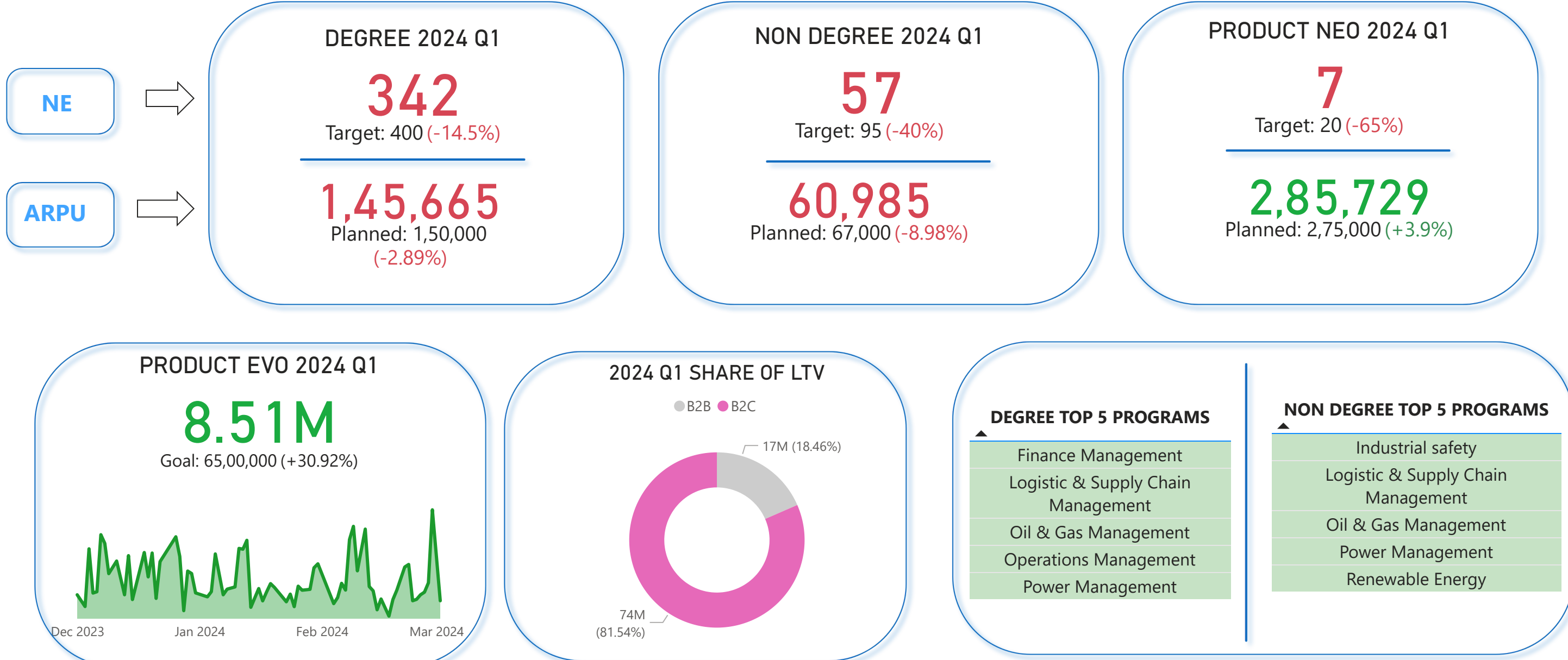


2024 Q1 KPI



B2C YOY - Quarter - NE & LTV



VERTICAL WISE YOY / MOM ENROLLMENTS

Flagging	FY22			FY23							FY24				
Month	Product Ice	Product ND	Product PD	Product Evans	Product Evo	Product Ice	Product Job	Product ND	Product Neo	Product PD	Product Evans	Product Evo	Product ND	Product Neo	Product PD
January		34	120		72	2		11	1	68	10	53	25		201
February		21	131		81	17		13		80	3	62	18	5	96
March		15	57	1	97	3		21	5	97		9			20
April		18	54		84	1		24	12	25					
May		29	54		101			74	5						
June	2	24	11	4	83			54							
July	4	23		10	87			48	1	169					
August	9	24	46	13	71			62	5	202					
September	6	21	136	8	82		1	22	7	149					
October	7	9	103	9	70		2	18	7	117					
November	6	5	87	4	54		2	15	6	18					
December		7	27		64	10		6		26	6	81	14	2	36
Total	34	230	826	49	946	33	5	368	49	951	19	205	57	7	353

VERTICAL WISE YOY / MOM LTV

Flagging	FY22			FY23							FY24				
Month	Product Ice	Product ND	Product PD	Product Evans	Product Evo	Product Ice	Product Job	Product ND	Product Neo	Product PD	Product Evans	Product Evo	Product ND	Product Neo	Product PD
January		1.83M	14.98M		3.99M	0.18M		0.74M	0.33M	9.76M	1.11M	4.97M	1.53M		28.95M
February		1.20M	16.21M		4.51M	1.59M		0.92M		11.56M	0.39M	5.16M	1.19M	1.44M	14.13M
March		0.95M	7.09M	0.05M	5.70M	0.29M		1.26M	1.44M	13.81M		0.97M			3.28M
April		1.13M	7.04M		5.38M	0.09M		1.46M	2.61M	3.57M					
May		1.91M	7.03M		6.23M			3.79M	1.29M						
June	0.17M	1.63M	1.53M	0.13M	5.03M			2.87M							
July	0.38M	1.40M		0.82M	6.36M			2.50M	0.25M	25.84M					
August	0.65M	1.34M	6.19M	0.99M	5.12M			3.46M	1.42M	29.59M					
September	0.68M	1.43M	18.28M	0.69M	6.55M		0.05M	1.33M	2.15M	21.04M					
October	0.71M	0.61M	12.97M	0.86M	5.44M		0.10M	1.03M	1.90M	15.68M					
November	0.55M	0.26M	11.15M	0.40M	4.03M		0.10M	0.87M	1.37M	2.40M					
December		0.50M	3.33M		3.49M	0.96M		0.33M		3.90M	0.56M	6.28M	0.76M	0.56M	5.31M
Total	3.15M	14.20M	105.79M	3.94M	61.83M	3.11M	0.24M	20.58M	12.76M	137.16M	2.06M	17.38M	3.48M	2.00M	51.66M

B2B YOY - Quarter - NE & LTV



VERTICAL WISE YOY / MOM LTV

Flagging	FY21			FY22			FY23		FY24		
Month	Product ND	Product PD	Product Evo	Product Ice	Product ND	Product PD	Product ND	Product PD	Product Evo	Product ND	Product PD
January	17	28			18	48	17	16		1	54
February	153	31	38		295	32	469	61		1	56
March	87	20			136	24	9	24	1		10
April	45	26			126	2		15			
May	107	17			325	9	1				
June	1	44	1		2	5	2				
July	62	40	3		3			30			
August	52	30		2	714		1041	149			
September	58	68	10		10	48	3	140			
October	21	38	38		25	31	12	120			
November	91	127	21		758	232	792				
December	400	36				10	2	1		1	10
Total	1094	505	111	2	2412	441	2348	556	1	3	130

VERTICAL WISE YOY / MOM LTV

Flagging	FY21		FY22				FY23		FY24		
Month	Product ND	Product PD	Product Evo	Product Ice	Product ND	Product PD	Product ND	Product PD	Product Evo	Product ND	Product PD
January	0.76M	3.59M			0.74M	6.05M	0.67M	1.96M		0.06M	6.85M
February	2.98M	4.05M	0.45M		4.11M	4.15M	5.71M	7.27M		0.09M	7.36M
March	1.87M	2.52M			2.77M	3.19M	0.37M	2.95M	0.08M		1.42M
April	0.83M	3.08M			2.39M	0.26M		1.86M			
May	1.91M	2.17M			3.62M	1.17M	0.04M				
June	0.09M	5.15M	0.12M		0.12M	0.71M	0.13M				
July	1.38M	4.64M	0.45M		0.20M			3.72M			
August	1.13M	3.57M		0.20M	8.93M		13.08M	18.82M			
September	1.16M	8.62M	0.24M		0.44M	6.06M	0.20M	17.71M			
October	0.69M	4.52M	0.95M		0.64M	3.70M	0.94M	15.42M			
November	1.68M	6.61M	0.50M		10.22M	33.61M	11.19M				
December	4.70M	4.92M				1.31M	0.09M	0.12M		0.03M	1.31M
Total	19.16M	53.44M	2.70M	0.20M	34.17M	60.20M	32.41M	69.82M	0.08M	0.18M	16.94M