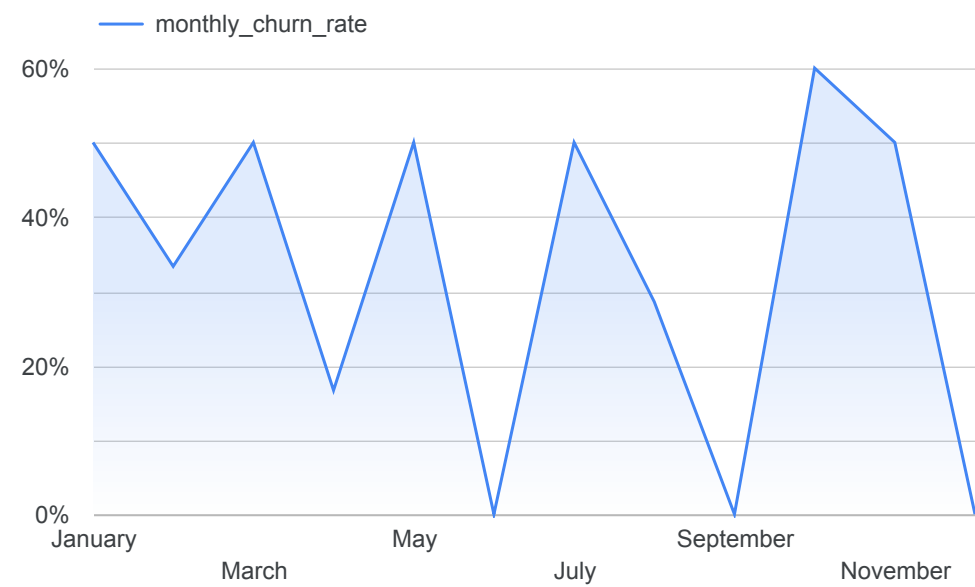
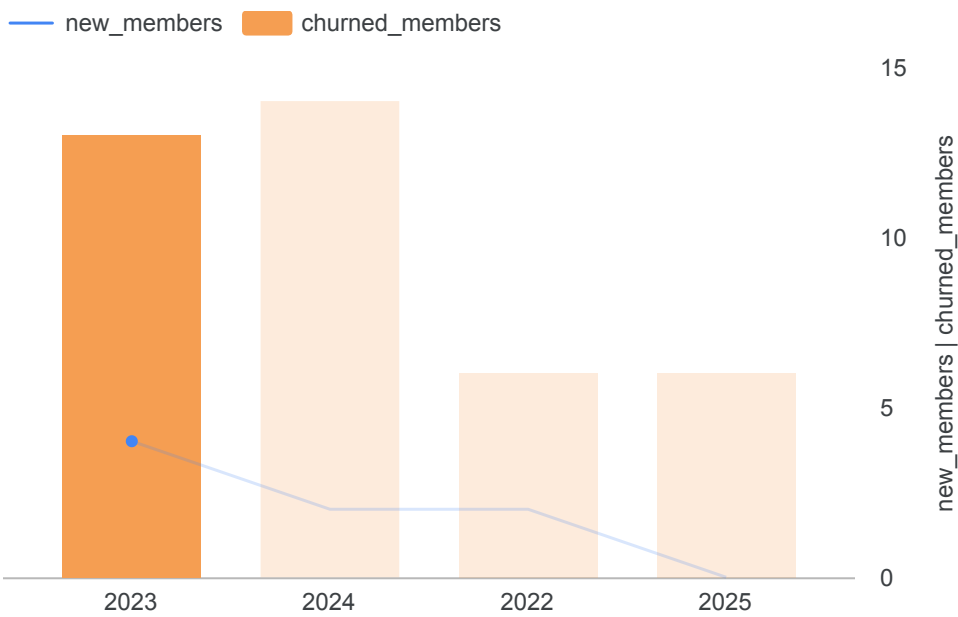


Average Monthly Churn Rate



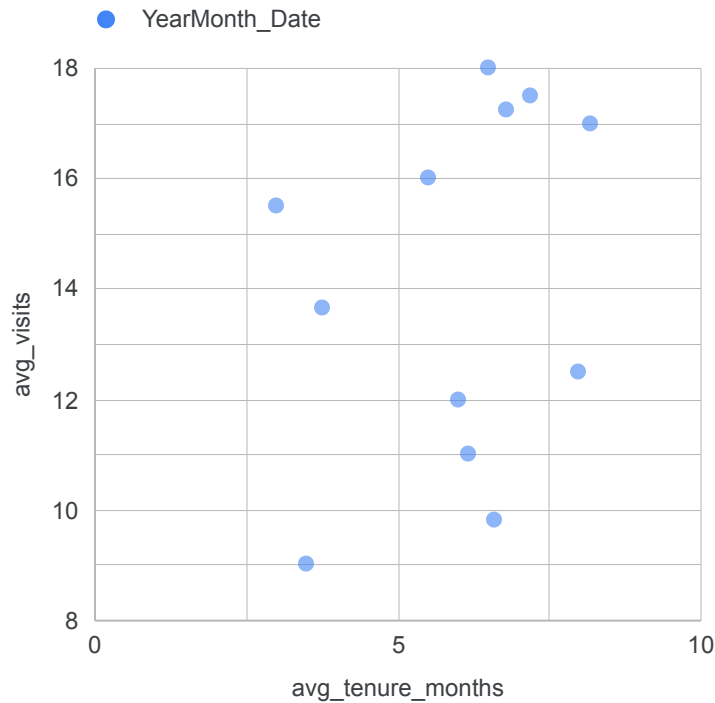
Membership Flow by Year



Average Tenure by Month (2023)...

year / avg_tenure_months	
month	2023
December	6.8
November	8
October	6.6
September	8.2
August	7.2
July	3
June	6.5
May	6
April	6.17
March	3.5
February	5.5
January	3.75

Visits Vs. Tenure by Month



Engagement Rate by Month

