

COHORT ANALYSIS

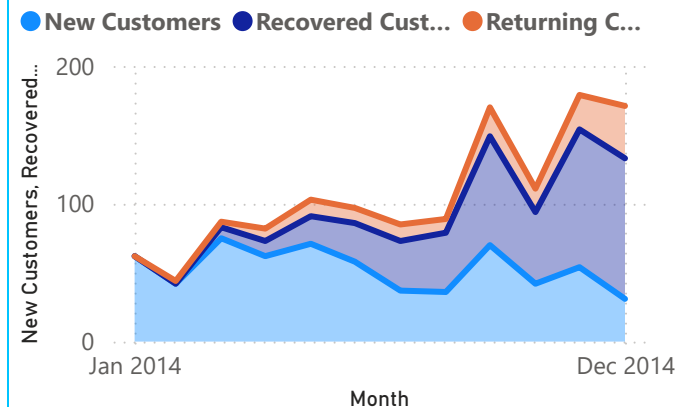
Average Spend

Customers

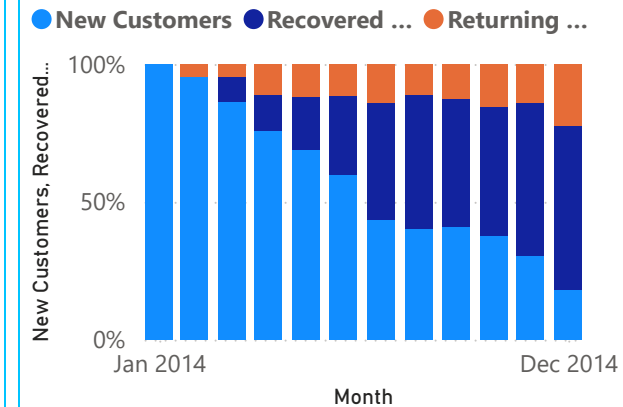
Customers Retained

Cohort	0	1	2	3	4	5	6	7
31/01/2014	588.56	264.06	191.20	239.93	473.46	129.93	253.51	404.41
28/02/2014	277.49	204.69	336.63	441.63	981.03	452.00	585.36	295.41
31/03/2014	338.87	329.17	420.37	423.88	666.16	583.00	571.14	314.81
30/04/2014	354.60	290.59	246.77	244.44	98.68	178.90	1,855.25	114.11
31/05/2014	270.23	443.35	454.67	447.18	313.61	256.90	358.74	272.91
30/06/2014	307.18	138.38	334.80	188.97	183.52	127.45	209.38	
31/07/2014	368.14	389.72	67.25	101.31	883.78	218.65		
31/08/2014	512.43	154.54	428.81	192.49	281.57			
30/09/2014	328.52	20.53	173.33	78.72				
31/10/2014	555.22	1,460.48	836.78					
30/11/2014	383.83	377.05						
31/12/2014	422.07							

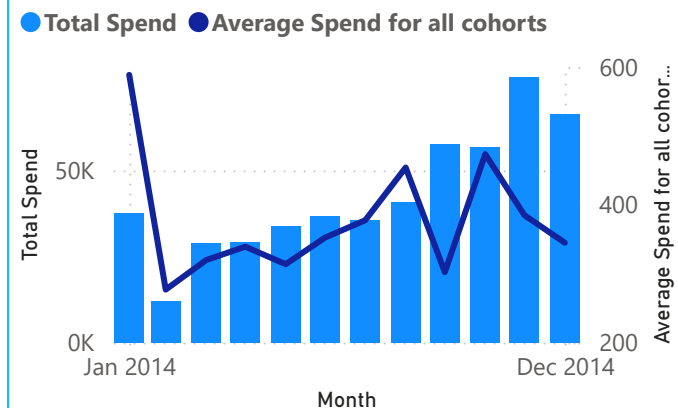
New Customers, Recovered Customers and Returning Customers by Month



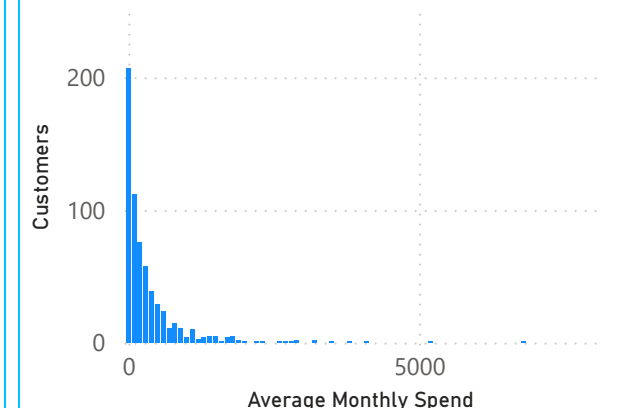
New Customers, Recovered Customers and Returning Customers by Month



Total Spend and Average Spend for all cohorts by Month



Customers and Bin Definition by Average Monthly Spend



COHORT ANALYSIS

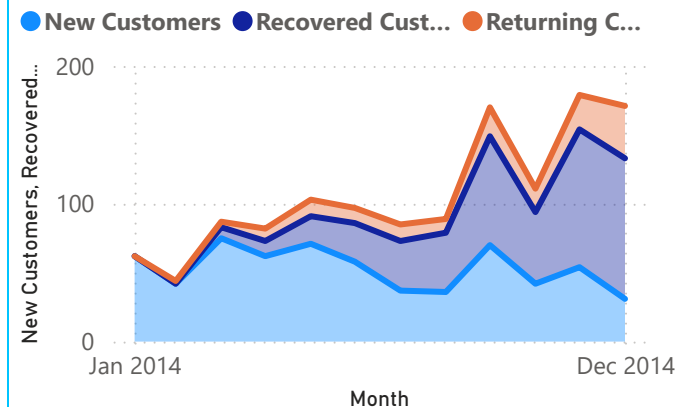
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Customers

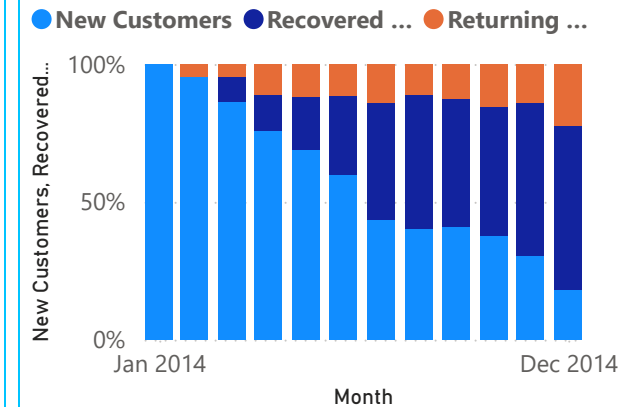
Customers Retained

Cohort ▲	0	1	2	3	4	5	6	7	8	9
31/01/2014	62.00	2.00	8.00	9.00	9.00	3.00	9.00	5.00	12.00	10.0
28/02/2014	42.00	4.00	2.00	6.00	6.00	4.00	5.00	11.00	6.00	8.0
31/03/2014	75.00	9.00	10.00	8.00	10.00	10.00	18.00	11.00	17.00	15.0
30/04/2014	62.00	7.00	14.00	10.00	7.00	15.00	8.00	18.00	22.00	
31/05/2014	71.00	8.00	11.00	13.00	14.00	11.00	19.00	18.00		
30/06/2014	58.00	4.00	8.00	16.00	8.00	12.00	11.00			
31/07/2014	37.00	5.00	4.00	4.00	5.00	9.00				
31/08/2014	36.00	10.00	6.00	10.00	9.00					
30/09/2014	70.00	5.00	14.00	11.00						
31/10/2014	42.00	8.00	7.00							
30/11/2014	54.00	10.00								
31/12/2014	31.00									

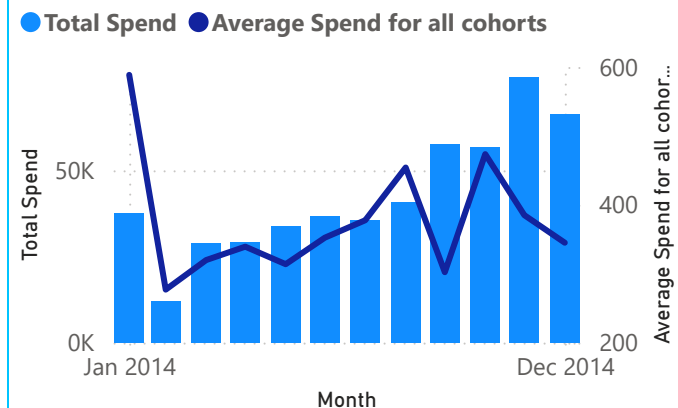
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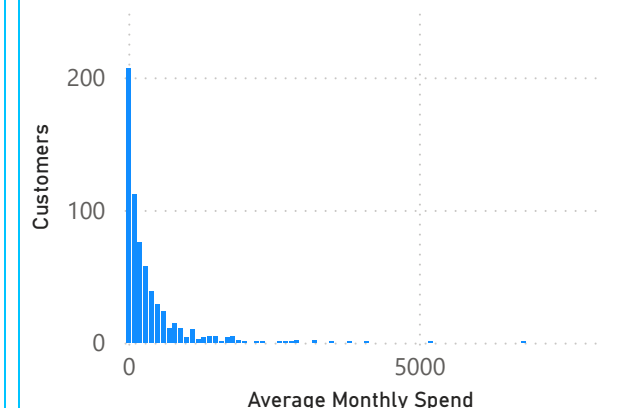
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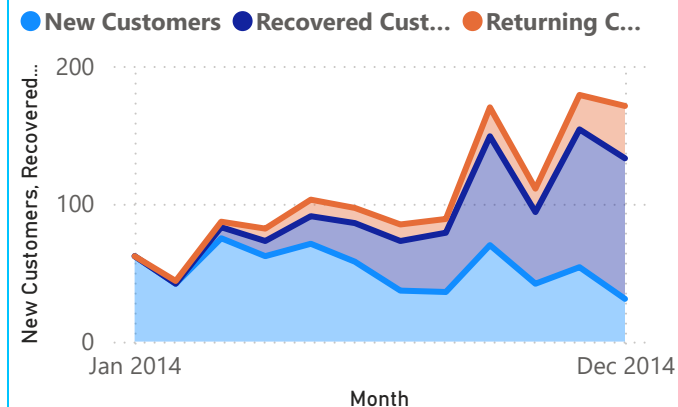
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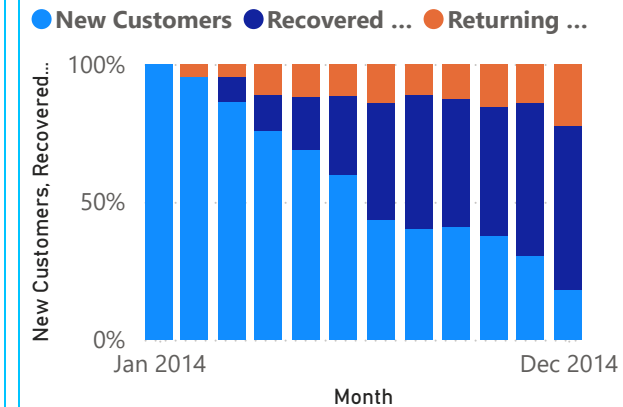
Customers Retained

Cohort	0	1	2	3	4	5	6	7	8	9	10	11
31/01/2014	100%	3%	13%	15%	15%	5%	15%	8%	19%	16%	23%	21%
28/02/2014	100%	10%	5%	14%	14%	10%	12%	26%	14%	19%	24%	
31/03/2014	100%	12%	13%	11%	13%	13%	24%	15%	23%	20%		
30/04/2014	100%	11%	23%	16%	11%	24%	13%	29%	35%			
31/05/2014	100%	11%	15%	18%	20%	15%	27%	25%				
30/06/2014	100%	7%	14%	28%	14%	21%	19%					
31/07/2014	100%	14%	11%	11%	14%	24%						
31/08/2014	100%	28%	17%	28%	25%							
30/09/2014	100%	7%	20%	16%								
31/10/2014	100%	19%	17%									
30/11/2014	100%	19%										
31/12/2014	100%											

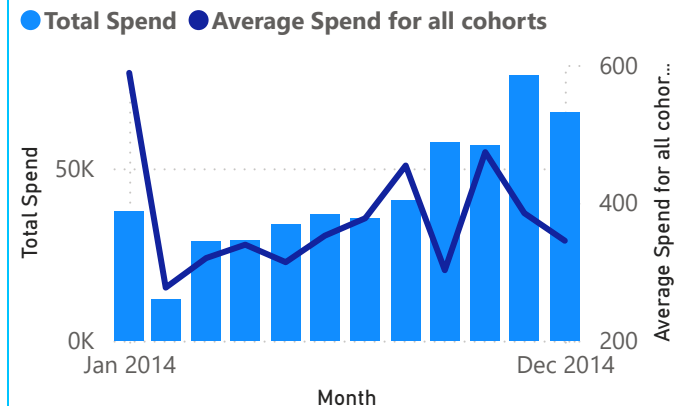
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