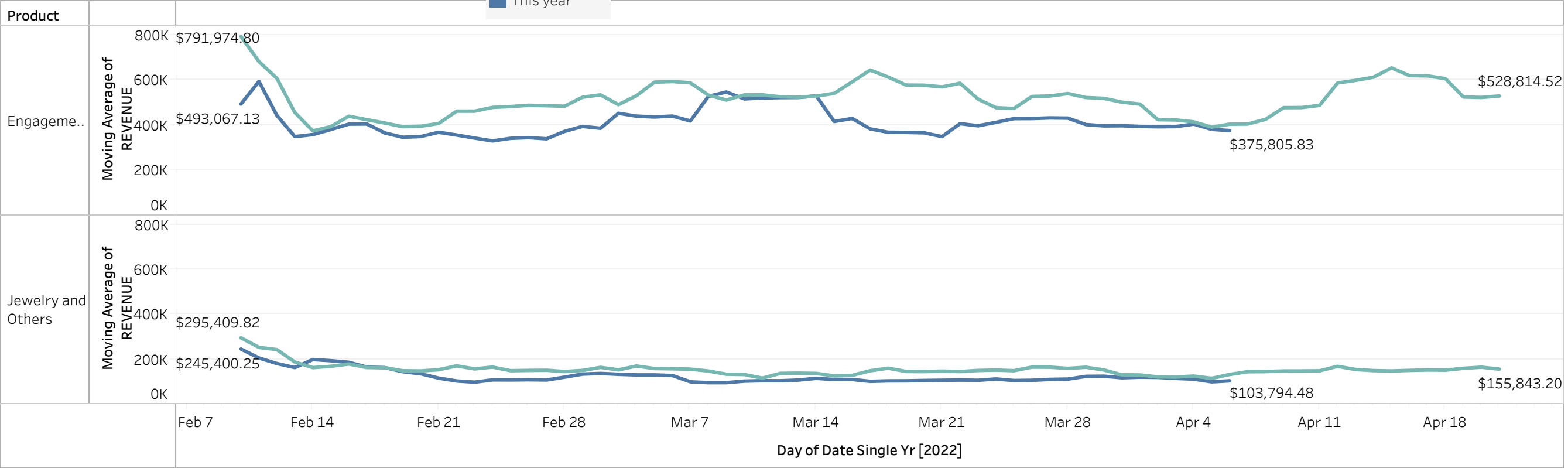| Product		Retail Year / Retail Week Of Year							
		2020	2021	2022					
		14	13	8	9	10	11	12	13
Engageme..	REVENUE	$1,208,097.37	$2,900,297.11	$2,375,916.27	$3,079,367.22	$3,654,659.69	$2,561,591.62	$3,023,162.67	$2,754,372.66
	BUILT_QTY	201	383	283	354	347	332	318	292
	ASP	$6,010.43	$7,572.58	$8,395.46	$8,698.78	$10,532.16	$7,715.64	$9,506.80	$9,432.78
Jewelry and Others	REVENUE	$351,104.29	$874,303.57	$752,304.82	$891,025.20	$749,991.50	$737,005.89	$770,937.35	$803,191.68
	BUILT_QTY	365	582	665	615	713	601	555	578
	ASP	$961.93	$1,502.24	$1,131.29	$1,448.82	$1,051.88	$1,226.30	$1,389.08	$1,389.60

WoW

Pr..		Retail Year / Retail ..	
		2022	
		12	13
En..	% ..		-8.89%
	% ..		-8.18%
	% ..		-0.78%
Jew elry an..	% ..		4.18%
	% ..		4.14%
	% ..		0.04%

YoY

Prod..		Retail Year / Retail W..	
		2021	2022
		13	13
Eng..	%..		-5.03%
	%..		-23.76%
	%..		24.57%
Jewel ry an d Ot..	%..		-8.13%
	%..		-0.69%
	%..		-7.50%

T7 day Avg. Revenue by merch category

Last year
This year

Call data

Calls over Week

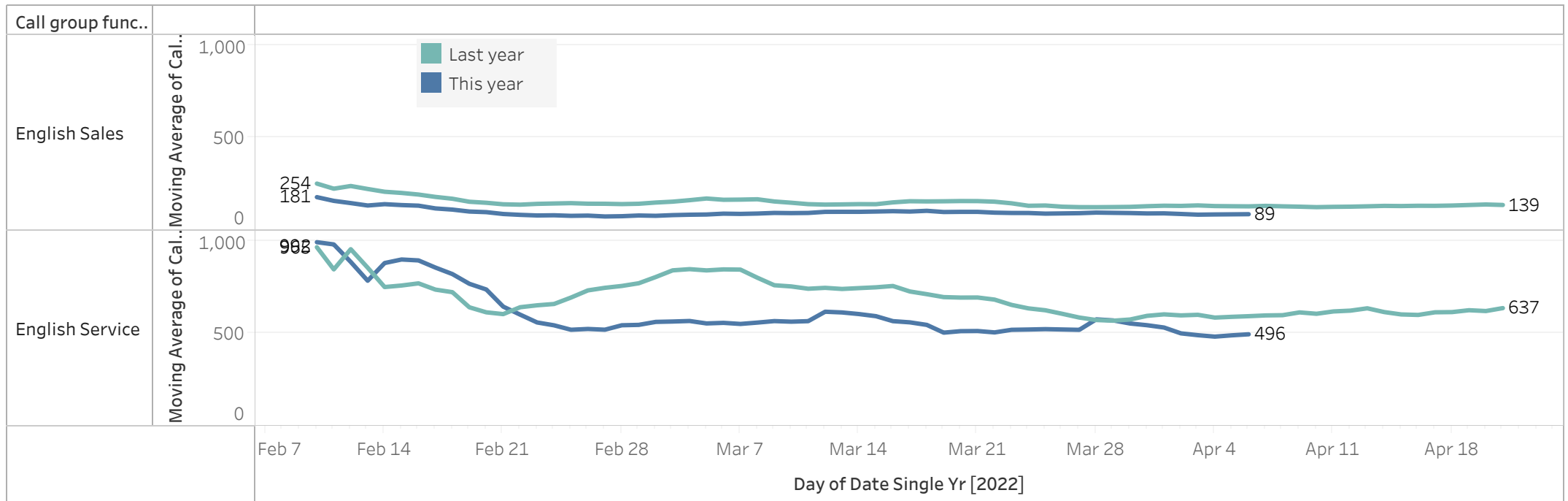| Call group ..		Retail Year / Retail Week Of Year							
		2020	2021	2022					
		14	13	8	9	10	11	12	13
China Sales	Offered	62	129	114	84	122	66	55	80
	Abandoned %	1.61%	1.55%	0.88%	7.14%	3.28%	0.00%	5.45%	8.75%
China Service	Offered	390	277	213	212	284	172	132	156
	Abandoned %	2.05%	4.69%	1.88%	4.25%	8.10%	1.74%	4.55%	13.46%
English Sales	Offered	573	931	539	645	715	713	582	607
	Abandoned %	6.46%	3.01%	2.41%	1.55%	1.82%	1.40%	2.06%	2.80%
English Service	Offered	2,169	4,103	3,647	3,905	4,297	3,592	3,353	3,440
	Abandoned %	3.60%	3.34%	2.39%	2.61%	2.63%	1.61%	2.18%	2.09%
Other Language	Offered	21	56	38	33	40	28	32	35
	Abandoned %	33.33%	21.43%	18.42%	24.24%	15.00%	25.00%	9.38%	11.43%

WoW

Cal..		Retail Year / Retail ..	
		2022	
		12	13
Chin a S..	%.		45.45%
	%.		60.42%
Chin a S..	%.		18.18%
	%.		196.15%
Engl ish ..	%.		4.30%
	%.		35.83%
Engl ish ..	%.		2.59%
	%.		-3.86%
Oth er ..	%.		9.38%
	%.		21.90%

YoY

C..		Retail Year / Retail W..	
		2021	2022
		13	13
Chi n..	%.		-37.98%
	%.		464.38%
Chi n..	%.		-43.68%
	%.		186.83%
Engl..	%.		-34.80%
	%.		-6.88%
En gl..	%.		-16.16%
	%.		-37.32%
Ot h..	%.		-37.50%
	%.		-46.67%

T7d Avg. English calls offered by function

Chat data

Chat data over Weeks

| Lang-Function ..		Retail Year (Date Dim) / Retail Week Of Year (Date Dim)							
		2020	2021	2022					
		14	13	8	9	10	11	12	13
Chinese Sales	# of Chats	265	234	259	170	207	122	166	162
Chinese Service	# of Chats	290	425	360	317	373	303	271	261
English Sales	# of Chats	664	839	886	805	892	914	969	877
English Service	# of Chats	1,792	2,458	3,554	3,483	3,845	3,592	3,575	3,210

WoW

	Retail Year (Date Dim) /..	
	2022	
Lan..	12	13
Chi..		-2.410%
Chi..		-3.690%
Eng..		-9.494%
Eng..		-10.210%

YoY

	Retail Year (Date Di..	
	2021	2022
Lan..	13	13
Chi..		-30.77%
Chi..		-38.59%
Eng..		4.53%
Eng..		30.59%

Viz-Chat data over Weeks
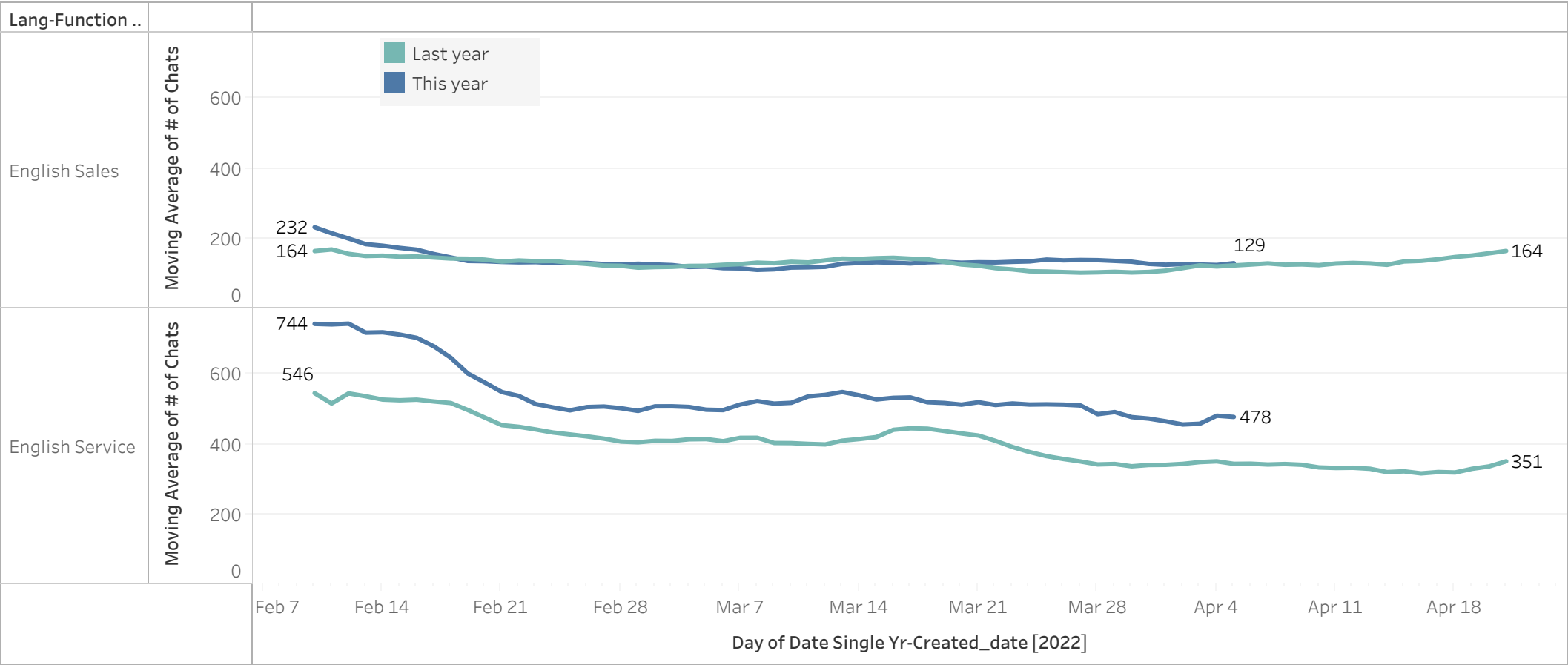
Diamond Phone Conversion

Diamond First contact count & conversion

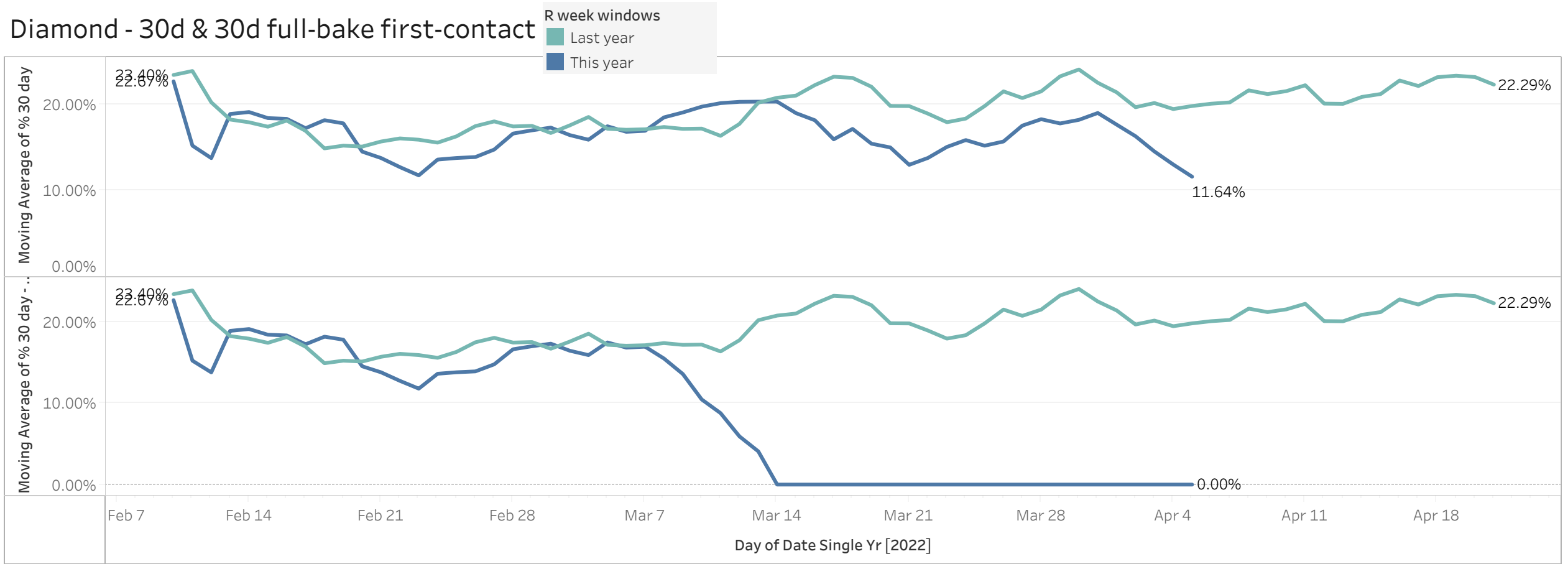|	First Contact Date												
	2021									2022			
	Q2			Q3			Q4			Q1			Q2
	April	May	June	July	August	Septem..	October	Novem..	Decemb..	January	February	March	April
# First conta..	1,760	1,859	1,391	1,441	1,572	1,490	1,369	1,921	1,859	1,086	1,427	1,214	177
% 1 day	12.68%	12.10%	12.82%	12.30%	12.88%	12.01%	10.13%	14.67%	15.69%	8.45%	11.70%	11.33%	6.67%
% 7 day	17.29%	16.20%	17.14%	16.25%	17.04%	14.63%	13.36%	18.68%	18.68%	10.70%	14.16%	15.80%	7.14%
% 30 day	20.64%	19.05%	19.78%	19.57%	20.11%	17.38%	15.37%	21.63%	21.24%	12.95%	17.12%	17.86%	7.14%
% 30 day - ful..	20.64%	19.05%	19.78%	19.57%	20.11%	17.38%	15.37%	21.63%	21.24%	12.95%	17.12%	3.91%	0.00%

MoM

	First Contact Date	
	2022	
	March	April
% Diff..		-85.42%
% Diff..		-41.17%
% Diff..		-54.78%
% Diff..		-60.00%
% Diff..		-100.00%

YoY

	First Contact Date	
	2021	2022
	April	April
% Diff..		-89.94%
% Diff..		-47.41%
% Diff..		-58.68%
% Diff..		-65.39%
% Diff..		-100.00%

Diamond - 30d & 30d full-bake first-contact

Jewelry Phone Conversion

Jewelry First contact count & conversion

	First Contact Date												
	2021									**2022**			
	Q2			**Q3**			**Q4**			**Q1**			**Q2**
	April	May	June	July	August	Septem..	October	Novem..	Decemb..	January	February	March	April
# First conta..	434	490	333	358	419	383	342	512	747	353	477	400	59
% 1 day	14.09%	19.09%	17.75%	15.89%	18.75%	15.52%	16.10%	20.15%	17.85%	10.32%	14.56%	9.21%	15.38%
% 7 day	15.88%	21.47%	20.28%	17.97%	20.98%	19.59%	17.23%	22.37%	19.98%	11.64%	16.67%	11.46%	16.92%
% 30 day	18.79%	24.85%	23.10%	20.31%	22.77%	22.90%	19.21%	23.29%	22.47%	12.43%	18.39%	13.26%	16.92%
% 30 day - ful..	18.79%	24.85%	23.10%	20.31%	22.77%	22.90%	19.21%	23.29%	22.47%	12.43%	18.39%	4.04%	0.00%

MoM

	First Contact Date	
	2022	
	March	April
% Diff..		-85.25%
% Diff..		66.98%
% Diff..		47.66%
% Diff..		27.64%

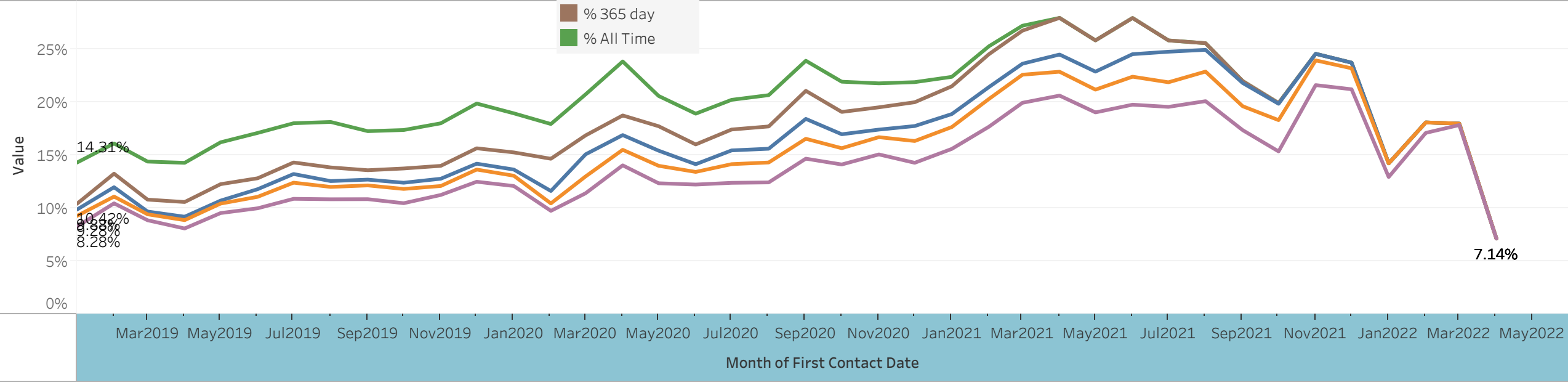### YoY

	First Contact Date	
	2021	2022
	April	April
% Diffe..		-86.41%
% Diffe..		9.16%
% Diffe..		6.54%
% Diffe..		-9.95%

Jewelry - 30d first-contact Conversion
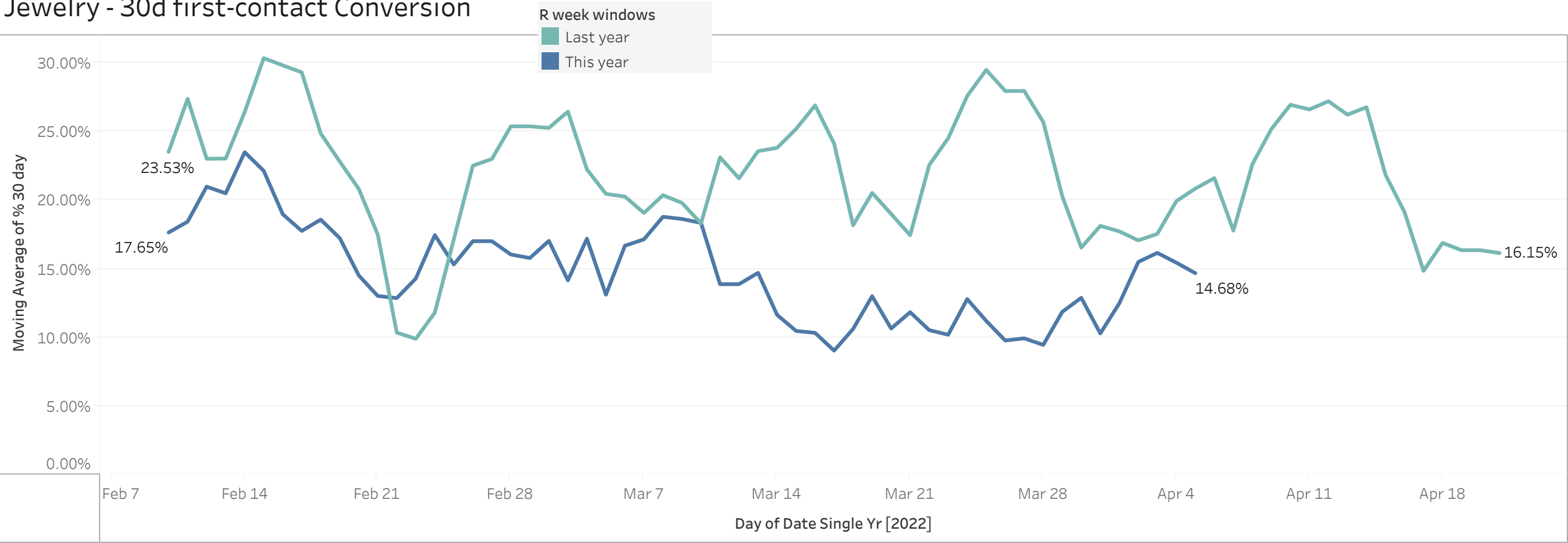
Dia-Jew Phone all-time conversion

Diamond First contact count & conversion

Measure Names
- % 30 day
- % 90 day
- % 180 day
- % 365 day
- % All Time

Value

14.31%
10.42%
9.68%
9.39%
8.28%

7.14%

Month of First Contact Date

Mar2019 May2019 Jul2019 Sep2019 Nov2019 Jan2020 Mar2020 May2020 Jul2020 Sep2020 Nov2020 Jan2021 Mar2021 May2021 Jul2021 Sep2021 Nov2021 Jan2022 Mar2022 May2022

Jewelry First contact count & conversion

Value

22.96%
17.52%
16.62%
15.11%
14.20%

16.92%

Month of First Contact Date

Mar2019 May2019 Jul2019 Sep2019 Nov2019 Jan2020 Mar2020 May2020 Jul2020 Sep2020 Nov2020 Jan2021 Mar2021 May2021 Jul2021 Sep2021 Nov2021 Jan2022 Mar2022 May2022

Chat Conversion

US Chat Conversion

| | First Contact Date | | | | | | | | | | | | |
| | 2021 | | | | | | | | | 2022 | | | |
	April	May	June	July	August	Septem..	October	Novem..	Decemb..	January	February	March	April
Total Interactions	6,026	6,361	4,635	3,699	3,931	4,177	4,247	5,456	6,031	4,874	4,691	3,863	550
% 1 day	6.06%	7.73%	8.50%	10.57%	11.70%	11.52%	10.67%	10.78%	14.14%	9.07%	11.79%	10.92%	10.36%
% 7 day	7.98%	9.68%	11.00%	14.25%	15.29%	14.87%	14.17%	14.74%	17.64%	11.94%	15.09%	14.65%	11.82%
% 30 day	10.49%	11.95%	13.87%	18.63%	19.59%	19.08%	18.11%	18.91%	21.21%	16.33%	18.63%	17.06%	11.82%

US MoM

| | First Contact Date | |
| | 2022 | |
	March	April
% Differ..		-85.76%
% Differ..		-5.13%
% Differ..		-19.34%
% Differ..		-30.72%

US YoY

| | First Contact Date | |
| | 2021 | 2022 |
	April	April
% Diffe..		-90.87%
% Diffe..		71.10%
% Diffe..		48.06%
% Diffe..		12.68%

Dublin Chat Conversion

| | First Contact Date | | | | | | | | | | | | |
| | 2021 | | | | | | | | | 2022 | | | |
	April	May	June	July	August	Septem..	October	Novem..	Decemb..	January	February	March	April
Total Interact..	134	173	128	137	153	201	197	269	264	224	236	216	21
% 1 day (i)	7.46%	8.67%	7.03%	9.49%	12.42%	9.45%	10.15%	10.78%	14.77%	10.71%	10.59%	9.26%	19.05%
% 7 day (i)	13.43%	13.87%	14.06%	16.79%	16.99%	14.43%	12.69%	17.47%	18.94%	17.41%	13.56%	13.89%	23.81%
% 30 day (i)	20.90%	15.03%	17.19%	19.71%	20.26%	18.91%	20.30%	20.07%	24.24%	20.09%	16.53%	14.81%	23.81%

Dublin MoM

| | First Contact Date | |
| | 2022 | |
	March	April
% Differ..		-90.19%
% Differ..		103.81%
% Differ..		69.84%
% Differ..		59.23%

Dublin YoY

| | First Contact Date | |
| | 2021 | 2022 |
	April	April
% Differ..		-89.12%
% Differ..		117.62%
% Differ..		53.14%
% Differ..		16.31%

Shanghai English Chat Conversion

| | First Contact Date | | | | | | | | | | | | |
| | 2021 | | | | | | | | | 2022 | | | |
	April	May	June	July	August	Septem..	October	Novem..	Decemb..	January	February	March	April
Total Interact..	668	439	252	197	236	318	403	648	574	418	392	373	64
% 1 day (i)	3.59%	5.01%	8.33%	8.63%	12.71%	5.66%	6.20%	8.64%	10.98%	9.33%	9.18%	9.92%	14.06%
% 7 day (i)	6.29%	8.66%	11.51%	12.18%	17.80%	10.06%	11.91%	14.66%	15.33%	12.20%	12.50%	13.14%	15.63%
% 30 day (i)	8.83%	12.07%	15.48%	18.78%	21.61%	13.21%	14.14%	17.75%	18.99%	15.79%	14.03%	14.75%	15.63%

Shng. Eng MoM

| | First Contact Date | |
| | 2022 | |
	March	April
% Differ..		-82.84%
% Differ..		41.77%
% Differ..		18.94%
% Differ..		5.97%

Shng. Eng YoY

| | First Contact Date | |
| | 2021 | 2022 |
	April	April
% Differ..		-90.42%
% Differ..		137.72%
% Differ..		124.24%
% Differ..		71.37%

Shanghai Chinese Chat Conversion

| | First Contact Date | | | | | | | | | | | | |
| | 2021 | | | | | | | | | 2022 | | | |
	April	May	June	July	August	Septem..	October	Novem..	Decemb..	January	February	March	April
Total Interact..	380	399	319	326	366	243	318	346	377	261	312	241	34
% 1 day (i)	4.47%	7.27%	5.96%	7.06%	6.01%	4.53%	5.35%	6.36%	7.69%	5.75%	9.62%	6.64%	0.00%
% 7 day (i)	9.47%	14.79%	10.66%	13.80%	12.30%	7.41%	11.64%	13.87%	13.53%	10.73%	16.67%	16.18%	2.94%
% 30 day (i)	13.16%	17.54%	11.91%	16.26%	15.30%	11.11%	16.35%	15.90%	16.45%	16.09%	19.87%	17.43%	2.94%

Shng. Chi MoM

| | First Contact Date | |
| | 2022 | |
	March	April
% Differ..		-85.89%
% Differ..		-100.00%
% Differ..		-81.83%
% Differ..		-83.12%

Shng. Chi YoY

| | First Contact Date | |
| | 2021 | 2022 |
	April	April
% Differ..		-91.05%
% Differ..		-100.00%
% Differ..		-68.95%
% Differ..		-77.65%

Email data

Email data over Weeks

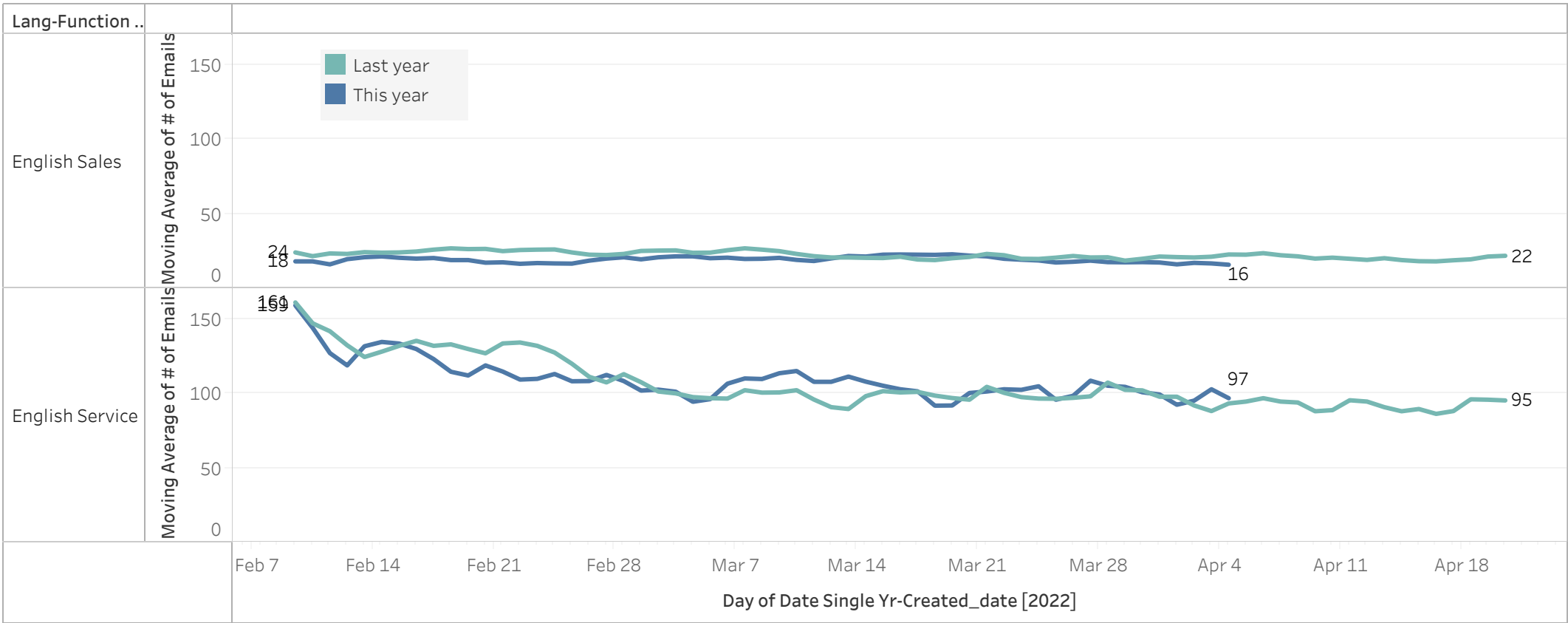| Lang-Function ..		Retail Year (Date Dim) / Retail Week Of Year (Date Dim)							
		2020	2021	2022					
		14	13	8	9	10	11	12	13
Chinese Sales	# of Emails	25	10	9	10	6	5	10	9
Chinese Service	# of Emails	206	168	154	132	161	124	164	128
English Sales	# of Emails	142	151	136	138	150	154	121	117
English Service	# of Emails	591	633	793	707	782	659	724	694
Grand Total	# of Emails	964	962	1,092	987	1,099	942	1,019	948

WoW

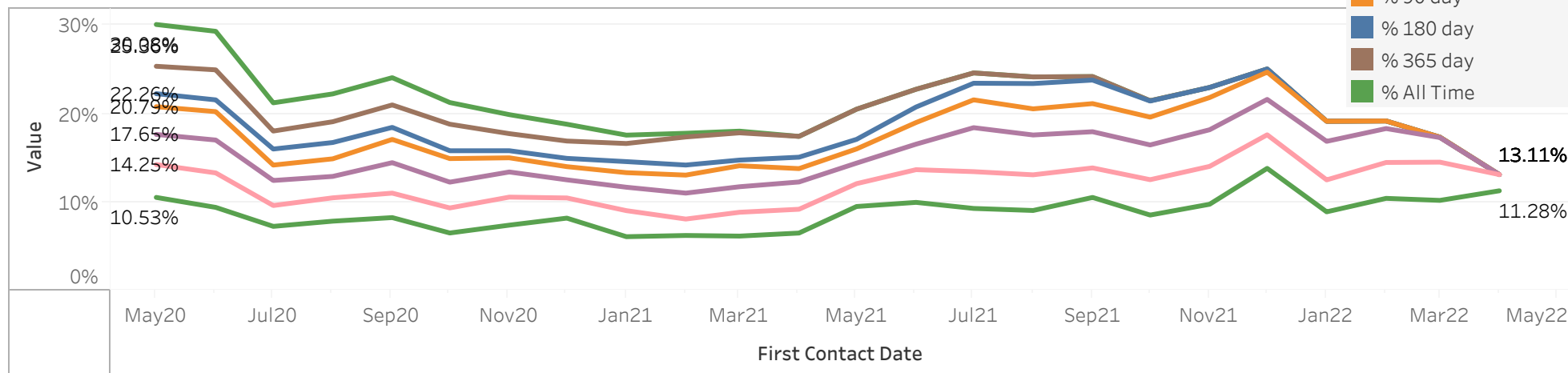|	Retail Year (Date Di..	
	2022	
Lan..	12	13
Chi..		-10.00%
Chi..		-21.95%
Eng..		-3.31%
Eng..		-4.14%
Gra..		-6.97%

YoY

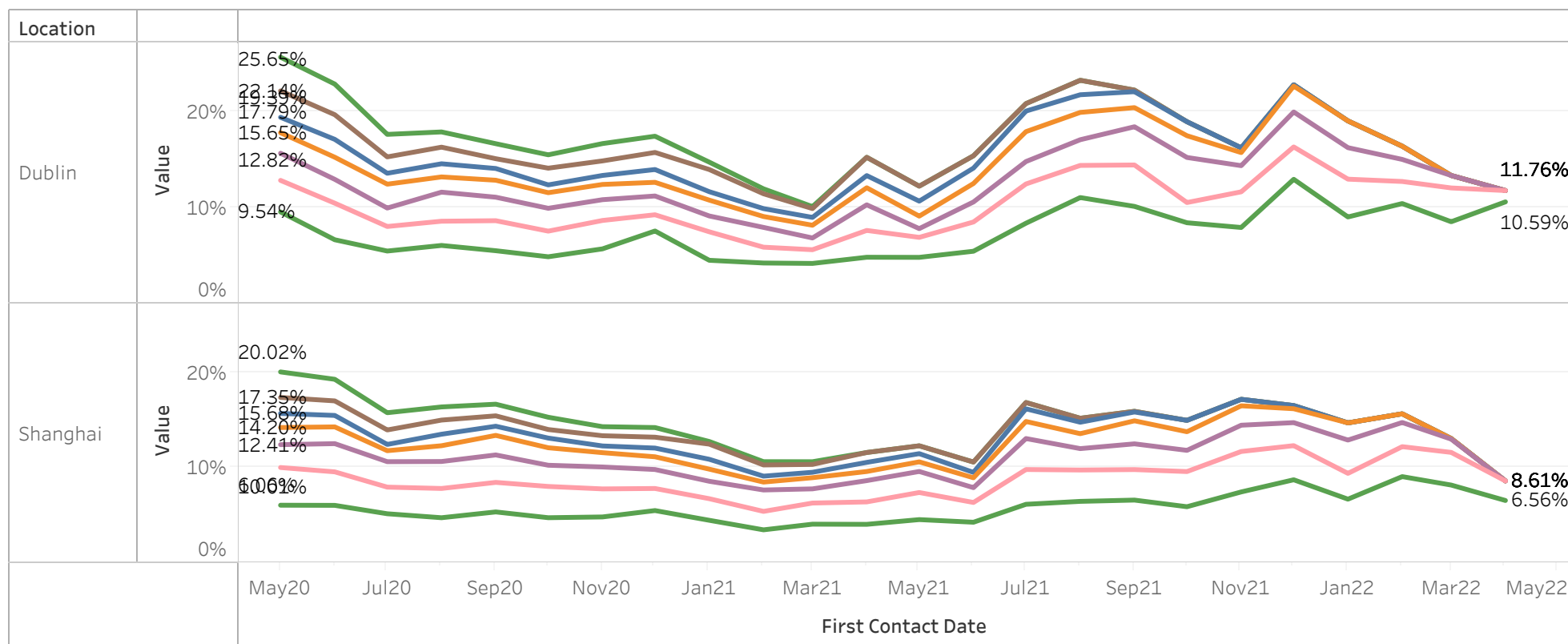|	Retail Year (Date D..	
	2021	2022
Lan..	13	13
Chi..		-10.00%
Chi..		-23.81%
Eng..		-22.52%
Eng..		9.64%
Gra..		-1.46%

English Email data

US-Chat all-time conversion

US - Chat all-time conversion

Legend — Measure Names:
- % 1 day
- % 7 day
- % 30 day
- % 90 day
- % 180 day
- % 365 day
- % All Time

Y-axis label: Value
X-axis label: First Contact Date

Left-side value labels: 26.86%, 27.98%, 22.26%, 20.79%, 17.65%, 14.25%, 10.53%
Right-side value labels: 13.11%, 11.28%

X-axis ticks: May20, Jul20, Sep20, Nov20, Jan21, Mar21, May21, Jul21, Sep21, Nov21, Jan22, Mar22, May22

Shanghai-Chat all-time conversion

Location	

Dublin

Y-axis label: Value
Left-side value labels: 25.65%, 23.14%, 19.39%, 17.79%, 15.65%, 12.82%, 9.54%
Right-side value labels: 11.76%, 10.59%

Shanghai

Y-axis label: Value
Left-side value labels: 20.02%, 17.35%, 15.68%, 14.20%, 12.41%, 6.06%, 6.61%
Right-side value labels: 8.61%, 6.56%

X-axis ticks: May20, Jul20, Sep20, Nov20, Jan21, Mar21, May21, Jul21, Sep21, Nov21, Jan22, Mar22, May22
X-axis label: First Contact Date

Virtual Appointments details

Appointments details

	Appointment date&time												
	2021									2022			
	Q2			Q3			Q4			Q1			Q2
	April	May	June	July	August	Septemb..	October	November	December	January	February	March	April
Total Appointments	341	343	351	324	326	337	350	365	476	407	441	495	97
No Show Appointments	72	75	81	82	90	91	100	88	146	116	128	139	22
No show rate	21.11%	21.87%	23.08%	25.31%	27.61%	27.00%	28.57%	24.11%	30.67%	28.50%	29.02%	28.08%	22.68%
Post-sale Appointments	23	26	19	11	16	16	16	19	42	33	53	45	13

Successful Appointments

	Retail Year / Retail Month Name / Retail Week Of Year													
	2021	2022												
	DEC	JAN				FEB				MAR				
	52	1	2	3	4	5	6	7	8	9	10	11	12	13
Total successful appoint..	80	69	68	59	70	68	86	92	63	83	90	85	76	68

Viz-Appointments details
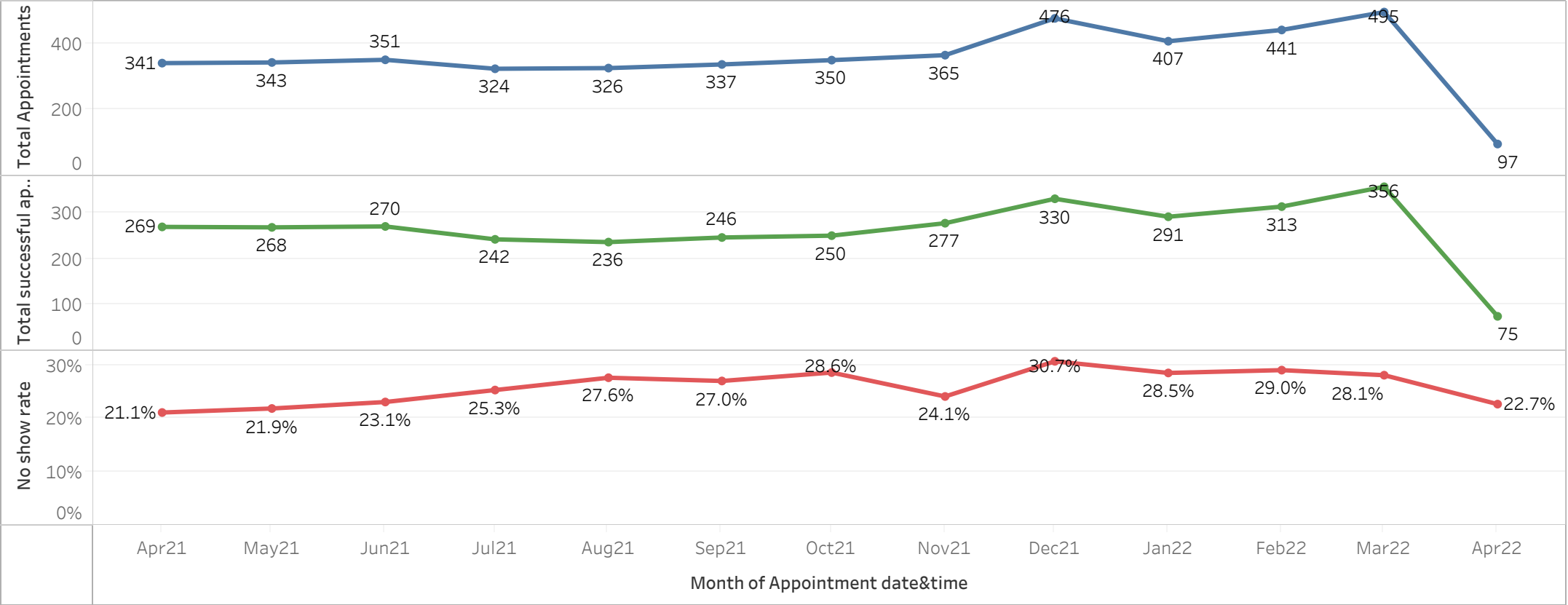
Virtual Appointments-Revenue and Conversion

Conversion

	Appointment date&time												
	2021									2022			
	Q2			Q3			Q4			Q1			Q2
	April	May	June	July	August	Septem..	October	Novem..	Decemb..	January	February	March	April
Total Appointments	321	321	338	315	313	326	335	350	446	376	393	454	86
Order count	125	105	120	117	103	109	101	94	120	97	95	104	14
% Total conversion	38.94%	32.71%	35.50%	37.14%	32.91%	33.44%	30.15%	26.86%	26.91%	25.80%	24.17%	22.91%	16.28%

Revenue

	Full Date												
	2021									2022			
	Q2			Q3			Q4			Q1			Q2
	April	May	June	July	August	September	October	November	December	January	February	March	April
REVENUE	$339,695	$462,410	$1,181,788	$795,930	$770,500	$875,690	$985,660	$1,255,921	$1,101,739	$665,378	$998,332	$1,412,444	$368,361

Virtual Appointments Revenue
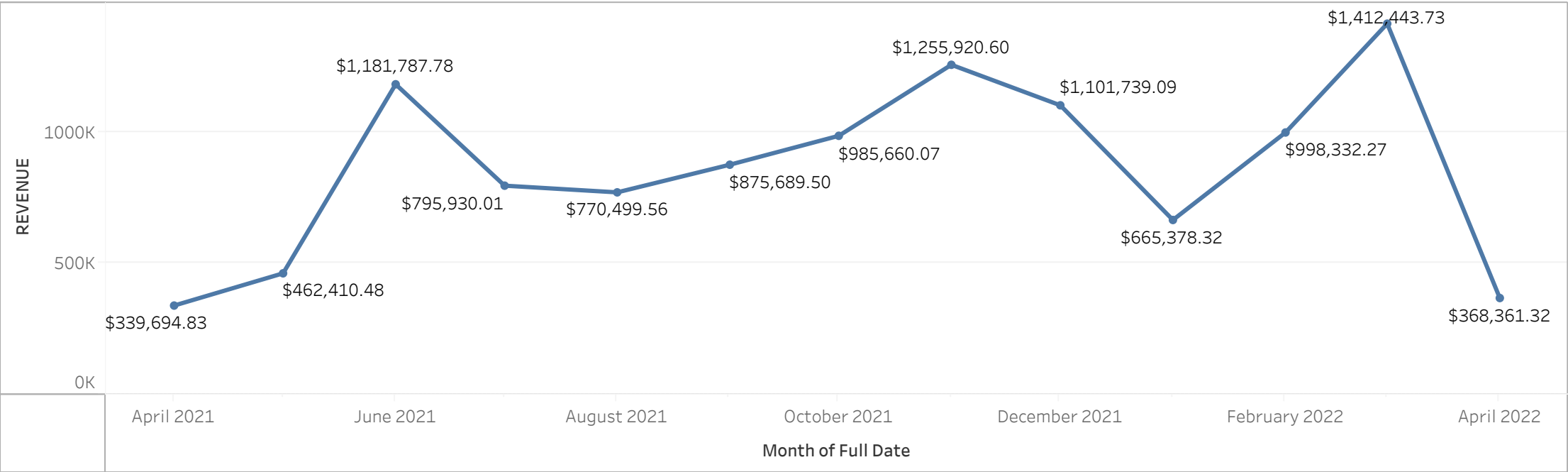
CSAT data

CSAT over Weeks

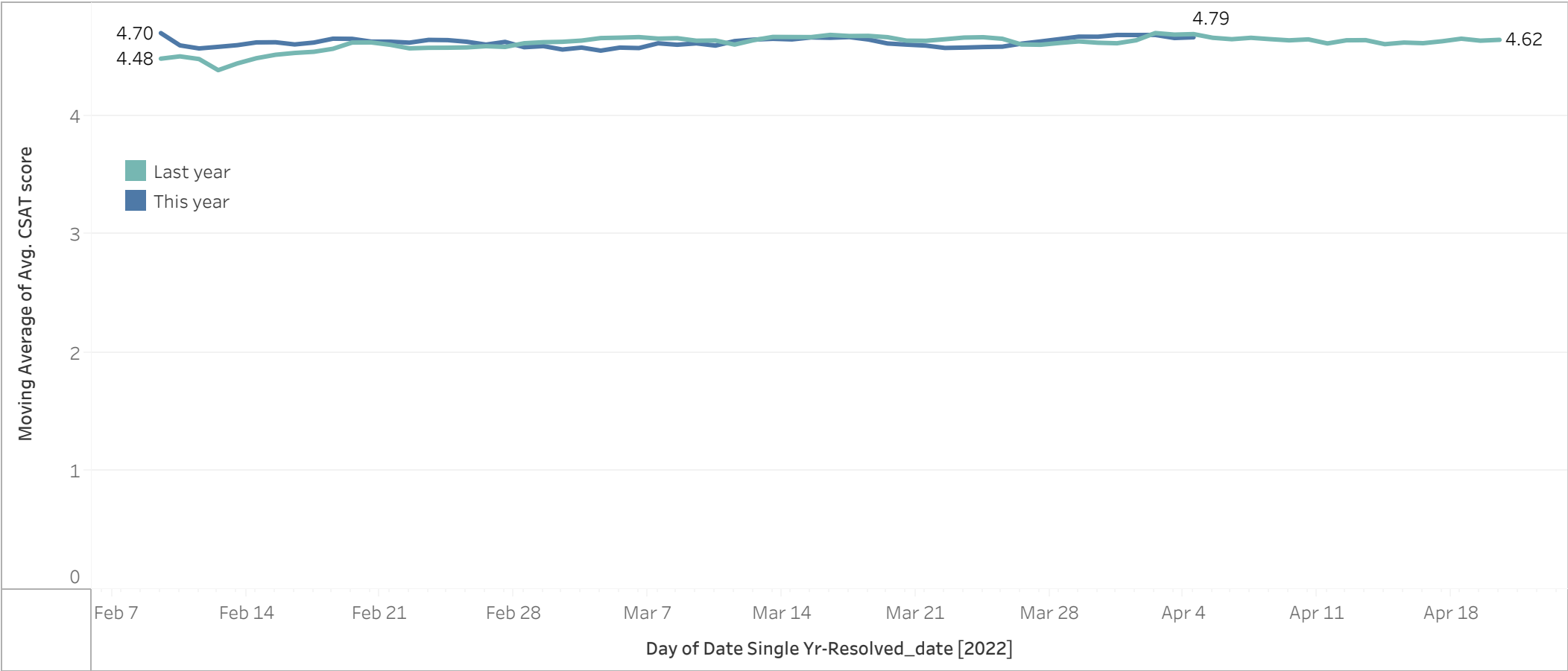|	Retail Year / Retail Week Of Year						
	2021	2022					
	13	8	9	10	11	12	13
Avg. CSAT score	4.69	4.61	4.58	4.63	4.62	4.61	4.69

WoW

Retail Year / Retail ..	
2022	
12	13
	1.87%

YoY

Retail Year / Retail ..	
2021	2022
13	13
	0.06%

CSAT over Weeks

Note that data is available from Retail year-2019 and week-49 onwards.

FCR data

FCR over Weeks

	Retail Year / Retail Week Of Year						
	2021	2022					
	13	8	9	10	11	12	13
Avg. FCR score	91.07%	90.14%	89.81%	92.98%	91.53%	91.56%	93.37%

WoW

Retail Year / Retail W..	
2022	
12	13
	1.97%

YoY

Retail Year / Retail ..	
2021	2022
13	13
	2.52%

Note that data is available from Retail year-2019 and Week-49 onwards.

FCR over Weeks