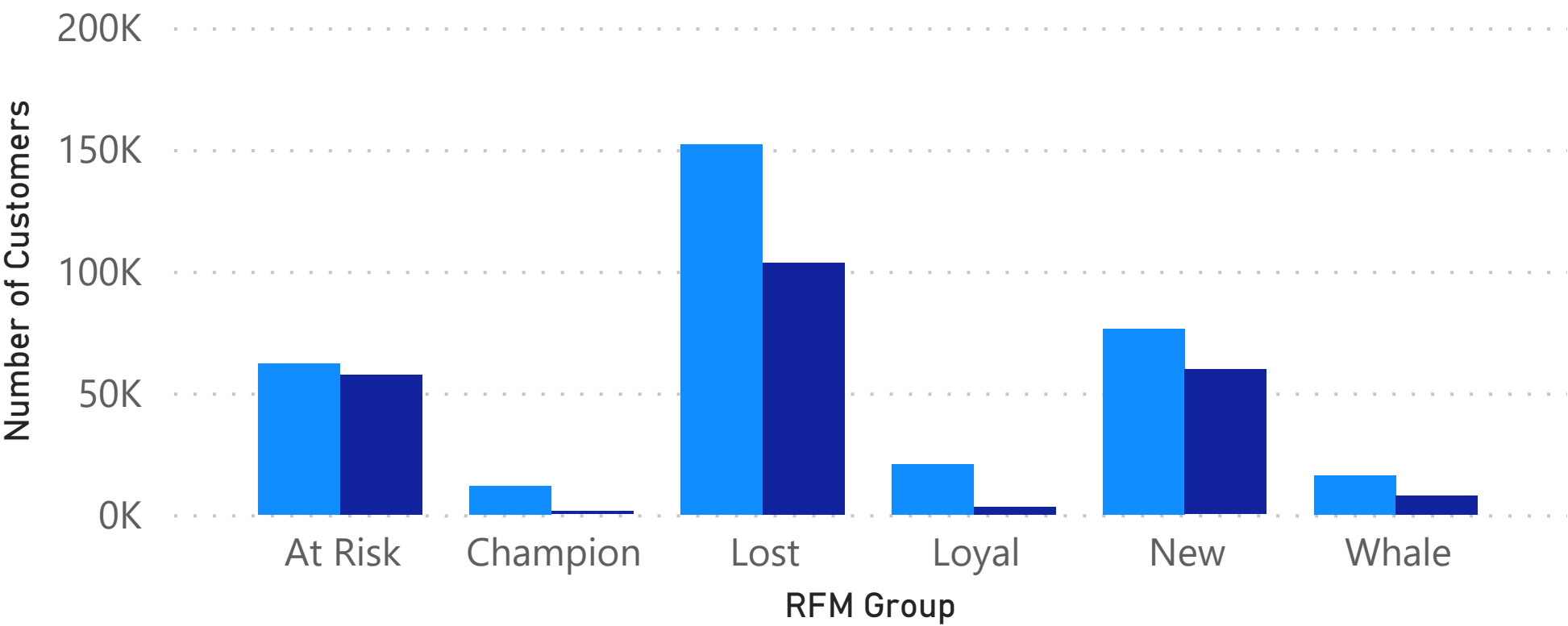


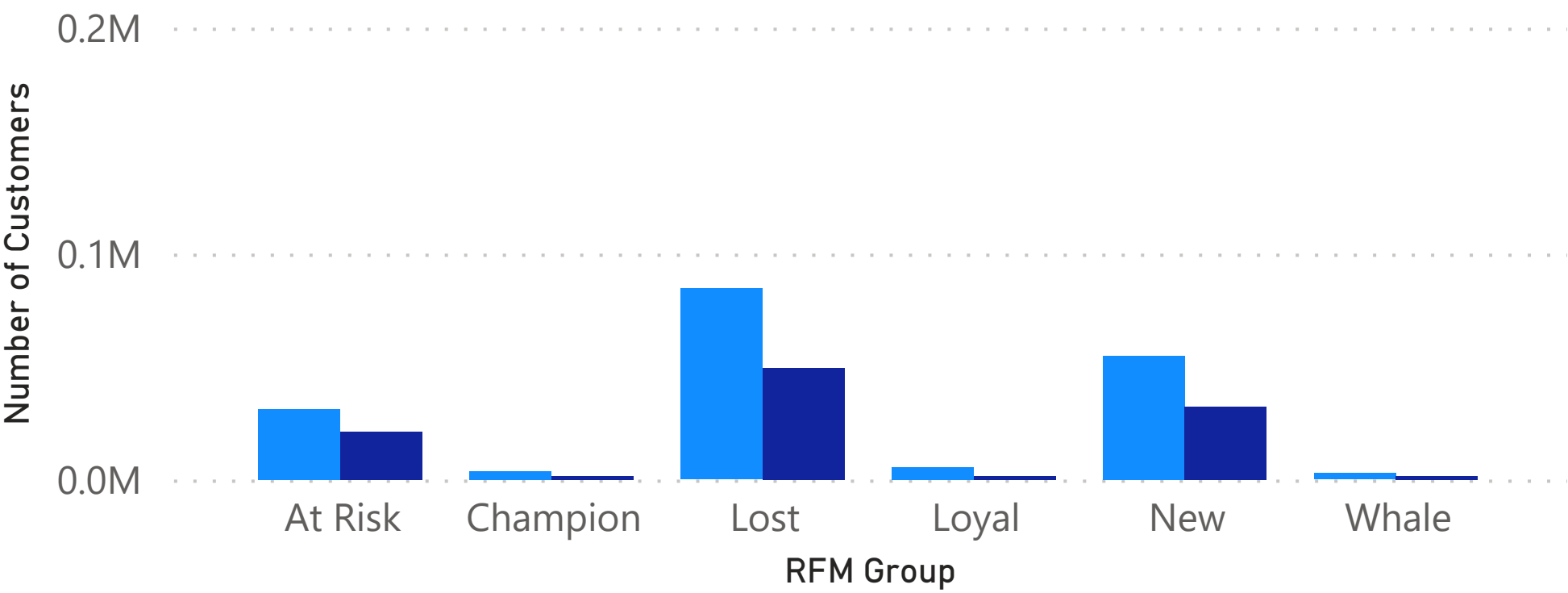
RFM Groups in 2022

User Group Registered User Unregistered User



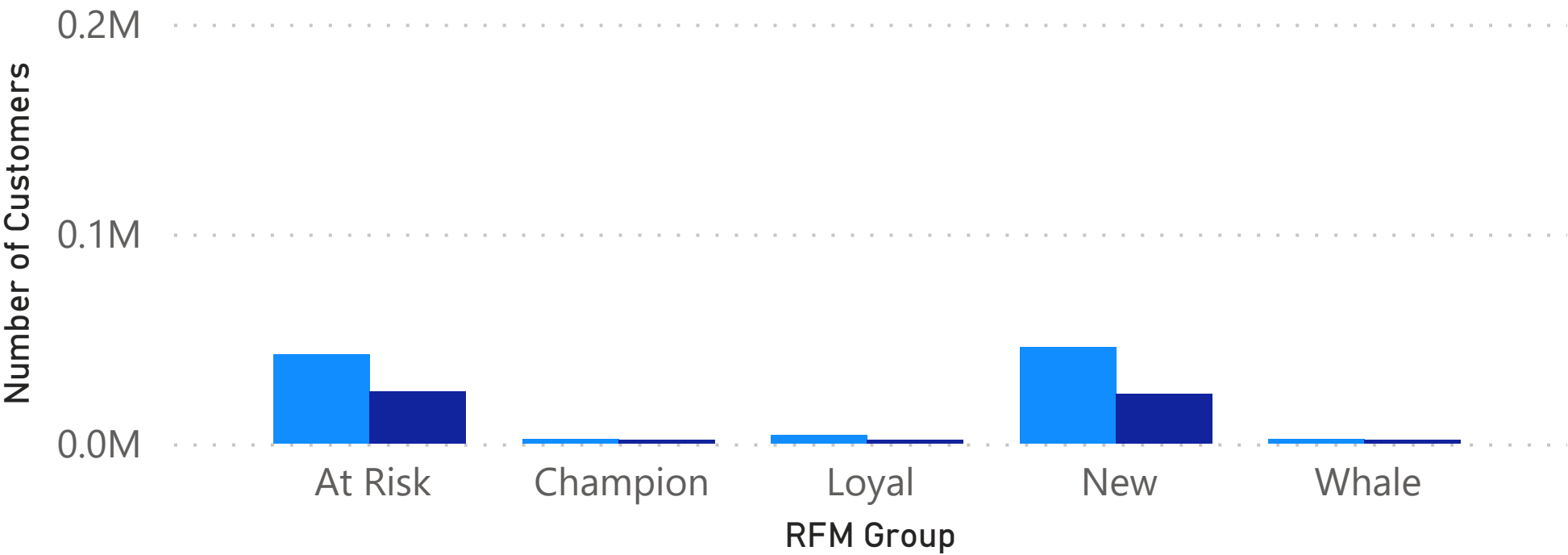
RFM Groups in 2021

User Group Registered User Unregistered User



RFM Groups in 2020

User Group Registered User Unregistered User



RFM Group	Number of Customers	Combinations of Code	12 Month Rolling Revenue
Champion	12191	3	2,757,825.37
At Risk	119363	9	3,184,652.58
New	135687	9	5,430,982.81
Whale	23885	9	3,723,760.48
Loyal	23733	13	1,722,617.76
Lost	255413	14	7,607,357.73
Total	570272	57	24,427,196.73

Comparing Transactions and Revenue across RFM Groups in 2022

RFM Group At Risk Champion Lost Loyal New Whale



RFM Group Count of opt_in_status_2022

At Risk	119363
Champion	12191
Lost	255413
Loyal	23733
New	135687
Whale	23885
Total	570272