£1.3M
Total Revenue

£158
Average Order Value

271
Active Customers (30D)

44.7%
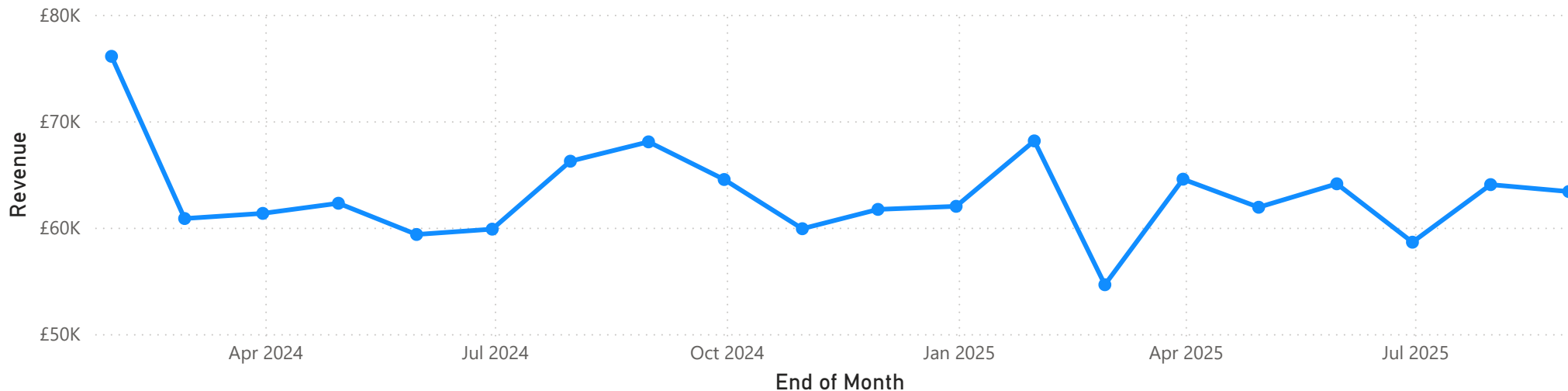Late Settlements

8.72
Average Days to Settle

58.5%
Cohort Retention (30D)
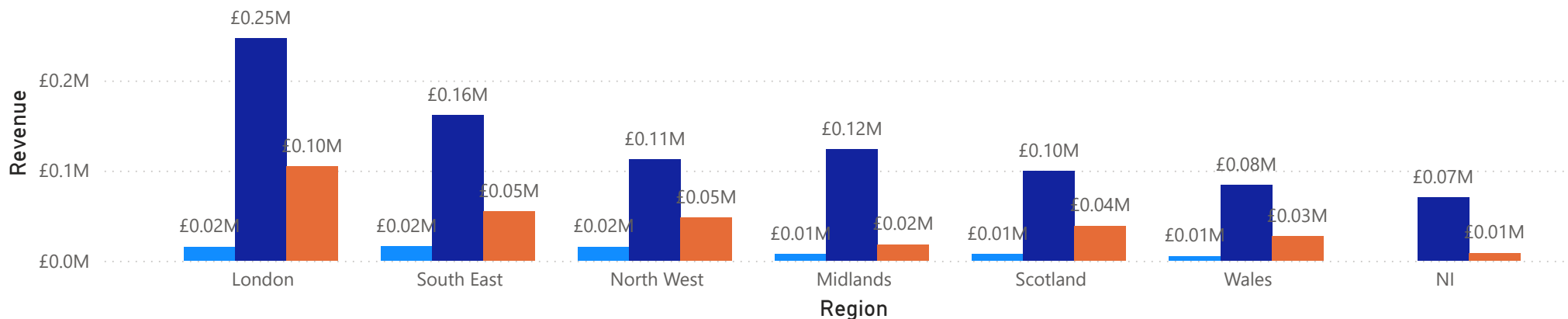
Customer Segment ⌄
- ☐ Premier
- ☐ Retail
- ☐ SME

Product Category ⌄
- ☐ Credit Card
- ☐ Current Account
- ☐ Loan
- ☐ Savings

End of Month ⌄
- ☐ 31 January 2024
- ☐ 29 February 2024
- ☐ 31 March 2024
- ☐ 30 April 2024
- ☐ 31 May 2024
- ☐ 30 June 2024
- ☐ 31 July 2024

Monthly Revenue

Revenue (£80K, £70K, £60K, £50K)

End of Month: Apr 2024, Jul 2024, Oct 2024, Jan 2025, Apr 2025, Jul 2025

Total Revenue by Region & Segment

Segment ● Premier ● Retail ● SME

Revenue (£0.25M, £0.2M, £0.1M, £0.0M)

London: £0.02M, £0.25M, £0.10M
South East: £0.02M, £0.16M, £0.05M
North West: £0.02M, £0.11M, £0.05M
Midlands: £0.01M, £0.12M, £0.02M
Scotland: £0.01M, £0.10M, £0.04M
Wales: £0.01M, £0.08M, £0.03M
NI: £0.07M, £0.01M

Region

£563.9K

Late Settlement Revenue

Customer Segment ⌄
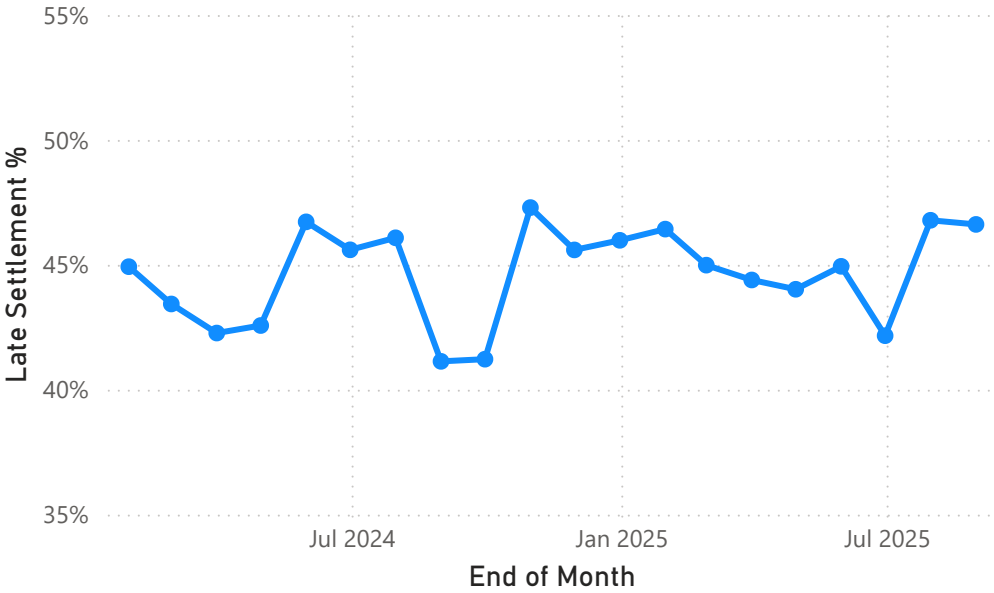
☐ Premier
☐ Retail
☐ SME

Product Category ⌄

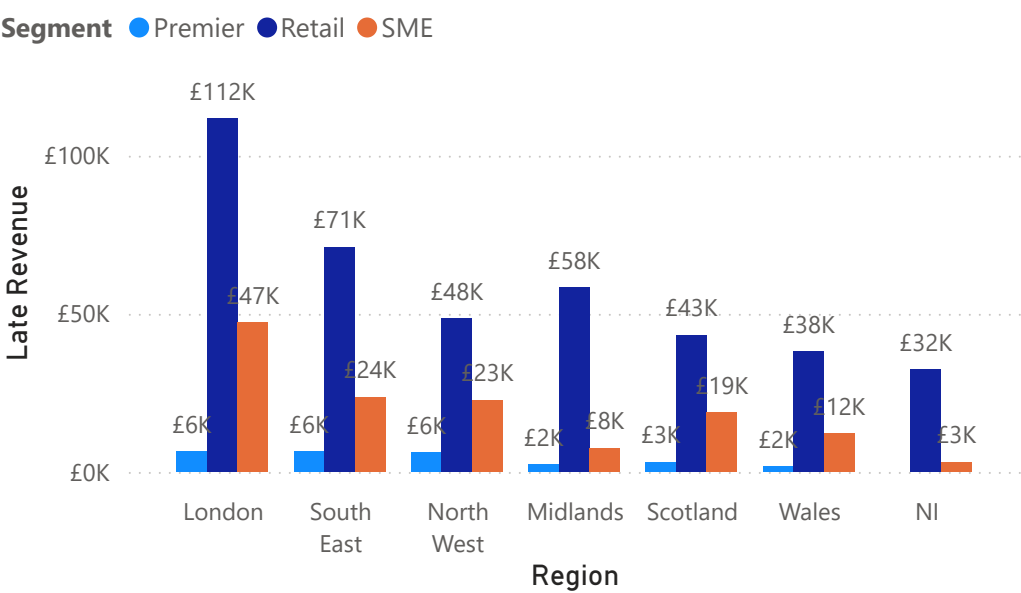☐ Credit Card
☐ Current Account
☐ Loan
☐ Savings

End of Month ⌄

☐ 31 January 2024
☐ 29 February 2024
☐ 31 March 2024
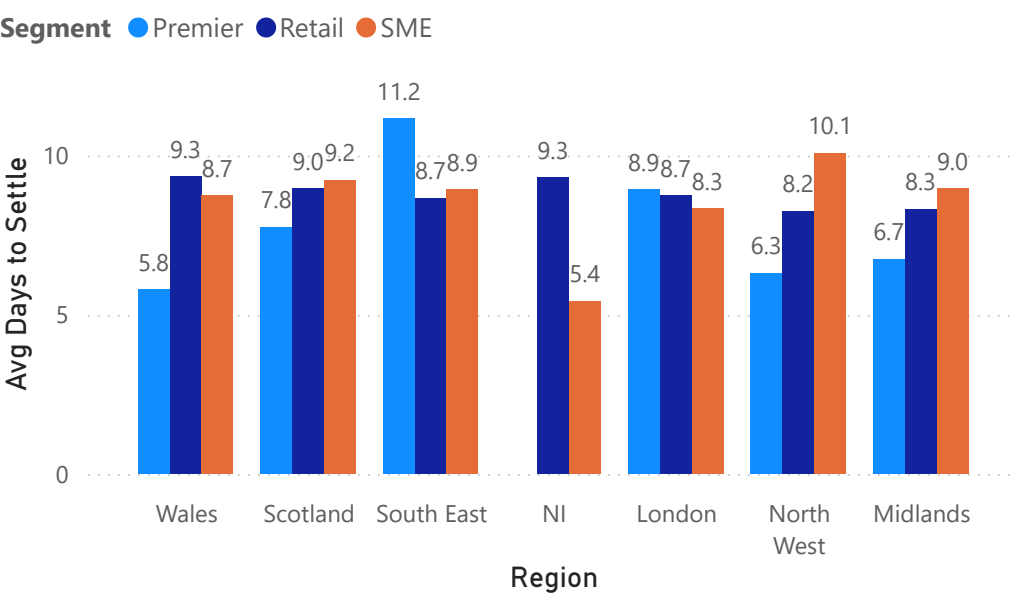☐ 30 April 2024
☐ 31 May 2024
☐ 30 June 2024
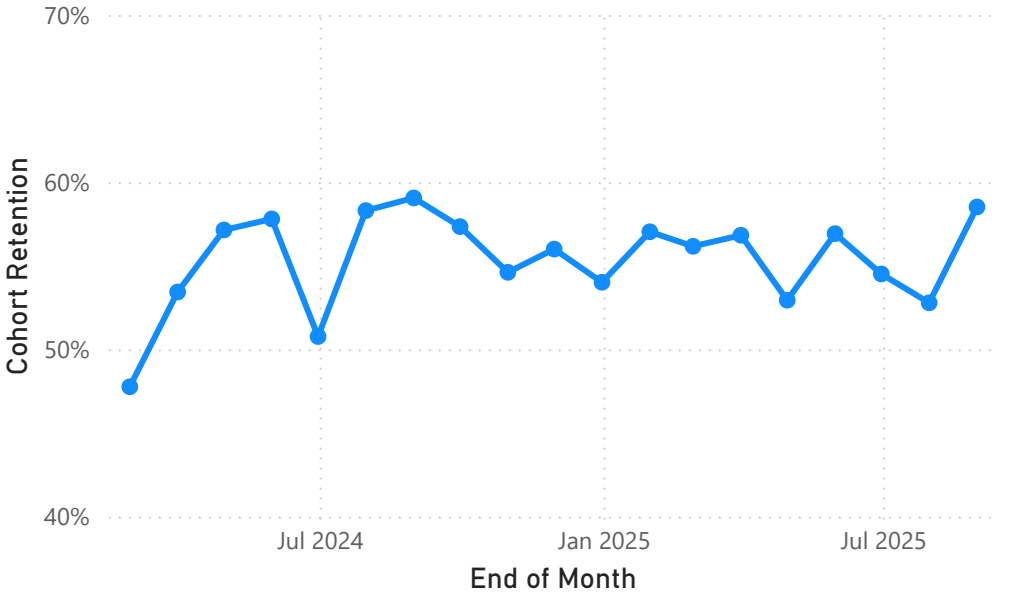☐ 31 July 2024

Late Settlement % (Monthly)

Late Settlement Revenue by Region & Segment

Segment ● Premier ● Retail ● SME

Average Days to Settle by Region & Segment

Segment ● Premier ● Retail ● SME

Monthly Cohort Retention

Customer Segment

- [ ] Premier
- [ ] Retail
- [ ] SME

Product Category

- [ ] Credit Card
- [ ] Current Account
- [ ] Loan
- [ ] Savings

End of Month

- [ ] 31 January 2024
- [ ] 29 February 2024
- [ ] 31 March 2024
- [ ] 30 April 2024
- [ ] 31 May 2024
- [ ] 30 June 2024
- [ ] 31 July 2024
- [ ] 31 August 2024
- [ ] 30 September 2024
- [ ] 31 October 2024
- [ ] 30 November 2024

8000
Total Orders

£158
Average Order Value

500
Distinct Customers

271
Active Customers (30D)

58.5%
Cohort Retention (30D EOM)

Product Category Breakdown

Category	Total Revenue	Late Settlement %	Avg Days to Settle	Cohort Retention (30D)
Current Account	£790,324.1	44.3%	8.51	41.4%
Credit Card	£173,536.0	43.7%	8.93	10.9%
Savings	£158,121.5	43.9%	8.68	20.0%
Loan	£139,650.0	49.6%	9.74	10.0%
Total	**£1,261,631.7**	**44.7%**	**8.72**	**58.5%**

Customer Segment Breakdown

Segment	Total Revenue	Late Settlement %	Avg Days to Settle	Cohort Retention (30D)
Retail	£897,398.7	44.9%	8.72	58.7%
SME	£298,479.5	45.0%	8.81	59.7%
Premier	£65,753.4	40.5%	8.27	50.0%
Total	**£1,261,631.7**	**44.7%**	**8.72**	**58.5%**

Customer Region Breakdown

Region	Total Revenue	Late Settlement %	Avg Days to Settle	Cohort Retention (30D)
London	£366,554.7	45.2%	8.63	63.5%
South East	£231,648.1	44.0%	8.89	62.2%
North West	£175,361.5	44.2%	8.57	55.9%
Midlands	£148,930.8	45.4%	8.33	50.0%
Scotland	£145,072.6	45.4%	8.97	54.5%
Wales	£115,725.6	43.5%	9.04	53.8%
NI	£78,338.4	44.3%	8.82	68.8%
Total	**£1,261,631.7**	**44.7%**	**8.72**	**58.5%**