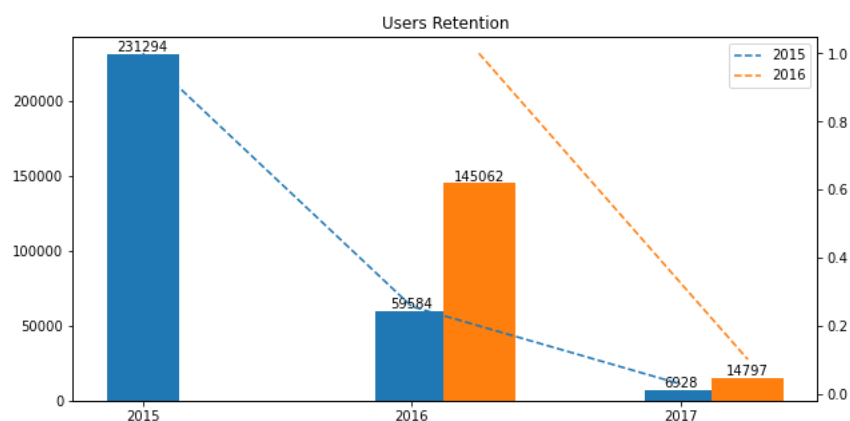
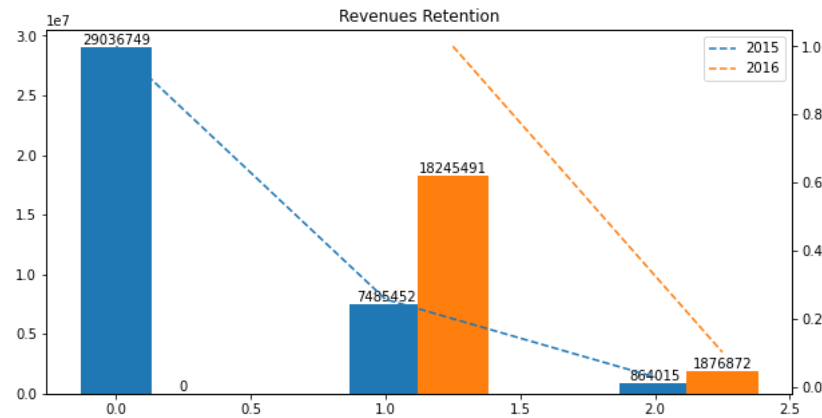


	2015	2016	2017
Total revenue for the current year	29,036,749	25,730,944	31,417,495
• New Customer Revenue	29,036,749	18,245,491	28,676,608
• Existing Customer Growth.	231,294	145,062	228,262
• Revenue lost from attrition	0	21,551,296	22,990,055
• Existing Customer Revenue Current Year	0	59,584	21,725
• Existing Customer Revenue Prior Year	0	7,465,117	3,489,142
• Total Customers Current Year	231,294	204,646	249,987
• Total Customers Previous Year	0	231,294	435,940
• New Customers	231,294	145,062	228,262
• Lost Customers	0	171,710	182,921

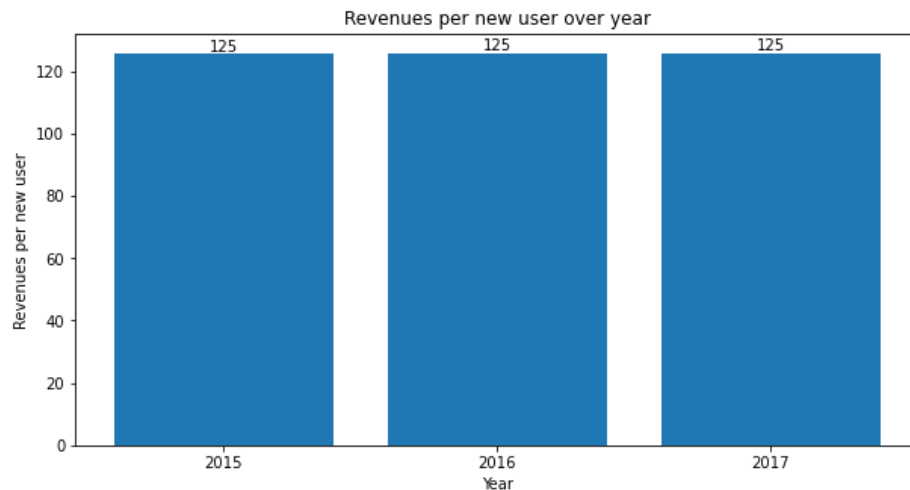
Observations:

- (1) The business went down from 2015 to 2016 and went up from 2016 to 2017
- (2) The retention rate is so low from year to year(Only 3% users from 2015 remain to 2017,only 10% users from 2016 to 2017), the customers' life value is short.





- (3) The prices per users haven't changed much over time (around 125 for three years). It shows that the price does not appreciate.



- (4) The increasing number of new-users can make up for the loss from old-customers. In 2016, 70% of revenues and users comes from new user while in 2017, more than 90% of revenues and users comes from new user. It shows that the products is getting harder to remain users.

