

CVR + Analysis   ALL as of January 2025												in USD				
KPI Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
KPI Analysis	5,117,107	4,759,271	4,370,752	9.3%	10.3%	12.4%	506,837	518,733	540,890	25.08	25.37	26.16	12,712,295	13,158,845	14,148,701	
	4,404,338	4,174,676	3,875,877	10.7%	11.8%	12.4%	473,380	492,018	481,103	24.94	24.83	26.21	11,804,819	12,214,550	12,610,650	
	4,865,425	4,302,652	128,266	10.5%	12.2%	12.7%	512,920	523,331	16,321	25.44	24.87	26.42	13,048,793	13,016,914	433,156	
	5,023,808	4,223,226	0	10.3%	12.7%	#DIV/0!	517,926	535,210	0	25.62	24.45	#DIV/0!	13,268,348	13,087,638	0	
	5,410,016	4,689,525	0	12.4%	12.3%	#DIV/0!	545,508	565,854	0	25.23	24.76	#DIV/0!	13,762,641	14,008,142	0	
	4,086,025	4,476,371	0	13.3%	12.6%	#DIV/0!	541,966	565,997	0	24.74	24.60	#DIV/0!	13,410,402	13,924,938	0	
	4,200,532	4,000,707	0	12.5%	12.7%	#DIV/0!	500,831	500,003	0	24.01	24.01	#DIV/0!	13,268,348	13,087,638	0	
	3,895,449	4,073,454	0	12.6%	13.9%	#DIV/0!	515,633	549,152	0	24.37	25.03	#DIV/0!	12,872,352	13,119,623	0	
	3,848,822	4,062,105	0	12.5%	13.2%	#DIV/0!	483,076	536,982	0	25.32	25.26	#DIV/0!	12,181,907	13,542,076	0	
	4,398,504	4,646,043	0	11.6%	12.5%	#DIV/0!	508,940	579,562	0	25.06	25.35	#DIV/0!	12,751,708	14,694,512	0	
	5,908,858	6,307,893	0	11.0%	11.5%	#DIV/0!	647,327	724,211	0	24.46	24.17	#DIV/0!	15,819,397	17,940,123	0	
	6,264,628	6,292,152	0	11.7%	12.3%	#DIV/0!	730,627	779,293	0	24.55	25.27	#DIV/0!	17,936,572	19,614,741	0	
Last Month	5,117,107	4,759,271	4,370,752	9.9%	10.9%	12.4%	506,837	518,733	540,890	25.1	25.4	26.2	12,712,295	13,158,845	14,148,701	
YoY*	-7.0%	-7.0%	-8.2%	10.0%	10.0%	13.5%	2.3%	4.3%	4.3%	7.1%	7.1%	3.1%	3.5%	3.5%	7.5%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	7,023,151	7,727,619	6,160,323	8%	7%	9%	551,007	566,094	584,092	23.07	23.24	24.22	1,09	1.09	1.09	
	6,110,494	6,942,496	5,405,674	8.5%	7.7%	9.6%	517,076	536,765	520,237	22.93	22.76	24.24	1,09	1.09	1.09	
	6,715,308	7,325,622	188,880	9.4%	7.8%	9.6%	563,951	573,085	17,379	23.14	22.71	24.81	1,10	1.10	1.10	
	6,982,997	7,539,164	0	8.2%	7.8%	#DIV/0!	569,264	589,190	0	23.31	22.11	#DIV/0!	1,10	1.10	1.10	
	6,302,446	9,337,956	0	9.6%	6.7%	#DIV/0!	604,137	623,291	0	22.78	22.47	#DIV/0!	1,11	1.10	1.10	
	5,604,927	8,637,312	0	10.7%	7.2%	#DIV/0!	601,973	622,849	0	22.28	22.36	#DIV/0!	1,11	1.10	1.10	
	7,124,458	8,453,366	0	10.1%	7.8%	#DIV/0!	616,867	656,964	0	22.45	22.83	#DIV/0!	1,10	1.09	1.09	
	5,480,899	5,639,222	0	10.4%	10.6%	#DIV/0!	569,038	597,417	0	22.62	22.96	#DIV/0!	1,10	1.09	1.09	
	5,414,343	5,692,519	0	9.8%	9.3%	#DIV/0!	532,920	587,836	0	22.86	23.07	#DIV/0!	1,11	1.09	1.09	
	5,920,288	5,634,313	0	9.5%	9.8%	#DIV/0!	564,564	636,062	0	22.59	23.03	#DIV/0!	1,11	1.10	1.10	
	9,115,735	8,861,667	0	8.9%	9.1%	#DIV/0!	718,685	799,759	0	22.84	22.52	#DIV/0!	1,08	1.09	1.09	
	9,392,916	8,861,667	0	8.5%	9.4%	#DIV/0!	794,231	839,881	0	22.59	23.35	#DIV/0!	1,09	1.09	1.09	
Last Month	7,023,151	7,727,619	6,160,323	8%	7%	9%	551,007	566,094	584,092	23.07	23.24	24.22	1.09	1.09	1.08	
YoY*	-10.0%	-20.3%	-20.3%	-6.6%	-6.6%	29.4%	2.7%	3.2%	3.2%	0.8%	0.8%	4.2%	1.09	1.09	-1.0%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total Cvr Ratio			
	182,480	235,210	218,516	1.37	1.62	1.41	3.3%	3.4%	2.8%	12.7%	12.3%	14.7%	1.61	1.76	1.55	
	169,159	218,698	191,471	1.39	1.66	1.39	3.26%	3.44%	2.83%	12.78	12.38	14.3%	1.58	1.79	1.49	
	159,409	230,308	6,675	1.38	1.70	1.41	3.21%	3.39%	2.81%	14.24	14.24	13.0%	1.67	1.82	1.49	
	170,422	238,308	0	1.38	1.71	#DIV/0!	3.21%	3.38%	2.81%	14.35	14.25	#DIV/0!	1.76	1.85	#DIV/0!	
	179,814	254,396	0	1.42	3.49	#DIV/0!	3.19%	3.43%	#DIV/0!	14.94	14.94	#DIV/0!	1.65	2.24	#DIV/0!	
	177,138	249,310	0	1.37	1.91	#DIV/0!	3.16%	3.39%	#DIV/0!	15.31	15.76	#DIV/0!	1.49	2.18	#DIV/0!	
	189,974	267,178	0	1.37	1.79	#DIV/0!	3.26%	3.41%	#DIV/0!	15.05	15.44	#DIV/0!	1.49	1.98	#DIV/0!	
	177,210	249,739	0	1.41	1.38	#DIV/0!	3.14%	3.26%	#DIV/0!	15.46	15.66	#DIV/0!	1.48	1.47	#DIV/0!	
	166,072	234,521	0	1.41	1.40	#DIV/0!	3.38%	3.35%	#DIV/0!	15.15	15.56	#DIV/0!	1.53	1.50	#DIV/0!	
	177,009	241,276	0	1.35	1.39	#DIV/0!	3.53%	3.27%	#DIV/0!	14.38	15.25	#DIV/0!	1.50	1.53	#DIV/0!	
	246,975	302,151	0	1.37	1.40	#DIV/0!	3.76%	3.38%	#DIV/0!	13.31	14.54	#DIV/0!	1.51	1.61	#DIV/0!	
	307,736	315,414	0	1.50	1.41	#DIV/0!	3.42%	3.19%	#DIV/0!	14.00	15.31	#DIV/0!	1.65	1.64	#DIV/0!	
Last Month	182,480	235,210	218,516	1.37	1.62	1.41	18.3%	18.3%	17.5%	12.7%	12.3%	14.7%	1.61	1.76	1.55	
YoY*	-28.9%	-7.1%	-7.1%	-13.2%	-13.2%	-13.2%	5.3%	-17.5%	-17.5%	1.7%	1.7%	14.3%	-12.3%	-13.5%	-10.2%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	-1,561,335	-1,780,721	-1,446,506	2023	1,441,500	1,826,666	1,485,219	-1.08	-0.97	-0.97	20.5%	23.6%	24.1%	-12.3%	-23.2%	-10.2%
	-1,425,020	-1,480,387	-1,349,163	2024	1,262,202	1,577,066	1,338,686	-1.13	-0.94	-1.01	20.7%	22.7%	24.8%	-12.1%	-12.1%	-10.7%
	-1,402,835	-1,513,747	-47,161	2025	1,233,765	1,618,092	47,552	-1.14	-0.94	-0.99	18.4%	22.1%	26.3%	-10.8%	-11.6%	-10.9%
	-1,340,055	-1,574,832	0	2023	1,188,710	1,601,979	0	-1.13	-0.98	#DIV/0!	17.0%	21.2%	#DIV/0!	-10.1%	-12.0%	#DIV/0!
	-1,337,020	-1,742,847	0	2024	1,208,862	1,701,763	0	-1.11	-1.01	#DIV/0!	19.2%	18.2%	#DIV/0!	-9.7%	-22.3%	#DIV/0!
	-1,341,841	-1,742,847	0	2025	1,204,862	1,701,763	0	-1.11	-1.01	#DIV/0!	18.8%	18.8%	#DIV/0!	-9.8%	-22.4%	#DIV/0!
	-1,557,351	-1,820,208	0	2023	1,329,410	1,738,688	0	-1.13	-1.05	#DIV/0!	21.7%	20.4%	#DIV/0!	-11.2%	-21.1%	#DIV/0!
	-1,361,272	-1,711,036	0	2024	1,349,844	1,604,736	0	-1.21	-1.07	#DIV/0!	21.0%	20.4%	#DIV/0!	-10.8%	-22.5%	#DIV/0!
	-1,361,256	-1,555,995	0	2025	1,102,197	1,510,724	0	-1.24	-1.03	#DIV/0!	20.4%	26.5%	#DIV/0!	-11.2%	-11.5%	#DIV/0!
	-1,516,052	-1,598,671	0	2023	1,234,410	1,590,180	0	-1.23	-1.01	#DIV/0!	20.9%	24.6%	#DIV/0!	-11.9%	-10.9%	#DIV/0!
	-1,767,587	-1,955,457	0	2024	1,851,511	2,081,731	0	-0.97	-0.94	#DIV/0!	22.8%	23.5%	#DIV/0!	-11.3%	-10.9%	#DIV/0!
	-2,038,937	-1,718,277	0	2025	2,025,937	2,041,009	0	-0.92	-0.84	#DIV/0!	23.5%	22.9%	#DIV/0!	-11.4%	-6.8%	#DIV/0!
Last Month	-1,561,335	-1,780,721	-1,446,506	2023	1,441,500	1,826,666	1,485,219	-1.08	-0.97	-0.97	20.5%	23.6%	24.1%	-12.3%	-23.2%	-10.2%
YoY*	-14.1%	-18.8%	-18.8%	26.7%	26.7%	18.7%	-10.0%	-0.1%	-0.1%	20.5%	23.6%	24.1%	-12.3%	-13.5%	-24.5%	

CVR + Analysis   Beard Club												in USD				
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	18,313	19,270	12,142	6.7%	7.6%	11.0%	2,557	1,471	1,330	19.21	19.73	17.20	49,117	29,028	22,876
	2 February	29,508	18,472	9,455	7.5%	8.7%	11.3%	2,211	1,607	1,069	18.67	19.38	18.01	41,282	31,145	19,248
	3 March	27,487	21,565	315	7.0%	8.6%	17.1%	1,926	1,848	54	19.02	19.40	16.92	36,640	35,853	914
	4 April	23,967	17,190	0	7.2%	9.4%	#DIV/0!	1,719	1,621	0	19.76	19.37	#DIV/0!	33,971	31,395	0
	5 May	25,056	20,611	0	7.4%	7.9%	#DIV/0!	1,855	1,626	0	19.02	19.42	#DIV/0!	35,286	31,576	0
	6 June	19,044	15,698	0	9.6%	9.7%	#DIV/0!	1,828	1,530	0	18.76	18.31	#DIV/0!	34,302	28,009	0
	7 July	16,406	14,561	0	9.2%	10.0%	#DIV/0!	1,753	1,616	0	19.47	19.04	#DIV/0!	34,527	30,421	0
	8 August	20,327	14,588	0	8.3%	11.1%	#DIV/0!	1,695	1,616	0	18.95	18.19	#DIV/0!	32,118	29,237	0
	9 September	20,218	14,806	0	8.5%	10.7%	#DIV/0!	1,721	1,583	0	18.64	17.37	#DIV/0!	32,076	27,503	0
	10 October	29,328	12,962	0	7.1%	11.3%	#DIV/0!	2,080	1,459	0	18.50	18.42	#DIV/0!	38,482	26,875	0
	11 November	37,594	19,111	0	7.8%	11.6%	#DIV/0!	2,928	2,210	0	19.14	17.51	#DIV/0!	56,052	38,702	0
	12 December	41,703	17,371	0	8.7%	13.1%	#DIV/0!	3,620	2,277	0	21.13	19.62	#DIV/0!	76,498	44,665	0
Last Month	38,313	19,270	12,142	6.7%	7.6%	11.0%	2,557	1,471	1,330	19.2	19.7	17.2	49,117	29,028	22,876	
YoY%	-49.7%	-37.0%		14.4%	43.5%		-42.5%	-9.6%		2.7%	2.7%	-12.8%	-40.9%	-21.2%		
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	48,897	24,913	16,510	5.3%	4.8%	8.3%	2,604	1,498	1,363	18.66	19.39	18.04	1.02	1.09	1.02
	2 February	38,328	24,216	12,886	5.9%	6.9%	8.5%	2,248	1,663	1,098	18.36	18.73	17.51	1.02	1.03	1.03
	3 March	35,507	27,817	466	5.5%	6.8%	11.8%	1,957	1,888	55	18.72	18.99	16.61	1.02	1.02	1.02
	4 April	30,906	23,299	0	5.7%	7.1%	#DIV/0!	1,771	1,652	0	19.18	19.00	#DIV/0!	1.03	1.02	#DIV/0!
	5 May	32,039	31,173	0	5.9%	5.4%	#DIV/0!	1,889	1,669	0	18.68	18.92	#DIV/0!	1.02	1.03	#DIV/0!
	6 June	24,598	21,687	0	7.6%	7.2%	#DIV/0!	1,879	1,560	0	18.26	17.95	#DIV/0!	1.03	1.02	#DIV/0!
	7 July	25,083	21,259	0	7.4%	8.1%	#DIV/0!	1,868	1,717	0	18.75	17.86	#DIV/0!	1.05	1.03	#DIV/0!
	8 August	25,693	19,018	0	6.7%	8.7%	#DIV/0!	1,729	1,659	0	18.58	17.68	#DIV/0!	1.02	1.03	#DIV/0!
	9 September	26,101	19,270	0	6.7%	8.4%	#DIV/0!	1,744	1,678	0	18.39	17.93	#DIV/0!	1.04	1.02	#DIV/0!
	10 October	37,075	17,300	0	5.7%	6.1%	#DIV/0!	2,124	1,491	0	18.24	18.03	#DIV/0!	1.02	1.02	#DIV/0!
	11 November	47,558	25,627	0	6.2%	8.8%	#DIV/0!	3,003	2,258	0	18.67	17.14	#DIV/0!	1.03	1.02	#DIV/0!
	12 December	54,134	23,670	0	6.8%	9.8%	#DIV/0!	3,691	2,330	0	20.73	19.17	#DIV/0!	1.02	1.02	#DIV/0!
Last Month	48,867	24,913	16,510	5%	6%	8%	2,604	1,498	1,363	18.86	19.38	16.78	1.02	1.02	1.02	
YoY%	-49.0%	-33.7%		12.8%	37.3%		-42.5%	-9.0%		2.7%	2.7%	-13.4%	0.0%	0.6%		
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	1,153	728	531	1.28	1.29	1.36	1.15%	0.73%	1.10%	9.0%	8.7%	12.6%	1.68	1.45	1.53
	2 February	1,131	830	469	1.30	1.31	1.36	0.93%	1.26%	0.45%	9.4%	10.3%	13.0%	1.61	1.50	1.52
	3 March	899	909	20	1.29	1.29	1.36	0.79%	0.67%	1.04%	8.21	11.51	10.34	1.50	1.50	1.31
	4 April	699	729	0	1.29	1.36	#DIV/0!	1.118	1.204	#DIV/0!	7.61	11.51	#DIV/0!	1.32	1.62	#DIV/0!
	5 May	839	839	0	1.28	1.51	#DIV/0!	0.908	1.789	#DIV/0!	10.68	11.4%	#DIV/0!	1.20	1.63	#DIV/0!
	6 June	768	724	0	1.29	1.38	#DIV/0!	1.188	1.119	#DIV/0!	11.98	12.19	#DIV/0!	1.39	1.59	#DIV/0!
	7 July	744	749	0	1.30	1.32	#DIV/0!	0.878	1.024	#DIV/0!	11.18	13.2%	#DIV/0!	1.59	1.65	#DIV/0!
	8 August	742	731	0	1.26	1.30	#DIV/0!	1.038	1.054	#DIV/0!	9.9%	16.0%	#DIV/0!	1.49	1.31	#DIV/0!
	9 September	709	642	0	1.28	1.30	#DIV/0!	0.755	0.741	#DIV/0!	10.28	14.3%	#DIV/0!	1.55	1.65	#DIV/0!
	10 October	813	558	0	1.26	1.33	#DIV/0!	0.938	0.979	#DIV/0!	10.28	14.2%	#DIV/0!	1.63	1.62	#DIV/0!
	11 November	1,216	1,000	0	1.28	1.34	#DIV/0!	0.768	0.767	#DIV/0!	11.33	15.6%	#DIV/0!	1.66	1.58	#DIV/0!
	12 December	2,986	1,084	0	1.30	1.36	#DIV/0!	0.763	0.767	#DIV/0!						
Last Month	1,353	728	531	1.28	1.29	1.36	-0.63	-0.82	-0.74	9.0%	8.7%	12.6%	1.68	1.45	1.53	
YoY%	-46.2%	-27.1%		1.4%	5.2%		-36.3%	-49.9%		2.9%	2.9%	45.3%	-19.5%	-23.6%	-13.6%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	-9,574	-6,852	-3,117	15,110	8,374	4,204	-0.63	-0.82	-0.74	30.9%	33.6%	-25.5%	-19.5%	-23.6%	-13.6%	
	-7,569	-6,307	-2,798	11,994	8,060	3,609	-0.63	-0.78	-0.78	31.3%	33.3%	-28.0%	-18.3%	-20.2%	-14.5%	
	-6,410	-7,179	-89	10,859	8,555	129	-0.59	-0.84	-0.69	30.6%	30.8%	-27.7%	-17.5%	-20.0%	-9.8%	
	-5,211	-6,073	0	9,216	6,806	0	-0.67	-0.89	-0.89	29.8%	29.2%	-27.0%	-15.3%	-19.3%	-12.6%	
	-8,222	-10,001	0	11,891	9,604	0	-0.69	-1.03	-1.03	37.1%	30.8%	-28.0%	-23.0%	-38.3%	-3.1%	
	-6,185	-6,087	0	7,251	6,424	0	-0.74	-0.96	-0.96	29.5%	29.1%	-28.0%	-17.0%	-26.7%	-14.5%	
	-5,534	-4,460	0	6,672	6,170	0	-0.81	-1.05	-1.05	29.0%	29.01	-27.0%	-14.4%	-21.1%	-17.0%	
	-4,983	-5,755	0	6,682	5,539	0	-0.75	-1.04	-1.01	27.4%	20.8%	-27.0%	-15.5%	-19.6%	-13.6%	
	-5,353	-4,049	0	7,143	3,997	0	-0.72	-0.98	-0.92	24.7%	22.7%	-27.0%	-16.7%	-14.7%	-12.6%	
	-6,580	-3,837	0	9,155	3,931	0	-0.79	-0.92	-0.92	24.8%	27.3%	-27.0%	-16.7%	-16.6%	-12.6%	
	-9,337	-6,412	0	11,882	6,996	0	-0.83	-0.76	-0.76	33.8%	29.4%	-27.0%	-19.8%	-11.3%	-13.6%	
	-16,517	-5,303	0	19,276	6,957	0										
Last Month	-9,574	-6,852	-3,117	15,110	8,374	4,204	-0.63	-0.82	-0.74	30.9%	33.6%	-25.5%	-19.5%	-23.6%	-13.6%	
YoY%	-28.4%	-54.5%		-44.6%	-49.8%		-29.7%	-9.4%		8.7%	-24.2%		-21.1%	-42.3%		

CVR + Analysis   Bramble													in USD				
as of January																	
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	160,991	211,544	281,297	11.5%	11.6%	14.3%	18,714	24,616	40,162	22.25	21.89	21.74	416,351	538,731	954,263	
	2 February	162,061	165,832	229,028	11.1%	12.4%	14.9%	17,949	20,621	34,229	22.57	21.82	22.15	405,168	449,869	758,265	
	3 March	198,195	197,127	7,034	11.3%	12.1%	11.9%	22,331	23,802	836	23.32	22.37	21.11	520,724	532,555	17,649	
	4 April	181,024	208,357	0	11.3%	11.9%	#DIV/0!	20,528	24,825	0	23.99	21.31	#DIV/0!	492,413	528,984	0	
	5 May	185,067	234,603	0	12.3%	12.1%	#DIV/0!	22,792	28,373	0	21.84	20.76	#DIV/0!	497,736	588,913	0	
	6 June	205,448	240,556	0	12.8%	12.6%	#DIV/0!	26,190	30,287	0	20.29	20.23	#DIV/0!	531,926	612,646	0	
	7 July	206,665	240,841	0	12.8%	11.9%	#DIV/0!	23,889	26,501	0	20.93	20.91	#DIV/0!	540,989	542,171	0	
	8 August	178,346	208,174	0	12.7%	13.3%	#DIV/0!	23,682	27,590	0	21.10	20.83	#DIV/0!	478,479	566,278	0	
	9 September	160,863	217,904	0	13.1%	13.6%	#DIV/0!	21,020	29,630	0	20.86	21.86	#DIV/0!	438,490	647,569	0	
	10 October	183,941	233,939	0	12.7%	13.9%	#DIV/0!	23,328	32,612	0	21.01	22.98	#DIV/0!	490,183	749,219	0	
	11 November	260,213	346,826	0	12.1%	14.2%	#DIV/0!	31,457	49,188	0	22.89	22.71	#DIV/0!	720,144	1,117,233	0	
	12 December	206,642	314,975	0	12.5%	14.9%	#DIV/0!	25,859	46,856	0	23.13	22.91	#DIV/0!	598,143	1,073,596	0	
Last Month	162,091	211,544	281,297	11.5%	11.6%	14.3%	18,714	24,616	40,162	22.2	21.9	23.8	416,351	538,731	954,263		
YoY%	30.5%	33.0%		0.8%	2.2%		31.5%	63.2%		-7.6%	8.6%			29.4%	77.1%		
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	4023	285,764	399,115	9.4%	9.4%	11.4%	21,740	27,859	45,399	19.60	19.34	24.00	1.39	1.03	1.39	
	2 February	227,676	230,828	326,233	8.9%	9.9%	15.6%	26,372	23,857	37,730	19.89	19.60	20.10	1.33	1.11	1.10	
	3 March	282,566	277,071	10,056	8.8%	9.4%	8.6%	24,772	26,039	871	21.02	20.45	20.26	1.11	1.09	1.04	
	4 April	256,301	298,333	0	8.8%	9.1%	#DIV/0!	22,603	27,263	0	21.73	19.40	#DIV/0!	1.10	1.10	#DIV/0!	
	5 May	259,997	353,235	0	9.7%	8.9%	#DIV/0!	25,188	31,391	0	19.76	18.76	#DIV/0!	1.11	1.11	#DIV/0!	
	6 June	286,105	337,742	0	10.2%	9.9%	#DIV/0!	29,247	33,442	0	18.19	18.32	#DIV/0!	1.11	1.10	#DIV/0!	
	7 July	339,664	344,842	0	8.8%	9.1%	#DIV/0!	29,781	31,236	0	19.04	18.64	#DIV/0!	1.10	1.09	#DIV/0!	
	8 August	251,372	294,285	0	9.8%	10.2%	#DIV/0!	24,579	29,907	0	19.47	18.94	#DIV/0!	1.08	1.08	#DIV/0!	
	9 September	312,707	317,571	0	10.9%	10.7%	#DIV/0!	23,880	32,831	0	18.48	19.85	#DIV/0!	1.14	1.10	#DIV/0!	
	10 October	231,127	337,599	0	10.5%	11.1%	#DIV/0!	24,777	37,975	0	18.65	20.22	#DIV/0!	1.13	1.13	#DIV/0!	
	11 November	356,181	499,299	0	10.0%	11.1%	#DIV/0!	35,769	55,248	0	20.12	20.19	#DIV/0!	1.14	1.13	#DIV/0!	
	12 December	284,123	453,270	0	10.2%	11.6%	#DIV/0!	28,998	52,778	0	20.63	20.34	#DIV/0!	1.12	1.13	#DIV/0!	
Last Month	225,131	285,764	399,115	9%	10%	11%	21,240	27,859	45,399	19.60	19.34	21.02	1.13	1.13	1.13		
YoY%	26.9%	39.7%		3.3%	16.7%		31.2%	63.0%		-1.3%	8.7%			-0.3%	-0.1%		
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	0	4,910	14,425	1.39	1.35	1.42	2.67%	2.66%	2.67%	#DIV/0!	12.0%	19.3%	#DIV/0!	1.24	1.69	
	2 February	0	5,350	11,555	1.43	1.39	1.44	2.93%	3.68%	1.11%	#DIV/0!	12.3%	18.4%	#DIV/0!	1.28	1.59	
	3 March	7,799	307	1.42	1.43	1.44	3.24%	3.24%	1.11%	#DIV/0!	12.9%	14.6%	#DIV/0!	1.41	1.41	#DIV/0!	
	4 April	0	8,452	0	1.42	1.43	#DIV/0!	3.45%	3.33%	#DIV/0!	#DIV/0!	12.9%	12.9%	#DIV/0!	1.47	1.47	#DIV/0!
	5 May	0	8,573	0	1.40	1.51	#DIV/0!	3.37%	4.42%	#DIV/0!	#DIV/0!	13.18	12.01	#DIV/0!	1.42	1.42	#DIV/0!
	6 June	0	9,066	0	1.39	1.40	#DIV/0!	3.26%	4.38%	#DIV/0!	#DIV/0!	14.1%	12.7%	#DIV/0!	1.41	1.41	#DIV/0!
	7 July	0	9,239	0	1.38	1.40	#DIV/0!	3.54%	4.04%	#DIV/0!	#DIV/0!	12.7%	12.7%	#DIV/0!	1.38	1.38	#DIV/0!
	8 August	0	9,348	0	1.41	1.41	#DIV/0!	3.93%	4.35%	#DIV/0!	#DIV/0!	14.0%	12.0%	#DIV/0!	1.48	1.48	#DIV/0!
	9 September	0	10,208	0	1.37	1.43	#DIV/0!	4.00%	3.89%	#DIV/0!	#DIV/0!	15.5%	12.0%	#DIV/0!	1.24	1.44	#DIV/0!
	10 October	1,109	12,327	0	1.37	1.42	#DIV/0!	3.35%	3.52%	#DIV/0!	#DIV/0!	12.8%	16.0%	#DIV/0!	1.37	1.62	#DIV/0!
	11 November	6,818	19,899	0	1.37	1.44	#DIV/0!	3.34%	3.05%	#DIV/0!	#DIV/0!	13.8%	18.0%	#DIV/0!	1.33	1.66	#DIV/0!
	12 December	4,744	19,863	0	1.37	1.44	#DIV/0!	3.12%	3.18%	#DIV/0!	#DIV/0!	13.6%	19.3%	#DIV/0!			
Last Month	0	4,910	14,425	1.39	1.35	1.42	2.7%	2.9%	2.7%	#DIV/0!	12.0%	19.3%	#DIV/0!	1.24	1.69		
YoY%			192.8%		-2.7%	5.0%		7.0%	-6.5%			60.0%					
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	-11,220	-17,429	-44,562	0	40,760	74,842	#DIV/0!	-0.43	-0.60	0.0%	14.3%	18.8%	-2.7%	-3.2%	-4.7%	
	2 February	-9,449	-17,423	-35,033	0	43,535	62,879	#DIV/0!	-0.40	-0.56	0.0%	18.9%	19.3%	-2.3%	-3.9%	-4.6%	
	3 March	-13,551	-26,566	-1,060	0	64,395	2,104	#DIV/0!	-0.41	-0.50	0.0%	23.2%	20.8%	-2.6%	-5.0%	-6.0%	
	4 April	-11,561	-27,609	0	0	68,758	0	#DIV/0!	-0.40	-0.40	0.0%	23.0%	21.0%	-2.3%	-5.2%	-5.2%	
	5 May	-11,244	-23,611	0	0	45,459	0	#DIV/0!	-0.36	-0.36	0.0%	18.5%	20.0%	-2.3%	-4.0%	-4.0%	
	6 June	-14,180	-24,247	0	0	62,474	0	#DIV/0!	-0.37	-0.37	0.0%	19.2%	20.0%	-2.5%	-4.1%	-4.1%	
	7 July	-18,253	-31,280	0	0	72,470	0	#DIV/0!	-0.43	-0.43	0.0%	21.0%	21.0%	-3.2%	-5.4%	-5.4%	
	8 August	-22,095	-28,986	0	0	66,593	0	#DIV/0!	-0.44	-0.44	0.0%	22.6%	21.0%	-4.6%	-5.1%	-5.1%	
	9 September	-18,138	-34,788	0	0	65,879	0	#DIV/0!	-0.48	-0.48	0.0%	21.1%	21.0%	-4.1%	-5.4%	-5.4%	
	10 October	-19,373	-49,554	0	7,812	77,038	0	#DIV/0!	-0.64	#DIV/0!	3.1%	23.1%	21.0%	-4.0%	-6.6%	-6.6%	
	11 November	-19,102	-72,107	0	49,421	110,817	0	#DIV/0!	-0.39	-0.65	13.9%	22.2%	21.0%	-2.7%	-6.5%	-6.5%	
	12 December	-13,574	-58,402	0	34,907	97,625	0	#DIV/0!	-0.39	-0.60	12.3%	21.5%	21.0%	-2.3%	-5.4%	-5.4%	
Last Month	-11,220	-17,429	-44,562	0	40,760	74,842	#DIV/0!	-0.43	-0.60	0.0%	14.3%	18.8%	-2.7%	-3.2%	-4.7%		
YoY%			155.7%			83.6%					39.2%			20.1%		44.5%	

CVR + Analysis   Bryco												in USD				
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	269,153	172,026	154,467	24.7%	27.7%	35.3%	66,521	47,651	54,506	21.30	21.78	22.03	1,416,687	1,037,839	1,201,913
	2 February	235,663	155,347	136,139	26.2%	29.7%	32.7%	61,848	46,097	44,466	21.39	21.71	22.24	1,323,007	1,000,893	988,986
	3 March	251,368	170,023	4,623	26.8%	31.5%	36.6%	67,244	53,507	1,692	21.98	21.72	22.42	1,477,806	1,162,409	37,941
	4 April	256,614	172,834	0	27.6%	32.3%	#DIV/0!	70,784	55,798	0	22.14	22.00	#DIV/0!	1,566,848	1,227,574	0
	5 May	288,180	210,193	0	30.7%	32.7%	#DIV/0!	88,392	68,758	0	21.61	21.34	#DIV/0!	1,910,076	1,467,439	0
	6 June	285,291	208,504	0	30.9%	34.9%	#DIV/0!	88,073	72,779	0	21.75	20.81	#DIV/0!	1,915,149	1,514,621	0
	7 July	267,071	207,814	0	28.6%	30.1%	#DIV/0!	70,789	59,891	0	21.79	21.41	#DIV/0!	1,491,053	1,299,595	0
	8 August	245,327	178,828	0	29.9%	36.4%	#DIV/0!	73,247	65,123	0	21.72	21.47	#DIV/0!	1,591,072	1,399,509	0
	9 September	233,809	184,886	0	27.8%	33.6%	#DIV/0!	64,354	62,108	0	21.60	20.92	#DIV/0!	1,403,006	1,299,050	0
	10 October	245,527	192,270	0	26.9%	32.6%	#DIV/0!	65,978	62,714	0	20.96	20.88	#DIV/0!	1,382,681	1,309,665	0
	11 November	270,586	209,204	0	28.1%	34.1%	#DIV/0!	75,911	71,405	0	20.16	20.72	#DIV/0!	1,530,285	1,479,621	0
	12 December	240,667	196,527	0	31.3%	37.6%	#DIV/0!	75,498	73,930	0	19.80	20.45	#DIV/0!	1,495,001	1,512,039	0
Last Month	269,153	172,026	154,467	24.7%	27.7%	35.3%	66,521	47,651	54,506	21.3	21.8	22.1	1,416,687	1,037,839	1,201,913	
YoY%	-36.1%	-10.2%		12.1%	27.4%		-28.4%	14.4%					1,416,687	1,037,839	1,201,913	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	362,889	235,829	211,855	20.0%	22.4%	28.0%	78,555	52,829	59,413	19.53	19.66	20.23	1.09	1.03	1.09
	2 February	318,684	211,413	182,627	21.3%	24.0%	26.7%	67,257	50,807	48,691	19.47	19.70	20.31	1.10	1.16	1.10
	3 March	342,641	244,745	6,358	21.7%	24.2%	28.6%	74,436	55,107	1,802	19.85	19.67	21.03	1.11	1.10	1.07
	4 April	247,189	262,435	0	22.3%	23.5%	#DIV/0!	77,353	61,614	0	20.26	19.92	#DIV/0!	1.09	1.10	#DIV/0!
	5 May	391,302	377,033	0	24.7%	20.0%	#DIV/0!	96,693	75,337	0	19.75	19.48	#DIV/0!	1.09	1.10	#DIV/0!
	6 June	385,731	404,329	0	24.9%	19.5%	#DIV/0!	96,151	78,674	0	19.92	19.25	#DIV/0!	1.09	1.08	#DIV/0!
	7 July	366,273	379,303	0	23.0%	19.9%	#DIV/0!	84,351	75,477	0	19.96	19.75	#DIV/0!	1.09	1.08	#DIV/0!
	8 August	326,757	236,964	0	24.6%	29.8%	#DIV/0!	80,499	70,661	0	19.77	19.79	#DIV/0!	1.10	1.09	#DIV/0!
	9 September	304,679	247,282	0	23.5%	27.1%	#DIV/0!	71,490	67,975	0	19.63	19.70	#DIV/0!	1.10	1.09	#DIV/0!
	10 October	247,127	247,127	0	22.9%	24.7%	#DIV/0!	82,775	76,838	0	18.95	19.19	#DIV/0!	1.09	1.09	#DIV/0!
	11 November	351,228	282,943	0	23.6%	27.2%	#DIV/0!	81,142	79,384	0	18.42	19.05	#DIV/0!	1.07	1.07	#DIV/0!
Last Month	362,185	235,828	211,855	20%	22%	28%	72,555	52,802	59,413	19.53	19.66	20.23	1.09	1.11	1.09	
YoY%	-34.9%	-10.2%		11.8%	25.3%		-27.2%	12.5%					1.09	1.11	1.09	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	25,530	17,775	17,649	1.35	1.37	1.37	2.19%	2.18%	1.87%	27.6%	27.29	31.3%	1.38	1.21	1.12
	2 February	23,859	16,614	14,533	1.35	1.36	1.34	2.18%	1.94%	0.74%	28.8%	28.76	30.8%	1.35	1.19	1.15
	3 March	26,139	18,450	4,956	1.36	1.36	1.36	2.13%	2.13%	1.00%	29.24	29.79	30.24	1.36	1.22	1.04
	4 April	19,679	19,679	0	1.35	1.50	#DIV/0!	2.04%	2.09%	#DIV/0!	31.31	30.91	#DIV/0!	1.40	1.32	#DIV/0!
	5 May	12,436	22,238	0	1.36	1.78	#DIV/0!	2,063	2.17%	#DIV/0!	33.41	34.58	#DIV/0!	1.35	1.73	#DIV/0!
	6 June	12,132	25,569	0	1.35	1.94	#DIV/0!	1.888	1.97%	#DIV/0!	35.58	36.76	#DIV/0!	1.42	1.88	#DIV/0!
	7 July	27,431	26,447	0	1.34	1.82	#DIV/0!	1.90%	2.15%	#DIV/0!	32.18	34.24	#DIV/0!	1.39	1.72	#DIV/0!
	8 August	27,142	24,785	0	1.33	1.33	#DIV/0!	1.97%	1.98%	#DIV/0!	31.88	34.8%	#DIV/0!	1.29	1.17	#DIV/0!
	9 September	24,010	21,950	0	1.30	1.34	#DIV/0!	2.26%	2.02%	#DIV/0!	30.98	32.7%	#DIV/0!	1.32	1.21	#DIV/0!
	10 October	23,376	21,558	0	1.30	1.39	#DIV/0!	2.39%	2.46%	#DIV/0!	29.76	31.4%	#DIV/0!	1.30	1.18	#DIV/0!
	11 November	22,983	21,611	0	1.30	1.35	#DIV/0!	2.74%	2.52%	#DIV/0!	28.88	31.5%	#DIV/0!	1.22	1.16	#DIV/0!
	12 December	25,613	22,918	0	1.32	1.35	#DIV/0!	2.56%	2.36%	#DIV/0!	31.44	34.8%	#DIV/0!	1.23	1.16	#DIV/0!
Last Month	25,530	17,775	17,649	1.35	1.37	1.37	2.2%	2.2%	1.9%	27.6	27.2%	31.3%	1.38	1.21	1.12	
YoY%	-30.4%	-0.7%		1.9%	0.0%		-0.8%	-14.1%					-8.3%	-9.3%	-7.6%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-118,884	-96,418	-90,744	92,382	65,429	56,426	-1.68	-1.47	-1.61	25.5%	27.7%	26.6%	-8.3%	-9.3%	-7.6%
	2 February	-107,054	-84,011	-77,047	82,729	58,277	47,254	-1.29	-1.44	-1.63	26.0%	27.6%	25.9%	-8.1%	-8.4%	-7.8%
	3 March	-120,310	-91,068	-2,772	88,886	62,064	1,640	-1.36	-1.47	-1.63	25.9%	25.4%	26.0%	-8.1%	-7.8%	-7.3%
	4 April	-121,375	-89,325	0	87,648	60,395	0	-1.38	-1.48	-1.48	25.2%	23.0%	#DIV/0!	-7.7%	-7.3%	#DIV/0!
	5 May	-108,498	-99,645	0	97,016	94,371	0	-1.32	-1.32	-1.32	24.8%	31.18%	#DIV/0!	-6.7%	-6.8%	#DIV/0!
	6 June	-104,404	-101,070	0	99,451	93,451	0	-1.30	-1.34	-1.34	23.94%	37.03%	#DIV/0!	-6.4%	-6.3%	#DIV/0!
	7 July	-100,603	-101,104	0	85,562	77,396	0	-1.41	-1.56	-1.56	24.43%	20.41	#DIV/0!	-7.2%	-8.1%	#DIV/0!
	8 August	-117,496	-112,363	0	85,462	71,190	0	-1.37	-1.58	-1.58	26.28	30.0%	#DIV/0!	-7.4%	-8.0%	#DIV/0!
	9 September	-108,059	-104,610	0	77,657	67,027	0	-1.39	-1.56	-1.56	25.58	27.1%	#DIV/0!	-7.7%	-8.1%	#DIV/0!
	10 October	-111,139	-107,944	0	78,704	68,633	0	-1.41	-1.57	-1.57	24.78	26.8%	#DIV/0!	-8.0%	-8.2%	#DIV/0!
	11 November	-111,078	-105,186	0	79,712	68,512	0	-1.39	-1.54	-1.54	22.7%	24.2%	#DIV/0!	-7.3%	-7.1%	#DIV/0!
	12 December	-110,936	-101,839	0	81,881	65,919	0	-1.36	-1.54	-1.54	25.8%	24.8%	#DIV/0!	-7.4%	-6.7%	#DIV/0!
Last Month	-118,284	-96,418	-90,744	92,382	65,429	56,426	-1.28	-1.47	-1.61	25.5%	27.7%	26.6%	-8.3%	-9.3%	-7.6%	
YoY%	-18.5%	-5.9%		-29.2%	-13.8%		-1.28	-1.47	-1.61	15.7%	9.1%		8.8%	-4.0%	11.3%	-18.7%

CVR + Analysis   Chuckle												in USD					
as of January																	
KPI Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	36,863	44,343	63,123	10.6%	8.4%	8.1%	1,910	3,750	5,120	18.16	19.70	22.03	73,356	73,867	112,881	
	2 February	34,443	56,364	95,169	11.8%	10.5%	11.8%	4,050	5,896	11,198	20.12	20.46	25.8%	81,482	120,643	289,361	
	3 March	27,195	38,686	1,490	11.3%	10.0%	8.0%	3,072	3,872	119	17.62	18.26	20.58	54,129	70,690	2,449	
	4 April	16,375	37,231	0	12.3%	9.6%	#DIV/0!	2,012	3,576	0	18.51	18.92	#DIV/0!	37,250	67,665	0	
	5 May	17,650	35,538	0	11.8%	8.9%	#DIV/0!	2,090	3,155	0	18.17	19.89	#DIV/0!	37,980	62,747	0	
	6 June	18,147	34,052	0	13.5%	9.6%	#DIV/0!	2,456	3,273	0	18.33	20.41	#DIV/0!	45,028	66,813	0	
	7 July	14,244	41,441	0	12.5%	9.9%	#DIV/0!	2,577	5,161	0	18.91	20.21	#DIV/0!	49,257	77,211	0	
	8 August	22,478	43,294	0	13.1%	9.8%	#DIV/0!	2,910	4,263	0	17.81	19.95	#DIV/0!	52,128	85,043	0	
	9 September	26,436	50,496	0	11.3%	9.2%	#DIV/0!	2,396	4,623	0	18.55	18.32	#DIV/0!	55,578	84,691	0	
	10 October	26,504	54,146	0	9.7%	8.4%	#DIV/0!	2,570	4,556	0	19.01	19.59	#DIV/0!	48,851	89,259	0	
	11 November	45,512	71,772	0	8.2%	8.1%	#DIV/0!	3,738	5,795	0	19.28	21.55	#DIV/0!	72,074	124,888	0	
	12 December	56,724	78,654	0	11.0%	12.0%	#DIV/0!	6,226	9,420	0	21.64	25.21	#DIV/0!	134,756	237,479	0	
Last Month	36,863	44,542	63,123	10.6%	8.4%	8.1%	3,910	3,750	5,120	18.8	19.7	22.0	73,356	73,867	112,881		
YoY%		20.8%	41.7%		-20.6%	-3.7%		-4.1%	36.5%		5.0%	11.9%		0.7%	52.8%		
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	4023	51,163	63,133	92,856	8.1%	6.8%	6.8%	4,162	4,207	5,436	17.63	18.43	20.71	1.06	1.07	1.06
	2 February	48,847	79,926	138,336	8.8%	7.8%	8.4%	4,281	6,238	11,600	19.03	19.47	26.00	1.06	1.05	1.04	
	3 March	37,401	53,689	2,128	8.8%	7.8%	5.3%	3,304	4,202	123	16.38	16.82	19.59	1.08	1.09	1.05	
	4 April	22,514	52,829	0	9.6%	7.4%	#DIV/0!	2,163	3,925	0	17.22	17.24	#DIV/0!	1.08	1.10	#DIV/0!	
	5 May	24,033	53,693	0	9.2%	6.4%	#DIV/0!	2,215	3,431	0	17.15	18.29	#DIV/0!	1.06	1.09	#DIV/0!	
	6 June	25,116	48,478	0	10.4%	7.4%	#DIV/0!	2,612	3,588	0	17.24	18.62	#DIV/0!	1.06	1.10	#DIV/0!	
	7 July	29,645	57,962	0	9.6%	7.2%	#DIV/0!	2,857	4,194	0	17.35	18.50	#DIV/0!	1.07	1.09	#DIV/0!	
	8 August	30,488	61,423	0	10.4%	7.5%	#DIV/0!	3,163	4,589	0	16.48	18.53	#DIV/0!	1.09	1.08	#DIV/0!	
	9 September	36,023	75,779	0	9.4%	6.8%	#DIV/0!	3,262	5,869	0	17.04	18.64	#DIV/0!	1.09	1.12	#DIV/0!	
	10 October	32,102	79,103	0	8.1%	6.0%	#DIV/0!	2,872	4,869	0	17.81	18.34	#DIV/0!	1.12	1.07	#DIV/0!	
	11 November	61,512	103,487	0	6.8%	6.1%	#DIV/0!	3,138	6,363	0	17.17	19.63	#DIV/0!	1.12	1.10	#DIV/0!	
	12 December	79,639	116,885	0	8.9%	8.9%	#DIV/0!	7,040	10,400	0	19.14	22.83	#DIV/0!	1.13	1.10	#DIV/0!	
Last Month	51,563	63,131	92,856	8%	6%	6%	4,162	4,007	5,436	17.63	18.43	20.77	1.06	1.07	1.06		
YoY%		22.4%	47.1%		-21.4%	-7.8%		-3.7%	35.7%		4.6%	12.6%		0.4%	-0.6%		
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	0	1,176	1,503	1.40	1.42	1.47	1.99%	2.17%	1.55%	#DIV/0!	7.9%	9.6%	#DIV/0!	1.25	1.64	1.75
	2 February	0	1,228	2,025	1.42	1.42	1.45	1.92%	1.89%	0.62%	#DIV/0!	8.4%	14.7%	#DIV/0!	1.30	1.30	1.30
	3 March	0	1,211	28	1.39	1.48	1.43	2.04%	2.08%	0.50%	#DIV/0!	9.24	10.00	#DIV/0!	1.34	#DIV/0!	#DIV/0!
	4 April	0	1,230	28	1.37	1.42	#DIV/0!	1.66%	2.57%	#DIV/0!	#DIV/0!	9.94	10.8%	#DIV/0!	1.48	#DIV/0!	#DIV/0!
	5 May	0	880	0	1.34	1.51	#DIV/0!	2.12%	2.97%	#DIV/0!	#DIV/0!	9.44	12.00	#DIV/0!	1.46	#DIV/0!	#DIV/0!
	6 June	0	929	0	1.38	1.42	#DIV/0!	1.76%	2.95%	#DIV/0!	#DIV/0!	10.8%	12.34	#DIV/0!	1.49	#DIV/0!	#DIV/0!
	7 July	0	1,199	0	1.38	1.41	#DIV/0!	2.17%	2.34%	#DIV/0!	#DIV/0!	10.8%	10.2%	#DIV/0!	1.37	#DIV/0!	#DIV/0!
	8 August	0	1,294	0	1.37	1.42	#DIV/0!	2.15%	2.38%	#DIV/0!	#DIV/0!	10.2%	10.2%	#DIV/0!	1.41	#DIV/0!	#DIV/0!
	9 September	0	1,664	0	1.36	1.46	#DIV/0!	1.69%	2.56%	#DIV/0!	#DIV/0!	9.6%	12.00	#DIV/0!	1.11	#DIV/0!	#DIV/0!
	10 October	104	1,709	0	1.34	1.46	#DIV/0!	2.37%	1.91%	#DIV/0!	#DIV/0!	9.0%	8.7%	#DIV/0!	1.41	#DIV/0!	#DIV/0!
	11 November	988	2,174	0	1.35	1.44	#DIV/0!	2.19%	1.98%	#DIV/0!	#DIV/0!	7.78	9.6%	#DIV/0!	1.12	1.56	#DIV/0!
	12 December	1,530	3,318	0	1.39	1.49	#DIV/0!	2.22%	1.43%	#DIV/0!	#DIV/0!	10.6%	14.28	#DIV/0!	1.19	1.59	#DIV/0!
Last Month	-2,123	-5,101	-8,707	0	14,857	15,649	#DIV/0!	-0.34	-0.56	0.0%	23.5%	16.9%	-2.9%	-6.9%	-7.7%		
YoY%		140.2%	70.7%		#DIV/0!	5.3%				62.1%			23.5%	16.9%	-2.9%	-6.9%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	-2,123	-5,103	-8,707	0	14,857	15,649	#DIV/0!	-0.34	-0.56	0.0%	23.5%	16.9%	-2.9%	-6.9%	-7.7%	
	2 February	-1,976	-4,361	-8,895	0	14,167	13,808	#DIV/0!	-0.31	-0.64	0.0%	17.7%	10.0%	-2.4%	-3.6%	-3.1%	
	3 March	-1,452	-3,989	-186	0	12,780	363	#DIV/0!	-0.31	-0.51	0.0%	23.8%	17.1%	-2.7%	-5.6%	-7.6%	
	4 April	-881	-4,227	0	0	12,377	0	#DIV/0!	-0.34	-0.34	0.0%	23.4%	17.0%	-2.4%	-6.2%	-6.0%	
	5 May	-890	-2,883	0	0	9,316	0	#DIV/0!	-0.31	-0.31	0.0%	17.7%	10.0%	-2.3%	-4.6%	-4.0%	
	6 June	-2,400	-2,601	0	0	9,316	0	#DIV/0!	-0.31	-0.31	0.0%	17.7%	10.0%	-2.3%	-4.6%	-4.0%	
	7 July	-1,714	-3,684	0	0	11,145	0	#DIV/0!	-0.33	-0.33	0.0%	19.2%	12.0%	-3.5%	-4.7%	-4.0%	
	8 August	-2,643	-4,395	0	0	12,435	0	#DIV/0!	-0.35	-0.35	0.0%	20.6%	12.0%	-5.1%	-5.2%	-4.0%	
	9 September	-2,428	-7,006	0	0	17,332	0	#DIV/0!	-0.40	-0.41	0.0%	23.5%	12.0%	-4.4%	-8.3%	-4.0%	
	10 October	-2,171	-8,116	0	1,157	19,754	0	#DIV/0!	-0.42	-0.57	0.0%	25.0%	12.0%	-4.4%	-9.3%	-4.0%	
	11 November	-5,394	-12,902	0	12,913	22,692	0	#DIV/0!	-0.42	-0.57	0.0%	21.0%	21.9%	-7.5%	-10.3%	-4.0%	
	12 December	-4,668	-14,014	0	14,428	23,409	0	#DIV/0!	-0.32	-0.60	0.0%	20.0%	20.0%	-3.5%	-5.9%	-4.0%	
Last Month	-2,123	-5,101	-8,707	0	14,857	15,649	#DIV/0!	-0.34	-0.56	0.0%	23.5%	16.9%	-2.9%	-6.9%	-7.7%		
YoY%		140.2%	70.7%		#DIV/0!	5.3%				62.1%			23.5%	16.9%	-2.9%	-6.9%	

CVR + Analysis   Clarks													in USD					
as of January																		
1																		
Key Analysis																		
Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)						
1 January	94,782	127,107	92,164	14.9%	16.5%	14.8%	14,076	20,852	13,623	21.0%	22.50	26.34	296,474	471,318	367,119			
2 February	59,891	92,864	67,125	13.9%	16.2%	14.9%	8,204	15,028	10,001	24.40	22.56	26.48	200,182	339,056	264,795			
3 March	53,887	80,393	2,730	14.1%	16.7%	16.2%	7,612	13,438	4,411	23.82	22.90	26.62	181,298	307,690	11,738			
4 April	49,417	78,924	0	15.3%	15.2%	#DIV/0!	7,569	11,964	0	22.76	23.67	#DIV/0!	172,249	283,135	0			
5 May	47,921	70,220	0	16.6%	14.7%	#DIV/0!	7,932	10,341	0	21.77	23.64	#DIV/0!	172,663	244,494	0			
6 June	45,275	72,217	0	16.2%	17.3%	#DIV/0!	7,327	12,488	0	22.25	23.67	#DIV/0!	163,026	295,617	0			
7 July	40,104	70,325	0	15.5%	14.6%	#DIV/0!	10,262	14,884	0	21.89	23.07	#DIV/0!	220,359	316,151	0			
8 August	65,427	70,382	0	15.6%	16.8%	#DIV/0!	10,262	11,824	0	21.65	23.35	#DIV/0!	222,147	276,063	0			
9 September	64,839	73,516	0	15.3%	17.7%	#DIV/0!	9,809	13,009	0	21.58	22.62	#DIV/0!	213,791	294,208	0			
10 October	77,060	80,086	0	14.7%	17.9%	#DIV/0!	11,366	14,320	0	22.13	21.53	#DIV/0!	251,583	308,374	0			
11 November	95,615	129,112	0	16.8%	18.6%	#DIV/0!	16,107	23,378	0	22.11	21.11	#DIV/0!	356,129	506,083	0			
12 December	114,656	127,111	0	19.2%	16.3%	#DIV/0!	21,995	20,713	0	22.60	24.68	#DIV/0!	497,157	511,233	0			
Last Month	94,782	127,107	92,164	14.9%	16.5%	14.8%	14,076	20,952	13,625	21.1	22.5	26.9	296,474	471,318	367,119			
YoY%	34.1%	27.5%	27.5%	11.0%	11.0%	-70.3%				48.8%	35.0%			59.0%	-22.1%			
Extended KPI Analysis																		
Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order						
1 January	4023	2001	1005	10.2%	10.0%	10.7%	14,083	21,339	19,886	20.11	22.09	26.34	20.11	20.04	20.11			
2 February	81,724	158,017	92,383	10.2%	9.7%	11.0%	8,353	15,251	10,184	23.97	22.23	26.08	1.89	1.81	1.02			
3 March	74,555	143,951	31,918	10.4%	9.5%	11.5%	7,789	13,704	4,416	23.28	22.45	26.14	1.02	1.02	1.02			
4 April	69,304	139,392	0	11.1%	8.7%	#DIV/0!	7,744	12,176	0	22.24	23.25	#DIV/0!	1.02	1.02	#DIV/0!			
5 May	70,097	134,281	0	11.6%	7.9%	#DIV/0!	8,153	10,564	0	21.18	23.14	#DIV/0!	1.03	1.02	#DIV/0!			
6 June	60,597	140,642	0	12.5%	9.0%	#DIV/0!	7,547	12,717	0	21.60	23.25	#DIV/0!	1.03	1.02	#DIV/0!			
7 July	88,551	120,169	0	12.3%	10.0%	#DIV/0!	10,893	11,984	0	20.93	23.09	#DIV/0!	1.03	1.02	#DIV/0!			
8 August	92,745	96,983	0	11.4%	12.5%	#DIV/0!	10,530	12,101	0	21.10	22.81	#DIV/0!	1.03	1.02	#DIV/0!			
9 September	90,456	103,031	0	11.2%	12.9%	#DIV/0!	10,118	13,263	0	21.34	22.18	#DIV/0!	1.02	1.03	#DIV/0!			
10 October	101,301	112,593	0	11.6%	13.1%	#DIV/0!	11,788	14,845	0	21.31	20.34	#DIV/0!	1.04	1.03	#DIV/0!			
11 November	131,270	182,712	0	12.7%	12.6%	#DIV/0!	16,703	14,884	0	21.87	23.81	#DIV/0!	1.04	1.04	#DIV/0!			
12 December	131,534	178,124	0	11.9%	12.1%	#DIV/0!	22,796	21,470	0				1.03	1.04	#DIV/0!			
Last Month	127,516	213,902	129,659	11%	10%	11%	14,383	21,333	13,856	20.61	22.09	26.50	1.02	1.02	1.02			
YoY%	67.7%	39.4%	39.4%	-11.6%	-11.6%	-7.2%				48.3%	-35.0%	7.2%	7.2%	-0.4%	-0.4%			
Ratio Analysis																		
PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio						
1 January	8,133	14,699	7,900	1.35	1.68	1.41	1.18	1.23	1.01	20.9%	20.6%	17.8%	1.85	2.06	1.66			
2 February	4,419	10,708	6,175	1.39	1.70	1.38	0.818	1.104	0.444	18.8%	19.0%	17.14	1.84	1.96	1.55			
3 March	9,611	9,681	2,377	1.41	1.79	1.44	0.899	0.991	#DIV/0!	20.71	16.61	#DIV/0!	1.75	1.70	1.40			
4 April	4,117	4,302	0	1.41	1.77	#DIV/0!	0.899	0.991	#DIV/0!	21.01	16.88	#DIV/0!	1.89	1.21	#DIV/0!			
5 May	4,151	7,219	0	1.46	1.91	#DIV/0!	1.188	1.161	#DIV/0!	21.08	20.5	#DIV/0!	1.69	2.13	#DIV/0!			
6 June	3,840	8,465	0	1.34	1.95	#DIV/0!	1.188	1.129	#DIV/0!	20.08	19.6	#DIV/0!	1.62	1.97	#DIV/0!			
7 July	6,533	7,757	0	1.33	1.71	#DIV/0!	1.29%	1.25%	#DIV/0!	20.08	19.6	#DIV/0!	1.72	1.62	#DIV/0!			
8 August	6,153	7,862	0	1.41	1.38	#DIV/0!	0.928	0.991	#DIV/0!	19.5%	20.2	#DIV/0!	1.73	1.67	#DIV/0!			
9 September	5,863	8,765	0	1.39	1.40	#DIV/0!	1.228	1.05%	#DIV/0!	19.4%	21.5%	#DIV/0!	1.56	1.66	#DIV/0!			
10 October	6,975	8,906	0	1.32	1.41	#DIV/0!	1.603	1.27%	#DIV/0!	18.0%	21.7%	#DIV/0!	1.60	1.74	#DIV/0!			
11 November	10,676	16,069	0	1.37	1.42	#DIV/0!	1.188	1.37%	#DIV/0!	20.4%	23.7%	#DIV/0!	1.59	1.69	#DIV/0!			
12 December	15,734	12,327	0	1.67	1.40	#DIV/0!	1.068	1.29%	#DIV/0!	23.1%	20.4%	#DIV/0!						
Last Month	8,133	14,699	7,900	1.35	1.68	1.41	1.18	1.23	1.01	20.9%	20.6%	17.8%	1.85	2.06	1.66			
YoY%	80.7%	46.3%	46.3%	25.1%	25.1%	-16.4%				15.1%	-18.0%	-1.5%	-13.7%					
Marketing KPIs																		
PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)						
1 January	-39,374	-65,517	-50,154	38,896	71,379	44,436	-1.01	-1.20	-1.13	30.5%	33.4%	34.3%	-13.3%	-18.1%	-13.7%			
2 February	-23,270	-65,213	-43,373	23,454	56,476	36,082	-0.99	-1.15	-1.20	28.7%	35.7%	39.1%	-11.6%	-19.2%	-16.4%			
3 March	-20,046	-60,733	-1,664	20,796	49,119	1,486	-0.96	-1.24	-1.12	27.9%	34.1%	37.8%	-11.1%	-19.7%	-14.2%			
4 April	-20,247	-66,662	0	19,931	50,406	0	-1.02	-1.32	#DIV/0!	28.5%	36.0%	#DIV/0!	-11.8%	-23.5%	#DIV/0!			
5 May	-20,240	-58,434	0	19,810	43,652	0	-1.03	-1.26	#DIV/0!	28.29	32.5%	#DIV/0!	-11.8%	-26.2%	#DIV/0!			
6 June	-54,667	-59,620	0	18,406	41,727	0	-1.10	-1.28	#DIV/0!	30.23	29.8%	#DIV/0!	-23.1%	-17.1%	#DIV/0!			
7 July	-38,054	-50,708	0	32,683	39,523	0	-1.16	-1.28	#DIV/0!	36.8%	32.9%	#DIV/0!	-16.7%	-8.2%	#DIV/0!			
8 August	-33,558	-49,316	0	31,597	38,895	0	-1.05	-1.28	#DIV/0!	34.11	40.1%	#DIV/0!	-14.9%	-18.1%	#DIV/0!			
9 September	-30,865	-54,604	0	30,293	40,727	0	-1.02	-1.34	#DIV/0!	33.5%	39.5%	#DIV/0!	-14.4%	-18.6%	#DIV/0!			
10 October	-43,907	-51,317	0	38,650	40,995	0	-1.14	-1.25	#DIV/0!	37.9%	36.4%	#DIV/0!	-17.5%	-16.6%	#DIV/0!			
11 November	-69,069	-83,625	0	52,364	67,703	0	-1.32	-1.24	#DIV/0!	39.9%	37.0%	#DIV/0!	-19.4%	-16.5%	#DIV/0!			
12 December	-99,563	-68,243	0	67,980	60,412	0	-1.36	-1.13	#DIV/0!	35.5%	33.9%	#DIV/0!	-18.6%	-13.3%	#DIV/0!			
Last Month	-39,374	-65,517	-50,154	38,896	71,379	44,436	-1.01	-1.20	-1.13	30.5%	33.4%	34.3%	-13.3%	-18.1%	-13.7%			
YoY%	17.2%	-41.4%	-41.4%	83.5%	37.7%				18.4%	-5.8%		9.4%	2.7%		-24.7%			

CVR + Analysis   FurstenMED													in USD			
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	57,272	48,012	50,274	16,41	17,28	18,3%	9,532	8,242	9,517	28,11	29,18	28,11	267,907	240,466	269,249
	2 February	50,918	42,793	39,362	17,0%	18,3%	19,6%	8,642	7,848	7,702	27,63	28,37	28,96	238,764	222,619	223,013
	3 March	51,645	41,169	1,111	17,2%	19,2%	25,8%	8,874	7,887	287	27,68	27,88	29,03	245,627	219,924	8,332
	4 April	47,849	40,313	0	18,0%	19,5%	#DIV/0!	8,602	8,787	0	28,54	28,04	#DIV/0!	245,459	220,879	0
	5 May	46,104	45,048	0	19,0%	18,8%	#DIV/0!	8,758	8,473	0	27,99	28,93	#DIV/0!	245,134	245,106	0
	6 June	44,307	44,613	0	19,6%	22,1%	#DIV/0!	8,801	9,874	0	28,17	29,58	#DIV/0!	247,882	292,051	0
	7 July	43,153	39,874	0	19,1%	20,4%	#DIV/0!	9,159	9,259	0	28,44	29,21	#DIV/0!	246,560	232,811	0
	8 August	44,755	42,878	0	18,7%	20,4%	#DIV/0!	8,349	8,753	0	28,44	30,07	#DIV/0!	238,249	263,203	0
	9 September	44,487	29,105	0	18,6%	24,6%	#DIV/0!	8,254	7,159	0	28,02	30,88	#DIV/0!	231,299	221,080	0
	10 October	46,187	43,033	0	18,4%	22,6%	#DIV/0!	8,488	9,712	0	27,27	29,90	#DIV/0!	231,431	230,261	0
	11 November	50,088	42,031	0	18,3%	20,8%	#DIV/0!	9,186	8,722	0	27,47	29,29	#DIV/0!	252,301	255,503	0
	12 December	38,695	39,364	0	19,3%	20,9%	#DIV/0!	7,483	8,237	0	28,37	28,65	#DIV/0!	212,325	236,020	0
Last Month	57,272	48,012	50,274	16.6%	17.2%	18.3%	9,532	8,242	9,517	28.1	29.2	28.1	267,907	240,466	269,249	
YoY%	-16.2%	5.3%		3.1%	3.1%	10.3%				-13.5%	16.2%			-10.2%	12.0%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	40,21	49,728	36,859	13,0%	13,2%	13,6%	10,984	9,128	10,429	25,31	26,21	25,82	1,11	1,11	1,09
	2 February	71,144	62,938	59,895	13,6%	14,0%	14,1%	8,649	8,830	8,473	24,76	25,21	26,32	1,12	1,13	1,10
	3 March	73,669	60,431	1,162	13,3%	14,6%	16,4%	9,827	8,844	303	25,00	24,87	27,14	1,11	1,12	1,07
	4 April	67,570	60,437	0	14,2%	14,4%	#DIV/0!	9,584	8,726	0	25,61	25,31	#DIV/0!	1,11	1,11	#DIV/0!
	5 May	65,581	67,087	0	14,8%	14,1%	#DIV/0!	9,704	9,432	0	25,26	25,99	#DIV/0!	1,11	1,11	#DIV/0!
	6 June	63,220	66,730	0	15,6%	16,4%	#DIV/0!	9,881	10,941	0	25,09	26,69	#DIV/0!	1,12	1,11	#DIV/0!
	7 July	68,064	81,259	0	15,2%	15,3%	#DIV/0!	10,326	12,420	0	25,52	26,07	#DIV/0!	1,13	1,14	#DIV/0!
	8 August	62,456	44,503	0	15,0%	15,0%	#DIV/0!	9,401	9,654	0	25,34	27,26	#DIV/0!	1,13	1,10	#DIV/0!
	9 September	62,773	46,070	0	14,9%	18,0%	#DIV/0!	9,302	9,730	0	24,87	28,88	#DIV/0!	1,13	1,11	#DIV/0!
	10 October	64,759	66,115	0	14,8%	16,3%	#DIV/0!	9,714	10,975	0	24,12	26,01	#DIV/0!	1,13	1,11	#DIV/0!
	11 November	71,032	64,625	0	14,8%	15,0%	#DIV/0!	10,517	9,714	0	24,88	26,30	#DIV/0!	1,14	1,11	#DIV/0!
	12 December	55,288	59,633	0	15,2%	15,2%	#DIV/0!	8,414	9,052	0	25,23	26,07	#DIV/0!	1,12	1,10	#DIV/0!
Last Month	81,264	69,728	76,859	13%	13%	14%	10,584	9,175	10,427	25,31	26,21	25,82	1,11	1,11	1,09	
YoY%	-14.2%	10.2%		1.0%	3.1%	10.3%				-13.5%	13.6%		3.5%	-1.5%	2.2%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	2,930	2,626	3,969	1,42	1,45	1,52	1,23%	1,22%	0,90%	13.9%	12.5%	14.8%	1,07	0,95	1,09
	2 February	2,631	2,667	1,782	1,40	1,47	1,52	1,25%	1,28%	0,35%	13.0%	13,7%	13,8%	0,96	0,98	0,94
	3 March	2,852	2,650	0	1,41	1,48	1,50	1,20%	1,24%	#DIV/0!	12,4%	12,4%	12,4%	0,93	0,95	#DIV/0!
	4 April	2,630	2,667	0	1,41	1,50	#DIV/0!	1,25%	1,28%	0,35%	13,8%	13,8%	13,8%	0,96	0,97	#DIV/0!
	5 May	2,773	3,415	0	1,42	1,49	#DIV/0!	1,45%	1,25%	#DIV/0!	13,6%	13,7%	12,7%	0,92	0,97	#DIV/0!
	6 June	2,739	4,328	0	1,41	1,50	#DIV/0!	1,47%	1,06%	#DIV/0!	14,1%	17,4%	14,8%	0,90	1,06	#DIV/0!
	7 July	2,880	4,689	0	1,42	1,52	#DIV/0!	1,46%	1,18%	#DIV/0!	14,0%	15,7%	15,7%	0,92	1,03	#DIV/0!
	8 August	2,390	3,475	0	1,40	1,50	#DIV/0!	1,28%	1,41%	#DIV/0!	12,2%	14,8%	14,8%	0,81	0,99	#DIV/0!
	9 September	2,254	2,885	0	1,40	1,52	#DIV/0!	1,76%	1,36%	#DIV/0!	12,6%	16,7%	16,7%	0,85	0,93	#DIV/0!
	10 October	2,288	3,965	0	1,40	1,54	#DIV/0!	1,64%	1,06%	#DIV/0!	12,7%	17,1%	17,1%	0,86	1,05	#DIV/0!
	11 November	2,954	3,565	0	1,42	1,54	#DIV/0!	1,23%	1,17%	#DIV/0!	14,2%	15,0%	#DIV/0!	0,96	1,00	#DIV/0!
	12 December	2,320	3,326	0	1,43	1,51	#DIV/0!	1,39%	0,759	#DIV/0!	13,6%	15,8%	#DIV/0!	0,89	1,04	#DIV/0!
Last Month	2,930	2,626	3,969	1.42	1.45	1.52	1.2%	1.2%	0.9%	13.9%	12.5%	14.8%	1.07	0.95	1.09	
YoY%	-10.4%	51.1%		2.4%	4.6%		-0.6%	-26.1%		-10.1%	18.3%		-13.8%	-11.1%	-14.8%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-36,978	-31,590	-39,833	21,066	20,392	26,822	-1,75	-1,50	-1,49	25,59	30,1	34,9%	-13,8%	-13,1%	-14,8%
	2 February	-32,264	-28,436	-20,771	20,203	19,429	13,442	-1,60	-1,46	-1,55	28,4%	30,9	22,4%	-13,5%	-12,8%	-9,3%
	3 March	-35,169	-27,344	0	23,073	18,753	0	-1,52	-1,46	#DIV/0!	31,3%	30,9%	0,0%	-14,3%	-12,4%	0,0%
	4 April	-34,218	-28,652	0	22,069	19,313	0	-1,55	-1,48	#DIV/0!	32,7%	32,0%	0,0%	-13,9%	-13,0%	#DIV/0!
	5 May	-31,057	-42,270	0	20,372	25,166	0	-1,52	-1,68	#DIV/0!	31,1%	37,5%	#DIV/0!	-12,7%	-10,7%	#DIV/0!
	6 June	-31,173	-41,170	0	18,441	24,740	0	-1,53	-1,58	#DIV/0!	30,8%	37,0%	#DIV/0!	-12,1%	-11,3%	#DIV/0!
	7 July	-33,117	-35,288	0	20,435	25,789	0	-1,60	-1,86	#DIV/0!	30,3%	36,7%	#DIV/0!	-12,6%	-17,1%	#DIV/0!
	8 August	-30,126	-46,388	0	19,589	23,502	0	-1,54	-2,00	#DIV/0!	31,3%	36,4%	#DIV/0!	-12,6%	-17,3%	#DIV/0!
	9 September	-25,478	-35,124	0	17,864	17,299	0	-1,43	-2,03	#DIV/0!	28,6%	39,2%	#DIV/0!	-11,0%	-55,9%	#DIV/0!
	10 October	-26,449	-38,993	0	18,074	23,239	0	-1,46	-1,68	#DIV/0!	27,9%	35,2%	#DIV/0!	-11,4%	-13,4%	#DIV/0!
	11 November	-31,030	-41,668	0	20,796	23,820	0	-1,49	-1,75	#DIV/0!	29,3%	36,9%	#DIV/0!	-12,3%	-16,3%	#DIV/0!
	12 December	-26,779	-34,999	0	17,087	21,009	0	-1,57	-1,67	#DIV/0!	30,9%	35,2%	#DIV/0!	-12,6%	-14,8%	#DIV/0!
Last Month	-36,878	-31,590	-39,833	21,066	20,992	26,822	-1.75	-1.50	-1.49	25.9%	30.1	34.9%	-13.8%	-13.1%	-14.8%	
YoY%	-14.3%	26.1%		-0.4%	27.8%		-14.0%	-1.3%		16.1%	15.9%		-4.6%	12.6%		

CVR + Analysis   Haago												in USD					
as of January																	
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	14,428	29,149	29,991	13.3%	9.8%	11.3%	1,914	2,855	3,390	26.66	22.28	21.55	51,036	63,620	73,052	
	2 February	18,670	31,219	29,648	11.4%	9.0%	10.4%	2,129	2,825	3,079	25.78	22.16	22.96	54,886	62,607	70,682	
	3 March	24,351	39,858	946	10.5%	9.0%	9.9%	2,565	3,582	94	27.61	21.56	19.71	70,819	77,215	1,855	
	4 April	28,308	53,823	0	10.4%	11.4%	#DIV/0!	2,946	6,123	0	28.42	21.53	#DIV/0!	83,738	131,838	0	
	5 May	29,242	67,559	0	12.9%	11.5%	#DIV/0!	3,767	7,768	0	28.01	21.72	#DIV/0!	105,507	168,716	0	
	6 June	37,174	71,702	0	14.5%	12.4%	#DIV/0!	5,398	8,867	0	26.03	23.63	#DIV/0!	140,513	209,508	0	
	7 July	40,160	73,526	0	14.4%	12.5%	#DIV/0!	5,923	8,483	0	26.59	22.97	#DIV/0!	152,600	200,000	0	
	8 August	37,120	68,178	0	15.9%	12.5%	#DIV/0!	5,899	8,808	0	24.34	22.42	#DIV/0!	145,609	190,468	0	
	9 September	31,875	60,462	0	15.5%	12.5%	#DIV/0!	4,896	7,572	0	23.17	22.37	#DIV/0!	113,434	169,396	0	
	10 October	28,107	48,634	0	14.1%	12.7%	#DIV/0!	3,951	6,160	0	22.20	22.38	#DIV/0!	87,708	137,884	0	
	11 November	31,986	46,123	0	10.0%	13.0%	#DIV/0!	3,192	5,988	0	24.87	22.13	#DIV/0!	79,382	132,505	0	
	12 December	23,318	40,776	0	9.9%	12.5%	#DIV/0!	2,312	5,081	0	22.71	21.23	#DIV/0!	52,513	107,851	0	
Last Month	14,428	29,149	29,991	13.3%	9.8%	11.3%	1,914	2,855	3,390	26.7	22.3	21.5	51,036	63,620	73,052		
YoY%	102.0%	102.0%	2.9%	-26.2%	-75.4%	-	49.2%	49.2%	18.7%	-16.4%	-3.3%	-	51,036	63,620	73,052		
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	40,244	45,273	43,680	11.8%	9.2%	9.7%	2,406	5,701	4,233	21.01	17.19	11.26	1,26	1,10	1,29	
	2 February	26,672	42,564	42,718	10.1%	8.9%	9.1%	2,645	3,735	3,881	20.75	16.76	18.21	1,24	1,32	1,26	
	3 March	34,234	54,898	1,324	9.6%	8.5%	8.2%	3,293	4,652	108	21.51	16.60	17.17	1,28	1,10	1,15	
	4 April	39,871	78,254	0	9.5%	10.5%	#DIV/0!	2,771	8,253	0	22.21	15.97	#DIV/0!	1,28	1,25	#DIV/0!	
	5 May	41,503	113,392	0	11.9%	8.7%	#DIV/0!	4,926	9,840	0	21.42	17.15	#DIV/0!	1,31	1,27	#DIV/0!	
	6 June	52,883	101,697	0	13.8%	11.5%	#DIV/0!	7,319	11,679	0	19.20	17.94	#DIV/0!	1,36	1,32	#DIV/0!	
	7 July	58,786	99,749	0	13.3%	11.5%	#DIV/0!	7,831	11,489	0	19.37	17.45	#DIV/0!	1,32	1,30	#DIV/0!	
	8 August	52,949	96,362	0	14.9%	11.6%	#DIV/0!	7,894	11,200	0	18.19	17.02	#DIV/0!	1,34	1,32	#DIV/0!	
	9 September	44,433	87,699	0	14.0%	11.6%	#DIV/0!	6,578	10,074	0	17.24	16.21	#DIV/0!	1,34	1,33	#DIV/0!	
	10 October	31,514	69,881	0	13.2%	11.6%	#DIV/0!	4,211	8,240	0	16,83	16.73	#DIV/0!	1,32	1,33	#DIV/0!	
	11 November	43,982	66,354	0	10.3%	11.8%	#DIV/0!	4,130	7,857	0	17.52	16.86	#DIV/0!	1,42	1,31	#DIV/0!	
	12 December	31,278	59,166	0	9.3%	10.8%	#DIV/0!	3,322	6,380	0	17.97	16.99	#DIV/0!	1,26	1,26	#DIV/0!	
Last Month	20,324	40,273	43,680	12%	9%	10%	2,406	3,701	4,233	21.21	17.19	17.26	1.26	1.30	1.25		
YoY%	98.2%	98.2%	8.5%	-22.4%	-22.4%	-	53.8%	53.8%	14.4%	-19.0%	-0.4%	-	1.26	1.30	1.25		
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	0	1,521	988	1.41	1.38	1.46	4.6%	4.00%	3.17%	#DIV/0!	12.0%	12.5%	#DIV/0!	1.31	1.29	
	2 February	0	1,316	885	1.40	1.36	1.44	4,911	3,911	1.19%	#DIV/0!	12.0%	11.54	#DIV/0!	1.26	1.24	
	3 March	0	1,765	36	1.41	1.38	1.40	4,831	3,831	1.18%	#DIV/0!	12.0%	11.54	#DIV/0!	1.26	1.24	
	4 April	0	2,534	0	1.41	1.45	#DIV/0!	3,611	3,611	0	#DIV/0!	12.0%	11.54	#DIV/0!	1.26	1.24	
	5 May	0	2,818	0	1.42	1.64	#DIV/0!	3,418	3,761	#DIV/0!	#DIV/0!	12.0%	11.54	#DIV/0!	1.26	1.24	
	6 June	0	3,089	0	1.42	1.42	#DIV/0!	3,899	3,949	#DIV/0!	#DIV/0!	12.0%	12.01	#DIV/0!	1.32	1.32	
	7 July	0	3,174	0	1.43	1.40	#DIV/0!	4,101	3,599	#DIV/0!	#DIV/0!	12.0%	11.76	#DIV/0!	1.28	1.28	
	8 August	0	3,152	0	1.43	1.41	#DIV/0!	3,656	4,381	#DIV/0!	#DIV/0!	12.0%	11.54	#DIV/0!	1.33	1.31	
	9 September	0	2,763	0	1.42	1.45	#DIV/0!	4,828	4,526	#DIV/0!	#DIV/0!	12.0%	11.54	#DIV/0!	1.36	1.21	
	10 October	273	1,958	0	1.40	1.44	#DIV/0!	4,286	3,366	#DIV/0!	#DIV/0!	11.55	14.6%	#DIV/0!	0.87	1.24	#DIV/0!
	11 November	1,738	1,972	0	1.38	1.44	#DIV/0!	4,066	4,016	#DIV/0!	#DIV/0!	11.28	15.4%	#DIV/0!	1.09	1.30	#DIV/0!
	12 December	1,222	1,875	0	1.35	1.45	#DIV/0!	4,386	4,206	#DIV/0!	#DIV/0!	11.55	15.2%	#DIV/0!	1.24	1.41	#DIV/0!
Last Month	-1,292	-5,286	-2,435	0	1.41	1.38	1.46	12,681	7,911	#DIV/0!	-0.42	-0.31	0.0%	31.5%	18.1%	-2.5%	
YoY%	309.3%	309.3%	-53.9%	-	-	-	#DIV/0!	#DIV/0!	-37.6%	-	-	-26.2%	0.0%	31.5%	18.1%	-2.5%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	-1,292	-5,286	-2,435	0	12,681	7,911	#DIV/0!	-0.42	-0.31	0.0%	31.5%	18.1%	-2.5%	-9.3%	-3.3%	
	2 February	-1,114	-4,717	-2,322	0	12,649	7,726	#DIV/0!	-0.37	-0.30	0.0%	29.7%	18.1%	-2.0%	-7.5%	-3.3%	
	3 March	-1,498	-6,359	-68	0	15,979	241	#DIV/0!	-0.40	-0.28	0.0%	29.1%	18.2%	-2.1%	-8.2%	-3.7%	
	4 April	-1,826	-7,950	0	0	18,640	0	#DIV/0!	-0.43	-0.43	0.0%	23.8%	17.2%	-2.2%	-6.0%	-1.0%	
	5 May	-2,060	-7,419	0	0	19,119	0	#DIV/0!	-0.40	-0.40	0.0%	20.9%	17.02	-2.0%	-4.4%	#DIV/0!	
	6 June	-1,185	-8,171	0	0	20,171	0	#DIV/0!	-0.43	-0.43	0.0%	20.9%	17.02	-2.0%	-4.4%	#DIV/0!	
	7 July	-4,732	-11,806	0	0	21,610	0	#DIV/0!	-0.55	-0.55	0.0%	21.7%	17.02	-3.2%	-5.9%	#DIV/0!	
	8 August	-1,150	-11,884	0	0	20,402	0	#DIV/0!	-0.59	-0.59	0.0%	21.2%	17.02	-5.0%	-6.3%	#DIV/0!	
	9 September	-4,873	-10,213	0	0	17,606	0	#DIV/0!	-0.58	-0.58	0.0%	20.1%	17.02	-4.3%	-6.0%	#DIV/0!	
	10 October	-4,050	-6,750	0	0	2,379	13,440	#DIV/0!	-0.44	-0.44	0.0%	6.0%	19.2%	4.6%	-4.9%	#DIV/0!	
	11 November	-6,845	-5,702	0	0	15,517	12,827	#DIV/0!	-0.44	-0.44	0.0%	35.3%	19.3%	-8.6%	-4.3%	#DIV/0!	
	12 December	-4,442	-4,680	0	0	10,640	12,361	#DIV/0!	-0.42	-0.38	0.0%	33.7%	20.9%	-8.5%	-4.3%	#DIV/0!	
Last Month	-1,292	-5,286	-2,435	0	1.41	1.38	1.46	12,681	7,911	#DIV/0!	-0.42	-0.31	0.0%	31.5%	18.1%	-2.5%	
YoY%	309.3%	309.3%	-53.9%	-	-	-	#DIV/0!	#DIV/0!	-37.6%	-	-	-26.2%	0.0%	31.5%	18.1%	-2.5%	

CVR + Analysis   Healthy Dog													in USD			
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	38,582	31,100	12,947	11.0%	11.7%	15.3%	4,225	3,633	1,985	18.7k	19.7k	19.6k	79,085	71,784	39,072
	2 February	30,848	26,999	9,179	11.5%	13.0%	15.6%	3,552	3,520	1,430	19.0k	19.8k	19.5k	67,712	69,973	28,006
	3 March	32,734	30,586	285	11.1%	13.8%	15.1%	3,645	4,215	43	19.41	20.62	19.43	70,748	86,907	836
	4 April	30,254	32,569	0	11.3%	13.4%	#DIV/0!	3,418	4,373	0	19.58	20.99	#DIV/0!	66,937	91,793	0
	5 May	30,900	29,981	0	11.6%	13.1%	#DIV/0!	3,581	3,921	0	19.49	21.11	#DIV/0!	69,777	82,775	0
	6 June	33,245	28,383	0	13.1%	12.8%	#DIV/0!	4,350	3,645	0	19.85	20.93	#DIV/0!	86,353	76,206	0
	7 July	32,551	41,629	0	11.4%	12.5%	#DIV/0!	3,620	5,190	0	19.19	21.01	#DIV/0!	102,521	109,870	0
	8 August	37,568	44,414	0	13.7%	12.5%	#DIV/0!	4,393	5,210	0	20.84	21.99	#DIV/0!	91,998	122,454	0
	9 September	40,113	30,440	0	12.6%	13.4%	#DIV/0!	5,046	4,091	0	20.89	21.99	#DIV/0!	105,408	89,945	0
	10 October	40,988	29,063	0	12.6%	14.5%	#DIV/0!	5,163	4,216	0	19.92	20.94	#DIV/0!	102,823	88,288	0
	11 November	34,659	34,607	0	12.4%	16.6%	#DIV/0!	4,298	5,733	0	19.71	19.38	#DIV/0!	84,714	111,123	0
	12 December	37,221	17,761	0	12.5%	16.2%	#DIV/0!	4,637	2,886	0	19.24	20.56	#DIV/0!	89,217	59,343	0
Last Month	38,582	31,100	12,947	11.0%	11.7%	15.3%	4,225	3,633	1,985	18.7	19.8	19.7	79,085	71,784	39,072	
YoY%	-19.4%	-58.4%												-71.2%	-45.6%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	40,211	41,969	17,904	8.8%	9.0%	11.7%	4,280	5,744	2,099	18.8k	19.07	18.8k	1.00	1.04	1.00
	2 February	40,464	36,870	12,715	9.1%	9.9%	12.0%	5,671	3,652	1,526	18.45	19.16	18.34	1.03	1.04	1.03
	3 March	43,210	41,307	376	8.7%	10.5%	11.7%	3,766	4,355	44	18.79	19.96	18.99	1.03	1.03	1.02
	4 April	39,900	44,499	0	8.8%	10.3%	#DIV/0!	2,522	4,374	0	19.01	20.07	#DIV/0!	1.03	1.05	#DIV/0!
	5 May	41,000	41,256	0	9.0%	10.0%	#DIV/0!	3,674	4,127	0	18.99	20.06	#DIV/0!	1.03	1.05	#DIV/0!
	6 June	44,383	38,374	0	10.1%	10.0%	#DIV/0!	4,474	3,820	0	19.30	19.98	#DIV/0!	1.03	1.05	#DIV/0!
	7 July	51,829	56,265	0	10.4%	9.3%	#DIV/0!	5,394	5,236	0	19.49	20.79	#DIV/0!	1.04	1.04	#DIV/0!
	8 August	49,359	60,310	0	9.2%	9.6%	#DIV/0!	4,536	5,829	0	20.28	21.01	#DIV/0!	1.03	1.05	#DIV/0!
	9 September	53,197	42,464	0	9.8%	10.0%	#DIV/0!	5,228	4,259	0	20.84	22.01	#DIV/0!	1.04	1.04	#DIV/0!
	10 October	47,173	49,156	0	9.9%	11.0%	#DIV/0!	5,369	4,951	0	19.15	19.83	#DIV/0!	1.04	1.04	#DIV/0!
	11 November	46,092	49,363	0	9.8%	12.3%	#DIV/0!	4,503	6,032	0	18.81	18.36	#DIV/0!	1.05	1.06	#DIV/0!
	12 December	48,817	24,818	0	9.9%	12.1%	#DIV/0!	4,830	3,051	0	18.47	19.45	#DIV/0!	1.04	1.06	#DIV/0!
Last Month	50,612	41,965	17,904	9%	9%	12%	4,360	3,764	2,097	18.14	19.07	18.63	1.03	1.04	1.06	
YoY%	-17.1%	-57.3%												0.4%	2.0%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	2,207	2,076	804	1.31	1.35	1.38	0.76%	0.98%	0.86%	9.9%	11.0%	12.7%	1.15	1.23	1.09
	2 February	1,787	1,933	517	1.31	1.37	1.39	0.93%	0.99%	0.13%	10.7%	10.24	10.44	1.17	0.98	0.97
	3 March	1,649	2,402	20	1.32	1.37	#DIV/0!	0.65%	1.21%	#DIV/0!	10.41	12.71	#DIV/0!	1.18	1.24	#DIV/0!
	4 April	1,685	2,503	0	1.32	1.37	#DIV/0!	0.82%	1.11%	#DIV/0!	10.98	11.68	#DIV/0!	1.22	1.16	#DIV/0!
	5 May	1,833	2,172	0	1.33	1.38	#DIV/0!	0.82%	1.05%	#DIV/0!	12.77	11.9%	#DIV/0!	1.26	1.20	#DIV/0!
	6 June	2,397	1,893	0	1.34	1.35	#DIV/0!	0.83%	1.05%	#DIV/0!	13.28	11.5%	#DIV/0!	1.27	1.23	#DIV/0!
	7 July	3,928	3,062	0	1.33	1.36	#DIV/0!	0.93%	1.03%	#DIV/0!	11.9%	11.8%	#DIV/0!	1.30	1.23	#DIV/0!
	8 August	2,556	3,633	0	1.33	1.36	#DIV/0!	0.97%	1.25%	#DIV/0!	14.4%	13.1%	#DIV/0!	1.47	1.31	#DIV/0!
	9 September	3,088	2,499	0	1.33	1.40	#DIV/0!	0.78%	1.31%	#DIV/0!	15.14	15.2%	#DIV/0!	1.53	1.37	#DIV/0!
	10 October	3,067	2,622	0	1.32	1.38	#DIV/0!	0.86%	1.08%	#DIV/0!	14.4%	16.8%	#DIV/0!	1.47	1.37	#DIV/0!
	11 November	2,592	3,735	0	1.33	1.43	#DIV/0!	0.82%	0.92%	#DIV/0!	13.6%	15.7%	#DIV/0!	1.47	1.37	#DIV/0!
	12 December	3,997	1,457	0	1.31	1.40	#DIV/0!	1.20%	1.08%	#DIV/0!				1.37	1.28	#DIV/0!
Last Month	2,207	2,076	804	1.31	1.35	1.38	0.8%	1.0%	0.9%	9.9%	11.0%	12.7%	1.15	1.23	1.09	
YoY%	-5.9%	-61.3%												6.9%	-11.6%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-17,747	-16,645	-6,679	22,284	18,825	6,318	-0.80	-0.88	-1.06	44.0%	44.9%	35.3%	-22.4%	-23.2%	-17.1%
	2 February	-14,416	-14,278	-5,388	16,773	19,980	4,977	-0.86	-0.71	-1.08	41.5%	54.2%	39.1%	-21.3%	-20.4%	-19.2%
	3 March	-13,888	-17,212	-189	16,944	20,887	162	-0.82	-0.82	-1.17	39.2%	50.6%	43.1%	-19.6%	-19.8%	-22.6%
	4 April	-13,185	-17,204	0	16,128	19,701	0	-0.82	-0.87	#DIV/0!	40.4%	44.3%	#DIV/0!	-19.7%	-18.7%	#DIV/0!
	5 May	-14,150	-20,743	0	16,850	18,671	0	-0.84	-1.01	#DIV/0!	41.0%	45.3%	#DIV/0!	-20.3%	-24.6%	#DIV/0!
	6 June	-15,677	-15,677	0	22,863	24,678	0	-0.84	-0.99	#DIV/0!	42.5%	41.8%	#DIV/0!	-18.3%	-24.1%	#DIV/0!
	7 July	-21,125	-20,994	0	21,429	30,479	0	-0.92	-1.01	#DIV/0!	44.3%	47.4%	#DIV/0!	-20.1%	-21.7%	#DIV/0!
	8 August	-16,296	-31,664	0	21,394	19,032	0	-0.76	-1.04	#DIV/0!	43.4%	50.7%	#DIV/0!	-17.7%	-26.0%	#DIV/0!
	9 September	-17,149	-19,546	0	20,281	17,281	0	-0.80	-1.03	#DIV/0!	40.2%	44.6%	#DIV/0!	-16.3%	-21.7%	#DIV/0!
	10 October	-17,214	-19,630	0	18,015	22,198	0	-0.85	-1.14	#DIV/0!	37.4%	43.0%	#DIV/0!	-16.7%	-22.2%	#DIV/0!
	11 November	-17,917	-24,330	0	22,777	9,278	0	-0.99	-1.10	#DIV/0!	39.1%	45.0%	#DIV/0!	-21.1%	-21.9%	#DIV/0!
	12 December	-24,899	-9,554	0				-1.09	-1.03	#DIV/0!	46.7%	37.4%	#DIV/0!	-27.9%	-16.1%	#DIV/0!
Last Month	-17,747	-16,645	-6,679	22,284	18,825	6,318	-0.80	-0.88	-1.06	44.0%	44.9%	35.3%	-22.4%	-23.2%	-17.1%	
YoY%	-6.2%	-59.9%												3.3%	-26.3%	

CVR + Analysis   HUG												in USD				
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	170,073	170,417	60,234	7.7%	6.2%	6.5%	13,243	10,608	3,915	22.8%	20.84	15.84	303,082	221,106	62,027
	2 February	181,892	119,570	34,027	9.6%	8.7%	8.7%	17,421	10,379	2,949	21.0%	19.70	16.41	367,442	204,494	48,398
	3 March	168,301	82,893	517	10.4%	9.7%	9.3%	17,476	8,050	48	21.78	20.06	21.17	380,645	161,463	1,016
	4 April	185,947	90,383	0	10.1%	9.9%	#DIV/0!	18,871	8,923	0	22.77	20.27	#DIV/0!	429,779	180,862	0
	5 May	232,293	109,023	0	9.5%	9.4%	#DIV/0!	22,072	10,297	0	22.19	19.90	#DIV/0!	489,771	204,932	0
	6 June	186,397	81,143	0	10.4%	10.7%	#DIV/0!	19,454	8,674	0	22.45	20.18	#DIV/0!	436,799	175,028	0
	7 July	149,065	67,593	0	9.5%	11.0%	#DIV/0!	14,820	7,921	0	21.65	19.93	#DIV/0!	360,793	149,053	0
	8 August	148,167	77,749	0	10.0%	10.5%	#DIV/0!	14,820	8,218	0	21.59	18.83	#DIV/0!	319,803	154,704	0
	9 September	127,354	82,885	0	9.8%	11.4%	#DIV/0!	12,528	5,446	0	21.63	17.69	#DIV/0!	271,037	167,074	0
	10 October	126,391	95,343	0	8.9%	11.7%	#DIV/0!	11,232	11,194	0	20.79	16.25	#DIV/0!	233,517	181,892	0
	11 November	187,378	151,536	0	7.6%	10.0%	#DIV/0!	14,338	15,129	0	20.19	16.43	#DIV/0!	289,486	248,624	0
	12 December	463,427	251,025	0	9.7%	11.7%	#DIV/0!	45,072	29,317	0	19.60	17.22	#DIV/0!	883,391	504,945	0
Last Month	172,073	170,417	60,234	7.7%	6.2%	6.5%	13,243	10,608	3,915	22.9	20.8	15.8	303,082	221,106	62,027	
YoY%	-1.0%	-4.4%		-19.1%	4.4%					-8.9%	-24.0%			-27.0%	-71.9%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	218,437	227,193	78,579	6.4%	6.3%	6.3%	10,018	11,494	4,190	21.69	19.24	14.39	1.06	1.05	1.06	
	233,301	154,826	46,023	7.9%	7.3%	6.9%	18,469	11,206	3,168	19.80	18.09	16.28	1.06	1.05	1.07	
	218,989	108,715	708	8.6%	8.1%	7.3%	18,842	8,789	52	20.20	18.37	19.54	1.08	1.08	1.08	
	243,262	124,809	0	8.4%	7.8%	#DIV/0!	20,380	9,729	0	21.09	18.59	#DIV/0!	1.08	1.08	#DIV/0!	
	302,646	174,665	0	7.8%	6.3%	#DIV/0!	23,608	11,067	0	20.75	18.52	#DIV/0!	1.07	1.07	#DIV/0!	
	242,826	128,611	0	8.6%	7.2%	#DIV/0!	20,779	9,256	0	21.02	18.91	#DIV/0!	1.07	1.07	#DIV/0!	
	188,366	90,482	0	8.0%	8.7%	#DIV/0!	15,110	7,872	0	20.24	17.99	#DIV/0!	1.07	1.06	#DIV/0!	
	190,849	101,863	0	8.3%	8.7%	#DIV/0!	15,768	8,854	0	20.29	17.47	#DIV/0!	1.06	1.08	#DIV/0!	
	163,674	109,704	0	8.1%	9.3%	#DIV/0!	13,329	10,184	0	20.38	16.20	#DIV/0!	1.08	1.08	#DIV/0!	
	141,774	125,864	0	7.6%	9.9%	#DIV/0!	12,127	12,171	0	19.26	14.94	#DIV/0!	1.09	1.09	#DIV/0!	
	239,059	209,759	0	6.4%	8.2%	#DIV/0!	15,271	16,548	0	18.96	15.02	#DIV/0!	1.07	1.08	#DIV/0!	
	515,588	329,628	0	8.0%	9.4%	#DIV/0!	47,546	31,083	0	18.46	16.25	#DIV/0!	1.06	1.06	#DIV/0!	
Last Month	218,437	217,193	78,579	6%	5%	5%	14,018	11,494	4,150	21.62	19.24	14.95	1.06	1.08	1.06	
YoY%	-0.6%	-63.8%		-17.5%	-0.2%					-11.0%	-22.3%			2.4%	-2.2%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	4,671	5,687	1,393	1.27	1.29	1.30	2.14%	3.31%	3.52%	8.4%	6.5%	6.5%	1.26	1.23	1.23
	2 February	7,527	4,749	841	1.24	1.29	1.35	2.01%	2.83%	4.42%	10.6%	8.9%	6.9%	1.34	1.21	1.01
	3 March	8,688	3,789	11	1.30	1.29	1.37	1.92%	2.10%	2.10%	12.5%	9.3%	8.8%	1.45	1.29	1.29
	4 April	9,213	4,056	0	1.31	1.38	#DIV/0!	2.17%	3.37%	#DIV/0!	11.01	10.91	10.91	1.41	1.41	#DIV/0!
	5 May	10,424	5,103	0	1.30	1.60	#DIV/0!	2.16%	2.65%	#DIV/0!	12.3%	11.18	#DIV/0!	1.58	1.25	#DIV/0!
	6 June	9,232	2,978	0	1.30	1.58	#DIV/0!	2.38%	2.97%	#DIV/0!	12.5%	11.3%	#DIV/0!	1.46	1.58	#DIV/0!
	7 July	6,997	2,794	0	1.29	1.34	#DIV/0!	2.55%	2.99%	#DIV/0!	11.78	11.88	#DIV/0!	1.46	1.35	#DIV/0!
	8 August	7,007	3,145	0	1.29	1.31	#DIV/0!	2.27%	3.00%	#DIV/0!	12.28	10.9%	#DIV/0!	1.47	1.26	#DIV/0!
	9 September	6,928	3,922	0	1.29	1.32	#DIV/0!	2.48%	2.97%	#DIV/0!	12.4%	12.1%	#DIV/0!	1.52	1.30	#DIV/0!
	10 October	5,548	4,338	0	1.27	1.32	#DIV/0!	2.78%	2.97%	#DIV/0!	10.9%	12.4%	#DIV/0!	1.44	1.29	#DIV/0!
	11 November	7,096	6,483	0	1.27	1.33	#DIV/0!	2.49%	3.07%	#DIV/0!	8.8%	10.0%	#DIV/0!	1.38	1.22	#DIV/0!
	12 December	24,988	10,419	0	1.29	1.31	#DIV/0!	2.37%	2.60%	#DIV/0!	10.9%	11.8%	#DIV/0!	1.36	1.26	#DIV/0!
Last Month	4,671	5,687	1,393	1.27	1.27	1.30	2.1%	3.3%	3.5%	8.1%	6.5%	6.5%	1.26	1.23	1.23	
YoY%	21.8%	-75.5%		0.4%	2.4%					-19.9%	-0.2%			-2.9%	0.0%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	-50,343	-66,263	-10,099	57,694	87,693	21,514	-0.87	-0.76	-0.47	26.4%	40.4%	21.4%	-16.6%	-30.0%	-16.3%	
	-67,067	-36,006	-6,830	71,194	51,029	12,147	-0.94	-0.71	-0.56	30.5%	33.0%	26.4%	-18.3%	-17.6%	-14.1%	
	-66,632	-27,748	-94	64,918	34,301	116	-1.03	-0.81	-0.81	29.6%	31.6%	16.41	-17.5%	-17.2%	-9.2%	
	-69,363	-33,237	0	65,329	36,961	0	-1.06	-0.90	#DIV/0!	26.9%	29.6%	#DIV/0!	-16.1%	-18.4%	#DIV/0!	
	-81,039	-44,166	0	84,793	46,020	16,020	-0.96	-0.80	#DIV/0!	28.0%	26.3%	#DIV/0!	-16.1%	-21.9%	#DIV/0!	
	-50,484	-22,602	0	70,121	47,202	0	-0.85	-0.86	#DIV/0!	30.5%	30.5%	#DIV/0!	-16.1%	-24.5%	#DIV/0!	
	-52,104	-23,647	0	59,849	23,707	0	-0.87	-0.96	#DIV/0!	26.28	26.28	#DIV/0!	-17.0%	-16.0%	#DIV/0!	
	-50,559	-26,256	0	57,532	28,730	0	-0.88	-0.91	#DIV/0!	30.1%	28.28	#DIV/0!	-15.8%	-17.0%	#DIV/0!	
	-42,229	-29,186	0	48,602	32,438	0	-0.87	-0.90	#DIV/0!	29.7%	29.6%	#DIV/0!	-15.6%	-17.5%	#DIV/0!	
	-41,937	-29,493	0	51,119	34,876	0	-0.82	-0.85	#DIV/0!	31.9%	27.7%	#DIV/0!	-18.0%	-16.2%	#DIV/0!	
	-66,266	-47,628	0	80,641	64,978	0	-0.82	-0.73	#DIV/0!	33.7%	32.2%	#DIV/0!	-22.9%	-19.2%	#DIV/0!	
	-176,983	-50,566	0	229,893	88,020	0	-0.77	-0.57	#DIV/0!	38.6%	26.7%	#DIV/0!	-20.0%	-16.0%	#DIV/0!	
Last Month	-50,343	-66,263	-10,099	57,694	87,693	21,514	-0.87	-0.76	-0.47	26.4%	40.4%	27.4%	-16.6%	-30.0%	-16.3%	
YoY%	31.6%	-84.8%		52.0%	-75.5%					-13.4%	-37.9%			80.4%	-45.7%	

CVR + Analysis   Infloatables												in USD				
as of January																
KPI Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	1 January	2023	2024	2025	2023	2024	2025	2023	2024	2023	2024	2025	2023	2024	2025	
	2 February	64,493	19,960	27	3.7%	3.4%	14.8%	2,135	685	4	24.1€	26.6€	22.0€	56,956	18,233	88
	3 March	58,075	14,378	197	4.8%	4.4%	2.0%	2,786	636	4	23.22	24.06	15.6€	64,691	15,300	63
	4 April	46,378	20,175	0	4.8%	3.7%	#DIV/0!	2,237	744	0	23.02	23.91	#DIV/0!	51,506	17,791	0
	5 May	42,442	17,017	0	4.8%	3.2%	#DIV/0!	2,029	539	0	22.37	24.71	#DIV/0!	45,384	13,319	0
	6 June	49,055	18,883	0	4.5%	4.1%	#DIV/0!	2,188	772	0	22.14	21.44	#DIV/0!	48,440	16,552	0
	7 July	27,976	25,785	0	4.7%	2.5%	#DIV/0!	1,315	654	0	23.98	22.82	#DIV/0!	31,533	14,923	0
	8 August	24,126	25,531	0	4.6%	2.0%	#DIV/0!	2,041	1,766	0	24.73	23.93	#DIV/0!	42,258	14,211	0
	9 September	24,216	16,934	0	4.6%	3.5%	#DIV/0!	1,156	601	0	22.71	19.37	#DIV/0!	25,347	11,641	0
	10 October	21,211	8,008	0	5.1%	6.1%	#DIV/0!	1,075	489	0	23.71	19.31	#DIV/0!	25,494	9,445	0
	11 November	49,013	1,421	0	5.1%	6.8%	#DIV/0!	1,109	274	0	21.38	16.50	#DIV/0!	23,711	4,522	0
	12 December	70,771	413	0	7.2%	5.1%	#DIV/0!	3,517	73	0	20.60	16.85	#DIV/0!	72,443	1,230	0
	Last Month	64,493	19,960	27	3.7%	3.4%	14.8%	2,357	685	4	24.2	26.6	22.0	56,956	18,233	88
YoY%		-69.1%	-99.9%		-6.1%	331.7%		-70.9%	-99.4%		10.2%	10.2%	-17.3%	-68.0%	-99.5%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	1 January	4021	2024	2025	2023	2024	2025	2023	2024	2023	2024	2025	2023	2024	2025	
	2 February	81,453	27,327	38	3.0%	2.6%	12.8%	2,436	702	0	23.98	26.99	11.8€	1.00	1.02	1.25
	3 March	76,650	20,558	0	3.8%	3.2%	1.5%	2,871	648	4	22.63	23.61	14.6€	1.03	1.02	1.86
	4 April	59,879	31,994	0	3.8%	2.4%	#DIV/0!	2,301	757	0	22.38	23.50	#DIV/0!	1.03	1.02	#DIV/0!
	5 May	55,860	28,357	0	3.7%	2.0%	#DIV/0!	2,089	567	0	21.73	23.49	#DIV/0!	1.03	1.05	1.05
	6 June	64,247	36,391	0	3.5%	2.1%	#DIV/0!	2,250	782	0	21.53	21.17	#DIV/0!	1.03	1.01	#DIV/0!
	7 July	36,151	52,559	0	3.8%	1.5%	#DIV/0!	1,084	785	0	23.08	19.48	#DIV/0!	1.04	1.17	#DIV/0!
	8 August	31,104	53,488	0	3.5%	1.5%	#DIV/0!	1,138	626	0	22.27	18.60	#DIV/0!	1.02	1.04	#DIV/0!
	9 September	27,644	10,130	0	3.6%	3.0%	#DIV/0!	1,130	533	0	22.56	17.72	#DIV/0!	1.05	1.09	#DIV/0!
	10 October	21,182	5,114	0	4.1%	5.3%	#DIV/0!	1,130	281	0	20.98	16.70	#DIV/0!	1.02	1.05	#DIV/0!
	11 November	63,867	1,447	0	5.6%	4.2%	#DIV/0!	1,589	771	0	20.13	15.93	#DIV/0!	1.02	1.05	#DIV/0!
	12 December	36,167	576	0	4.9%	8.7%	#DIV/0!	4,100	50	0	24.57	17.22	#DIV/0!	1.02	1.02	#DIV/0!
Last Month	81,453	27,327	38	3%	3%	13%	2,436	702	5	23.38	25.97	17.60	1.03	1.02	1.25	
YoY%		-66.5%	-99.9%		-14.1%	412.2%		-71.2%	-99.3%		11.1%	-32.2%		-0.8%		22.0%
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	1 January	971	360	0	1.26	1.37	1.41	3.12	4.27%	0.00%	4.5%	4.3%	#DIV/0!	1.50	1.69	#DIV/0!
	2 February	12,246	290	0	1.31	1.43	1.34	2,545	3,701	0	6.1%	5.5%	#DIV/0!	1.61	1.76	#DIV/0!
	3 March	902	442	0	1.29	1.07	#DIV/0!	1,356	2,504	#DIV/0!	5.8%	4.5%	#DIV/0!	1.53	1.50	#DIV/0!
	4 April	781	301	0	1.31	1.67	#DIV/0!	3,061	3,701	#DIV/0!	5.81	3.81	#DIV/0!	1.56	1.86	#DIV/0!
	5 May	973	458	0	1.21	1.92	#DIV/0!	3,563	2,431	#DIV/0!	5.41	5.08	#DIV/0!	1.55	2.35	#DIV/0!
	6 June	537	225	0	1.29	2.04	#DIV/0!	2,933	3,791	#DIV/0!	5.9%	5.4%	#DIV/0!	1.57	3.73	#DIV/0!
	7 July	469	172	0	1.27	1.83	#DIV/0!	2,955	3,441	#DIV/0!	5.6%	5.3%	#DIV/0!	1.62	3.62	#DIV/0!
	8 August	428	76	0	1.30	1.29	#DIV/0!	3,256	3,921	#DIV/0!	5.3%	3.9%	#DIV/0!	1.46	1.31	#DIV/0!
	9 September	440	0	0	1.30	1.26	#DIV/0!	3,276	4,241	#DIV/0!	6.3%	5.01	#DIV/0!	1.53	1.53	#DIV/0!
	10 October	442	0	0	1.28	1.26	#DIV/0!	3,276	4,241	#DIV/0!	5.8%	4.01	#DIV/0!	1.40	1.34	#DIV/0!
	11 November	1,306	0	0	1.30	1.30	#DIV/0!	3,455	2,606	#DIV/0!	6.4%	5.01	#DIV/0!	1.42	1.42	#DIV/0!
	12 December	2,410	0	0	1.36	1.39	#DIV/0!	4,006	2,006	#DIV/0!	6.9%	5.01	#DIV/0!			
Last Month	971	360	0	1.26	1.37	1.41	3.12	4.3%	0.0%	4.5%	4.3%	#DIV/0!	1.50	1.69	#DIV/0!	
YoY%		-62.9%	-100.0%		8.4%	2.8%		-37.0%	-100.0%		-3.4%	-3.4%	#DIV/0!	-12.4%	-12.4%	#DIV/0!
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	1 January	-10,351	-5,270	0	21,657	8,313	0	-0.48	-0.63	#DIV/0!	26.6%	30.4%	0.0%	-18.2%	-28.9%	0.0%
	2 February	-10,309	-2,810	0	21,657	8,313	0	-0.50	-0.54	#DIV/0!	26.9%	25.5%	0.0%	-15.9%	-18.4%	0.0%
	3 March	-7,937	-5,040	0	17,121	9,871	0	-0.46	-0.51	#DIV/0!	28.6%	30.9%	#DIV/0!	-15.4%	-28.3%	#DIV/0!
	4 April	-6,255	-4,243	0	13,419	8,106	0	-0.47	-0.52	#DIV/0!	24.0%	28.6%	#DIV/0!	-13.8%	-31.9%	#DIV/0!
	5 May	-8,860	-6,018	0	17,888	9,281	0	-0.49	-0.50	#DIV/0!	27.8%	25.5%	#DIV/0!	-18.3%	-28.0%	#DIV/0!
	6 June	-4,187	-2,410	0	9,056	4,211	0	-0.51	-0.58	#DIV/0!	21.1%	24.0%	#DIV/0!	-14.5%	-26.2%	#DIV/0!
	7 July	-4,096	-1,949	0	8,326	3,234	0	-0.49	-0.60	#DIV/0!	26.6%	6.01	#DIV/0!	-16.9%	-13.4%	#DIV/0!
	8 August	-4,091	-1,574	0	8,080	1,959	0	-0.51	-0.60	#DIV/0!	25.7%	9.3%	#DIV/0!	-16.1%	-13.5%	#DIV/0!
	9 September	-3,601	0	0	7,019	0	0	-0.51	-0.61	#DIV/0!	25.4%	0.0%	#DIV/0!	-14.1%	0.0%	#DIV/0!
	10 October	-3,855	0	0	7,685	0	0	-0.50	-0.61	#DIV/0!	27.9%	0.0%	#DIV/0!	-16.3%	0.0%	#DIV/0!
	11 November	-14,860	0	0	20,377	0	0	-0.73	-0.61	#DIV/0!	31.9%	0.0%	#DIV/0!	-20.5%	0.0%	#DIV/0!
	12 December	-28,406	0	0	34,845	0	0	-0.62	-0.62	#DIV/0!	36.2%	0.0%	#DIV/0!	-24.8%	0.0%	#DIV/0!
Last Month	-10,351	-5,270	0	21,657	8,313	0	-0.48	-0.63	#DIV/0!	26.6%	30.4%	0.0%	-18.2%	-28.9%	0.0%	
YoY%		-49.7%	-100.0%		-61.6%	-100.0%		32.6%	32.6%	#DIV/0!	14.4%	-100.0%		59.0%	-100.0%	

CVR + Analysis   Invigorated													in USD					
as of January																		
1																		
Key Analysis																		
Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)						
2023		2024	2025	2023		2024	2025	2023		2024	2025	2023		2024	2025			
1 January	157,334	170,564	148,696	6.2%	6.3%	7.6%	5.6%	6.2%	6.3%	7.6%	5.6%	6.2%	6.3%	7.6%	5.6%			
2 February	192,227	144,290	300,145	4.4%	5.6%	5.7%	4.4%	4.4%	7.6%	6.4%	10,703	10,750	11,203	46.78	46.09	41.94		
3 March	277,842	128,395	6,422	4.7%	4.7%	8.0%	4.7%	4.8%	7.8%	#DIV/0!	10,763	9,353	11,133	47.60	46.48	45.18		
4 April	251,093	110,177	0	5.0%	5.0%	6.4%	4.8%	5.0%	7.5%	#DIV/0!	11,819	8,817	0	50.56	44.24	44.59		
5 May	236,346	116,551	0	5.2%	5.2%	6.4%	5.0%	5.2%	7.5%	#DIV/0!	11,206	9,072	0	50.67	43.79	#DIV/0!		
6 June	179,753	124,553	0	5.7%	5.7%	6.4%	5.5%	5.7%	7.5%	#DIV/0!	10,157	9,313	0	48.77	43.59	#DIV/0!		
7 July	181,155	116,341	0	5.8%	5.8%	6.4%	5.6%	5.8%	7.5%	#DIV/0!	10,659	10,136	0	49.41	43.97	#DIV/0!		
8 August	168,349	123,245	0	6.1%	6.1%	7.4%	6.1%	6.1%	7.3%	#DIV/0!	10,312	9,136	0	48.12	44.12	#DIV/0!		
9 September	158,139	127,283	0	6.1%	6.1%	7.3%	6.1%	6.1%	7.3%	#DIV/0!	9,710	9,301	0	46.82	43.93	#DIV/0!		
10 October	140,197	140,303	0	6.7%	6.7%	7.2%	6.7%	6.7%	7.2%	#DIV/0!	9,453	10,126	0	45.84	43.95	#DIV/0!		
11 November	149,393	151,624	0	6.7%	6.7%	7.3%	6.7%	6.7%	7.3%	#DIV/0!	9,944	11,086	0	47.23	43.10	#DIV/0!		
12 December	137,632	150,431	0	6.9%	6.9%	8.3%	6.9%	6.9%	8.3%	#DIV/0!	9,458	12,413	0	48.49	38.09	#DIV/0!		
Last Month	157,334	170,564	148,696	8.4%	8.4%	12.8%	6.2%	6.3%	7.6%	2.2%	9,703	10,750	11,303	46.8	46.1	41.9		
YoY%	157,334			170,564			148,696			6.2%			8.4%					
Extended KPI Analysis																		
Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order						
2023		2024	2025	2023		2024	2025	2023		2024	2025	2023		2024	2025			
1 January	4023	221,130	300,690	219,206	4.5%	3.7%	5.8%	10,042	11,784	11,784	45.20	44.74	44.84	1.00	1.03	1.04		
2 February	277,703	256,216	410,715	410,715	4.0%	3.8%	5.6%	11,126	9,624	11,454	46.05	45.17	43.91	1.03	1.03	1.03		
3 March	38,329	235,355	9,457	235,355	3.3%	4.3%	4.5%	12,565	10,084	422	48.14	43.95	43.11	1.03	1.03	1.03		
4 April	359,368	216,300	0	3.4%	4.3%	4.5%	#DIV/0!	12,189	9,261	0	49.03	42.12	#DIV/0!	1.03	1.05	#DIV/0!		
5 May	394,874	250,133	0	3.0%	3.8%	4.1%	#DIV/0!	11,678	9,385	0	49.05	42.33	#DIV/0!	1.03	1.03	#DIV/0!		
6 June	246,438	246,798	0	4.2%	3.9%	4.1%	#DIV/0!	10,462	9,728	0	47.35	41.73	#DIV/0!	1.03	1.04	#DIV/0!		
7 July	246,748	269,882	0	4.8%	4.1%	4.1%	#DIV/0!	11,778	11,006	0	46.68	43.48	#DIV/0!	1.03	1.04	#DIV/0!		
8 August	250,026	173,558	0	4.2%	5.4%	5.3%	#DIV/0!	10,623	9,420	0	46.71	42.79	#DIV/0!	1.03	1.03	#DIV/0!		
9 September	231,460	182,079	0	4.3%	5.3%	5.3%	#DIV/0!	10,044	9,356	0	45.27	42.75	#DIV/0!	1.03	1.04	#DIV/0!		
10 October	195,517	204,945	0	5.0%	5.0%	5.0%	#DIV/0!	11,111	10,250	0	44.62	42.28	#DIV/0!	1.03	1.04	#DIV/0!		
11 November	212,562	223,062	0	4.9%	5.2%	5.2%	#DIV/0!	10,371	11,691	0	45.28	40.87	#DIV/0!	1.04	1.05	#DIV/0!		
12 December	220,598	220,344	0	4.5%	6.0%	6.0%	#DIV/0!	9,866	13,249	0	46.49	31.63	#DIV/0!	1.04	1.07	#DIV/0!		
Last Month	222,130	300,690	219,206	35.4%	35.4%	-27.1%	5%	4%	5%	-18.5%	11,074	11,714	11,714	45.20	44.74	40.47		
YoY%	222,130			300,690			219,206			5%			11,074					
Ratio Analysis																		
PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio						
2023		2024	2025	2023		2024	2025	2023		2024	2025	2023		2024	2025			
1 January	3,736	3,673	4,025	1.41	1.76	1.47	4.228	5.179	3.85%	7.1%	7.3%	9.0%	1.56	1.98	1.68			
2 February	4,717	3,500	4,333	1.44	1.78	1.78	4.504	5.289	3.324	6.8%	8.3%	7.5%	1.70	2.21	2.69			
3 March	4,841	3,500	155	1.49	1.83	1.47	4.501	4.491	#DIV/0!	7.41	8.31	7.54	2.04	2.21	1.68			
4 April	4,661	2,876	0	1.43	1.86	1.47	4.506	4.491	#DIV/0!	4.50	4.78	4.01	2.31	2.31	1.94			
5 May	4,238	2,979	0	1.67	2.15	2.15	4.698	4.789	#DIV/0!	4.79	9.06	4.01	2.61	2.14	#DIV/0!			
6 June	3,557	3,100	0	1.37	1.98	1.98	4.944	4.959	#DIV/0!	4.94	8.00	8.00	1.86	2.02	#DIV/0!			
7 July	4,152	3,762	0	1.40	1.81	1.81	4.929	5.189	#DIV/0!	4.92	5.18	4.01	1.78	2.00	#DIV/0!			
8 August	3,585	3,223	0	1.49	1.41	1.41	5.139	4.349	#DIV/0!	5.13	4.34	4.01	1.94	1.94	1.53			
9 September	3,371	3,069	0	1.47	1.43	1.43	4.633	4.616	#DIV/0!	4.63	4.61	4.01	1.91	1.65	#DIV/0!			
10 October	2,934	3,598	0	1.37	1.43	1.43	4.166	4.231	#DIV/0!	4.16	5.05	9.5%	1.69	1.82	#DIV/0!			
11 November	3,286	4,146	0	1.42	1.47	1.47	4.911	5.709	#DIV/0!	5.83	9.41	9.41	1.70	1.79	#DIV/0!			
12 December	3,080	4,393	0	1.60	1.46	1.46	4.906	4.511	#DIV/0!	4.90	8.88	10.7%	1.96	1.78	#DIV/0!			
Last Month	3,736	3,673	4,025	1.41	1.76	1.47	4.228	5.179	3.85%	7.1%	7.3%	9.0%	1.56	1.98	1.68			
YoY%	3,736			3,673			4,025			1.41			24.9%					
Marketing KPIs																		
PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)						
2023		2024	2025	2023		2024	2025	2023		2024	2025	2023		2024	2025			
1 January	-46,089	-43,265	-41,018	52,847	50,443	44,891	-0.87	-0.86	-0.91	23.81	16.8%	20.5%	-10.2%	-9.7%	-8.7%			
2 February	-59,327	-37,689	-53,444	69,419	42,187	57,683	-0.85	-0.89	-0.93	25.0	16.5%	14.0%	-11.6%	-9.7%	-10.6%			
3 March	-61,480	-36,445	-1,918	72,446	38,941	2,072	-0.85	-0.94	-0.93	18.9%	16.5%	21.9%	-10.2%	-8.2%	-10.5%			
4 April	-56,490	-33,299	0	66,988	34,540	0	-0.85	-0.96	-0.93	18.5%	16.0%	14.0%	-9.5%	-8.5%	#DIV/0!			
5 May	-61,988	-37,265	0	54,893	37,169	0	-0.86	-1.01	-0.93	18.01	14.4%	14.0%	-10.2%	-8.2%	#DIV/0!			
6 June	-10,191	-10,191	0	49,144	31,921	0	-0.87	-1.04	-0.93	18.21	15.84	17.07	-7.9%	-7.9%	#DIV/0!			
7 July	-44,987	-47,695	0	46,794	46,207	0	-0.92	-1.03	-0.93	19.8%	17.11	17.11	-8.2%	-8.2%	#DIV/0!			
8 August	-18,289	-40,804	0	43,410	38,786	0	-0.88	-1.05	-0.93	17.4	22.38	17.01	-7.7%	-10.1%	#DIV/0!			
9 September	-33,955	-36,828	0	40,637	35,472	0	-0.88	-1.04	-0.93	17.5%	19.5%	17.01	-7.5%	-9.0%	#DIV/0!			
10 October	-30,993	-38,658	0	34,422	37,828	0	-0.90	-1.02	-0.93	17.9%	18.8%	18.7%	-7.2%	-8.7%	#DIV/0!			
11 November	-37,257	-43,143	0	39,726	44,182	0	-0.94	-0.98	-0.93	18.7%	19.8%	18.7%	-7.9%	-9.0%	#DIV/0!			
12 December	-32,945	-38,613	0	35,180	40,616	0	-0.94	-0.95	-0.93	15.9%	18.4%	18.4%	-7.2%	-8.2%	#DIV/0!			
Last Month	-46,089	-43,265	-41,018	52,847	50,443	44,891	-0.87	-0.86	-0.91	23.8	16.8%	20.5%	-10.2%	-8.7%	-8.7%			
YoY%	-46,089			-43,265			-41,018			-0.87								

CVR + Analysis   Jiva												in USD			
as of January															
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	10,474	15,094	3,739	17.9%	16.6%	27.3%	1,870	2,106	1,019	20.5x	22.5x	21.3x	38,416	56,136	21,749
	8,091	12,813	4,720	20.1%	15.6%	25.0%	1,629	1,995	1,181	19.6x	21.4x	18.4x	31,932	42,700	21,798
	8,334	8,350	149	19.9%	21.8%	22.1%	1,661	1,822	39	21.2x	20.4x	17.7x	35,363	37,221	585
	7,690	6,766	0	19.8%	23.4%	#DIV/0!	1,524	1,583	0	21.5x	20.9x	#DIV/0!	32,772	33,202	0
	7,476	7,721	0	20.9%	21.0%	#DIV/0!	1,561	1,619	0	20.7x	22.6x	#DIV/0!	32,334	36,625	0
	7,384	9,983	0	20.1%	19.7%	#DIV/0!	1,486	1,863	0	21.3x	20.3x	#DIV/0!	31,739	39,858	0
	7,350	8,141	0	17.1%	20.0%	#DIV/0!	1,471	1,643	0	20.2x	21.0x	#DIV/0!	35,254	34,181	0
	7,350	4,874	0	17.3%	27.3%	#DIV/0!	1,355	1,329	0	28.2x	22.1x	#DIV/0!	30,809	29,458	0
	5,521	4,246	0	16.1%	27.9%	#DIV/0!	1,536	1,185	0	21.9x	22.6x	#DIV/0!	33,727	26,832	0
	12,973	4,408	0	16.2%	30.1%	#DIV/0!	2,098	1,328	0	22.0x	20.6x	#DIV/0!	46,170	27,370	0
	13,116	5,426	0	17.4%	23.1%	#DIV/0!	2,281	1,255	0	22.3x	19.5x	#DIV/0!	50,991	24,514	0
	15,235	5,204	0	15.7%	19.2%	#DIV/0!	2,396	1,001	0	21.38	21.81	#DIV/0!	51,228	21,832	0
Last Month	10,474	15,096	3,739	17.9%	16.6%	27.3%	1,870	2,106	1,019	20.5	22.5	21.3	38,416	56,436	21,749
YoY%	44.1%	44.1%	-75.2%	-7.0%	-6.4%	62.4%	34.0%	59.3%	9.6%	9.6%	5.2%	46.9%	46.9%	-61.5%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order		
	4023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	15,945	24,129	5,613	14.3%	11.3%	19.6%	2,151	2,029	1,099	17.6x	20.8x	11.7x	1,339	1,093	1,889
	11,731	20,156	6,978	16.4%	13.0%	18.6%	1,847	2,118	1,297	17.2x	19.2x	16.8x	1,133	1,111	1,180
	11,725	12,903	185	16.2%	16.0%	20.0%	1,899	2,061	37	18.6x	18.0x	15.8x	1,144	1,133	1,12
	10,606	10,927	0	16.6%	16.2%	#DIV/0!	1,759	1,774	0	18.6x	18.7x	#DIV/0!	1,15	1,12	#DIV/0!
	10,582	14,580	0	16.9%	12.3%	#DIV/0!	1,785	1,800	0	18.11	20.35	#DIV/0!	1,14	1.11	#DIV/0!
	10,147	19,149	0	16.7%	11.2%	#DIV/0!	1,694	2,137	0	18.74	18.65	#DIV/0!	1,14	1.09	#DIV/0!
	12,411	16,883	0	14.2%	11.0%	#DIV/0!	1,763	1,859	0	20.20	18.7x	#DIV/0!	1,12	1.13	#DIV/0!
	10,429	7,268	0	14.7%	20.0%	#DIV/0!	1,529	1,454	0	20.15	20.26	#DIV/0!	1,13	1.09	#DIV/0!
	12,867	6,634	0	13.4%	20.6%	#DIV/0!	1,729	1,909	0	19.51	20.0x	#DIV/0!	1,13	1.04	#DIV/0!
	16,225	6,504	0	12.9%	22.2%	#DIV/0!	2,138	1,479	0	19.5x	18.51	#DIV/0!	1,20	1.11	#DIV/0!
	15,831	8,180	0	13.7%	17.1%	#DIV/0!	2,589	1,101	0	19.70	17.50	#DIV/0!	1,14	1.12	#DIV/0!
	23,376	6,992	0	11.3%	15.6%	#DIV/0!	2,639	1,090	0	19.41	20.0x	#DIV/0!	1,10	1.08	#DIV/0!
Last Month	15,045	24,129	5,613	14%	11%	20%	2,151	2,729	1,099	17.86	20.68	19.79	1.15	1.09	1.08
YoY%	60.4%	60.4%	-76.7%	-20.9%	-73.1%	26.9%	26.9%	-59.7%	15.8%	15.8%	-4.3%	-5.3%	-5.3%	-4.4%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	683	868	78	1.44	1.60	1.50	0.798	0.224	0.18%	11.3%	10.8%	10.3%	0.79	0.95	0.53
	450	764	98	1.39	1.57	1.48	0.225	0.094	0.15%	11.0x	10.5x	11.9x	0.67	0.98	0.64
	452	440	3	1.41	1.41	0.41	0.214	0.181	0.14%	11.4x	11.4x	11.4x	0.71	0.70	0.83
	396	310	0	1.38	1.61	#DIV/0!	0.178	0.278	#DIV/0!	11.5x	11.21	#DIV/0!	0.69	0.64	#DIV/0!
	355	295	0	1.42	1.88	#DIV/0!	0.228	0.281	#DIV/0!	11.6x	9.4x	#DIV/0!	0.69	0.76	#DIV/0!
	350	423	0	1.37	1.92	#DIV/0!	0.308	0.429	#DIV/0!	11.6x	11.3x	#DIV/0!	0.69	1.01	#DIV/0!
	491	307	0	1.35	2.09	#DIV/0!	0.298	0.439	#DIV/0!	10.9x	9.1x	#DIV/0!	0.77	0.83	#DIV/0!
	318	134	0	1.33	1.49	#DIV/0!	0.399	0.349	#DIV/0!	8.5x	8.7x	#DIV/0!	0.58	0.44	#DIV/0!
	407	88	0	1.35	1.50	#DIV/0!	0.178	0.38	#DIV/0!	9.4x	8.4x	#DIV/0!	0.70	0.41	#DIV/0!
	797	84	0	1.39	1.48	#DIV/0!	0.138	0.144	#DIV/0!	11.7x	10.8x	#DIV/0!	0.91	0.48	#DIV/0!
	895	203	0	1.44	1.51	#DIV/0!	0.198	0.144	#DIV/0!	12.7x	10.8x	#DIV/0!	0.92	0.63	#DIV/0!
	959	74	0	1.53	1.34	#DIV/0!	0.344	0.0804	#DIV/0!	12.0x	10.7x	#DIV/0!	1.07	0.69	#DIV/0!
Last Month	683	868	78	1.44	1.60	1.50	0.8%	0.2%	0.2%	11.3%	10.8%	10.3%	0.79	0.95	0.53
YoY%	27.1%	27.1%	-91.0%	11.3%	-6.1%	-6.1%	-72.2%	-17.2%	-4.8%	-4.8%	-4.4%	-4.4%	20.3%	-44.8%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	-10,553	-12,059	-1,140	6,029	8,051	757	-1.75	-1.50	-1.51	40.3x	33.4x	13.5x	-27.5%	-21.4%	-5.2%
	-6,943	-10,944	-1,133	4,097	7,297	824	-1.70	-1.50	-1.37	36.4x	36.2x	11.8x	-21.7%	-25.6%	-5.2%
	-6,774	-5,396	-26	4,212	3,935	18	-1.61	-1.37	-1.45	35.9x	30.5x	9.7x	-19.2%	-14.5%	-4.5%
	-5,157	-4,737	0	3,440	2,947	0	-1.50	-1.61	-1.61	32.4x	27.0x	#DIV/0!	-15.7%	-14.3%	#DIV/0!
	-4,352	-4,193	0	3,051	3,045	0	-1.43	-1.35	-1.35	28.8x	20.9x	#DIV/0!	-13.5%	-11.2x	#DIV/0!
	-5,120	-5,407	0	3,124	3,524	0	-1.56	-1.51	-1.51	29.8x	13.3x	#DIV/0!	-11.3%	-1.6x	#DIV/0!
	-8,182	-5,872	0	4,485	3,770	0	-1.60	-1.74	-1.74	30.0x	20.0x	#DIV/0!	-23.0%	-16.9%	#DIV/0!
	-5,460	-3,102	0	3,728	1,532	0	-1.46	-2.02	-1.46	35.7x	21.1x	#DIV/0!	-17.7%	-10.5%	#DIV/0!
	-6,113	-1,717	0	4,330	1,043	0	-1.41	-1.65	-1.65	33.7x	16.4x	#DIV/0!	-19.1%	-6.4%	#DIV/0!
	-10,665	-1,482	0	6,841	776	0	-1.56	-1.91	-1.91	38.0x	11.9x	#DIV/0!	-23.1%	-5.4%	#DIV/0!
	-11,627	-3,709	0	7,070	1,874	0	-1.64	-1.98	-1.98	37.5x	22.9x	#DIV/0!	-22.8%	-15.1%	#DIV/0!
	-19,450	-1,039	0	7,976	691	0	-1.56	-1.49	-1.49	34.4x	9.9x	#DIV/0!	-24.3%	-4.7%	#DIV/0!
Last Month	-10,553	-12,059	-1,140	6,029	8,051	757	-1.75	-1.50	-1.51	40.1x	33.4x	13.5x	-27.5%	-21.4%	-5.2%
YoY%	14.3%	14.3%	-90.5%	33.5%	-90.6%	-90.6%	-14.4%	0.5%	0.5%	-16.7%	-59.6%	-59.6%	-22.2%	-22.2%	-75.5%

CVR + Analysis   Matana - Cups & Glasses													in USD				
as of January																	
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	103,880	111,390	133,708	11.1%	11.5%	9.2%	11,494	12,755	12,922	23.50	22.70	21.98	270,055	289,567	284,071	
	2 February	107,694	116,258	136,724	12.0%	12.3%	10.7%	12,969	14,273	14,591	22.52	22.68	21.07	292,030	323,781	307,417	
	3 March	140,083	125,938	4,250	11.8%	13.0%	9.7%	16,518	16,429	411	23.29	23.54	18.99	384,681	386,684	7,804	
	4 April	147,100	136,107	0	11.7%	13.1%	#DIV/0!	17,250	17,841	0	24.84	23.35	#DIV/0!	428,486	416,286	0	
	5 May	169,674	153,302	0	12.9%	14.2%	#DIV/0!	21,940	21,816	0	25.03	24.23	#DIV/0!	549,162	528,617	0	
	6 June	154,318	134,305	0	13.8%	15.4%	#DIV/0!	21,248	20,729	0	25.80	25.25	#DIV/0!	550,356	523,433	0	
	7 July	149,149	134,305	0	13.4%	14.0%	#DIV/0!	19,251	19,251	0	24.21	24.00	#DIV/0!	495,880	486,044	0	
	8 August	140,291	117,382	0	15.0%	14.3%	#DIV/0!	20,379	16,746	0	23.86	23.94	#DIV/0!	502,694	400,212	0	
	9 September	128,420	156,510	0	13.8%	14.1%	#DIV/0!	17,705	22,124	0	25.13	22.53	#DIV/0!	444,878	489,508	0	
	10 October	124,442	164,022	0	13.1%	12.9%	#DIV/0!	16,331	21,184	0	23.95	21.91	#DIV/0!	391,129	464,113	0	
	11 November	144,415	173,997	0	12.4%	11.9%	#DIV/0!	17,966	20,657	0	24.95	22.57	#DIV/0!	448,256	466,222	0	
	12 December	166,648	191,662	0	13.7%	12.3%	#DIV/0!	22,816	23,489	0	23.39	21.17	#DIV/0!	533,780	497,155	0	
Last Month	103,880	111,390	133,708	7.2%	20.0%		11.1%	11.5%	9.7%	11,494	12,755	12,922	23.5	22.7	22.0		
YoY%							3.5%	3.5%	-15.6%				270,055	289,567	284,071		
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	145,970	152,410	188,056	9.8%	10.4%	8.4%	14,008	15,828	15,867	19.28	18.29	18.73	1.22	1.24	1.17	
	2 February	151,363	161,528	192,225	10.5%	11.1%	8.4%	15,843	17,860	17,094	18.43	18.13	17.98	1.22	1.25	1.17	
	3 March	197,874	174,774	5,953	10.2%	11.8%	7.5%	20,178	20,585	441	19.06	18.78	17.70	1.22	1.25	1.07	
	4 April	208,841	195,773	0	10.1%	11.1%	#DIV/0!	21,041	21,743	0	20.36	19.16	#DIV/0!	1.22	1.22	#DIV/0!	
	5 May	243,248	241,736	0	11.0%	11.0%	#DIV/0!	26,673	26,672	0	20.59	19.82	#DIV/0!	1.22	1.22	#DIV/0!	
	6 June	220,365	192,493	0	12.0%	13.3%	#DIV/0!	26,503	25,592	0	20.77	20.45	#DIV/0!	1.22	1.23	#DIV/0!	
	7 July	207,749	172,413	0	11.5%	12.3%	#DIV/0!	23,873	21,170	0	20.81	20.73	#DIV/0!	1.22	1.20	#DIV/0!	
	8 August	198,062	167,318	0	13.0%	12.1%	#DIV/0!	25,784	20,248	0	19.50	19.80	#DIV/0!	1.23	1.21	#DIV/0!	
	9 September	178,533	225,372	0	12.6%	11.8%	#DIV/0!	22,519	26,739	0	19.76	19.37	#DIV/0!	1.27	1.27	#DIV/0!	
	10 October	170,160	230,352	0	12.0%	10.8%	#DIV/0!	20,384	25,494	0	19.19	19.40	#DIV/0!	1.25	1.19	#DIV/0!	
	11 November	197,331	249,563	0	11.5%	10.0%	#DIV/0!	22,720	24,823	0	19.73	18.78	#DIV/0!	1.24	1.20	#DIV/0!	
	12 December	229,627	273,584	0	11.9%	9.8%	#DIV/0!	27,231	26,886	0	19.60	18.49	#DIV/0!	1.19	1.14	#DIV/0!	
Last Month	145,975	152,415	188,056	10%	23.4%		10%	10%	8%	14,008	15,828	15,167	19.28	18.29	18.73		
YoY%							8.2%	8.2%	-22.3%				1.22	1.24	1.17		
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	0	2,881	4,593	1.41	1.37	1.41	3.31%	3.54%	3.63%	#DIV/0!	13.8%	14.0%	#DIV/0!	1.33	1.74	
	2 February	0	4,355	4,710	1.41	1.39	1.41	3.17%	3.89%	1.19%	#DIV/0!	14.0%	15.7%	#DIV/0!	1.34	1.77	
	3 March	0	5,060	163	1.41	1.41	1.39	3.13%	3.58%	1.06%	#DIV/0!	15.00	15.00	#DIV/0!	1.36	1.96	
	4 April	0	5,322	0	1.42	1.44	#DIV/0!	3.75%	3.901	#DIV/0!	#DIV/0!	15.81	#DIV/0!	#DIV/0!	1.42	#DIV/0!	
	5 May	0	6,620	0	1.43	1.58	#DIV/0!	3.69%	3.899	#DIV/0!	#DIV/0!	18.55	#DIV/0!	#DIV/0!	1.67	#DIV/0!	
	6 June	0	6,698	0	1.43	1.43	#DIV/0!	3.54%	3.72%	#DIV/0!	#DIV/0!	19.3%	#DIV/0!	#DIV/0!	1.50	#DIV/0!	
	7 July	0	5,896	0	1.42	1.42	#DIV/0!	3.76%	3.618	#DIV/0!	#DIV/0!	18.00	#DIV/0!	#DIV/0!	1.47	#DIV/0!	
	8 August	0	6,512	0	1.41	1.43	#DIV/0!	3.75%	4.05%	#DIV/0!	#DIV/0!	18.00	#DIV/0!	#DIV/0!	1.48	#DIV/0!	
	9 September	0	9,297	0	1.39	1.44	#DIV/0!	4.07%	3.95%	#DIV/0!	#DIV/0!	18.6%	#DIV/0!	#DIV/0!	1.57	#DIV/0!	
	10 October	567	8,798	0	1.37	1.42	#DIV/0!	4.02%	4.19%	#DIV/0!	#DIV/0!	16.4%	17.7%	#DIV/0!	1.37	1.64	#DIV/0!
	11 November	4,697	8,282	0	1.37	1.43	#DIV/0!	4.06%	4.00%	#DIV/0!	#DIV/0!	18.11%	16.6%	#DIV/0!	1.57	1.66	#DIV/0!
	12 December	6,623	9,693	0	1.38	1.43	#DIV/0!	3.68%	3.62%	#DIV/0!	#DIV/0!	21.71%	18.5%	#DIV/0!	1.83	1.88	#DIV/0!
Last Month	0	2,881	4,593	1.41	1.37	1.41	3.3%	3.5%	3.6%	#DIV/0!	13.8%	14.0%	#DIV/0!	1.33	1.74		
YoY%							2.6%	2.8%					#DIV/0!	#DIV/0!	30.5%		
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	-7,326	-9,196	-11,541	0	20,840	32,797	#DIV/0!	-0.44	-0.35	0.0%	13.7%	17.4%	-2.7%	-3.2%	-4.1%	
	2 February	-6,906	-10,095	-8,221	0	29,345	30,003	#DIV/0!	-0.34	-0.27	0.0%	18.2%	15.6%	-2.4%	-3.1%	-2.7%	
	3 March	-10,879	-12,040	-357	0	33,871	1,114	#DIV/0!	-0.36	-0.32	0.0%	19.4%	18.9%	-2.8%	-3.1%	-4.6%	
	4 April	-11,508	-12,039	0	0	33,714	0	#DIV/0!	-0.36	-0.32	0.0%	17.2%	#DIV/0!	-2.7%	-2.9%	#DIV/0!	
	5 May	-13,628	-12,703	0	0	35,890	0	#DIV/0!	-0.34	-0.30	0.0%	14.8%	#DIV/0!	-2.5%	-2.3%	#DIV/0!	
	6 June	-13,107	-11,774	0	0	32,711	0	#DIV/0!	-0.37	-0.33	0.0%	17.9%	#DIV/0!	-2.8%	-2.9%	#DIV/0!	
	7 July	-16,384	-12,882	0	0	32,663	0	#DIV/0!	-0.39	-0.31	0.0%	18.9%	#DIV/0!	-3.3%	-2.9%	#DIV/0!	
	8 August	-20,782	-15,494	0	0	36,252	0	#DIV/0!	-0.43	-0.35	0.0%	21.7%	#DIV/0!	-4.5%	-3.9%	#DIV/0!	
	9 September	-18,625	-25,253	0	0	50,093	0	#DIV/0!	-0.50	-0.45	0.0%	22.2%	#DIV/0!	-4.2%	-5.3%	#DIV/0!	
	10 October	-15,324	-22,175	0	0	34,458	49,758	#DIV/0!	-0.40	-0.39	0.0%	20.8%	#DIV/0!	-3.9%	-4.8%	#DIV/0!	
	11 November	-10,283	-19,526	0	0	25,919	49,972	#DIV/0!	-0.40	-0.39	0.0%	20.1%	#DIV/0!	-2.3%	-4.2%	#DIV/0!	
	12 December	-10,019	-19,087	0	0	27,816	52,354	#DIV/0!	-0.36	-0.36	0.0%	19.1%	#DIV/0!	-1.9%	-3.8%	#DIV/0!	
Last Month	-7,326	-9,196	-11,541	0	20,840	32,797	#DIV/0!	-0.44	-0.35	0.0%	13.7%	17.4%	-2.7%	-3.2%	-4.1%		
YoY%				25.5%									12.1%	27.1%	27.9%		

CVR + Analysis   Matana - Other													in USD			
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	106,242	121,330	91,745	10,431	10,291	10,6%	11,099	12,407	9,736	22,06	21,35	21,06	244,869	264,941	205,001
	2 February	90,903	112,740	86,559	11,118	9,794	11,9%	10,067	10,963	10,321	21,40	21,13	20,44	215,441	231,618	211,369
	3 March	93,780	113,191	3,046	11,118	10,5%	10,6%	10,441	11,911	324	21,20	20,30	21,33	221,303	241,777	6,912
	4 April	96,202	117,023	0	10,3%	10,7%	#DIV/0!	9,904	12,523	0	22,47	21,61	#DIV/0!	222,543	270,645	0
	5 May	117,264	117,936	0	11,0%	11,2%	#DIV/0!	12,902	13,207	0	22,16	22,49	#DIV/0!	285,898	297,048	0
	6 June	137,332	108,695	0	11,0%	12,1%	#DIV/0!	15,114	13,155	0	22,36	23,39	#DIV/0!	337,875	307,669	0
	7 July	139,539	139,526	0	11,6%	11,0%	#DIV/0!	15,494	15,494	0	22,65	22,60	#DIV/0!	360,131	350,811	0
	8 August	138,799	110,520	0	11,6%	12,0%	#DIV/0!	13,765	13,281	0	21,79	21,64	#DIV/0!	289,971	287,418	0
	9 September	113,448	114,198	0	12,1%	12,4%	#DIV/0!	13,761	14,118	0	21,48	21,84	#DIV/0!	295,589	308,405	0
	10 October	109,661	119,925	0	11,4%	11,4%	#DIV/0!	12,548	13,688	0	20,95	21,99	#DIV/0!	262,841	301,057	0
	11 November	124,928	122,104	0	11,0%	11,8%	#DIV/0!	13,757	14,362	0	21,73	21,25	#DIV/0!	298,923	305,256	0
	12 December	129,016	113,103	0	12,2%	12,2%	#DIV/0!	15,802	13,774	0	21,14	20,36	#DIV/0!	334,097	280,387	0
Last Month	106,242	121,530	91,745	10.4%	10.2%	10.6%	11,099	12,407	9,736	22.1	21.4	21.1	244,869	264,941	205,001	
YoY%	14.4%	24.5%		-2.3%	-3.9%		11.099	12,407	9,736	-3.2%	-1.4%		8.2%	8.2%	-22.6%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	4023	4024	4025	8.8%	8.9%	8.6%	13,040	14,816	11,268	10,11	10,44	10,19	1,39	1,19	1,38	
	147,554	166,974	130,689	126,067	154,301	122,548	9.5%	8.5%	8.9%	11,952	13,137	12,064	1,39	1,20	1,17	
	130,987	154,934	4,286	131,129	165,875	0	9.6%	9.2%	8.7%	12,533	14,255	374	17,66	16,36	18,48	
	161,481	188,279	0	187,209	152,434	0	9.8%	8.5%	#DIV/0!	12,109	15,250	0	18,38	17,75	#DIV/0!	
	155,583	171,733	0	162,722	153,929	0	10.0%	10.8%	#DIV/0!	15,872	15,994	0	18,01	18,57	#DIV/0!	
	154,885	167,070	0	159,094	169,010	0	10.1%	10.1%	#DIV/0!	16,204	17,138	0	18,09	18,72	#DIV/0!	
	147,185	169,202	175,024	170,302	175,024	0	10.4%	9.8%	#DIV/0!	16,447	15,484	0	18,24	18,56	#DIV/0!	
	176,854	161,052	0	176,854	161,052	0	10.5%	9.9%	#DIV/0!	16,950	16,703	0	17,44	18,94	#DIV/0!	
	176,854	161,052	0	176,854	161,052	0	10.5%	9.9%	#DIV/0!	15,513	16,745	0	16,84	18,19	#DIV/0!	
	508	4,371	0	3,181	4,463	0	1.3%	1.43	#DIV/0!	17,189	17,091	0	13,39	17,86	#DIV/0!	
	3,181	4,463	0	3,181	4,463	0	1.3%	1.43	#DIV/0!	16,626	16,019	0	17,94	17,90	#DIV/0!	
Last Month	0	2,926	2,137	1.39	1.37	1.42	2,76	3.2%	2.6%	#DIV/0!	10,19	11,4%	#DIV/0!	1.17	1.19	1.16
YoY%	#DIV/0!	-27.0%		-1.1%	3.7%		18.0%	-18.0%		#DIV/0!	#DIV/0!	12.9%	#DIV/0!	1.14	1.32	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	0	2,926	2,137	1.39	1.37	1.42	2.68%	3.16%	2.59%	#DIV/0!	10,19	11,4%	#DIV/0!	1,14	1,32	
	0	2,850	2,381	1.39	1.37	1.42	2.80%	2.68%	0.81%	#DIV/0!	10,19	12,6%	#DIV/0!	1,15	1,28	
	0	3,710	77	1.40	1.40	1.41	2.75%	2.79%	0.90%	#DIV/0!	10,19	10,04	#DIV/0!	1,16	1,07	
	0	3,686	0	1.39	1.42	#DIV/0!	3.12%	3.04%	#DIV/0!	#DIV/0!	10,61	#DIV/0!	#DIV/0!	1,28	#DIV/0!	
	0	3,714	0	1.38	1.60	#DIV/0!	3.04%	2.74	#DIV/0!	#DIV/0!	10,94	#DIV/0!	#DIV/0!	1,28	#DIV/0!	
	0	3,713	0	1.37	1.40	#DIV/0!	3.49%	2.92%	#DIV/0!	#DIV/0!	11,00	#DIV/0!	#DIV/0!	1,02	#DIV/0!	
	0	4,696	0	1.38	1.39	#DIV/0!	3.03%	3.12%	#DIV/0!	#DIV/0!	11,00	#DIV/0!	#DIV/0!	1,10	#DIV/0!	
	0	4,419	0	1.37	1.39	#DIV/0!	2.58%	3.02%	#DIV/0!	#DIV/0!	12,6%	#DIV/0!	#DIV/0!	1,25	#DIV/0!	
	0	4,850	0	1.36	1.41	#DIV/0!	3.10%	2.63%	#DIV/0!	#DIV/0!	14,43	#DIV/0!	#DIV/0!	1,38	#DIV/0!	
	508	4,371	0	1.37	1.41	#DIV/0!	2.66%	2.54%	#DIV/0!	#DIV/0!	11,5%	12,5%	#DIV/0!	1,11	1,27	#DIV/0!
	3,181	4,463	0	1.36	1.43	#DIV/0!	3.19%	2.74	#DIV/0!	#DIV/0!	11,44	11,9%	#DIV/0!	1,13	1.22	#DIV/0!
	3,181	4,463	0	3,181	4,463	0	1.37	1.42	#DIV/0!	#DIV/0!	12,5%	13,7%	#DIV/0!	1,19	1.17	#DIV/0!
Last Month	-6,729	-11,949	-5,098	0	28,943	18,721	#DIV/0!	-0.41	-0.27	0.0%	17.3%	14.3%	#DIV/0!	-2.7%	-4.5%	-2.5%
YoY%	77.6%	-57.3%		#DIV/0!	-35.3%		#DIV/0!	-0.41	-0.27	0.0%	18.9%	15.5%	#DIV/0!	-2.3%	-4.4%	-2.5%
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	-6,729	-11,949	-5,098	0	28,943	18,721	#DIV/0!	-0.41	-0.27	0.0%	17.3%	14.3%	#DIV/0!	-2.7%	-4.5%	-2.5%
	-4,902	-10,169	-5,283	0	29,103	18,966	#DIV/0!	-0.35	-0.28	0.0%	18.9%	15.5%	#DIV/0!	-2.3%	-4.4%	-2.5%
	-5,410	-13,312	-239	0	37,226	829	#DIV/0!	-0.36	-0.29	0.0%	24.0%	19.3%	#DIV/0!	-2.4%	-5.5%	-3.5%
	-5,255	-12,519	0	0	36,363	0	#DIV/0!	-0.34	-0.21	0.0%	21.9%	#DIV/0!	#DIV/0!	-2.4%	-4.6%	#DIV/0!
	-6,599	-10,978	0	0	34,578	0	#DIV/0!	-0.32	-0.20	0.0%	18.4%	#DIV/0!	#DIV/0!	-2.3%	-3.7%	#DIV/0!
	-1,014	-15,173	0	0	31,741	0	#DIV/0!	-0.31	-0.19	0.0%	22.8%	#DIV/0!	#DIV/0!	-2.3%	-4.7%	#DIV/0!
	-9,768	-15,193	0	0	42,782	0	#DIV/0!	-0.35	-0.21	0.0%	24.9%	#DIV/0!	#DIV/0!	-3.2%	-4.7%	#DIV/0!
	-14,556	-12,883	0	0	35,041	0	#DIV/0!	-0.37	-0.21	0.0%	22.8%	#DIV/0!	#DIV/0!	-4.3%	-4.5%	#DIV/0!
	-12,655	-12,677	0	0	33,691	0	#DIV/0!	-0.38	-0.20	0.0%	20.9%	#DIV/0!	#DIV/0!	-4.3%	-4.1%	#DIV/0!
	-10,506	-12,436	0	4,414	35,034	0	#DIV/0!	-0.42	-0.33	0.0%	29%	20.7%	#DIV/0!	-4.0%	-4.1%	#DIV/0!
	-11,733	-12,542	0	27,973	37,483	0	#DIV/0!	-0.42	-0.33	0.0%	16.4%	21.4%	#DIV/0!	-3.9%	-4.1%	#DIV/0!
	-10,684	-10,123	0	26,585	31,847	0	#DIV/0!	-0.40	-0.32	0.0%	15.0%	19.8%	#DIV/0!	-3.2%	-3.6%	#DIV/0!
Last Month	-6,729	-11,949	-5,098	0	28,943	18,721	#DIV/0!	-0.41	-0.27	0.0%	17.3%	14.3%	#DIV/0!	-2.7%	-4.5%	-2.5%
YoY%	77.6%	-57.3%		#DIV/0!	-35.3%		#DIV/0!	-0.41	-0.27	0.0%	17.4%	14.3%	#DIV/0!	-4.1%	-4.4%	-4.9%

Matana - Plates & Bowls												in USD					
CVR + Analysis   Matana - Plates & Bowls as of January																	
KPI Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	156,932	210,153	196,084	4.9%	4.1%	4.0%	7,764	8,605	7,827	28.10	29.34	28.98	218,194	252,507	226,807	
	2 February	154,006	215,972	169,981	5.4%	4.4%	4.8%	8,266	9,503	8,213	27.55	28.33	28.35	227,723	269,238	232,821	
	3 March	300,905	229,589	6,056	3.9%	5.1%	4.4%	11,711	11,786	266	28.67	28.26	25.91	335,794	333,127	6,897	
	4 April	304,501	260,576	0	5.1%	5.2%	#DIV/0!	15,436	13,653	0	29.32	29.03	#DIV/0!	452,656	396,226	0	
	5 May	302,746	266,038	0	5.7%	5.6%	#DIV/0!	17,120	14,817	0	30.34	31.17	#DIV/0!	519,401	461,833	0	
	6 June	235,641	245,164	0	6.9%	6.0%	#DIV/0!	16,341	14,822	0	30.10	31.31	#DIV/0!	491,914	464,052	0	
	7 July	242,452	238,807	0	6.5%	6.9%	#DIV/0!	15,293	13,931	0	29.54	29.91	#DIV/0!	401,598	415,104	0	
	8 August	196,482	203,807	0	6.4%	6.1%	#DIV/0!	12,602	12,403	0	30.62	29.79	#DIV/0!	378,371	372,445	0	
	9 September	174,014	220,311	0	6.7%	5.9%	#DIV/0!	11,485	12,972	0	28.86	30.21	#DIV/0!	337,204	391,833	0	
	10 October	216,402	233,703	0	5.2%	5.1%	#DIV/0!	11,247	11,986	0	27.87	28.49	#DIV/0!	313,469	341,433	0	
	11 November	332,998	310,883	0	4.5%	4.8%	#DIV/0!	15,015	14,970	0	26.56	26.80	#DIV/0!	398,871	401,178	0	
	12 December	499,916	493,894	0	5.3%	5.1%	#DIV/0!	26,481	25,063	0	26.58	25.39	#DIV/0!	703,947	636,408	0	
Last Month	156,932	210,153	196,084	4.9%	4.1%	4.0%	7,764	8,605	7,827	28.1	29.3	29.0	218,194	252,507	226,807		
YoY%	33.9%	33.9%	-6.7%		-17.2%	-2.5%					4.4%	-1.2%		15.7%	-10.2%		
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	4023	221,131	288,641	277,483	4.6%	4.1%	3.8%	10,724	11,699	9,780	21.29	21.59	22.34	1.32	1.36	1.24
	2 February	219,339	302,598	242,340	5.0%	4.2%	4.3%	10,934	12,731	10,318	20.83	21.15	22.56	1.32	1.34	1.26	
	3 March	408,726	323,559	8,420	3.8%	4.9%	3.8%	15,728	15,899	318	21.35	20.95	21.62	1.34	1.35	1.20	
	4 April	429,459	384,041	0	4.7%	4.8%	#DIV/0!	20,370	18,625	0	22.22	21.28	#DIV/0!	1.32	1.26	#DIV/0!	
	5 May	430,007	469,959	0	5.4%	4.2%	#DIV/0!	23,241	19,779	0	22.35	23.35	#DIV/0!	1.36	1.33	#DIV/0!	
	6 June	339,675	360,656	0	6.5%	5.4%	#DIV/0!	21,910	19,446	0	22.45	23.86	#DIV/0!	1.34	1.31	#DIV/0!	
	7 July	291,787	323,559	0	6.1%	5.5%	#DIV/0!	17,934	17,849	0	22.81	23.07	#DIV/0!	1.37	1.30	#DIV/0!	
	8 August	278,433	293,376	0	6.1%	5.5%	#DIV/0!	17,093	16,014	0	22.14	23.26	#DIV/0!	1.36	1.28	#DIV/0!	
	9 September	242,889	322,477	0	6.0%	5.2%	#DIV/0!	16,112	17,284	0	20.93	22.70	#DIV/0!	1.38	1.33	#DIV/0!	
	10 October	55,504	316,378	0	5.1%	4.6%	#DIV/0!	15,114	15,210	0	20.39	22.30	#DIV/0!	1.37	1.28	#DIV/0!	
	11 November	458,248	446,673	0	4.3%	4.1%	#DIV/0!	19,524	18,208	0	20.48	22.03	#DIV/0!	1.30	1.22	#DIV/0!	
	12 December	633,312	700,894	0	4.4%	4.0%	#DIV/0!	31,646	28,282	0	22.67	21.94	#DIV/0!	1.47	1.34	#DIV/0!	
Last Month	221,131	288,641	277,483	5%	4%	4%	10,247	11,695	9,730	21.29	21.59	23.31	1.32	1.36	1.24		
YoY%	30.5%	30.5%	-3.9%		-12.6%	-13.5%					1.4%	-16.8%		3.0%	3.0%	-8.5%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	0	1,771	3,048	1.41	1.37	1.42	5.88%	5.36%	4.36%	#DIV/0!	6.7%	7.6%	#DIV/0!	1.66	2.16	
	2 February	0	3,563	3,174	1.42	1.40	1.43	6,488	6,888	1,451	#DIV/0!	8.31	8.64	#DIV/0!	1.78	2.02	
	3 March	0	4,660	115	1.40	1.41	1.39	5,906	5,586	1,451	#DIV/0!	9.76	9.76	#DIV/0!	1.39	2.41	
	4 April	0	5,444	0	1.41	1.37	#DIV/0!	5,161	5,411	#DIV/0!	#DIV/0!	10.18	10.01	#DIV/0!	2.01	2.01	#DIV/0!
	5 May	0	5,885	0	1.42	1.37	#DIV/0!	5,899	5,276	#DIV/0!	#DIV/0!	10.9%	10.9%	#DIV/0!	1.11	1.11	#DIV/0!
	6 June	0	6,260	0	1.44	1.47	#DIV/0!	5,620	4,644	#DIV/0!	#DIV/0!	11.19	11.19	#DIV/0!	1.07	1.07	#DIV/0!
	7 July	0	6,174	0	1.45	1.46	#DIV/0!	5,144	5,076	#DIV/0!	#DIV/0!	10.7%	10.7%	#DIV/0!	1.03	1.03	#DIV/0!
	8 August	0	5,282	0	1.42	1.44	#DIV/0!	5,166	5,019	#DIV/0!	#DIV/0!	10.29	10.30	#DIV/0!	1.93	1.93	#DIV/0!
	9 September	0	5,873	0	1.40	1.46	#DIV/0!	5,296	5,164	#DIV/0!	#DIV/0!	7.43	9.19	#DIV/0!	1.44	1.99	#DIV/0!
	10 October	658	5,167	0	1.39	1.44	#DIV/0!	5,286	4,261	#DIV/0!	#DIV/0!	8.9%	9.4%	#DIV/0!	2.10	2.31	#DIV/0!
	11 November	5,350	6,205	0	1.38	1.44	#DIV/0!	5,286	4,261	#DIV/0!	#DIV/0!	11.7%	11.4%	#DIV/0!	2.63	2.64	#DIV/0!
	12 December	8,660	0	1.40	1.46	#DIV/0!	6,393	75,890	0	#DIV/0!	9.9%	10.5%	#DIV/0!	-1.6%	-2.3%	#DIV/0!	
Last Month	-5,372	-6,564	-7,994	0	26,298	40,339	#DIV/0!	-0.25	-0.20	0.0%	9.1%	14.5%	-2.5%	-2.6%	-3.5%		
YoY%	22.2%	22.2%	21.8%		#DIV/0!	53.4%		#DIV/0!	-0.25	-0.20	0.0%	15.7%	15.2%	-2.1%	-4.0%	-2.7%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	-5,372	-6,564	-7,994	0	47,502	36,821	#DIV/0!	-0.23	-0.17	0.0%	9.1%	14.5%	-2.5%	-2.6%	-3.5%	
	2 February	-7,779	-13,195	-338	0	57,400	1,655	#DIV/0!	-0.23	-0.20	0.0%	17.8%	19.6%	-2.3%	-3.9%	-4.9%	
	3 March	-10,333	-13,495	0	0	56,414	0	#DIV/0!	-0.24	-0.24	0.0%	14.7%	14.7%	-2.3%	-3.4%	#DIV/0!	
	4 April	-10,838	-14,749	0	0	58,049	0	#DIV/0!	-0.25	-0.21	0.0%	12.4%	12.01	-2.1%	-3.1%	#DIV/0!	
	5 May	-10,436	-14,749	0	0	57,920	0	#DIV/0!	-0.25	-0.20	0.0%	13.6%	13.6%	-2.3%	-3.6%	#DIV/0!	
	6 June	-14,145	-14,220	0	0	55,545	0	#DIV/0!	-0.27	-0.21	0.0%	17.2%	17.01	-3.0%	-3.6%	#DIV/0!	
	7 July	-14,148	-14,778	0	0	49,423	0	#DIV/0!	-0.26	-0.21	0.0%	16.8%	16.8%	-4.8%	-1.5%	#DIV/0!	
	8 August	-13,919	-12,993	0	0	56,794	0	#DIV/0!	-0.29	-0.27	0.0%	17.6%	17.6%	-4.1%	-4.2%	#DIV/0!	
	9 September	-13,919	-16,312	0	6,914	56,854	0	#DIV/0!	-0.27	-0.23	0.0%	17.0%	17.0%	-4.0%	-4.5%	#DIV/0!	
	10 October	-12,396	-15,439	0	59,835	66,200	0	#DIV/0!	-0.22	-0.23	0.0%	13.1%	14.8%	-3.3%	-3.8%	#DIV/0!	
	11 November	-13,326	-15,326	0	68,943	75,890	0	#DIV/0!	-0.17	-0.20	0.0%	10.5%	10.5%	-1.6%	-2.3%	#DIV/0!	
Last Month	-5,372	-6,564	-7,994	0	26,298	40,339	#DIV/0!	-0.25	-0.20	0.0%	9.1%	14.5%	-2.5%	-2.6%	-3.5%		
YoY%	22.2%	22.2%	21.8%		#DIV/0!	53.4%		#DIV/0!	-0.25	-0.20	0.0%	59.6%	59.6%	5.6%	35.6%		

KPI Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNTde (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
KPI Analysis	1 January	59,198	0	0	5.4%	#DIV/0!	#DIV/0!	3,189	0	0	25.08	#DIV/0!	#DIV/0!	18,931	0	0
	2 February	45,741	0	0	4.9%	#DIV/0!	#DIV/0!	2,253	0	0	27.25	#DIV/0!	#DIV/0!	11,386	0	0
	3 March	60,691	11	0	4.5%	9.1%	#DIV/0!	2,709	1	0	27.22	10.65	#DIV/0!	73,728	11	0
	4 April	56,376	0	0	3.8%	#DIV/0!	#DIV/0!	2,153	0	0	30.60	#DIV/0!	#DIV/0!	15,873	0	0
	5 May	54,772	0	0	5.0%	#DIV/0!	#DIV/0!	2,751	0	0	27.97	#DIV/0!	#DIV/0!	76,948	0	0
	6 June	60,107	0	0	5.0%	#DIV/0!	#DIV/0!	2,978	0	0	27.44	#DIV/0!	#DIV/0!	81,705	0	0
	7 July	48,953	0	0	4.8%	#DIV/0!	#DIV/0!	2,355	0	0	27.09	#DIV/0!	#DIV/0!	62,725	0	0
	8 August	4,892	0	0	7.6%	#DIV/0!	#DIV/0!	373	0	0	22.88	#DIV/0!	#DIV/0!	8,411	0	0
	9 September	978	0	0	12.0%	#DIV/0!	#DIV/0!	121	0	0	14.80	#DIV/0!	#DIV/0!	3,294	0	0
	10 October	603	0	0	13.0%	#DIV/0!	#DIV/0!	79	0	0	13.42	#DIV/0!	#DIV/0!	2,933	0	0
	11 November	483	0	0	13.7%	#DIV/0!	#DIV/0!	66	0	0	24.80	#DIV/0!	#DIV/0!	1,637	0	0
	12 December	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	0	0	#DIV/0!	#DIV/0!	#DIV/0!	0	0	0	
Last Month YoY%		59,198	0	0	5.4%	#DIV/0!	#DIV/0!	3,189	0	0	25.1	#DIV/0!	#DIV/0!	79,971	0	0
Extended KPI Analysis																
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	80,504	0	0	4.5%	#DIV/0!	#DIV/0!	3,616	0	0	22.12	#DIV/0!	#DIV/0!	1.13	#DIV/0!	#DIV/0!
	2 February	62,367	0	0	4.1%	#DIV/0!	#DIV/0!	2,539	0	0	24.18	#DIV/0!	#DIV/0!	1.13	#DIV/0!	#DIV/0!
	3 March	81,884	18	0	3.8%	5.6%	#DIV/0!	3,041	1	0	20.80	#DIV/0!	#DIV/0!	1.10	#DIV/0!	#DIV/0!
	4 April	69,015	0	0	3.8%	#DIV/0!	#DIV/0!	2,476	0	0	16.40	#DIV/0!	#DIV/0!	1.15	#DIV/0!	#DIV/0!
	5 May	75,904	0	0	4.3%	#DIV/0!	#DIV/0!	3,076	0	0	25.02	#DIV/0!	#DIV/0!	1.12	#DIV/0!	#DIV/0!
	6 June	80,948	0	0	4.2%	#DIV/0!	#DIV/0!	3,396	0	0	24.06	#DIV/0!	#DIV/0!	1.14	#DIV/0!	#DIV/0!
	7 July	65,517	0	0	4.0%	#DIV/0!	#DIV/0!	2,589	0	0	24.23	#DIV/0!	#DIV/0!	1.12	#DIV/0!	#DIV/0!
	8 August	6,611	0	0	6.3%	#DIV/0!	#DIV/0!	416	0	0	20.22	#DIV/0!	#DIV/0!	1.12	#DIV/0!	#DIV/0!
	9 September	1,343	0	0	12.9%	#DIV/0!	#DIV/0!	173	0	0	22.57	#DIV/0!	#DIV/0!	1.32	#DIV/0!	#DIV/0!
	10 October	887	0	0	13.5%	#DIV/0!	#DIV/0!	120	0	0	24.44	#DIV/0!	#DIV/0!	1.52	#DIV/0!	#DIV/0!
	11 November	676	0	0	10.4%	#DIV/0!	#DIV/0!	70	0	0	23.38	#DIV/0!	#DIV/0!	1.06	#DIV/0!	#DIV/0!
	12 December	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	0	0	#DIV/0!	#DIV/0!	#DIV/0!	1.13	#DIV/0!	#DIV/0!	
Last Month YoY%		80,502	0	0	4%	#DIV/0!	#DIV/0!	3,616	0	0	22.12	#DIV/0!	#DIV/0!	1.13	#DIV/0!	#DIV/0!
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	1,425	0	0	1.36	#DIV/0!	#DIV/0!	4.65%	#DIV/0!	#DIV/0!	5.8%	#DIV/0!	#DIV/0!	1.29	#DIV/0!	#DIV/0!
	2 February	793	0	0	1.36	#DIV/0!	#DIV/0!	4.29%	#DIV/0!	#DIV/0!	4.7%	#DIV/0!	#DIV/0!	1.15	#DIV/0!	#DIV/0!
	3 March	1,067	0	0	1.34	1.64	#DIV/0!	3.58%	0.00%	#DIV/0!	5.0%	#DIV/0!	#DIV/0!	1.31	#DIV/0!	#DIV/0!
	4 April	713	0	0	1.35	#DIV/0!	#DIV/0!	5.74%	#DIV/0!	#DIV/0!	3.8%	#DIV/0!	#DIV/0!	1.17	#DIV/0!	#DIV/0!
	5 May	1,257	0	0	1.39	#DIV/0!	#DIV/0!	3.15%	#DIV/0!	#DIV/0!	4.9%	#DIV/0!	#DIV/0!	1.16	#DIV/0!	#DIV/0!
	6 June	971	0	0	1.38	#DIV/0!	#DIV/0!	5.33%	#DIV/0!	#DIV/0!	4.40%	#DIV/0!	#DIV/0!	1.11	#DIV/0!	#DIV/0!
	7 July	599	0	0	1.35	#DIV/0!	#DIV/0!	5.26%	#DIV/0!	#DIV/0!	4.40%	#DIV/0!	#DIV/0!	1.11	#DIV/0!	#DIV/0!
	8 August	0	0	0	1.35	#DIV/0!	#DIV/0!	6.36%	#DIV/0!	#DIV/0!	4.12%	#DIV/0!	#DIV/0!	1.09	#DIV/0!	#DIV/0!
	9 September	0	0	0	1.37	#DIV/0!	#DIV/0!	3.33%	#DIV/0!	#DIV/0!	4.00%	#DIV/0!	#DIV/0!	1.11	#DIV/0!	#DIV/0!
	10 October	0	0	0	1.46	#DIV/0!	#DIV/0!	7.14%	#DIV/0!	#DIV/0!	4.00%	#DIV/0!	#DIV/0!	1.09	#DIV/0!	#DIV/0!
	11 November	0	0	0	1.40	#DIV/0!	#DIV/0!	5.21%	#DIV/0!	#DIV/0!	4.00%	#DIV/0!	#DIV/0!	1.09	#DIV/0!	#DIV/0!
	12 December	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	0	0	#DIV/0!	#DIV/0!	#DIV/0!	1.29	#DIV/0!	#DIV/0!	
Last Month YoY%		1,425	0	0	1.36	#DIV/0!	#DIV/0!	4.6%	#DIV/0!	#DIV/0!	5.8%	#DIV/0!	#DIV/0!	1.29	#DIV/0!	#DIV/0!
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic % of Total Traffic			PPC % of Net Revenue (OPSNNTde)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-9,557	0	0	24,624	0	0	-0.39	#DIV/0!	#DIV/0!	30.6%	#DIV/0!	#DIV/0!	-12.0%	#DIV/0!	#DIV/0!
	2 February	-6,040	0	0	24,957	0	0	-0.38	#DIV/0!	#DIV/0!	27.42	#DIV/0!	#DIV/0!	-12.0%	#DIV/0!	#DIV/0!
	3 March	-7,285	0	0	21,417	0	0	-0.42	#DIV/0!	#DIV/0!	26.21	#DIV/0!	#DIV/0!	-11.21	#DIV/0!	#DIV/0!
	4 April	-7,777	0	0	18,732	0	0	-0.43	#DIV/0!	#DIV/0!	24.46	#DIV/0!	#DIV/0!	-11.58	#DIV/0!	#DIV/0!
	5 May	-8,964	0	0	18,470	0	0	-0.43	#DIV/0!	#DIV/0!	24.3%	#DIV/0!	#DIV/0!	-11.63	#DIV/0!	#DIV/0!
	6 June	-11,632	0	0	19,929	0	0	-0.43	#DIV/0!	#DIV/0!	24.6%	#DIV/0!	#DIV/0!	-12.24	#DIV/0!	#DIV/0!
	7 July	-7,985	0	0	13,688	0	0	-0.58	#DIV/0!	#DIV/0!	20.9%	#DIV/0!	#DIV/0!	-12.7%	#DIV/0!	#DIV/0!
	8 August	-2	0	0	6	0	0	-0.35	#DIV/0!	#DIV/0!	0.1%	#DIV/0!	#DIV/0!	0.0%	#DIV/0!	#DIV/0!
	9 September	0	0	0	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	0.0%	#DIV/0!	#DIV/0!	0.0%	#DIV/0!	#DIV/0!
	10 October	0	0	0	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	0.0%	#DIV/0!	#DIV/0!	0.0%	#DIV/0!	#DIV/0!
	11 November	0	0	0	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	0.0%	#DIV/0!	#DIV/0!	0.0%	#DIV/0!	#DIV/0!
	12 December	0	0	0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-12.0%	#DIV/0!	#DIV/0!
Last Month YoY%		-9,557	0	0	24,624	0	0	-0.39	#DIV/0!	#DIV/0!	30.6%	#DIV/0!	#DIV/0!	-12.0%	#DIV/0!	#DIV/0!

Maxpower Planet - Q4 2023 Performance Summary																	
Category	Metric Type	Key Performance Indicator	Current Value	Last Month	YoY % Change	Trend	Status	Last Update	Notes	Historical Avg	Target Met	Risk Level	Action Items	Impact Score	Overall Rating		
			2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025			
KPI Analysis	Sessions	Sessions	2023: 138,430	2024: 136,679	2025: 137,326	2023: +7.5%	2024: -1.7%	2025: +0.5%	2023: 20.0%	2024: 21.4%	2025: 21.8%	2023: 27,623	2024: 29,190	2025: 29,930	2023: 14.4%	2024: 11.12	2025: 10.47
	Sessions	CVR	2023: 133,166	2024: 170,584	2025: 124,738	2023: +42.1%	2024: -21.2%	2025: +22.0%	2023: 21.2%	2024: 23.5%	2025: 22.0%	2023: 28,210	2024: 40,163	2025: 27,485	2023: 14.6%	2024: 10.56	2025: 10.43
	Sessions	Orders	2023: 155,819	2024: 178,102	2025: 4,721	2023: +10.1%	2024: +1.3%	2025: -95.0%	2023: 21.3%	2024: 22.6%	2025: 23.2%	2023: 33,193	2024: 40,322	2025: 1,093	2023: 14.5%	2024: 10.80	2025: 10.51
	CVR	Orders	2023: 157,572	2024: 333,592	2025: 0	2023: +10.0%	2024: +100.0%	2025: -100.0%	2023: 22.0%	2024: 37,252	2025: 50,584	2023: 34,604	2024: 54,262	2025: 0	2023: 14.8%	2024: 10.80	2025: #DIV/0!
	Orders	Net AOV	2023: 121,175	2024: 268,450	2025: 0	2023: +10.0%	2024: +100.0%	2025: -100.0%	2023: 20.8%	2024: 31,450	2025: 51,560	2023: 30,731	2024: 39,438	2025: 0	2023: 14.2%	2024: 11.00	2025: #DIV/0!
	Net AOV	OPSNDTe (Net of Tax & Discounts)	2023: 233,112	2024: 220,001	2025: 0	2023: +10.0%	2024: +100.0%	2025: -100.0%	2023: 19.8%	2024: 42,442	2025: 48,222	2023: 20,926	2024: 23,255	2025: 0	2023: 14.4%	2024: 10.89	2025: #DIV/0!
	Net AOV	2023: 147,580	2024: 173,429	2025: 0	2023: +10.0%	2024: +100.0%	2025: -100.0%	2023: 21.0%	2024: 37,525	2025: 50,584	2023: 34,604	2024: 54,262	2025: 0	2023: 14.8%	2024: 10.80	2025: #DIV/0!	
	OPSNDTe (Net of Tax & Discounts)	Last Month	2023: 110,253	2024: 110,112	2025: 0	2023: +10.0%	2024: +100.0%	2025: -100.0%	2023: 20.8%	2024: 30,731	2025: 39,438	2023: 20,926	2024: 23,255	2025: 0	2023: 14.2%	2024: 10.70	2025: #DIV/0!
	Last Month	2023: 128,716	2024: 131,110	2025: 0	2023: +10.0%	2024: +100.0%	2025: -100.0%	2023: 20.1%	2024: 25,887	2025: 28,805	2023: 10,731	2024: 10,961	2025: 0	2023: 14.3%	2024: 10.89	2025: #DIV/0!	
	2023: 125,386	2024: 103,462	2025: 0	2023: +10.0%	2024: +100.0%	2025: -100.0%	2023: 21.8%	2024: 27,278	2025: 24,017	2023: 10,881	2024: 10,60	2025: 0	2023: 14.5%	2024: 10.60	2025: #DIV/0!		
Extended KPI Analysis	Page Views	2023: 138,430	2024: 136,679	2025: 137,326	2023: +7.5%	2024: -1.7%	2025: +0.5%	2023: 20.0%	2024: 21.4%	2025: 21.8%	2023: 27,623	2024: 29,190	2025: 29,930	2023: 14.4%	2024: 11.1	2025: 10.5	
	Page Views	CVR	2023: 187,713	2024: 260,838	2025: 189,452	2023: +42.1%	2024: +7.0%	2025: +2.1%	2023: 14.9%	2024: 11.1%	2025: 16.1%	2023: 27,912	2024: 29,568	2025: 30,434	2023: 14.2%	2024: 10.99	2025: 10.30
	CVR	Units Sold	2023: 180,835	2024: 329,275	2025: 169,226	2023: +40.0%	2024: +15.8%	2025: +16.5%	2023: 15.8%	2024: 12.3%	2025: 16.7%	2023: 28,488	2024: 40,664	2025: 27,899	2023: 14.4%	2024: 10.43	2025: 10.27
	Units Sold	Net ASP	2023: 212,146	2024: 338,079	2025: 6,609	2023: +40.0%	2024: +15.8%	2025: +16.7%	2023: 15.5%	2024: 12.1%	2025: #DIV/0!	2023: 33,585	2024: 40,851	2025: 1,102	2023: 14.4%	2024: 10.66	2025: 10.43
	Net ASP	Units per Order	2023: 243,116	2024: 455,335	2025: 0	2023: +40.0%	2024: +16.3%	2025: #DIV/0!	2023: 14.3%	2024: 8.5%	2025: #DIV/0!	2023: 37,631	2024: 51,220	2025: 0	2023: 14.0%	2024: 10.65	2025: #DIV/0!
	Units per Order	2023: 215,114	2024: 649,497	2025: 0	2023: +40.0%	2024: +16.5%	2025: #DIV/0!	2023: 14.3%	2024: 9.4%	2025: #DIV/0!	2023: 35,007	2024: 54,997	2025: 0	2023: 14.0%	2024: 10.89	2025: #DIV/0!	
	2023: 230,415	2024: 550,896	2025: 0	2023: +40.0%	2024: +16.5%	2025: #DIV/0!	2023: 12.0%	2024: 12.0%	2025: #DIV/0!	2023: 37,939	2024: 51,818	2025: 0	2023: 14.1%	2024: 10.84	2025: #DIV/0!		
	2023: 205,112	2024: 234,602	2025: 0	2023: +40.0%	2024: +16.5%	2025: #DIV/0!	2023: 14.3%	2024: 12.1%	2025: #DIV/0!	2023: 31,142	2024: 49,138	2025: 0	2023: 14.0%	2024: 10.51	2025: #DIV/0!		
	2023: 217,601	2024: 234,602	2025: 0	2023: +40.0%	2024: +16.5%	2025: #DIV/0!	2023: 14.3%	2024: 12.1%	2025: #DIV/0!	2023: 22,896	2024: 32,466	2025: 0	2023: 14.1%	2024: 10.73	2025: #DIV/0!		
	2023: 175,393	2024: 201,317	2025: 0	2023: +40.0%	2024: +16.5%	2025: #DIV/0!	2023: 12.9%	2024: 15.9%	2025: #DIV/0!	2023: 21,169	2024: 23,605	2025: 0	2023: 13.7%	2024: 10.32	2025: #DIV/0!		
	2023: 164,194	2024: 148,593	2025: 0	2023: +40.0%	2024: +16.5%	2025: #DIV/0!	2023: 14.8%	2024: 16.4%	2025: #DIV/0!	2023: 26,316	2024: 29,253	2025: 0	2023: 15.6%	2024: 9.70	2025: #DIV/0!		
Ratio Analysis	PPC Orders	2023: 222,095	2024: 142,016	2025: 0	2023: +40.0%	2024: +16.5%	2025: #DIV/0!	2023: 12.5%	2024: 17.4%	2025: #DIV/0!	2023: 27,770	2024: 24,993	2025: 0	2023: 10.69	2024: 10.31	2025: #DIV/0!	
	PPC Orders	Last Month	2023: 187,713	2024: 260,838	2025: 189,452	2023: +40.0%	2024: +39.0%	2025: +27.4%	2023: 15%	2024: 11%	2025: 16%	2023: 27,912	2024: 29,568	2025: 30,434	2023: 14.3%	2024: 10.98	2025: 10.30
	PPC Orders	2023: 180,835	2024: 329,275	2025: 169,226	2023: +40.0%	2024: +39.0%	2025: +27.4%	2023: 13.6%	2024: 13.9%	2025: 13.6%	2023: 28,488	2024: 40,664	2025: 27,899	2023: 14.2%	2024: 10.43	2025: 10.27	
	2023: 212,146	2024: 338,079	2025: 6,609	2023: +40.0%	2024: +39.0%	2025: +27.4%	2023: 13.6%	2024: 12.1%	2025: 16.7%	2023: 33,585	2024: 40,851	2025: 1,102	2023: 14.4%	2024: 10.66	2025: 10.43		
	2023: 243,116	2024: 455,335	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 13.7%	2024: 8.5%	2025: #DIV/0!	2023: 37,631	2024: 51,220	2025: 0	2023: 14.0%	2024: 10.65	2025: #DIV/0!		
	2023: 215,114	2024: 649,497	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 14.3%	2024: 9.4%	2025: #DIV/0!	2023: 35,007	2024: 54,997	2025: 0	2023: 14.0%	2024: 10.89	2025: #DIV/0!		
	2023: 230,415	2024: 550,896	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 12.0%	2024: 12.0%	2025: #DIV/0!	2023: 37,939	2024: 51,818	2025: 0	2023: 14.1%	2024: 10.84	2025: #DIV/0!		
	2023: 205,112	2024: 234,602	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 12.0%	2024: 12.0%	2025: #DIV/0!	2023: 31,142	2024: 49,138	2025: 0	2023: 14.0%	2024: 10.51	2025: #DIV/0!		
	2023: 217,601	2024: 234,602	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 14.3%	2024: 12.1%	2025: #DIV/0!	2023: 22,896	2024: 32,466	2025: 0	2023: 14.1%	2024: 10.73	2025: #DIV/0!		
	2023: 175,393	2024: 201,317	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 12.9%	2024: 15.9%	2025: #DIV/0!	2023: 21,169	2024: 23,605	2025: 0	2023: 13.7%	2024: 10.32	2025: #DIV/0!		
	2023: 164,194	2024: 148,593	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 14.8%	2024: 16.4%	2025: #DIV/0!	2023: 26,316	2024: 29,253	2025: 0	2023: 15.6%	2024: 9.70	2025: #DIV/0!		
Ratio Analysis	Page views/Sessions Ratio	2023: 7,399	2024: 13,493	2025: 7,670	2023: +40.0%	2024: +82.4%	2025: +43.2%	2023: 1.36	2024: 1.91	2025: 1.38	2023: 2.8%	2024: 3.0%	2025: 3.4%	2023: 2.8%	2024: 25.0%	2025: 23.5%	
	Page views/Sessions Ratio	2023: 138,430	2024: 136,679	2025: 137,326	2023: +7.5%	2024: -1.7%	2025: +0.5%	2023: 1.36	2024: 1.93	2025: 1.36	2023: 2.82%	2024: 3.04%	2025: 3.39%	2023: 2.82%	2024: 21.2%	2025: 21.2%	
	2023: 187,713	2024: 260,838	2025: 189,452	2023: +42.1%	2024: +39.0%	2025: +27.4%	2023: 1.36	2024: 1.93	2025: 1.36	2023: 2.74%	2024: 2.83%	2025: 1.30%	2023: 2.74%	2024: 10.43	2025: 10.27		
	2023: 180,835	2024: 329,275	2025: 169,226	2023: +40.0%	2024: +39.0%	2025: +27.4%	2023: 1.36	2024: 1.93	2025: 1.36	2023: 2.52%	2024: 2.61%	2025: 0.00%	2023: 2.62%	2024: 10.43	2025: 10.43		
	2023: 212,146	2024: 338,079	2025: 6,609	2023: +40.0%	2024: +39.0%	2025: +27.4%	2023: 1.37	2024: 1.96	2025: #DIV/0!	2023: 2.42%	2.50%	#DIV/0!	2023: 2.42%	2024: 10.65	2025: 22.0%		
	2023: 243,116	2024: 455,335	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 1.37	2.07	#DIV/0!	2023: 2.29%	2.55%	#DIV/0!	2023: 2.29%	2024: 10.65	2025: #DIV/0!		
	2023: 215,114	2024: 649,497	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 1.35	2.06	#DIV/0!	2023: 2.31%	2.75%	#DIV/0!	2023: 2.31%	2024: 10.65	2025: #DIV/0!		
	2023: 230,415	2024: 550,896	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 1.33	1.79	#DIV/0!	2023: 2.49%	3.03%	#DIV/0!	2023: 2.49%	2024: 10.65	2025: #DIV/0!		
	2023: 205,112	2024: 234,602	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 1.47	1.92	#DIV/0!	2023: 2.43%	3.36%	#DIV/0!	2023: 2.43%	2024: 10.65	2025: #DIV/0!		
	2023: 217,601	2024: 234,602	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 1.47	1.92	#DIV/0!	2023: 2.41%	3.44%	#DIV/0!	2023: 2.41%	2024: 10.65	2025: #DIV/0!		
	2023: 175,393	2024: 201,317	2025: 0	2023: +40.0%	2024: +39.0%	2025: #DIV/0!	2023: 1.47	1.92	#DIV/0!	2023: 3.03%	3.71%	#DIV/0!	2023: 3.03%	2024: 10.65	2025: #DIV/0!		
Ratio Analysis	Refund Rate	2023: 52,057	2024: 52,057	2025: 11,862	2023: +40.0%	2024: +43.2%	2025: +11,862	2023: 1.11	0.88	-0.88	2023: 1.11	0.85	-0.94	2023: 1.11	21.2%	21.5%	
	Refund Rate	2023: 36,756	2024: 38,714	2025: 0	2023: +40.0%	2024: +43.2%	2025: +11,862	2023: 0	0	0	2023: 0	0	0	2023: 0	21.2%	21.5%	
	Refund Rate	2023: 45,572	2024: 100,154	2025: 0	2023: +40.0%	2024: +100,154	2025: +11,862	2023: 0	0	0	2023: 0	0	0	2023: 0	21.2%	21.5	

CVR + Analysis   Mighty Paw													in USD			
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	360,404	458,243	445,567	14.1%	14.8%	19.7%	50,780	68,027	87,747	21.61	23.60	25.01	1,097,516	1,605,726	2,194,284
	2 February	395,593	455,705	405,349	14.3%	15.9%	19.2%	56,691	72,534	77,914	21.22	23.57	24.99	1,202,859	1,709,395	1,946,792
	3 March	412,707	541,489	15,213	14.6%	15.2%	20.2%	60,100	82,203	3,077	21.82	22.51	25.09	1,311,534	1,850,376	77,199
	4 April	416,016	517,398	0	14.6%	15.8%	#DIV/0!	60,679	81,764	0	21.50	22.25	#DIV/0!	1,304,781	1,819,142	0
	5 May	392,445	562,504	0	15.1%	13.7%	#DIV/0!	59,313	76,926	0	21.32	22.22	#DIV/0!	1,264,730	1,709,537	0
	6 June	362,058	551,757	0	15.4%	14.0%	#DIV/0!	55,628	77,053	0	21.18	22.17	#DIV/0!	1,178,190	1,707,946	0
	7 July	366,666	539,213	0	15.4%	14.9%	#DIV/0!	60,525	75,525	0	20.51	22.00	#DIV/0!	1,194,776	1,707,946	0
	8 August	391,777	477,944	0	16.8%	16.4%	#DIV/0!	65,739	78,218	0	20.68	22.42	#DIV/0!	1,321,465	1,753,267	0
	9 September	359,860	454,049	0	16.1%	17.5%	#DIV/0!	57,944	78,613	0	21.19	22.42	#DIV/0!	1,228,007	1,785,079	0
	10 October	373,907	466,520	0	15.8%	17.7%	#DIV/0!	59,105	82,576	0	22.56	22.65	#DIV/0!	1,333,535	1,870,642	0
	11 November	401,179	526,817	0	16.3%	17.6%	#DIV/0!	65,545	92,633	0	22.69	22.68	#DIV/0!	1,487,057	2,100,912	0
	12 December	423,979	448,916	0	16.0%	19.7%	#DIV/0!	67,725	88,330	0	23.31	24.33	#DIV/0!	1,578,577	2,149,210	0
Last Month	360,404	458,243	445,567	14.1%	14.8%	19.7%	50,780	68,027	87,747	21.6	23.6	25.0	1,097,514	1,605,726	2,194,284	
YoY%	27.1%	24.7%	-2.8%	5.4%	5.4%	32.7%	34.0%	34.0%	29.0%	9.2%	9.2%	5.9%	46.3%	46.3%	36.7%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	4023	614,532	614,251	11.0%	11.6%	15.0%	59,537	71,292	92,334	20.50	22.49	23.74	1.00	1.05	1.08
	2 February	532,763	617,426	551,527	11.2%	12.3%	14.3%	59,580	76,237	82,205	20.19	22.42	23.68	1.08	1.08	1.06
	3 March	558,203	738,890	31,267	11.4%	11.7%	15.3%	63,365	86,675	5,257	20.70	21.35	23.70	1.05	1.05	1.06
	4 April	562,825	867,567	0	11.4%	10.0%	#DIV/0!	63,968	86,452	0	20.40	21.04	#DIV/0!	1.05	1.06	#DIV/0!
	5 May	530,834	1,068,394	0	11.8%	7.6%	#DIV/0!	62,552	81,401	0	20.22	21.00	#DIV/0!	1.05	1.06	#DIV/0!
	6 June	486,614	1,032,097	0	12.1%	7.9%	#DIV/0!	58,872	81,699	0	20.01	20.91	#DIV/0!	1.06	1.06	#DIV/0!
	7 July	629,857	862,000	0	11.3%	10.0%	#DIV/0!	71,297	86,019	0	19.80	21.13	#DIV/0!	1.05	1.06	#DIV/0!
	8 August	522,697	648,633	0	13.3%	12.7%	#DIV/0!	69,382	82,640	0	19.85	21.22	#DIV/0!	1.06	1.06	#DIV/0!
	9 September	515,918	623,749	0	12.6%	13.5%	#DIV/0!	60,989	84,077	0	20.28	21.35	#DIV/0!	1.06	1.06	#DIV/0!
	10 October	491,159	601,096	0	12.6%	13.8%	#DIV/0!	62,528	79,716	0	21.33	21.34	#DIV/0!	1.06	1.06	#DIV/0!
	11 November	531,711	717,789	0	13.1%	13.6%	#DIV/0!	69,780	99,219	0	21.31	21.18	#DIV/0!	1.06	1.07	#DIV/0!
	12 December	559,204	614,002	0	12.8%	15.3%	#DIV/0!	71,809	94,123	0	21.98	22.63	#DIV/0!	1.06	1.07	#DIV/0!
Last Month	487,683	614,532	614,251	11%	12%	15%	53,537	71,592	92,334	20.50	22.43	23.76	1.05	1.05	1.05	
YoY%	26.0%	26.0%	0.0%	6.1%	6.1%	29.0%	33.7%	33.7%	29.0%	9.4%	9.4%	6.0%	-0.2%	-0.2%	0.0%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	21,553	32,232	31,666	1.35	1.34	1.38	4,143	3,164	2,024	17.0%	17.0%	19.1%	1.55	1.46	1.27
	2 February	25,518	32,696	29,969	1.35	1.35	1.36	3,901	3,081	0.861	17.2%	18.2%	18.1%	1.54	1.48	1.22
	3 March	25,493	35,241	1,087	1.35	1.35	1.40	3,876	3,549	0.874	16.91	17.46	17.84	1.46	1.46	1.14
	4 April	21,335	33,665	0	1.35	1.68	#DIV/0!	3,681	3,341	#DIV/0!	16.81	18.01	#DIV/0!	1.42	1.42	#DIV/0!
	5 May	24,422	35,227	0	1.35	1.90	#DIV/0!	3,641	3,476	#DIV/0!	16.55	16.18	#DIV/0!	1.40	2.11	#DIV/0!
	6 June	22,783	36,089	0	1.34	1.87	#DIV/0!	3,266	3,355	#DIV/0!	17.65	17.8	#DIV/0!	1.45	2.25	#DIV/0!
	7 July	28,790	34,582	0	1.32	1.60	#DIV/0!	3,566	3,309	#DIV/0!	17.28	17.4	#DIV/0!	1.52	1.75	#DIV/0!
	8 August	26,240	34,837	0	1.33	1.36	#DIV/0!	3,159	2,999	#DIV/0!	18.58	17.4	#DIV/0!	1.46	1.37	#DIV/0!
	9 September	20,983	31,264	0	1.32	1.37	#DIV/0!	3,256	3,191	#DIV/0!	18.58	17.8	#DIV/0!	1.45	1.32	#DIV/0!
	10 October	22,599	30,623	0	1.33	1.36	#DIV/0!	3,228	2,828	#DIV/0!	17.95	18.6	#DIV/0!	1.42	1.35	#DIV/0!
	11 November	27,078	34,123	0	1.33	1.36	#DIV/0!	3,161	2,711	#DIV/0!	18.88	19.1	#DIV/0!	1.43	1.38	#DIV/0!
	12 December	31,157	31,925	0	1.32	1.37	#DIV/0!	2,986	2,646	#DIV/0!	18.21	20.24	#DIV/0!	1.42	1.32	#DIV/0!
Last Month	21,553	32,232	31,666	1.35	1.34	1.38	4.11	3.28	2.0%	17.08	17.08	19.1%	1.55	1.46	1.27	
YoY%	49.5%	49.5%	-1.8%	-0.9%	-0.9%	2.8%	-23.7%	-23.7%	-36.2%	-0.3%	-0.3%	12.4%	-6.1%	-6.1%	-12.9%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-138,083	-244,132	-202,083	126,475	189,792	165,876	-51.03	-1.29	-1.22	25.9%	30.9%	27.0%	-12.6%	-15.3%	-9.2%
	2 February	-172,536	-222,604	-202,230	148,047	179,372	165,452	-11.17	-1.24	-1.22	27.8%	29.1%	30.0%	-14.3%	-13.0%	-10.4%
	3 March	-177,991	-241,890	-7,485	153,726	206,476	6,256	-1.16	-1.17	-1.19	27.5%	27.9%	29.6%	-13.6%	-13.1%	-9.7%
	4 April	-189,777	-235,784	0	160,866	187,117	0	-1.18	-1.26	#DIV/0!	28.6%	21.61	#DIV/0!	-14.5%	-13.0%	#DIV/0!
	5 May	-193,961	-254,104	0	148,304	218,728	0	-1.21	-1.17	#DIV/0!	27.9%	20.41	#DIV/0!	-13.7%	-14.3%	#DIV/0!
	6 June	-157,101	-204,910	0	126,459	204,260	0	-1.21	-1.17	#DIV/0!	27.74	23.84	#DIV/0!	-13.4%	-14.1%	#DIV/0!
	7 July	-219,784	-346,125	0	167,843	189,466	0	-1.31	-1.24	#DIV/0!	26.61	23.01	#DIV/0!	-13.51	-13.5%	#DIV/0!
	8 August	-172,466	-261,834	0	135,222	189,312	0	-1.28	-1.31	#DIV/0!	25.91	30.88	#DIV/0!	-13.18	-14.38	#DIV/0!
	9 September	-141,624	-230,738	0	113,270	176,013	0	-1.25	-1.31	#DIV/0!	23.88	28.2	#DIV/0!	-11.5%	-12.9%	#DIV/0!
	10 October	-159,942	-225,460	0	126,510	164,525	0	-1.26	-1.37	#DIV/0!	25.5%	25.9	#DIV/0!	-12.0%	-12.1%	#DIV/0!
	11 November	-207,831	-242,569	0	144,374	178,653	0	-1.44	-1.36	#DIV/0!	27.21	24.9%	#DIV/0!	-14.0%	-11.5%	#DIV/0!
	12 December	-245,726	-193,974	0	170,774	188,245	0	-1.44	-1.23	#DIV/0!	30.63	25.8%	#DIV/0!	-15.6%	-9.0%	#DIV/0!
Last Month	-138,083	-244,132	-202,083	126,475	189,792	165,876	-1.09	-1.29	-1.22	25.9%	30.9%	27.0%	-12.6%	-15.2%	-9.2%	
YoY%	76.8%	76.8%	-17.2%	50.7%	50.7%	-12.6%	17.8%	17.8%	-5.3%	19.1%	19.1%	-12.6%	20.8%	20.8%	-39.4%	

CVR + Analysis   Oak & Steel													in USD				
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	79,297	107,872	95,817	7.7%	5.8%	5.5%	6,091	6,277	5,224	29.94	28.82	27.63	182,336	180,924	144,315	
	2 February	151,624	80,709	65,755	3.5%	6.8%	5.9%	5,380	5,460	3,899	29.71	27.93	27.40	159,839	152,497	106,839	
	3 March	60,410	84,384	2,435	9.3%	7.1%	5.4%	5,605	6,018	132	27.97	27.69	27.99	156,774	166,633	3,694	
	4 April	45,283	77,907	0	10.2%	7.2%	#DIV/0!	4,617	5,621	0	29.63	28.45	#DIV/0!	136,781	159,937	0	
	5 May	43,165	77,075	0	10.9%	7.1%	#DIV/0!	4,709	5,469	0	29.42	29.84	#DIV/0!	138,341	163,222	0	
	6 June	50,361	76,328	0	9.3%	7.6%	#DIV/0!	4,761	5,778	0	31.17	28.82	#DIV/0!	148,408	166,537	0	
	7 July	48,268	52,933	0	10.8%	7.0%	#DIV/0!	4,566	5,180	0	29.03	29.71	#DIV/0!	147,752	154,319	0	
	8 August	46,933	88,651	0	18.9%	7.1%	#DIV/0!	4,396	6,238	0	30.44	29.84	#DIV/0!	154,598	189,018	0	
	9 September	45,265	54,366	0	8.5%	6.1%	#DIV/0!	4,011	5,735	0	28.74	29.61	#DIV/0!	155,269	169,788	0	
	10 October	60,558	58,533	0	7.7%	5.8%	#DIV/0!	4,619	5,700	0	29.35	28.18	#DIV/0!	135,577	160,611	0	
	11 November	141,355	138,475	0	6.7%	6.2%	#DIV/0!	9,421	8,629	0	28.89	28.83	#DIV/0!	272,186	248,732	0	
	12 December	220,248	180,377	0	9.3%	7.8%	#DIV/0!	20,506	14,083	0	30.87	29.21	#DIV/0!	632,997	411,355	0	
Last Month	79,297	107,872	95,817	7.7%	5.8%	5.5%	6,091	6,277	5,224	29.9	28.8	27.6	182,336	180,924	144,315		
YoY%	36.0%	36.0%	-11.2%	-24.2%	-24.2%	-6.3%	3.1%	3.1%	-16.8%	-3.7%	-3.7%	-4.2%	-	-0.8%	-20.2%		
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	4023	146,233	133,037	6.51	4.99	4.43	6,963	7,403	5,805	28.49	25.47	24.86	1,24	1,13	1,11	
	2 February	194,335	111,692	90,519	3.2%	5.5%	4.7%	6,256	6,199	4,280	25.65	24.62	24.96	1,16	1,13	1,10	
	3 March	82,018	115,895	31,325	8.1%	6.0%	4.3%	6,658	6,346	144	23.55	23.99	25.65	1,19	1,17	1,09	
	4 April	62,356	109,554	0	8.8%	6.2%	#DIV/0!	5,495	6,776	0	24.83	23.60	#DIV/0!	1,19	1,21	#DIV/0!	
	5 May	59,466	116,606	0	9.6%	5.7%	#DIV/0!	5,694	6,652	0	24.33	24.54	#DIV/0!	1,21	1,22	#DIV/0!	
	6 June	68,119	106,631	0	8.5%	6.4%	#DIV/0!	5,777	6,827	0	25.69	24.39	#DIV/0!	1,21	1,18	#DIV/0!	
	7 July	61,360	114,033	0	9.3%	6.2%	#DIV/0!	5,721	7,046	0	25.48	24.82	#DIV/0!	1,19	1,17	#DIV/0!	
	8 August	63,285	123,120	0	9.6%	5.9%	#DIV/0!	6,049	7,324	0	25.56	25.81	#DIV/0!	1,21	1,16	#DIV/0!	
	9 September	60,460	131,749	0	7.5%	5.7%	#DIV/0!	4,758	6,742	0	24.28	25.00	#DIV/0!	1,19	1,18	#DIV/0!	
	10 October	82,473	139,699	0	6.6%	4.8%	#DIV/0!	5,421	6,765	0	25.01	24.59	#DIV/0!	1,17	1,15	#DIV/0!	
	11 November	191,261	195,511	0	5.8%	5.0%	#DIV/0!	11,016	9,733	0	24.71	25.56	#DIV/0!	1,17	1,13	#DIV/0!	
	12 December	303,382	258,085	0	7.4%	6.0%	#DIV/0!	22,161	15,478	0	27.80	26.58	#DIV/0!	1,11	1,10	#DIV/0!	
Last Month	106,884	146,233	133,037	7%	5%	4%	6,963	7,103	5,805	26.19	25.47	24.86	1.14	1.13	1.11		
YoY%	36.8%	36.8%	-9.0%	-25.4%	-25.4%	-10.2%	2.0%	2.0%	-18.3%	-2.7%	-2.7%	-2.4%	-	-1.0%	-1.8%		
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	0	1,918	1,790	1.35	1.36	1.39	3,758	3,724	3,204	#DIV/0!	5.9%	6.3%	#DIV/0!	1.22	1.22	1.45
	2 February	0	1,875	1,188	1.30	1.38	1.38	3,241	3,781	1,401	#DIV/0!	7.5%	6.6%	#DIV/0!	1.35	1.35	1.40
	3 March	0	1,970	37	1.36	1.41	1.37	3,804	3,946	3,701	#DIV/0!	7.21	7.07	#DIV/0!	1.29	1.28	-4.46
	4 April	0	2,051	0	1.38	1.41	#DIV/0!	3,241	3,818	#DIV/0!	#DIV/0!	8.21	#DIV/0!	#DIV/0!	1.21	1.21	#DIV/0!
	5 May	0	2,175	0	1.38	1.51	#DIV/0!	4,071	3,441	#DIV/0!	#DIV/0!	8.55	#DIV/0!	#DIV/0!	1.48	1.48	#DIV/0!
	6 June	0	2,338	0	1.34	1.40	#DIV/0!	2,944	3,789	#DIV/0!	#DIV/0!	8.9%	#DIV/0!	#DIV/0!	1.39	1.39	#DIV/0!
	7 July	0	2,654	0	1.38	1.39	#DIV/0!	3,488	3,455	#DIV/0!	#DIV/0!	8.6%	#DIV/0!	#DIV/0!	1.40	1.40	#DIV/0!
	8 August	0	2,802	0	1.37	1.39	#DIV/0!	3,476	3,676	#DIV/0!	#DIV/0!	8.61	#DIV/0!	#DIV/0!	1.45	1.45	#DIV/0!
	9 September	0	2,433	0	1.36	1.40	#DIV/0!	3,588	3,606	#DIV/0!	#DIV/0!	6.9%	#DIV/0!	#DIV/0!	1.35	1.35	#DIV/0!
	10 October	244	2,167	0	1.37	1.38	#DIV/0!	3,388	3,149	#DIV/0!	#DIV/0!	7.0%	6.2%	#DIV/0!	1.06	1.29	#DIV/0!
	11 November	2,911	3,178	0	1.35	1.41	#DIV/0!	3,233	3,176	#DIV/0!	#DIV/0!	7.3%	7.0%	#DIV/0!	1.27	1.40	#DIV/0!
	12 December	5,864	4,894	0	1.40	1.49	#DIV/0!	3,655	3,059	#DIV/0!	#DIV/0!	9.9%	8.7%	#DIV/0!	1.35	1.44	#DIV/0!
Last Month	0	1,918	1,790	1.35	1.36	1.39	3.7%	3.7%	3.2%	#DIV/0!	5.9%	6.3%	#DIV/0!	1.22	1.22	1.45	
YoY%	-6.7%	#DIV/0!	-6.7%	0.6%	2.4%	-0.8%	-0.8%	-13.8%	-0.8%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-18.7%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)				
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1 January	-4,632	-13,830	-8,228	0	32,237	28,218	#DIV/0!	-0.43	-0.29	0.0%	22.0%	21.2%	-2.5%	-7.6%	-5.7%	
	2 February	-3,537	-8,894	-6,262	0	25,069	17,983	#DIV/0!	-0.35	-0.35	0.0%	22.4%	19.9%	-2.2%	-5.8%	-5.9%	
	3 March	-3,884	-9,210	-208	0	25,564	580	#DIV/0!	-0.36	-0.36	0.0%	22.1%	17.4%	-2.5%	-5.5%	-5.6%	
	4 April	-3,273	-9,735	0	0	25,076	0	#DIV/0!	-0.39	-0.29	0.0%	22.9%	#DIV/0!	-2.4%	-6.1%	#DIV/0!	
	5 May	-4,937	-10,402	0	0	25,620	0	#DIV/0!	-0.41	-0.31	0.0%	22.0%	#DIV/0!	-2.1%	-6.4%	#DIV/0!	
	6 June	-4,978	-10,560	0	0	24,727	0	#DIV/0!	-0.41	-0.31	0.0%	24.7%	#DIV/0!	-2.0%	-6.3%	#DIV/0!	
	7 July	-4,836	-12,676	0	0	30,718	0	#DIV/0!	-0.41	-0.31	0.0%	26.3%	#DIV/0!	-3.3%	-7.3%	#DIV/0!	
	8 August	-7,823	-13,805	0	0	32,569	0	#DIV/0!	-0.42	-0.29	0.0%	26.5%	#DIV/0!	-5.1%	-7.3%	#DIV/0!	
	9 September	-5,041	-15,893	0	3,506	34,820	0	#DIV/0!	-0.45	-0.37	0.0%	26.7%	#DIV/0!	-4.4%	-9.4%	#DIV/0!	
	10 October	-5,948	-12,978	0	39,918	45,711	0	#DIV/0!	-0.41	-0.34	0.0%	20.9%	23.4%	-6.0%	-6.3%	#DIV/0!	
	11 November	-16,294	-15,677	0	66,266	56,331	0	#DIV/0!	-0.45	-0.33	0.0%	21.4%	21.9%	-4.7%	-4.6%	#DIV/0!	
	12 December	-29,852	-18,780	0	0	0	0	#DIV/0!	-0.43	-0.29	0.0%	22.0%	21.2%	-2.5%	-7.6%	-5.7%	
Last Month	-4,632	-13,830	-8,228	0	32,237	28,218	#DIV/0!	-0.43	-0.29	0.0%	22.0%	21.2%	-2.5%	-7.6%	-5.7%		
YoY%	198.5%	-40.5%	-40.5%	#DIV/0!	-12.5%	#DIV/0!	#DIV/0!	-32.0%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	-2.5%	-7.6%	-25.4%		

PlantVital												in USD					
CVR + Analysis   PlantVital																	
as of January																	
1																	
Key Analysis																	
Sessions																	
2023			2024			2025			2023			2024			2025		
1 January	116,274	100,281	73,004	18,61	23.1%	25.9%	21,679	21,139	19,916	25.29	23.60	22.54	548,228	546,011	426,770		
2 February	103,703	71,891	60,786	20.2%	24.8%	26.0%	20,913	17,847	15,780	24.94	24.20	23.61	521,605	431,904	372,520		
3 March	99,445	70,806	1,987	22.0%	25.6%	31.4%	21,831	18,135	623	24.60	23.83	23.07	536,998	432,187	14,372		
4 April	90,682	84,213	0	23.9%	25.7%	#DIV/0!	21,632	21,628	0	25.09	22.67	#DIV/0!	542,725	490,368	0		
5 May	93,716	73,512	0	23.6%	24.2%	#DIV/0!	22,082	17,780	0	25.68	24.90	#DIV/0!	567,023	442,683	0		
6 June	117,557	65,812	0	19.8%	26.9%	#DIV/0!	23,256	17,717	0	27.16	23.47	#DIV/0!	631,889	415,762	0		
7 July	85,559	55,163	0	22.4%	25.0%	#DIV/0!	19,491	19,491	0	24.49	23.01	#DIV/0!	485,559	354,559	0		
8 August	81,609	78,128	0	23.21	22.9%	#DIV/0!	19,326	17,927	0	24.81	24.34	#DIV/0!	469,621	436,361	0		
9 September	91,471	68,061	0	23.1%	25.8%	#DIV/0!	21,097	17,577	0	24.52	24.70	#DIV/0!	517,260	434,154	0		
10 October	95,931	69,942	0	22.1%	27.6%	#DIV/0!	20,978	19,307	0	23.99	23.11	#DIV/0!	503,286	446,257	0		
11 November	95,845	67,442	0	21.9%	26.9%	#DIV/0!	20,964	18,129	0	23.69	23.29	#DIV/0!	496,673	422,202	0		
12 December	84,388	54,298	0	24.0%	28.2%	#DIV/0!	20,268	15,335	0	24.54	23.74	#DIV/0!	497,397	364,096	0		
Last Month	116,574	100,287	73,004	18.6%	23.1%	25.9%	21,679	23,139	18,916	25.3	23.6	22.6	548,228	546,011	426,770		
YoY%	-14.0%	-27.2%								-6.7%	-7.6%	-4.4%		-0.4%	-21.8%		
OPSNDTe (Net of Tax & Discounts)																	
2023			2024			2025			2023			2024					
548,228	546,011	426,770															
Extended KPI Analysis																	
Page Views																	
2023			2024			2025			2023			2024					
164,494	144,343	107,894	18.7%	17%	19%	145,379	17,39	18.7%	22,559	25,000	20,138	24.25	21,84	21.34			
1 February	147,103	104,435	87,945	14.8%	18.3%	19.2%	21,008	19,141	16,727	23.82	22.56	22.27	1,04	1.07	1.06		
3 March	142,789	106,246	21,825	16.0%	17.9%	23.2%	22,813	19,042	661	23.54	22.70	23.74	1,04	1.05	1.06		
4 April	130,933	130,728	0	17.5%	17.6%	#DIV/0!	22,788	23,055	0	23.82	21.27	#DIV/0!	1,05	1.07	#DIV/0!		
5 May	135,559	132,364	0	17.2%	14.1%	#DIV/0!	23,381	18,709	0	24.25	23.66	#DIV/0!	1,06	1.05	#DIV/0!		
6 June	170,302	113,422	0	14.5%	16.5%	#DIV/0!	24,714	18,669	0	25.56	22.27	#DIV/0!	1,06	1.05	#DIV/0!		
7 July	121,801	128,090	0	16.6%	17.9%	#DIV/0!	20,184	22,805	0	24.44	21.51	#DIV/0!	1,07	1.06	#DIV/0!		
8 August	115,705	113,120	0	17.4%	16.8%	#DIV/0!	20,122	18,975	0	23.34	23.00	#DIV/0!	1,06	1.06	#DIV/0!		
9 September	105,464	104,564	0	17.3%	18.7%	#DIV/0!	22,368	18,421	0	23.13	23.23	#DIV/0!	1,06	1.06	#DIV/0!		
10 October	131,777	104,564	0	16.7%	19.7%	#DIV/0!	20,378	20,630	0	22.49	21.63	#DIV/0!	1,07	1.06	#DIV/0!		
11 November	135,321	100,712	0	16.4%	19.4%	#DIV/0!	22,143	19,506	0	22.43	21.64	#DIV/0!	1,06	1.06	#DIV/0!		
12 December	120,183	90,184	0	18.1%	20.5%	#DIV/0!	21,780	16,429	0	22.84	22.16	#DIV/0!	1,07	1.07	#DIV/0!		
Last Month	164,494	144,143	107,894	14%	17%	19%	22,559	25,000	20,138	24.30	21.84	21.19	1.04	1.08	1.06		
YoY%	-12.6%	-25.1%								-10.1%	-19.4%			3.8%	-1.5%		
Units per Order																	
2023			2024			2025			2023			2024					
1.31	1.18	1.07	1.15	1.16	1.02	1.22	1.26	1.20	1.23	1.42	1.01	1.26	1.29	1.26	1.02		
Ratio Analysis																	
PPC Orders																	
2023			2024			2025			2023			2024					
8,297	9,641	6,140	1.41	1.44	1.48	0.7%	0.4%	0.4%	17.9%	20.4%	20.0%	1.31	1.18	1.07			
1 January	8,297	9,641	6,140	1.41	1.44	1.48	0.743	0.364	0.44	17.9%	20.4%	20.0%	1.31	1.18	1.07		
2 February	9,238	6,329	5,198	1.44	1.48	1.50	1.45	1.42	1.45	17.90	21.24	19.3%	1.15	1.16	1.02		
3 March	9,350	6,141	148	1.44	1.47	1.44	1.43	1.45	1.44	17.91	21.24	20.54	1.22	1.26	1.09		
4 April	9,250	9,261	0	1.44	1.47	1.44	0.409	0.361	0.231	17.91	21.24	20.54	1.22	1.26	1.09		
5 May	8,888	6,780	0	1.45	1.80	#DIV/0!	0.388	0.481	#DIV/0!	17.91	21.11	20.11	1.23	1.42	#DIV/0!		
6 June	10,278	6,392	0	1.45	1.72	#DIV/0!	0.366	0.258	#DIV/0!	17.87	21.23	20.8%	1.29	1.26	#DIV/0!		
7 July	7,518	8,332	0	1.42	1.50	#DIV/0!	0.366	0.39	#DIV/0!	19.6	19.8	#DIV/0!	1.19	1.11	#DIV/0!		
8 August	7,540	7,237	0	1.42	1.45	#DIV/0!	0.388	0.31	#DIV/0!	19.8	16.66	#DIV/0!	1.14	0.99	#DIV/0!		
9 September	8,665	6,516	0	1.42	1.47	#DIV/0!	0.344	0.29	#DIV/0!	20.22	18.4	#DIV/0!	1.17	0.99	#DIV/0!		
10 October	8,746	6,165	0	1.41	1.50	#DIV/0!	0.356	0.38	#DIV/0!	19.6	21.39	#DIV/0!	1.18	1.08	#DIV/0!		
11 November	8,809	6,095	0	1.41	1.49	#DIV/0!	0.598	0.454	#DIV/0!	19.0	20.4	#DIV/0!	1.16	1.05	#DIV/0!		
12 December	9,389	4,538	0	1.42	1.48	#DIV/0!	0.486	0.424	#DIV/0!	20.7%	20.6%	#DIV/0!	1.14	1.01	#DIV/0!		
Last Month	8,297	9,641	6,140	1.41	1.44	1.48	0.7%	0.4%	0.4%	17.9%	20.4%	20.0%	1.31	1.18	1.07		
YoY%	16.2%	-36.3%								-51.1%	22.8%						
Paid CVR vs Total CVR Ratio																	
2023			2024			2025			2023			2024					
1.31	1.18	1.07	1.15	1.16	1.02	1.22	1.26	1.20	1.23	1.42	1.01	1.26	1.29	1.26	1.02		
PPC Spend																	
2023			2024			2025			2023			2024					
64,499	-82,115	-46,793	46,333	47,239	30,757	-1.39	-1.74	-1.52	28.1%	32.8%	-28.5%	28.1%	32.8%	-28.5%			
1 January	-64,499	-82,115	-46,793	46,333	47,239	30,757	-1.39	-1.74	-1.52	28.1%	32.8%	-28.5%	-11.8%	-15.0%	-11.0%		
2 February	-76,468	-45,251	-43,516	54,141	29,813	26,894	-1.41	-1.52	-1.62	36.8%	28.5%	30.6%	-14.7%	-10.5%	-11.7%		
3 March	-72,648	-41,185	-1,104	47,992	29,592	721	-1.51	-1.39	-1.53	33.6%	27.9%	25.31	-13.5%	-9.5%	-7.7%		
4 April	-66,715	-65,665	0	41,054	41,607	0	-1.63	-1.58	#DIV/0!	31.6%	31.8%	#DIV/0!	-12.3%	-13.4%	#DIV/0!		
5 May	-69,583	-34,434	0	42,037	33,784	0	-1.66	-1.61	#DIV/0!	30.9%	32.0%	#DIV/0!	-12.3%	-12.3%	#DIV/0!		
6 June	-61,868	-1,951	0	38,291	42,088	0	-1.69	-1.77	#DIV/0!	32.2%	32.4%	#DIV/0!	-12.1%	-12.3%	#DIV/0!		
7 July	-10,543	-74,550	0	38,291	42,088	0	-1.58	-1.74	#DIV/0!	31.4%	32.9%</						

Pure Innovation												in USD					
CVR + Analysis   Pure Innovation																	
as of January																	
Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)					
Key Analysis	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	32,242	42,110	29,682	34.7%	24.2%	23.7%	11,172	10,196	7,027	24.68	23.51	21.34	275,133	239,672	196,356		
	31,966	32,736	33,949	32.7%	27.1%	23.1%	10,458	8,872	7,842	24.19	26.17	25.44	252,976	232,220	199,332		
	37,895	31,543	1,186	31.2%	28.6%	23.6%	11,840	9,011	280	24.62	26.40	24.05	291,556	237,887	6,733		
	30,930	32,925	0	34.2%	27.9%	#DIV/0!	10,267	9,176	0	24.82	24.76	#DIV/0!	254,874	227,214	0		
	28,329	28,571	0	35.4%	28.5%	#DIV/0!	10,021	8,132	0	25.16	24.54	#DIV/0!	252,112	199,526	0		
	30,916	23,343	0	31.5%	31.2%	#DIV/0!	9,753	7,277	0	24.71	25.87	#DIV/0!	241,015	188,261	0		
	30,660	27,693	0	31.4%	28.9%	#DIV/0!	10,092	7,143	0	24.03	24.83	#DIV/0!	239,114	199,151	0		
	33,434	21,663	0	29.5%	32.1%	#DIV/0!	9,577	6,952	0	25.34	27.21	#DIV/0!	232,854	189,171	0		
	37,741	22,263	0	26.6%	31.8%	#DIV/0!	10,027	7,078	0	24.70	26.44	#DIV/0!	247,627	187,123	0		
	40,813	27,217	0	25.3%	31.1%	#DIV/0!	10,325	8,477	0	23.24	22.01	#DIV/0!	239,931	186,559	0		
	38,393	31,940	0	24.0%	26.3%	#DIV/0!	9,212	8,402	0	24.35	24.93	#DIV/0!	224,342	209,492	0		
	42,454	26,821	0	24.0%	26.9%	#DIV/0!	10,210	7,217	0	22.88	26.95	#DIV/0!	233,595	194,510	0		
Last Month		32,242	42,140	29,682	34.7%	24.2%	23.7%	11,172	10,196	7,027	24.7	23.5	27.9	275,733	239,672	196,356	
YoY%		30.7%	39.6%	30.7%	-30.2%	-30.2%	-2.2%				-8.7%	-31.1%		-12.1%	-12.1%	-18.1%	
Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order					
Extended KPI Analysis	4024	4024	4025	4024	4025	4025	4024	4024	4025	2023	2024	2025	2024	2024	2025		
	49,882	74,094	45,072	24.7%	18.9%	16.6%	12,799	11,889	7,497	22.42	21.78	24.24	1,20	1,08	1,06		
	49,186	58,325	51,183	24.3%	16.3%	16.4%	11,688	9,511	8,397	21.64	24.42	23.76	1,32	1,07	1,07		
	57,623	59,843	1,186	22.6%	16.2%	16.3%	13,035	9,678	298	22.37	24.58	22.52	1,10	1,07	1,07		
	44,096	62,998	0	25.5%	15.8%	#DIV/0!	11,248	9,331	0	22.66	22.88	#DIV/0!	1,10	1,08	#DIV/0!		
	42,554	62,413	0	25.7%	13.9%	#DIV/0!	10,945	8,675	0	23.03	23.00	#DIV/0!	1,09	1,07	#DIV/0!		
	44,819	49,028	0	23.7%	16.2%	#DIV/0!	10,620	7,943	0	22.69	23.70	#DIV/0!	1,09	1,09	#DIV/0!		
	53,797	50,822	0	20.6%	16.9%	#DIV/0!	11,101	8,564	0	23.16	24.28	#DIV/0!	1,08	1.08	#DIV/0!		
	50,433	31,992	0	21.6%	23.4%	#DIV/0!	10,891	7,500	0	23.22	25.22	#DIV/0!	1,09	1.08	#DIV/0!		
	56,360	33,768	0	19.2%	22.0%	#DIV/0!	10,822	7,594	0	22.88	24.63	#DIV/0!	1,08	1.08	#DIV/0!		
	55,443	40,935	0	18.8%	22.4%	#DIV/0!	11,584	9,245	0	21.51	20.60	#DIV/0!	1,09	1.08	#DIV/0!		
	56,683	48,715	0	17.5%	18.5%	#DIV/0!	9,906	9,023	0	22.65	23.27	#DIV/0!	1,08	1,07	#DIV/0!		
Last Month		49,882	74,094	45,072	25%	15%	17%	12,298	11,003	7,477	22.42	21.78	26.26	1.10	1.08	1.06	
YoY%		48.5%	48.5%	48.5%	-39.2%	-39.8%	-11.7%				-10.5%	-32.0%		-2.8%	-2.8%	-14.8%	
PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio					
Ratio Analysis	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	1,176	2,429	998	1.55	1.76	1.52	0.383	0.319	0.27%	19.71	14.44	13.38	0.80	0.97	0.80		
	1,258	1,928	1,303	1.51	1.78	1.51	0.261	0.261	0.11%	15.8%	17.20	14.24	0.65	1.05	0.86		
	1,458	46	0	1.52	1.80	1.54	0.214	0.214	0.08%	17.79	17.00	16.84	0.78	1.06	0.82		
	1,105	2,016	0	1.47	1.80	#DIV/0!	0.361	0.189	#DIV/0!	14.31	16.91	#DIV/0!	0.65	1.07	#DIV/0!		
	1,036	1,802	0	1.50	2.18	#DIV/0!	0.163	0.098	#DIV/0!	16.76	16.78	#DIV/0!	0.65	1.20	#DIV/0!		
	1,273	0	0	1.45	2.10	#DIV/0!	0.25%	0.199	#DIV/0!	18.23	16.5%	#DIV/0!	0.77	1.02	#DIV/0!		
	2,197	1,509	0	1.43	1.82	#DIV/0!	0.23%	0.25%	#DIV/0!	16.06	14.3%	#DIV/0!	0.78	0.85	#DIV/0!		
	2,049	819	0	1.49	1.48	#DIV/0!	0.25%	0.31%	#DIV/0!	17.4%	13.3%	#DIV/0!	0.81	0.87	#DIV/0!		
	2,526	973	0	1.49	1.51	#DIV/0!	0.40%	0.29%	#DIV/0!	16.5%	14.4%	#DIV/0!	0.86	0.64	#DIV/0!		
	2,717	1,207	0	1.46	1.50	#DIV/0!	0.31%	0.24%	#DIV/0!	16.0%	18.4%	#DIV/0!	0.85	0.82	#DIV/0!		
	2,552	1,463	0	1.48	1.53	#DIV/0!	0.34%	0.28%	#DIV/0!	15.3%	15.9%	#DIV/0!	0.87	0.86	#DIV/0!		
Last Month		1,776	2,429	998	1.55	1.76	1.52	0.4%	0.3%	0.3%	19.78	14.45	13.3%	0.80	0.97	0.80	
YoY%		36.8%	58.9%	36.8%	-13.6%	-13.6%	-13.6%				-19.1%	-13.4%		-27.0%	-7.1%	-16.8%	
PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)					
Marketing KPIs	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025		
	-26,831	-40,175	-14,696	9,029	16,913	7,477	-2.97	-2.38	-1.97	18.18	22.8%	16.61	-9.7%	-16.8%	-7.5%		
	-18,246	-25,376	-16,433	7,941	11,173	9,191	-2.30	-2.27	-1.79	16.5%	19.2%	18.0%	-7.2%	-10.9%	-8.2%		
	-21,077	-24,367	-582	9,199	11,073	345	-2.29	-2.20	-1.69	16.0%	18.5%	18.9%	-7.2%	-10.2%	-8.6%		
	-14,113	-25,317	0	6,788	11,960	0	-2.08	-2.12	-1.12	15.4%	19.0%	#DIV/0!	-5.5%	-11.1%	#DIV/0!		
	-15,099	-25,248	0	6,135	12,820	0	-2.89	-2.21	-1.35	14.45	17.3%	#DIV/0!	-6.0%	-13.0%	#DIV/0!		
	-17,676	-14,070	0	7,976	7,976	0	-2.39	-2.35	-1.35	15.81	13.80	#DIV/0!	-5.61	-10.3%	#DIV/0!		
	-32,887	-23,667	0	13,497	10,557	0	-2.75	-2.40	-1.90	25.5%	20.88	#DIV/0!	-16.2%	-10.3%	#DIV/0!		
	-41,942	-16,495	0	15,312	6,769	0	-2.74	-2.44	-1.74	27.2%	20.1%	#DIV/0!	-16.9%	-9.8%	#DIV/0!		
	-47,357	-15,199	0	16,954	6,543	0	-2.79	-2.32	-1.74	28.5%	16.0%	#DIV/0!	-19.7%	-8.1%	#DIV/0!		
	-50,471	-24,658	0	16,707	9,204	0	-3.02	-2.68	-1.95	29.5%	18.9%	#DIV/0!	-22.5%	-11.8%	#DIV/0!		
	-59,543	-14,074	0	19,680	5,652	0	-2.82	-2.49	-1.74	29.3%	13.9%	#DIV/0!	-23.8%	-7.2%	-7.5%		
Last Month		-26,831	-40,175	-14,696	9,029	16,913	7,477	-2.97	-2.38	-1.97	18.1%	22.8%	16.61	-9.7%	-16.8%	-7.5%	
YoY%		49.7%	63.4%	49.7%	87.3%	55.8%				-20.1%	-17.2%		26.7%	-27.3%	-55.3%		

Spark Pod												in USD														
CVR + Analysis   Spark Pod																										
as of January																										
Key Analysis																										
Sessions																										
2023 2024 2025																										
1 January	575,588	772,843	535,576	6.7%	7.0%	7.5%	36,453	54,323	40,413	32,28	32,09	37,10	1,241,280	1,742,276	1,507,481											
2 February	449,583	641,112	481,239	7.6%	6.9%	7.8%	32,998	44,052	37,653	34,51	32,44	39,51	1,173,241	1,428,846	1,487,569											
3 March	709,389	538,392	19,901	5.6%	7.5%	8.3%	39,460	40,647	1,656	35,03	34,12	39,23	1,382,119	1,386,917	64,959											
4 April	1,089,715	417,950	0	5.1%	7.8%	#DIV/0!	55,673	32,741	0	32,20	36,24	#DIV/0!	1,792,945	1,186,671	0											
5 May	430,210	490,308	0	8.0%	7.2%	#DIV/0!	34,435	35,286	0	35,50	35,23	#DIV/0!	1,259,761	1,308,002	0											
6 June	356,398	542,825	0	8.3%	6.8%	#DIV/0!	29,695	36,877	0	33,87	34,51	#DIV/0!	1,054,136	1,299,163	0											
7 July	565,591	565,591	0	7.5%	7.0%	#DIV/0!	36,020	41,893	0	36,43	33,78	#DIV/0!	1,421,444	1,415,113	0											
8 August	490,259	541,667	0	8.0%	7.7%	#DIV/0!	37,554	36,945	0	35,60	36,68	#DIV/0!	1,356,935	1,355,018	0											
9 September	500,432	442,563	0	7.5%	8.3%	#DIV/0!	49,866	41,826	0	33,73	36,13	#DIV/0!	1,681,744	1,511,287	0											
10 October	661,062	526,566	0	7.5%	7.9%	#DIV/0!	64,384	50,755	0	30,86	34,92	#DIV/0!	1,987,005	1,772,230	0											
11 November	972,597	674,516	0	6.6%	7.5%	#DIV/0!	49,768	40,483	0	35,18	37,75	#DIV/0!	1,715,466	1,528,135	0											
12 December	700,688	485,184	0	7.0%	8.3%	#DIV/0!	Last Month																			
2023 2024 2025																										
575,588	772,843	535,576	6.7%	7.0%	7.5%	38,453	54,323	40,413	32.3	32.1	37.3	1,241,280	1,742,276	1,507,481												
YoY%	34.3%	-30.7%	Last Month																							
OPSNDTe (Net of Tax & Discounts)																										
2023 2024 2025																										
1,241,280	1,742,276	1,507,481	1,241,280	1,428,846	1,487,569	1,173,241	1,386,917	64,959	1,259,761	1,308,002	0	1,054,136	1,299,163	0												
Extended KPI Analysis																										
Page Views																										
2023 2024 2025																										
4023	4024	4025	5.3%	3.9%	5.8%	40,703	57,940	43,066	30,49	30,40	35,00	1,06	1,05	1,07												
772,699	1,472,906	744,705	5.6%	3.7%	6.0%	35,994	46,433	39,968	32,60	30,77	37,24	1,06	1,05	1,06												
640,472	1,261,116	664,492	4.3%	3.7%	6.5%	41,756	43,125	1,803	33,10	32,16	35,39	1,06	1,06	1,09												
940,550	1,162,602	271,754	4.0%	3.6%	3.6%	59,444	34,874	0	30,16	34,03	#DIV/0!	1,07	1,07	#DIV/0!												
1,476,456	957,903	0	5.4%	2.8%	#DIV/0!	36,623	37,700	0	34,40	34,70	#DIV/0!	1,06	1,07	#DIV/0!												
672,999	1,324,277	0	6.5%	2.9%	#DIV/0!	31,607	40,775	0	33,35	31,86	#DIV/0!	1,06	1,11	#DIV/0!												
486,531	1,395,713	0	6.0%	3.7%	#DIV/0!	41,139	46,136	0	31,65	31,84	#DIV/0!	1,06	1,10	#DIV/0!												
690,781	1,253,472	0	5.6%	6.1%	#DIV/0!	41,460	45,140	0	34,28	31,35	#DIV/0!	1,06	1,08	#DIV/0!												
742,745	734,486	0	5.4%	6.2%	#DIV/0!	39,621	39,496	0	31,73	34,38	#DIV/0!	1,06	1,07	#DIV/0!												
740,059	612,041	0	6.0%	6.3%	#DIV/0!	52,687	44,891	0	31,92	33,67	#DIV/0!	1,06	1,07	#DIV/0!												
1,352,730	917,794	0	5.0%	5.9%	#DIV/0!	64,553	54,243	0	32,41	32,61	#DIV/0!	1,06	1,07	#DIV/0!												
1,204,026	675,443	0	4.3%	6.4%	#DIV/0!	51,585	43,359	0	33,26	35,24	#DIV/0!	1,06	1,07	#DIV/0!												
772,699	1,472,906	744,705	5%	4%	6%	40,709	57,340	43,066	30,49	30,40	35,00	1.06	1.06	1.07												
YoY%	90.6%	-49.4%	Last Month																							
Units Sold																										
2023 2024 2025																										
20,211	20,244	20,251	1.06	1.05	1.07	30,49	30,40	35,00	1.06	1.05	1.06	1,241,280	1,742,276	1,507,481												
32,60	30,77	37,24	1.06	1.05	1.06	31,10	32,16	35,39	1.06	1.06	1.09	1,173,241	1,386,917	1,487,569												
33,10	32,16	35,39	1.06	1.06	1.06	31,73	34,38	37,07	1.07	1.07	1.07	1,382,119	1,386,917	64,959												
33,73	31,84	37,07	1.06	1.06	1.06	31,92	33,67	37,07	1.06	1.06	1.06	1,259,761	1,308,002	0												
31,92	32,61	37,07	1.06	1.06	1.06	32,41	32,61	37,07	1.06	1.06	1.06	1,054,136	1,299,163	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,92	33,67	37,07	1.06	1.06	1.06	1,421,444	1,415,113	0												
31,92	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.07	1.07	1.07	1,356,935	1,355,018	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,92	33,67	37,07	1.06	1.06	1.06	1,681,744	1,511,287	0												
31,92	32,61	37,07	1.06	1.06	1.06	30,86	34,92	37,07	1.07	1.07	1.07	1,987,005	1,772,230	0												
31,73	32,61	37,07	1.06	1.06	1.06	35,18	37,75	37,07	1.06	1.06	1.06	1,715,466	1,528,135	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,26	35,24	37,07	1.06	1.06	1.06	1,241,280	1,742,276	1,507,481												
31,73	32,61	37,07	1.06	1.06	1.06	31,26	35,24	37,07	1.06	1.06	1.06	1,173,241	1,428,846	1,487,569												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.07	1.07	1.07	1,382,119	1,386,917	64,959												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,259,761	1,308,002	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,054,136	1,299,163	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,421,444	1,415,113	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,356,935	1,355,018	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,681,744	1,511,287	0												
31,73	32,61	37,07	1.06	1.06	1.06	30,86	34,92	37,07	1.07	1.07	1.07	1,987,005	1,772,230	0												
31,73	32,61	37,07	1.06	1.06	1.06	35,18	37,75	37,07	1.06	1.06	1.06	1,715,466	1,528,135	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,26	35,24	37,07	1.06	1.06	1.06	1,241,280	1,742,276	1,507,481												
31,73	32,61	37,07	1.06	1.06	1.06	31,26	35,24	37,07	1.06	1.06	1.06	1,173,241	1,428,846	1,487,569												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.07	1.07	1.07	1,382,119	1,386,917	64,959												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,259,761	1,308,002	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,054,136	1,299,163	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,421,444	1,415,113	0												
31,73	32,61	37,07	1.06	1.06	1.06	31,73	34,38	37,07	1.06	1.06	1.06	1,356,935	1													

CVR + Analysis   SUNUV													in USD		
as of January															
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	1,274,100	750,729	859,884	6.1%	9.2%	10.9%	78,104	69,345	93,840	31.56	31.51	31.07	2,465,130	2,184,956	2,915,197
	783,770	564,197	601,437	7.1%	10.5%	11.6%	55,456	59,148	69,893	32.18	31.95	31.84	1,784,503	1,889,720	2,225,262
	719,725	626,105	19,606	7.5%	11.0%	11.6%	53,948	68,606	2,284	32.98	31.23	32.72	1,779,037	2,142,417	74,731
	495,701	669,772	0	7.6%	11.5%	#DIV/0!	49,650	67,612	0	32.07	30.83	#DIV/0!	1,592,229	2,084,518	0
	499,226	642,557	0	10.2%	10.9%	#DIV/0!	50,759	70,203	0	31.13	31.58	#DIV/0!	1,579,583	2,236,876	0
	499,226	642,557	0	9.7%	10.4%	#DIV/0!	49,650	67,612	0	31.09	30.91	#DIV/0!	1,579,988	2,217,228	0
	544,890	699,204	0	9.7%	10.4%	#DIV/0!	55,471	63,119	0	30.78	31.15	#DIV/0!	1,707,443	2,889,152	0
	527,960	629,602	0	10.2%	12.0%	#DIV/0!	53,840	75,645	0	32.18	31.86	#DIV/0!	1,732,742	2,410,372	0
	567,579	754,257	0	9.1%	11.0%	#DIV/0!	51,746	83,320	0	31.98	31.96	#DIV/0!	1,655,063	2,662,764	0
	756,526	987,318	0	10.4%	11.4%	#DIV/0!	76,581	112,149	0	30.89	30.80	#DIV/0!	2,427,474	3,454,418	0
	919,716	1,107,858	0	11.3%	14.0%	#DIV/0!	103,806	154,744	0	30.92	30.75	#DIV/0!	3,209,605	4,758,169	0
Last Month	1,274,100	750,729	859,884	6.1%	9.2%	10.9%	78,104	69,345	93,840	31.6	31.5	31.1	2,465,130	2,184,956	2,915,197
YoY%	-41.1%	14.5%					50.7%	78.1%	35.3%					-11.4%	33.4%
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	1,825,074	1,518,458	1,270,879	4.5%	4.9%	7.6%	88,549	72,397	97,389	30.23	30.21	30.00	1.04	1.04	1.04
	1,138,351	1,229,646	882,246	5.1%	5.1%	8.2%	56,332	62,160	72,700	30.59	30.40	30.61	1.05	1.05	1.04
	1,055,950	1,402,976	821,059	5.4%	5.1%	8.2%	57,092	72,071	2,372	31.16	29.73	31.51	1.06	1.05	1.04
	967,559	1,359,212	0	5.4%	5.2%	#DIV/0!	52,648	71,092	0	30.24	29.32	#DIV/0!	1.06	1.05	#DIV/0!
	742,140	1,647,697	0	6.9%	4.6%	#DIV/0!	50,955	76,137	0	31.00	29.38	#DIV/0!	1.06	1.05	#DIV/0!
	723,022	1,564,853	0	7.5%	4.7%	#DIV/0!	54,088	73,317	0	29.21	30.24	#DIV/0!	1.06	1.04	#DIV/0!
	995,327	2,075,924	0	7.1%	5.0%	#DIV/0!	70,714	103,767	0	28.48	29.52	#DIV/0!	1.06	1.04	#DIV/0!
	791,859	1,017,419	0	7.4%	8.5%	#DIV/0!	58,753	86,311	0	29.06	30.00	#DIV/0!	1.06	1.04	#DIV/0!
	820,122	926,470	0	6.9%	8.5%	#DIV/0!	56,991	79,391	0	30.40	30.70	#DIV/0!	1.06	1.04	#DIV/0!
	809,540	1,093,920	0	6.8%	9.0%	#DIV/0!	55,883	89,209	0	29.39	30.59	#DIV/0!	1.07	1.05	#DIV/0!
	1,142,071	1,466,532	0	7.3%	8.0%	#DIV/0!	83,692	117,610	0	29.00	29.37	#DIV/0!	1.07	1.05	#DIV/0!
	1,704,392	1,646,110	0	6.3%	9.7%	#DIV/0!	107,219	155,161	0	29.94	29.90	#DIV/0!	1.03	1.03	#DIV/0!
Last Month	1,825,074	1,518,458	1,270,879	4%	5%	8%	81,549	72,337	97,187	30.23	30.21	30.00	1.04	1.04	1.04
YoY%	-16.8%	-16.3%					6.6%	60.5%	-11.3%				-0.1%	-0.7%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	47,858	46,950	55,746	1.43	2.02	1.48	4.86	4.65	4.06	9.14	10.7%	13.1%	2.03	2.24	1.71
	34,170	38,420	40,809	1.45	2.02	1.48	4.69	4.83	1.63%	9.88	10.61	12.8%	1.91	2.30	1.55
	1,209,430	1,218,000	0	1.49	2.31	#DIV/0!	4.85	4.80	1.00	10.54	13.41	#DIV/0!	1.92	2.56	#DIV/0!
	35,472	41,359	0	1.50	2.46	#DIV/0!	5.19	5.14	#DIV/0!	10.88	13.66	#DIV/0!	1.58	2.45	#DIV/0!
	29,408	44,223	0	1.45	2.48	#DIV/0!	5.31	5.10	#DIV/0!	11.9%	13.0%	#DIV/0!	1.59	2.78	#DIV/0!
	32,029	42,394	0	1.44	2.26	#DIV/0!	5.06	4.86	#DIV/0!	11.4%	13.8%	#DIV/0!	1.60	2.76	#DIV/0!
	41,725	59,029	0	1.45	1.46	#DIV/0!	4.82	4.70	#DIV/0!	11.2%	13.9%	#DIV/0!	1.52	1.64	#DIV/0!
	35,216	50,913	0	1.55	1.47	#DIV/0!	5.24	4.89	#DIV/0!	11.4%	14.1%	#DIV/0!	1.65	1.66	#DIV/0!
	34,416	44,333	0	1.43	1.49	#DIV/0!	5.44	4.97	#DIV/0!	10.4%	13.7%	#DIV/0!	1.52	1.71	#DIV/0!
	33,032	47,605	0	1.51	1.49	#DIV/0!	5.61	5.11	#DIV/0!	11.4%	13.2%	#DIV/0!	1.56	1.64	#DIV/0!
	47,981	62,993	0	1.85	1.49	#DIV/0!	4.95	4.73	#DIV/0!	12.7%	15.8%	#DIV/0!	2.02	1.64	#DIV/0!
Last Month	47,858	46,950	55,746	1.43	2.02	1.48	4.9%	4.7%	4.1%	9.1%	10.7%	13.1%	2.03	2.24	1.71
YoY%	-1.9%	18.7%					41.2%	-26.9%		-4.3%	-12.7%			10.3%	-23.7%
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)		
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
	545,500	-438,060	-424,244	526,882	439,492	425,798	-1.03	-1.00	-1.00	28.3%	28.9%	33.5%	-22.1%	-20.0%	-14.6%
	393,648	-351,263	-337,254	347,943	330,436	318,702	-1.13	-1.06	-1.06	30.6%	26.9%	36.1%	-22.1%	-18.6%	-15.2%
	339,243	-366,130	-11,336	312,782	328,534	10,625	-1.08	-1.11	-1.07	29.6%	23.4%	36.5%	-19.1%	-17.1%	-15.2%
	304,081	-344,554	0	290,993	308,434	0	-1.04	-1.12	#DIV/0!	30.1%	22.7%	#DIV/0!	-19.1%	-16.5%	#DIV/0!
	36,670	-356,133	0	271,750	325,034	0	-1.02	-1.02	#DIV/0!	36.6%	19.7%	#DIV/0!	-19.0%	-16.0%	#DIV/0!
	350,119	-307,010	0	261,451	320,434	0	-0.99	-1.10	#DIV/0!	37.3%	20.7%	#DIV/0!	-16.9%	-14.9%	#DIV/0!
	352,186	-457,884	0	367,475	428,486	0	-1.07	-1.12	#DIV/0!	39.9%	20.6%	#DIV/0!	-17.5%	-14.9%	#DIV/0!
	314,839	-390,494	0	313,091	365,898	0	-1.01	-1.07	#DIV/0!	38.5%	26.0%	#DIV/0!	-18.4%	-15.1%	#DIV/0!
	326,291	-351,303	0	300,899	313,516	0	-1.08	-1.12	#DIV/0!	36.7%	33.8%	#DIV/0!	-18.8%	-14.6%	#DIV/0!
	365,534	-393,390	0	317,791	348,355	0	-1.15	-1.13	#DIV/0!	39.3%	31.8%	#DIV/0!	-22.1%	-14.8%	#DIV/0!
	459,179	-535,660	0	419,117	477,534	0	-1.10	-1.12	#DIV/0!	36.7%	32.6%	#DIV/0!	-18.9%	-15.5%	#DIV/0!
	515,362	-535,384	0	506,800	527,667	0	-1.02	-1.01	#DIV/0!	29.7%	32.1%	#DIV/0!	-16.1%	-13.3%	#DIV/0!
Last Month	545,100	-438,060	-424,244	526,882	439,492	425,798	-1.03	-1.00	-1.00	28.9%	28.9%	33.5%	-22.1%	-20.0%	-14.6%
YoY%	-19.6%	-32.2%		-16.6%	-31.1%					0.5%	15.8%		-9.3%	-9.3%	-27.4%

CVR + Analysis   Twiddlers												in USD						
as of January																		
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)					
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025			
	1 January	415,037	358,293	414,435	8.1%	9.4%	7.3%	31,411	33,545	29,570	18.14	18.50	17.93	606,079	620,513	531,251		
	2 February	379,694	349,693	347,904	8.7%	9.2%	8.6%	33,135	32,162	29,887	17.72	18.43	17.01	587,227	592,945	508,229		
	3 March	379,392	406,922	10,226	9.2%	8.2%	7.2%	34,715	33,238	741	18.47	19.24	17.53	641,062	639,522	13,001		
	4 April	274,902	368,908	0	9.7%	8.2%	#DIV/0!	26,801	30,377	0	19.47	19.03	#DIV/0!	521,799	578,038	0		
	5 May	324,130	401,203	0	10.8%	8.1%	#DIV/0!	34,963	32,579	0	19.90	20.09	#DIV/0!	695,756	654,631	0		
	6 June	313,524	387,399	0	12.6%	8.9%	#DIV/0!	39,544	34,538	0	20.06	20.01	#DIV/0!	793,102	690,985	0		
	7 July	302,622	369,394	0	12.9%	9.0%	#DIV/0!	32,239	33,841	0	19.91	20.01	#DIV/0!	651,392	649,103	0		
	8 August	269,894	261,394	0	13.2%	9.5%	#DIV/0!	29,738	23,864	0	19.46	19.66	#DIV/0!	539,822	469,163	0		
	9 September	300,855	357,780	0	11.2%	8.4%	#DIV/0!	33,669	33,260	0	18.70	19.07	#DIV/0!	629,524	634,156	0		
	10 October	454,922	654,189	0	10.7%	7.5%	#DIV/0!	48,509	48,362	0	19.19	19.85	#DIV/0!	932,851	971,755	0		
	11 November	946,591	1,400,987	0	9.2%	6.5%	#DIV/0!	87,036	91,077	0	20.54	20.94	#DIV/0!	1,787,665	1,906,888	0		
	12 December	1,010,186	1,410,964	0	10.3%	7.0%	#DIV/0!	103,874	98,885	0	19.68	20.09	#DIV/0!	2,044,300	1,986,551	0		
Last Month	415,037	358,293	414,435	8.1%	9.1%	7.1%	33,411	33,545	29,570	18.1	18.5	18.0	606,079	620,513	531,251			
YoY%	-13.7%	-15.7%			16.3%	-23.8%		0.4%	-11.8%		2.0%	-2.9%		2.4%	-14.4%			
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order					
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025			
	1 January	4023	4024	4025	6.5%	7.8%	6.8%	39,327	38,211	33,096	15.24	16.21	16.03	1.36	1.14	1.19		
	2 February	573,291	488,504	579,935	7.1%	7.7%	6.3%	37,447	36,813	33,343	15.88	16.24	16.24	1.13	1.14	1.13		
	3 March	527,397	475,364	485,294	7.6%	7.0%	5.8%	39,222	38,549	42,8	16.34	16.59	15.70	1.13	1.14	1.16		
	4 April	318,494	511,861	0	8.0%	6.9%	#DIV/0!	30,260	35,410	0	17.24	16.32	#DIV/0!	1.13	1.17	#DIV/0!		
	5 May	442,572	585,036	0	9.1%	6.6%	#DIV/0!	40,365	38,329	0	17.24	17.08	#DIV/0!	1.15	1.18	#DIV/0!		
	6 June	425,319	353,982	0	10.8%	7.5%	#DIV/0!	46,133	40,097	0	17.19	17.23	#DIV/0!	1.17	1.16	#DIV/0!		
	7 July	335,212	460,784	0	11.1%	8.2%	#DIV/0!	37,308	37,711	0	17.55	17.19	#DIV/0!	1.16	1.15	#DIV/0!		
	8 August	282,300	343,766	0	11.4%	8.0%	#DIV/0!	32,091	27,435	0	16.82	17.10	#DIV/0!	1.15	1.14	#DIV/0!		
	9 September	402,627	551,173	0	9.6%	6.9%	#DIV/0!	38,769	37,486	0	16.24	16.74	#DIV/0!	1.15	1.16	#DIV/0!		
	10 October	605,598	893,373	0	9.2%	6.4%	#DIV/0!	56,142	57,379	0	16.59	17.00	#DIV/0!	1.16	1.17	#DIV/0!		
	11 November	1,269,731	1,944,107	0	8.21	5.5%	#DIV/0!	103,111	107,654	0	17.34	17.11	#DIV/0!	1.18	1.18	#DIV/0!		
	12 December	1,365,141	1,966,514	0	8.6%	5.7%	#DIV/0!	111,462	111,146	0	17.40	17.87	#DIV/0!	1.19	1.2	#DIV/0!		
Last Month	573,591	488,504	579,935	7%	8%	6%	37,327	38,271	33,096	16.24	16.21	16.05	1.12	1.14	1.12			
YoY%	-14.8%	-18.7%			20.4%	-27.2%		2.5%	-13.5%		-0.1%	-1.0%		2.1%	-1.9%			
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio					
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025			
	1 January	0	9,732	8,515	1.38	1.36	1.40	2,404	2,594	2,366	#DIV/0!	7.84	8.04	#DIV/0!	0.99	1.41		
	2 February	0	9,265	8,632	1.39	1.36	1.39	2,376	2,361	0.794	#DIV/0!	8.44	8.44	#DIV/0!	1.09	1.22		
	3 March	0	10,345	251	1.57	1.67	1.40	2,244	2,244	0.740	#DIV/0!	8.34	8.44	#DIV/0!	1.04	1.24		
	4 April	0	9,012	0	1.38	1.29	#DIV/0!	2,433	2,431	#DIV/0!	#DIV/0!	0.71	#DIV/0!	#DIV/0!	1.26	#DIV/0!		
	5 May	0	8,369	0	1.37	1.44	#DIV/0!	2,276	2,444	#DIV/0!	#DIV/0!	9.24	#DIV/0!	#DIV/0!	1.41	#DIV/0!		
	6 June	0	9,022	0	1.36	1.38	#DIV/0!	2,255	2,489	#DIV/0!	#DIV/0!	9.7%	#DIV/0!	#DIV/0!	1.30	#DIV/0!		
	7 July	0	8,677	0	1.35	1.36	#DIV/0!	2,299	2,559	#DIV/0!	#DIV/0!	10.00	#DIV/0!	#DIV/0!	1.23	#DIV/0!		
	8 August	0	6,523	0	1.34	1.37	#DIV/0!	2,400	2,566	#DIV/0!	#DIV/0!	10.13	#DIV/0!	#DIV/0!	1.27	#DIV/0!		
	9 September	0	9,753	0	1.34	1.39	#DIV/0!	2,485	2,671	#DIV/0!	#DIV/0!	9.3%	#DIV/0!	#DIV/0!	1.35	#DIV/0!		
	10 October	1,324	14,864	0	1.34	1.37	#DIV/0!	2,858	2,676	#DIV/0!	#DIV/0!	7.23	8.2%	#DIV/0!	0.78	1.30	#DIV/0!	
	11 November	20,588	26,182	0	1.33	1.39	#DIV/0!	3,016	2,833	#DIV/0!	#DIV/0!	8.06	8.2%	#DIV/0!	0.98	1.48	#DIV/0!	
	12 December	25,931	31,609	0	1.35	1.39	#DIV/0!	2,866	2,759	#DIV/0!	#DIV/0!	8.9%	8.9%	#DIV/0!	1.03	1.59	#DIV/0!	
Last Month	-16,002	-33,707	-20,716	0	125,352	105,780	#DIV/0!	-0.27	-0.20	0.0%	0.0%	25.71	18.2%	-2.6%	-5.4%	-3.9%		
YoY%	-10.6%	-38.5%			#DIV/0!	-15.6%				#DIV/0!	-27.2%	0.0%	25.7%	18.2%	-2.6%	-5.4%	-28.9%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)					
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025			
	1 January	-16,002	-33,707	-20,716	0	125,352	105,780	#DIV/0!	-0.27	-0.20	0.0%	25.71	18.2%	-2.6%	-5.4%	-3.9%		
	2 February	-13,212	-26,145	-21,324	0	110,823	102,968	#DIV/0!	-0.24	-0.21	0.0%	23.3%	21.2%	-2.2%	-4.4%	-4.2%		
	3 March	-16,397	-28,737	-742	0	117,319	3,492	#DIV/0!	-0.24	-0.21	0.0%	21.3%	24.4%	-2.6%	-4.5%	-5.7%		
	4 April	-12,882	-24,742	0	0	103,750	0	#DIV/0!	-0.24	-0.21	0.0%	20.3%	24.4%	-2.4%	-4.3%	-4.1%		
	5 May	-16,931	-19,311	0	0	90,509	0	#DIV/0!	-0.22	-0.20	0.0%	25.5%	20.0%	-2.4%	-3.0%	-2.0%		
	6 June	-16,771	-21,117	0	0	93,329	0	#DIV/0!	-0.21	-0.20	0.0%	27.1%	20.0%	-2.6%	-3.2%	-2.8%		
	7 July	-21,297	-31,024	0	0	86,316	0	#DIV/0!	-0.24	-0.21	0.0%	18.7%	21.0%	-3.3%	-3.2%	-2.7%		
	8 August	-27,250	-17,197	0	0	64,281	0	#DIV/0!	-0.27	-0.20	0.0%	18.7%	21.0%	-5.0%	-1.7%	-1.7%		
	9 September	-28,880	-28,223	0	0	104,862	0	#DIV/0!	-0.27	-0.20	0.0%	19.0%	20.1%	-4.6%	-4.5%	-2.0%		
	10 October	-38,502	-52,163	0	0	26,626	180,392	#DIV/0!	-1.45	-0.29	0.4%	4.4%	20.1%	-4.1%	-5.4%	-2.0%		
	11 November	-67,466	-81,163	0	0	255,560	319,821	#DIV/0!	-0.26	-0.25	0.20%	20.3%	16.5%	-3.8%	-4.3%	-2.0%		
	12 December	-76,779	-83,789	0	0	282,324	393,753	#DIV/0!	-0.27	-0.24	0.20%	18.0%	20.0%	-3.8%	-4.2%	-2.0%		
Last Month	-16,002	-33,707	-20,716	0	125,352	105,780	#DIV/0!	-0.27	-0.20	0.0%	25.7%	18.2%	-2.6%	-5.4%	-28.9%			
YoY%	-10.6%	-38.5%			#DIV/0!	-15.6%				#DIV/0!	-27.2%	0.0%	25.7%	18.2%	-2.6%	-5.4%	-28.9%	

CVR + Analysis   UBDYO												in USD				
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	255,703	213,257	230,358	4.4%	5.9%	5.2%	11,231	12,503	12,045	28.35	36.59	36.11	317,300	457,444	434,901
	2 February	233,283	206,005	197,447	5.2%	6.2%	5.8%	12,069	12,679	11,395	30.36	33.72	35.85	366,447	427,516	408,512
	3 March	241,117	242,568	7,969	5.5%	5.6%	5.4%	13,223	13,555	434	31.22	36.22	36.42	412,855	491,002	15,806
	4 April	259,130	264,154	0	5.2%	5.5%	#DIV/0!	13,576	14,456	0	31.24	36.50	#DIV/0!	424,078	527,654	0
	5 May	264,613	280,094	0	5.6%	5.8%	#DIV/0!	14,688	16,183	0	28.53	37.59	#DIV/0!	419,073	608,355	0
	6 June	196,493	221,640	0	5.7%	5.8%	#DIV/0!	11,150	12,780	0	30.01	37.87	#DIV/0!	334,567	483,970	0
	7 July	181,459	221,642	0	5.2%	4.8%	#DIV/0!	11,493	12,503	0	30.49	37.01	#DIV/0!	301,954	455,011	0
	8 August	181,100	183,028	0	4.8%	5.9%	#DIV/0!	8,761	10,717	0	33.23	37.81	#DIV/0!	285,183	405,173	0
	9 September	232,227	217,079	0	5.1%	5.5%	#DIV/0!	11,863	11,859	0	32.86	37.99	#DIV/0!	389,763	450,465	0
	10 October	302,334	230,579	0	4.7%	5.5%	#DIV/0!	14,099	12,595	0	30.91	38.13	#DIV/0!	435,760	480,190	0
	11 November	281,343	245,875	0	6.6%	5.8%	#DIV/0!	14,476	14,166	0	25.66	36.55	#DIV/0!	474,140	517,817	0
	12 December	159,740	184,305	0	6.3%	6.2%	#DIV/0!	10,000	11,367	0	34.86	37.71	#DIV/0!	348,635	428,705	0
Last Month	255,703	213,257	230,358	4.4%	5.9%	5.2%	11,231	12,503	12,045	28.3	36.6	36.1	317,300	457,444	434,901	
YoY%	-16.6%	8.0%		33.5%	-10.8%					29.5%	-1.3%			44.2%	-4.4%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	4023	389,254	292,564	3.9%	3.4%	4.6%	12,937	13,720	13,390	25.59	39.34	34.48	1,10	1,10	1,11
	2 February	320,694	389,254	292,564	4.2%	3.1%	5.0%	13,277	14,126	12,663	27.60	30.26	32.26	1,10	1,11	1,11
	3 March	313,532	414,580	253,069	4.4%	2.9%	4.5%	14,484	15,105	416	28.50	32.51	33.32	1,10	1,11	1,07
	4 April	331,166	512,259	101,303	4.1%	2.7%	#DIV/0!	14,927	16,087	0	28.41	32.80	#DIV/0!	1,10	1,11	#DIV/0!
	5 May	367,392	586,552	0	4.1%	2.7%	#DIV/0!	16,289	18,065	0	25.73	33.68	#DIV/0!	1,11	1,12	#DIV/0!
	6 June	255,833	528,876	0	4.8%	2.7%	#DIV/0!	12,368	14,259	0	27.05	33.94	#DIV/0!	1,11	1,12	#DIV/0!
	7 July	286,029	436,287	0	4.5%	3.4%	#DIV/0!	12,866	14,705	0	27.35	32.98	#DIV/0!	1,11	1,12	#DIV/0!
	8 August	266,331	238,470	0	3.6%	5.0%	#DIV/0!	9,714	11,925	0	29.97	33.98	#DIV/0!	1,11	1,11	#DIV/0!
	9 September	333,826	282,173	0	3.9%	4.7%	#DIV/0!	13,059	13,213	0	29.85	34.08	#DIV/0!	1,10	1,10	#DIV/0!
	10 October	381,573	239,056	0	4.1%	4.8%	#DIV/0!	15,869	14,191	0	27.73	33.07	#DIV/0!	1,11	1,12	#DIV/0!
	11 November	379,438	321,469	0	5.3%	5.1%	#DIV/0!	20,774	15,924	0	27.60	32.52	#DIV/0!	1,09	1,12	#DIV/0!
	12 December	275,846	239,858	0	4.0%	5.1%	#DIV/0!	11,034	12,630	0	31.60	33.84	#DIV/0!	1,10	1,11	#DIV/0!
Last Month	320,694	398,254	292,564	4%	3%	5%	12,397	13,720	13,390	25.59	33.34	32.48	1.10	1.10	1.11	
YoY%	24.2%	-26.5%		-10.9%	32.9%					30.3%	-2.6%			-0.6%	1.3%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	6,734	8,355	5,979	1.25	1.87	1.27	6,765	5,334	4.77%	8.8%	9.5%	9.5%	2.28	2.76	2.07
	2 February	7,575	7,839	5,888	1.34	2.01	1.28	6,306	6,114	2.05%	9.0%	9.9%	8.9%	2.13	2.89	1.78
	3 March	7,144	8,723	202	1.37	2.01	1.29	5,190	5,000	0.00%	8.74	9.21	9.00%	1.39	1.09	1.44
	4 April	7,602	9,767	0	1.42	2.22	#DIV/0!	6,024	7,076	0.00%	8.34	9.21	#DIV/0!	2.05		#DIV/0!
	5 May	8,516	10,334	0	1.51	2.50	#DIV/0!	7,056	5,924	0.00%	8.66	9.74	#DIV/0!	2.10	3.77	#DIV/0!
	6 June	6,249	8,469	0	1.30	2.39	#DIV/0!	7,273	5,749	0.00%	9.28	9.6	#DIV/0!	1.91	3.55	#DIV/0!
	7 July	6,556	8,712	0	1.30	2.05	#DIV/0!	6,511	6,070	0.00%	8.78	9.3	#DIV/0!	1.94	2.77	#DIV/0!
	8 August	5,191	7,035	0	1.47	1.30	#DIV/0!	6,866	6,000	0.00%	8.08	9.2	#DIV/0!	2.20	1.83	#DIV/0!
	9 September	6,900	7,255	0	1.44	1.30	#DIV/0!	6,655	6,531	0.00%	8.48	9.8	#DIV/0!	2.14	2.08	#DIV/0!
	10 October	7,488	6,868	0	1.26	1.29	#DIV/0!	5,833	5,179	0.00%	9.0%	10.2%	#DIV/0!	2.19	2.13	#DIV/0!
	11 November	7,109	7,841	0	1.35	1.31	#DIV/0!	5,588	5,161	0.00%	9.48	9.8	#DIV/0!	1.78	1.98	#DIV/0!
	12 December	5,765	5,205	0	1.73	1.30	#DIV/0!	5,544	4,339	0.00%	9.88	10.0%	#DIV/0!	2.44	1.89	#DIV/0!
Last Month	6,734	8,355	5,979	1.25	1.87	1.27	6,884	5,334	4.8%	8.8%	9.5%	9.5%	2.28	2.76	2.07	
YoY%	24.1%	-28.4%		48.9%	-32.0%					21.2%				-17.1%	3.6%	-14.4%
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-52,374	-78,253	-62,783	76,512	87,868	63,121	-0.68	-0.89	-0.99	23.9%	22.1%	-21.6%	-16.5%	-17.1%	-14.4%
	2 February	-69,175	-71,377	-63,157	83,810	79,531	66,290	-0.83	-0.90	-0.95	26.7%	19.2%	26.2%	-18.9%	-16.7%	-15.5%
	3 March	-66,483	-83,582	-2,387	82,243	95,859	2,715	-0.81	-0.87	-0.88	24.8%	18.7%	26.4%	-16.1%	-17.0%	-15.1%
	4 April	-71,814	-98,285	0	93,782	106,679	0	-0.77	-0.92	#DIV/0!	25.5%	18.2%	#DIV/0!	-16.9%	-18.6%	#DIV/0!
	5 May	-73,446	-102,354	0	95,474	108,411	0	-0.74	-0.95	#DIV/0!	24.8%	15.5%	#DIV/0!	-17.0%	-16.9%	#DIV/0!
	6 June	-67,701	-90,059	0	65,463	70,411	0	-0.75	-0.98	#DIV/0!	26.41	18.0%	#DIV/0!	-17.3%	-16.0%	#DIV/0!
	7 July	-56,454	-109,164	0	75,214	83,231	0	-0.75	-1.05	#DIV/0!	25.35	21.41	#DIV/0!	-16.0%	-23.2%	#DIV/0!
	8 August	-49,515	-81,810	0	64,652	76,668	0	-0.77	-1.07	#DIV/0!	24.31	32.18	#DIV/0!	-17.0%	-20.3%	#DIV/0!
	9 September	-67,369	-77,752	0	82,246	74,365	0	-0.82	-1.05	#DIV/0!	24.6%	26.4%	#DIV/0!	-17.3%	-17.3%	#DIV/0!
	10 October	-73,232	-72,291	0	83,334	67,570	0	-0.88	-1.07	#DIV/0!	21.8%	22.7%	#DIV/0!	-16.8%	-15.1%	#DIV/0!
	11 November	-65,001	-85,257	0	75,328	79,960	0	-0.86	-1.07	#DIV/0!	19.9%	24.9%	#DIV/0!	-13.7%	-16.5%	#DIV/0!
	12 December	-53,323	-55,343	0	59,018	52,219	0	-0.90	-1.06	#DIV/0!	21.4%	21.8%	#DIV/0!	-15.3%	-12.3%	#DIV/0!
Last Month	-52,374	-78,253	-62,783	76,512	87,868	63,121	-0.68	-0.89	-0.99	23.9%	22.1%	21.6%	-16.5%	-17.1%	-14.4%	
YoY%	49.4%	-19.8%		14.8%	-28.2%					-7.5%	-2.2%			3.6%	-15.6%	

CVR + Analysis   Ultra Cuisine													in USD			
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	89,076	124,990	104,102	7.5%	7.4%	11.3%	6,703	9,274	11,791	22.16	22.86	25.43	152,532	212,037	299,864
	2 February	68,500	94,407	98,399	7.8%	8.5%	11.1%	5,309	8,034	10,919	22.84	23.43	24.75	121,252	188,224	270,220
	3 March	70,397	87,605	2,901	7.4%	8.8%	11.1%	5,253	7,669	321	23.24	23.17	25.90	122,100	177,685	8,313
	4 April	91,201	75,963	0	7.2%	8.8%	#DIV/0!	6,559	6,683	0	24.14	23.71	#DIV/0!	158,364	158,422	0
	5 May	94,443	81,080	0	7.5%	8.1%	#DIV/0!	7,080	6,555	0	23.43	24.31	#DIV/0!	165,885	159,382	0
	6 June	81,176	69,707	0	8.1%	9.7%	#DIV/0!	6,565	6,784	0	23.43	24.17	#DIV/0!	153,831	163,992	0
	7 July	73,564	73,564	0	8.5%	9.4%	#DIV/0!	7,405	7,661	0	24.04	24.03	#DIV/0!	149,757	149,757	0
	8 August	75,511	69,440	0	8.5%	9.6%	#DIV/0!	6,384	6,677	0	23.24	25.38	#DIV/0!	148,369	169,445	0
	9 September	80,842	67,793	0	8.3%	9.1%	#DIV/0!	6,740	6,173	0	23.16	25.35	#DIV/0!	156,079	156,501	0
	10 October	89,184	75,528	0	7.7%	10.9%	#DIV/0!	6,846	8,251	0	23.41	24.99	#DIV/0!	160,260	206,207	0
	11 November	121,842	130,454	0	8.7%	11.6%	#DIV/0!	10,623	15,157	0	23.23	23.95	#DIV/0!	246,796	362,950	0
	12 December	161,129	131,063	0	9.5%	13.7%	#DIV/0!	15,320	17,937	0	23.13	26.29	#DIV/0!	354,406	471,520	0
Last Month	89,076	124,990	104,102	40.3%	-16.7%		7.5%	7.4%	11.3%	6,703	9,274	11,791	22.8	22.9	25.4	
YoY%							-7.5%	-7.4%	52.7%	38.4%	38.4%	27.1%	0.5%	11.2%	41.4%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	4023	4024	4025	6.1%	5.9%	6.6%	5,725	10,245	12,345	21,05	20,84	24,24	1,00	1,00	1,00
	2 February	92,558	153,412	133,811	6.3%	5.7%	6.4%	5,759	8,719	11,502	21,08	21,59	23,48	1,09	1,09	1,09
	3 March	95,778	141,665	3,954	6.0%	5.9%	8.5%	5,704	8,342	310	21,41	21,30	24,43	1,09	1,09	1,06
	4 April	124,866	126,775	0	5.8%	5.7%	#DIV/0!	7,215	7,244	0	21,95	21,87	#DIV/0!	1,10	1,08	#DIV/0!
	5 May	130,354	141,805	0	5.9%	5.1%	#DIV/0!	7,698	7,198	0	21,55	22,14	#DIV/0!	1,09	1,10	#DIV/0!
	6 June	107,235	124,720	0	6.7%	5.9%	#DIV/0!	7,135	7,299	0	21,56	22,47	#DIV/0!	1,09	1,08	#DIV/0!
	7 July	116,108	125,032	0	6.9%	6.2%	#DIV/0!	7,990	7,718	0	21,00	22,71	#DIV/0!	1,08	1,07	#DIV/0!
	8 August	101,651	91,582	0	6.8%	7.8%	#DIV/0!	6,942	7,123	0	21,37	23,79	#DIV/0!	1,09	1,07	#DIV/0!
	9 September	97,687	90,704	0	6.7%	7.3%	#DIV/0!	7,262	8,603	0	21,49	23,70	#DIV/0!	1,08	1,06	#DIV/0!
	10 October	111,112	101,710	0	6.5%	8.6%	#DIV/0!	7,142	8,763	0	21,49	23,33	#DIV/0!	1,09	1,06	#DIV/0!
	11 November	160,544	178,555	0	7.2%	9.0%	#DIV/0!	11,579	16,671	0	21,31	22,58	#DIV/0!	1,09	1,09	#DIV/0!
	12 December	231,541	180,442	0	7.2%	10.4%	#DIV/0!	16,658	18,821	0	21,28	23,63	#DIV/0!	1,09	1,05	#DIV/0!
Last Month	119,349	185,358	143,169	55.3%	-22.8%		6%	5%	9%	7,245	10,174	12,345	21,05	20,84	24,29	
YoY%							-9.6%	-9.6%	57.1%	40.4%	40.4%	21.3%	-1.0%	16.6%	4.6%	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	3,394	6,052	7,520	1.34	1.48	1.38	4,133	4,379	4,154	9.3%	10.1%	12.5%	1,53	1,84	1,45
	2 February	2,437	5,228	7,265	1.34	1.63	1.36	4,084	4,154	1,981	1,42	1,59	1,45	1,42	1,85	1,45
	3 March	4,490	4,759	203	1.05	1.62	1.37	4,149	4,241	#DIV/0!	9.8%	10.11	12.41	1,54	1,54	1,30
	4 April	3,562	4,176	0	1.37	1.19	#DIV/0!	4,144	4,241	#DIV/0!	10.9%	10.94	#DIV/0!	1,70	1,28	#DIV/0!
	5 May	3,871	4,142	0	1.28	1.75	#DIV/0!	4,463	4,218	#DIV/0!	10.5%	11.18	12.41	1,77	2,18	#DIV/0!
	6 June	3,626	4,605	0	1.32	1.78	#DIV/0!	3,888	3,969	#DIV/0!	11.4%	12.4%	#DIV/0!	1,72	2,13	#DIV/0!
	7 July	3,945	4,787	0	1.33	1.69	#DIV/0!	4,444	4,159	#DIV/0!	11.5%	11.6	#DIV/0!	1,67	1,89	#DIV/0!
	8 August	3,662	4,262	0	1.35	1.32	#DIV/0!	3,855	3,838	#DIV/0!	11.4%	11.4	#DIV/0!	1,66	1,47	#DIV/0!
	9 September	3,700	4,186	0	1.33	1.34	#DIV/0!	4,194	4,476	#DIV/0!	11.0%	11.0	#DIV/0!	1,64	1,52	#DIV/0!
	10 October	3,833	5,160	0	1.30	1.35	#DIV/0!	4,444	3,719	#DIV/0!	10.28	12.7%	#DIV/0!	1,58	1,47	#DIV/0!
	11 November	5,771	9,678	0	1.32	1.37	#DIV/0!	4,398	4,556	#DIV/0!	11.5%	13.7%	#DIV/0!	1,60	1,52	#DIV/0!
	12 December	3,962	11,225	0	1.43	1.38	#DIV/0!	4,455	3,759	#DIV/0!	13.0%	15.3%	#DIV/0!	1,80	1,46	#DIV/0!
Last Month	3,394	6,052	7,520	1.34	1.48	1.38	4.1%	4.6%	4.1%	9.3%	10.1%	12.5%	1.53	1.84	1.45	
YoY%							10.7%	-7.3%		10.7%	-9.3%		8.9%	24.3%		
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	-22,661	-35,609	-49,111	36,649	60,005	59,985	-0.62	-0.59	-0.82	30.7%	32.4%	41.9%	-14.9%	-16.8%	-16.4%	
	-16,808	-28,723	-48,903	27,357	47,077	58,400	-0.61	-0.61	-0.84	29.7%	30.7%	43.6%	-13.9%	-15.3%	-18.1%	
	-15,673	-27,451	-1,554	25,543	44,036	1,831	-0.61	-0.62	-0.85	26.7%	31.1%	46.0%	-12.8%	-15.4%	-18.7%	
	-23,929	-27,077	0	36,359	38,481	0	-0.66	-0.70	#DIV/0!	29.1%	30.4%	#DIV/0!	-15.1%	-17.1%	#DIV/0!	
	-24,468	-28,281	0	36,950	37,381	0	-0.67	-0.76	#DIV/0!	28.4%	30.6%	#DIV/0!	-14.9%	-17.7%	#DIV/0!	
	-24,140	-32,179	0	36,165	34,921	0	-0.68	-0.78	#DIV/0!	29.4%	29.7%	#DIV/0!	-14.1%	-17.1%	#DIV/0!	
	-22,132	-35,251	0	34,240	41,134	0	-0.65	-0.86	#DIV/0!	29.5%	32.9%	#DIV/0!	-13.2%	-16.1%	#DIV/0!	
	-20,455	-31,426	0	32,337	37,391	0	-0.63	-0.84	#DIV/0!	31.7%	40.8%	#DIV/0!	-13.8%	-18.5%	#DIV/0!	
	-21,524	-32,334	0	33,506	37,917	0	-0.64	-0.85	#DIV/0!	31.1%	41.8%	#DIV/0!	-13.8%	-20.7%	#DIV/0!	
	-23,554	-35,844	0	37,535	40,667	0	-0.63	-0.88	#DIV/0!	32.5%	40.0%	#DIV/0!	-14.7%	-17.4%	#DIV/0!	
	-31,527	-34,703	0	50,146	70,578	0	-0.63	-0.78	#DIV/0!	31.2%	39.5%	#DIV/0!	-12.8%	-15.1%	#DIV/0!	
	-46,330	-57,689	0	72,093	73,481	0	-0.64	-0.78	#DIV/0!	31.3%	40.7%	#DIV/0!	-13.1%	-12.2%	#DIV/0!	
Last Month	-22,661	-35,609	-49,111	36,649	60,005	59,985	-0.62	-0.59	-0.82	30.7%	32.4%	41.9%	-14.9%	-16.8%	-16.4%	
YoY%				57.1%	37.9%				-4.0%	38.0%			5.4%	29.4%		

VNS Creations												in USD				
CVR + Analysis   VNS Creations as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	138,377	115,676	46,587	10.0%	7.2%	10.6%	13,780	8,298	4,942	24.57	23.85	24.27	338,513	197,874	119,949
	2 February	125,917	104,888	49,549	11.1%	7.6%	10.7%	14,010	7,945	5,290	23.97	23.36	21.96	335,800	185,563	116,185
	3 March	111,592	91,972	1,535	11.6%	8.1%	9.0%	12,955	7,482	1,38	24.13	24.43	22.51	312,631	182,811	3,106
	4 April	86,841	105,218	0	10.2%	8.8%	#DIV/0!	8,849	9,235	0	24.73	24.88	#DIV/0!	218,872	229,730	0
	5 May	141,904	130,050	0	10.1%	9.1%	#DIV/0!	14,393	11,840	0	24.01	24.38	#DIV/0!	345,648	288,638	0
	6 June	119,656	110,479	0	9.8%	10.2%	#DIV/0!	11,690	11,255	0	24.34	24.64	#DIV/0!	284,361	277,338	0
	7 July	114,154	89,631	0	9.0%	9.8%	#DIV/0!	10,493	5,451	0	24.50	24.81	#DIV/0!	202,516	197,453	0
	8 August	115,408	77,626	0	9.3%	9.8%	#DIV/0!	10,693	7,437	0	24.86	25.32	#DIV/0!	266,947	193,272	0
Extended KPI Analysis	9 September	103,421	72,917	0	9.0%	10.2%	#DIV/0!	9,336	7,458	0	25.33	24.09	#DIV/0!	256,514	179,659	0
	10 October	103,398	85,749	0	8.6%	11.1%	#DIV/0!	8,884	9,707	0	24.81	23.30	#DIV/0!	220,385	226,198	0
	11 November	105,591	77,661	0	8.7%	10.2%	#DIV/0!	9,192	7,929	0	22.80	24.16	#DIV/0!	209,592	191,581	0
	12 December	104,646	47,894	0	7.8%	10.6%	#DIV/0!	8,128	5,066	0	22.97	23.11	#DIV/0!	186,728	117,059	0
	Last Month	138,377	115,676	46,587	10.0%	7.2%	10.6%	13,780	8,298	4,942	24.6	23.8	24.3	338,513	197,874	119,949
	YoY%	-16.4%	-59.7%	-28.0%	-47.9%	-38.9%	-40.4%	-39.8%	-39.0%	-40.4%	-2.9%	-2.9%	-1.8%	-41.5%	-41.5%	-39.4%
	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	184,472	151,754	62,092	8.0%	5.9%	8.7%	16,979	8,959	5,439	23.06	22.10	22.06	1,00	1.08	1.10
	2 February	168,717	139,138	66,457	8.9%	6.2%	8.8%	15,083	8,609	5,867	22.26	21.55	18.84	1.09	1.06	1.33
	3 March	149,773	121,347	21,158	9.3%	6.7%	7.0%	13,895	8,128	150	22.50	22.49	20.71	1.07	1.09	1.09
	4 April	116,408	140,860	0	8.3%	7.2%	#DIV/0!	9,676	10,148	0	22.62	22.64	#DIV/0!	1.09	1.10	#DIV/0!
	5 May	187,701	199,122	0	8.2%	6.4%	#DIV/0!	15,321	12,832	0	22.56	22.49	#DIV/0!	1.06	1.08	#DIV/0!
	6 June	159,428	165,209	0	7.8%	7.3%	#DIV/0!	12,448	12,016	0	22.86	23.08	#DIV/0!	1.06	1.07	#DIV/0!
	7 July	151,066	111,389	0	7.3%	7.7%	#DIV/0!	10,989	8,596	0	23.07	22.97	#DIV/0!	1.06	1.07	#DIV/0!
	8 August	152,444	102,073	0	7.5%	8.1%	#DIV/0!	11,490	8,255	0	23.23	23.42	#DIV/0!	1.07	1.08	#DIV/0!
	9 September	162,778	96,760	0	7.0%	8.2%	#DIV/0!	10,007	8,338	0	23.65	23.55	#DIV/0!	1.09	1.09	#DIV/0!
	10 October	131,662	114,646	0	7.2%	8.3%	#DIV/0!	9,569	10,925	0	23.63	21.42	#DIV/0!	1.09	1.09	#DIV/0!
Ratio Analysis	11 November	138,521	109,335	0	7.2%	8.3%	#DIV/0!	9,997	8,622	0	20,97	22.22	#DIV/0!	1.09	1.09	#DIV/0!
	12 December	136,389	94,906	0	6.4%	8.5%	#DIV/0!	8,761	5,530	0	21.31	21.17	#DIV/0!	1.08	1.09	#DIV/0!
	Last Month	184,272	151,754	62,092	8%	6%	9%	14,679	8,955	5,432	23.06	22.10	22.08	1.07	1.08	1.10
	YoY%	-17.6%	-59.1%	-25.9%	-48.3%	-39.0%	-39.3%	-26.7%	-26.7%	-26.7%	-4.2%	-4.2%	-0.1%	1.3%	1.3%	1.9%
	PPC Orders			Page views/Session Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	8,715	5,487	2,745	1.33	1.31	1.33	1.79%	2.29%	1.66%	11.6%	7.9%	12.5%	1.46	1.34	1.43
	2 February	8,813	5,126	2,520	1.34	1.32	1.34	2.08%	2.27%	1.19%	12.25%	11.34	11.8%	1.40	1.37	1.34
	3 March	6,600	4,931	63	1.34	1.34	1.34	2.15%	2.25%	1.14%	12.15%	11.34	11.34	1.44	1.40	1.37
	4 April	5,739	6,351	0	1.34	1.34	#DIV/0!	2,145	2,089	#DIV/0!	11.31	10.41	#DIV/0!	1.35	1.41	#DIV/0!
	5 May	7,733	8,673	0	1.32	1.52	#DIV/0!	2,141	2,399	#DIV/0!	10.39	11.78	#DIV/0!	1.27	1.41	#DIV/0!
	6 June	6,594	8,163	0	1.33	1.50	#DIV/0!	2,188	2,109	#DIV/0!	10.11	13.5%	#DIV/0!	1.29	1.85	#DIV/0!
	7 July	6,728	5,212	0	1.32	1.29	#DIV/0!	1,944	2,36%	#DIV/0!	9.5%	13.3%	#DIV/0!	1.31	1.72	#DIV/0!
	8 August	6,723	5,078	0	1.32	1.31	#DIV/0!	1,918	1.80%	#DIV/0!	9.4%	11.7%	#DIV/0!	1.24	1.44	#DIV/0!
	9 September	5,756	4,993	0	1.32	1.33	#DIV/0!	2,166	2.04%	#DIV/0!	9.3%	12.2%	#DIV/0!	1.27	1.47	#DIV/0!
	10 October	5,516	6,453	0	1.33	1.34	#DIV/0!	2,076	2.11%	#DIV/0!	9.2%	14.0%	#DIV/0!	1.31	1.52	#DIV/0!
Marketing KPIs	11 November	5,320	5,374	0	1.31	1.34	#DIV/0!	3,061	2,639	#DIV/0!	9.2%	12.1%	#DIV/0!	1.28	1.46	#DIV/0!
	12 December	5,288	3,077	0	1.30	1.36	#DIV/0!	2,821	2,17%	#DIV/0!	8.5%	12.3%	#DIV/0!	1.32	1.44	#DIV/0!
	Last Month	8,775	5,487	2,745	1.33	1.31	1.33	1.8%	2.3%	1.7%	11.6%	7.9%	12.5%	1.46	1.34	1.43
	YoY%	-37.5%	-50.0%	-15.5%	-1.5%	-1.6%	-27.8%	-27.6%	-27.6%	-31.9%	-58.2%	-31.9%	-58.2%	-8.1%	-8.1%	-6.7%
	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-75,865	-48,613	-19,243	75,412	69,256	21,901	-1.61	-0.70	-0.88	40.9%	45.6%	35.3%	-22.4%	-26.6%	-16.0%
	2 February	-64,704	-39,346	-17,611	66,402	60,691	21,367	-0.97	-0.65	-0.82	39.4%	43.6%	32.1%	-19.3%	-21.2%	-15.2%
	3 March	-41,990	-38,399	-524	45,282	52,329	662	-0.85	-0.73	-0.79	32.9%	43.1%	30.7%	-13.4%	-21.0%	-16.9%
	4 April	-23,319	-50,553	0	33,054	61,305	0	-0.71	-0.82	#DIV/0!	28.4%	43.5%	34.5%	-10.7%	-22.0%	#DIV/0!
	5 May	-56,381	-69,341	0	75,244	74,163	0	-0.67	-0.93	#DIV/0!	40.1%	37.2%	40.0%	-16.6%	-26.2%	#DIV/0!
	6 June	-51,167	-39,670	0	65,420	49,420	0	-0.64	-0.89	#DIV/0!	41.0%	36.1%	43.3%	-23.1%	-26.5%	#DIV/0!
	7 July	-49,172	-39,916	0	70,519	39,339	0	-0.70	-1.03	#DIV/0!	46.4%	35.3%	47.7%	-19.4%	-20.2%	#DIV/0!
	8 August	-49,369	-39,415	0	71,837	43,525	0	-0.70	-0.91	#DIV/0!	47.3%	42.6%	48.6%	-18.7%	-20.5%	#DIV/0!
	9 September	-43,930	-39,207	0	61,585	40,973	0	-0.71	-0.96	#DIV/0!	45.2%	42.3%	47.1%	-18.6%	-21.8%	#DIV/0!
	10 October	-43,499	-47,552	0	60,148	46,180	0	-0.72	-1.03	#DIV/0!	43.9%	40.3%	43.9%	-19.7%	-21.0%	#DIV/0!
	11 November	-41,055	-45,696	0	57,547	44,361	0	-0.71	-1.03	#DIV/0!	41.5%	42.7%	42.7%	-19.6%	-23.3%	#DIV/0!
	12 December	-43,334	-20,595	0	62,205	25,020	0	-0.70	-0.82	#DIV/0!	45.6%	38.5%	42.5%	-23.3%	-17.6%	#DIV/0!
	Last Month	-75,966	-48,613	-19,243	75,412	69,256	21,901	-1.01	-0.70	-0.88	40.9%	45.6%	35.3%	-22.4%	-24.6%	-16.0%
	YoY%	-36.0%	-60.4%	-60.4%	-8.2%	-68.4%	-68.4%	-30.3%	-25.2%	-25.2%	17.5%	22.7%	22.7%	9.5%	9.5%	-34.7%

CVR + Analysis   Zoey Supplies												in USD				
as of January																
Key Analysis	Sessions			Sessions CVR			Orders			Net AOV			OPSNDTe (Net of Tax & Discounts)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	95,394	75,767	65,626	26.3%	30.3%	34.7%	25,114	22,977	22,748	30.37	31.28	32.68	762,628	718,783	743,367
	2 February	82,084	76,797	58,444	27.2%	29.4%	35.9%	22,347	22,569	20,961	30.80	32.47	33.43	688,299	732,856	700,828
	3 March	101,662	74,617	1,539	28.0%	31.9%	31.1%	28,347	23,797	478	30.58	31.92	30.23	866,917	759,507	14,448
	4 April	89,294	77,307	0	28.4%	32.7%	#DIV/0!	25,374	25,296	0	31.91	31.44	#DIV/0!	809,616	795,217	0
	5 May	100,234	78,320	0	29.8%	31.1%	#DIV/0!	25,869	24,370	0	31.01	32.94	#DIV/0!	926,342	802,865	0
	6 June	94,743	71,473	0	29.5%	31.5%	#DIV/0!	27,968	22,519	0	30.01	32.20	#DIV/0!	839,430	725,098	0
	7 July	95,593	59,539	0	29.6%	29.0%	#DIV/0!	30,771	26,238	0	29.58	29.81	#DIV/0!	848,158	713,851	0
	8 August	107,214	85,178	0	29.6%	38.5%	#DIV/0!	31,329	26,238	0	29.59	29.52	#DIV/0!	839,218	892,724	0
	9 September	87,003	71,704	0	28.8%	33.6%	#DIV/0!	25,035	24,085	0	32.01	33.28	#DIV/0!	801,381	801,664	0
	10 October	92,403	89,284	0	27.6%	33.4%	#DIV/0!	25,542	29,810	0	31.93	32.07	#DIV/0!	815,566	956,067	0
	11 November	87,618	78,378	0	27.3%	32.7%	#DIV/0!	23,959	25,645	0	30.95	30.15	#DIV/0!	741,570	773,122	0
	12 December	67,776	69,603	0	29.8%	34.4%	#DIV/0!	20,194	23,945	0	29.57	31.08	#DIV/0!	597,170	744,154	0
Last Month	95,594	75,767	65,626	26.3%	30.3%	34.7%	25,114	22,977	22,748	30.4	31.3	32.7	762,628	718,783	743,367	
YoY%	-20.7%	-20.7%	-13.4%	15.4%	14.3%	14.3%				3.0%	3.0%	4.5%		-5.7%	3.4%	
Extended KPI Analysis	Page Views			Page Views CVR			Units Sold			Net ASP			Units per Order			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	124,443	118,800	86,421	25.3%	23.9%	32.1%	33,425	26,281	27,705	24.27	25.33	26.83	1.25	1.24	1.22
	2 February	106,594	130,941	76,350	26.2%	23.3%	33.4%	27,928	27,835	25,455	24.65	26.33	27.53	1.25	1.23	1.21
	3 March	130,607	129,955	21,030	27.4%	22.6%	26.6%	35,782	35,351	33,8	24.23	25.88	26.81	1.26	1.23	1.13
	4 April	115,521	143,524	0	28.2%	22.1%	#DIV/0!	32,572	31,669	0	24.86	25.11	#DIV/0!	1.28	1.25	#DIV/0!
	5 May	129,089	163,302	0	29.6%	19.2%	#DIV/0!	38,213	31,311	0	24.24	25.64	#DIV/0!	1.28	1.28	#DIV/0!
	6 June	122,925	157,449	0	28.7%	18.0%	#DIV/0!	35,281	28,342	0	23.79	25.58	#DIV/0!	1.26	1.26	#DIV/0!
	7 July	151,988	182,403	0	26.3%	38.4%	#DIV/0!	39,975	33,441	0	22.22	24.34	#DIV/0!	1.22	1.23	#DIV/0!
	8 August	141,370	110,422	0	27.7%	33.4%	#DIV/0!	39,145	36,859	0	23.99	24.22	#DIV/0!	1.23	1.22	#DIV/0!
	9 September	114,198	93,470	0	27.4%	32.5%	#DIV/0!	31,200	29,850	0	25.59	26.21	#DIV/0!	1.25	1.21	#DIV/0!
	10 October	117,476	146,210	0	27.0%	30.9%	#DIV/0!	31,783	35,958	0	25.66	26.59	#DIV/0!	1.24	1.21	#DIV/0!
	11 November	113,314	104,295	0	25.5%	29.0%	#DIV/0!	28,942	30,283	0	25.62	25.53	#DIV/0!	1.21	1.18	#DIV/0!
	12 December	91,856	91,847	0	26.4%	30.6%	#DIV/0!	24,391	28,107	0	24.58	26.48	#DIV/0!	1.20	1.17	#DIV/0!
Last Month	124,343	118,800	86,421	25%	24%	32%	31,425	28,381	27,705	24.27	25.33	26.83	1.25	1.24	1.22	
YoY%	-4.5%	-27.3%	-27.3%	-5.5%	34.2%	34.2%				4.4%	5.9%		1.07	0.93	#DIV/0!	
Ratio Analysis	PPC Orders			Page views/Sessions Ratio			Refund Rate			Paid Traffic CVR			Paid CVR vs Total CVR Ratio			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	10,437	11,023	9,641	1.30	1.57	1.32	1.33	1.38	1.18%	29.3%	27.6%	28.3%	1.16	1.16	0.88
	2 February	8,745	10,795	8,710	1.30	1.71	1.31	1.60	1.23	0.51%	29.0%	24.89	27.9	1.11	1.17	0.84
	3 March	10,497	10,795	188	1.29	1.67	1.32	1.50	1.82	0.50%	30.31	25.31	25.0	1.13	1.16	0.79
	4 April	9,315	10,727	0	1.29	1.86	#DIV/0!	1,301	1,199	#DIV/0!	23.51	25.58	#DIV/0!	1.05	1.16	#DIV/0!
	5 May	11,472	10,593	0	1.29	2.08	#DIV/0!	1,441	1,245	#DIV/0!	30.11	27.18	#DIV/0!	1.02	1.42	#DIV/0!
	6 June	11,084	9,784	0	1.30	2.20	#DIV/0!	1,511	1.35	#DIV/0!	29.98	27.3%	#DIV/0!	1.04	1.52	#DIV/0!
	7 July	12,810	11,854	0	1.28	2.01	#DIV/0!	1,311	1.39	#DIV/0!	27.11	26.08	#DIV/0!	1.03	1.42	#DIV/0!
	8 August	13,413	12,335	0	1.32	1.30	#DIV/0!	1,311	1.26	#DIV/0!	27.99	26.4%	#DIV/0!	1.01	0.78	#DIV/0!
	9 September	11,765	9,959	0	1.31	1.30	#DIV/0!	1,422	1.45	#DIV/0!	29.38	26.9%	#DIV/0!	1.07	0.84	#DIV/0!
	10 October	11,518	13,346	0	1.27	1.30	#DIV/0!	1,711	1.689	#DIV/0!	29.06	29.2%	#DIV/0!	1.07	0.95	#DIV/0!
	11 November	10,860	11,368	0	1.29	1.33	#DIV/0!	1,588	1.616	#DIV/0!	27.44	27.19	#DIV/0!	1.07	0.93	#DIV/0!
	12 December	9,591	10,338	0	1.36	1.32	#DIV/0!	1,301	1.809	#DIV/0!	28.41	28.8%	#DIV/0!	1.08	0.94	#DIV/0!
Last Month	10,437	11,023	9,641	1.30	1.57	1.32	1.33	1.48	1.2%	4.1%	29.3%	27.6%	28.3%	1.16	1.16	0.88
YoY%	5.6%	-12.5%	-12.5%	20.5%	-16.0%				-14.5%		-5.5%	2.4%			-10.5%	
Marketing KPIs	PPC Spend			Paid Clicks			Cost per Click			Paid Traffic as % of Total Traffic			PPC as % of Net Revenue (OPSNDTe)			
	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025	
	1 January	-61,657	-78,547	-77,791	35,672	39,867	34,048	-1.73	-1.97	-2.28	28.7%	33.6%	39.4%	-8.1%	-10.9%	-10.5%
	2 February	-53,189	-81,666	-74,944	30,157	43,480	31,185	-1.76	-1.88	-2.40	28.3%	33.2%	40.9%	-7.7%	-11.1%	-10.7%
	3 March	-60,707	-78,186	-2,159	35,600	42,335	894	-1.71	-1.85	-2.41	27.3%	32.6%	44.0%	-7.0%	-10.3%	-14.9%
	4 April	-54,192	-82,199	0	31,543	42,079	0	-1.72	-1.95	#DIV/0!	27.3%	29.3%	#DIV/0!	-6.7%	-10.3%	#DIV/0!
	5 May	-63,988	-79,363	0	38,076	39,018	0	-1.68	-2.04	#DIV/0!	29.5%	23.9%	#DIV/0!	-6.9%	-10.0%	#DIV/0!
	6 June	-70,503	-73,470	0	37,179	37,780	0	-1.59	-2.04	#DIV/0!	30.0%	22.9%	#DIV/0!	-7.0%	-11.1%	#DIV/0!
	7 July	-10,123	-30,370	0	47,465	45,549	0	-1.48	-1.98	#DIV/0!	31.1%	25.0%	#DIV/0!	-7.9%	-11.1%	#DIV/0!
	8 August	-86,442	-88,237	0	48,082	46,748	0	-1.80	-1.89	#DIV/0!	34.0%	42.3%	#DIV/0!	-9.2%	-9.9%	#DIV/0!
	9 September	-80,614	-79,901	0	40,201	37,009	0	-2.01	-2.16	#DIV/0!	35.2%	39.8%	#DIV/0!	-10.1%	-10.0%	#DIV/0!
	10 October	-82,955	-100,954	0	39,733	46,295	0	-2.09	-2.18	#DIV/0!	33.8%	39.8%	#DIV/0!	-10.2%	-10.6%	#DIV/0!
	11 November	-89,433	-89,122	0	39,651	41,954	0	-2.26	-2.12	#DIV/0!	35.0%	40.2%	#DIV/0!	-12.1%	-11.5%	#DIV/0!
	12 December	-68,852	-79,184	0	33,764	35,906	0	-2.04	-2.21	#DIV/0!	36.7%	39.1%	#DIV/0!	-11.5%	-10.6%	#DIV/0!
Last Month	-61,657	-78,547	-77,791	35,672	39,867	34,048	-1.73	-1.97	-2.28	28.7%	33.6%	39.4%	-8.1%	-10.9%	-10.5%	
YoY%	27.4%	-1.0%	-1.0%	11.8%	-14.6%					16.0%	17.0%	17.4%	35.2%	-4.2%		