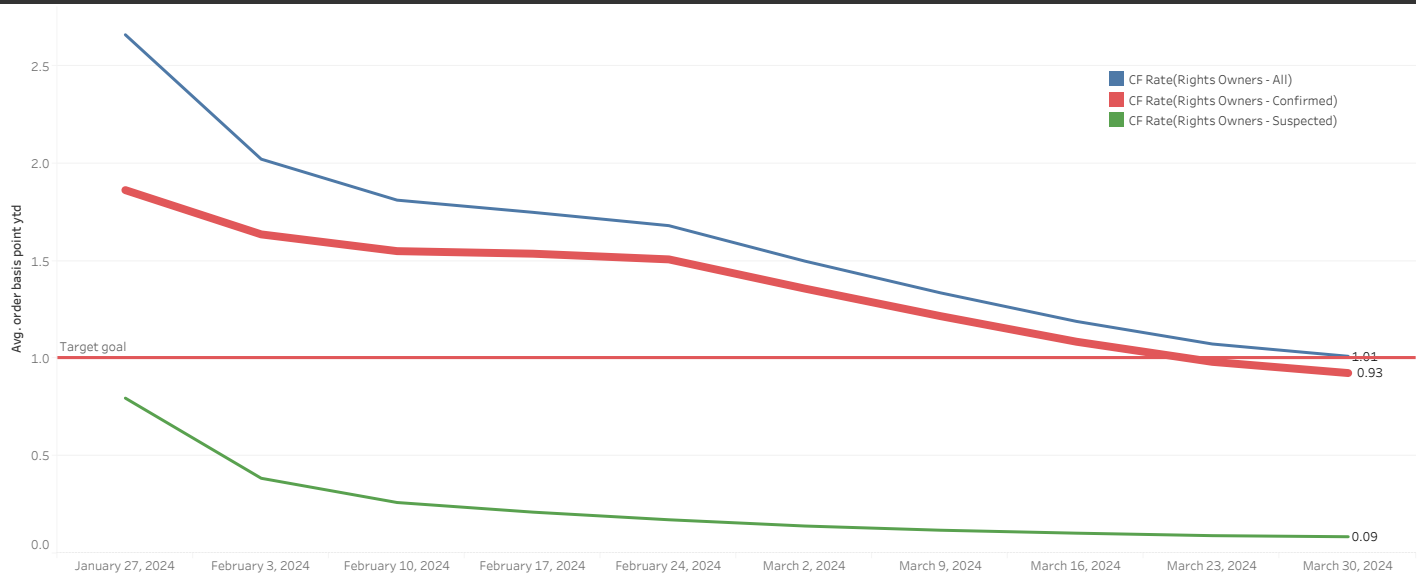


YTD Rights Owners Counterfeit Rate

Last Refreshed Time: 4/1/2024 10:46:27 AM



*Counterfeit Rate in bps = number of counterfeit orders / number of total orders * 10000

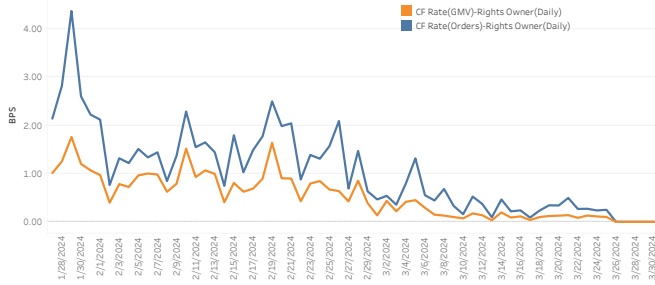
* Include only closed claims

* Look back 30 days from claim date for the Counterfeit orders

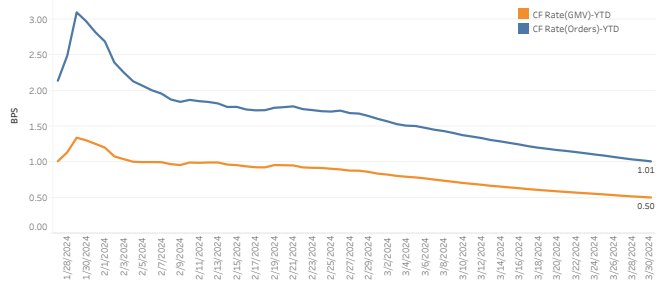
* Rights owners - All included Rights owners - Confirmed and Rights owners - Suspected

FY-25 Counterfeit Rate Tracking

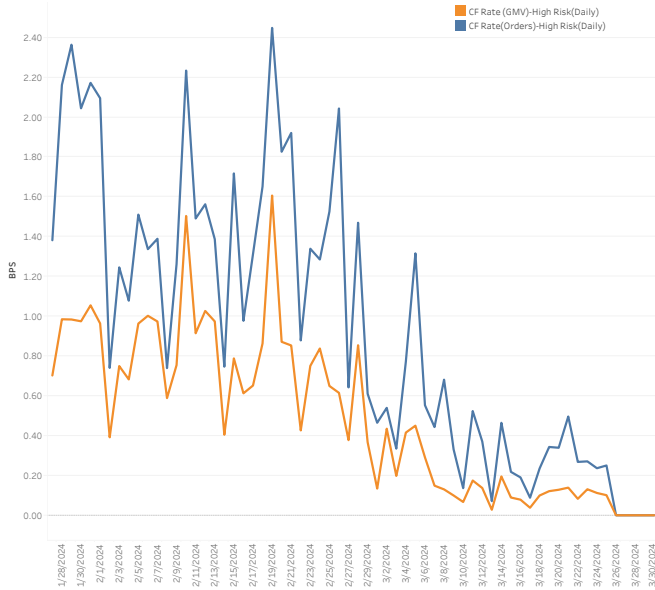
CF Rate (Daily) - (High Risk + Low Risk) for RO only



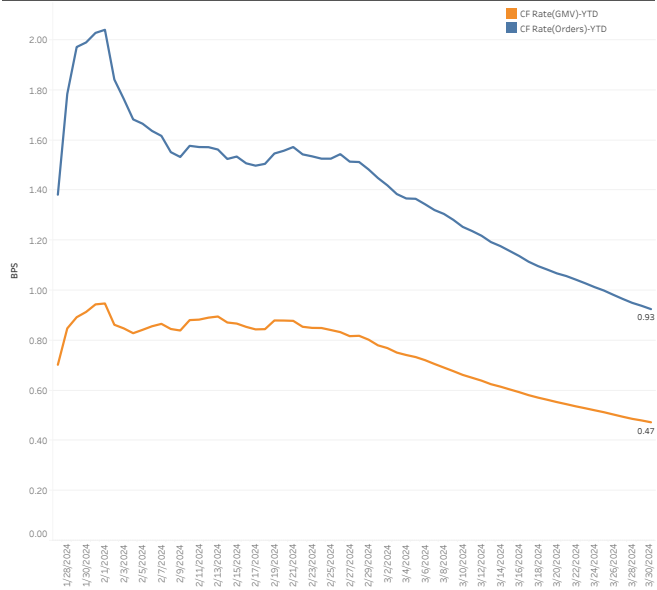
CF Rate (YTD) - (High Risk + Low Risk) for RO only



CF Rate (Daily) - High Risk

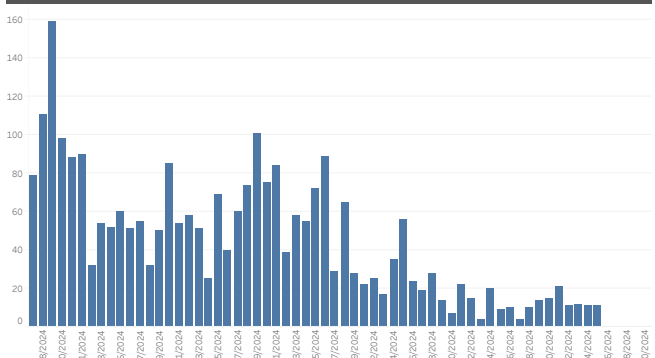


CF Rate (YTD) - High Risk

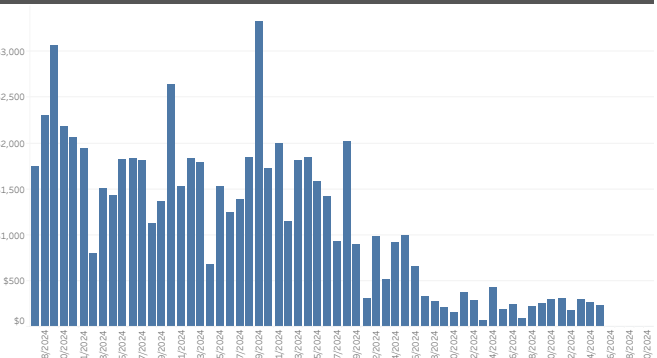


* Daily Counterfeit Rate calculation is based on GMV/Orders and Counterfeit claims on a given day
 * YTD Counterfeit Rate is the aggregation from 2/1/2021
 * Include only closed claims
 * Look back 30 days from claim date for the Counterfeit orders and GMV

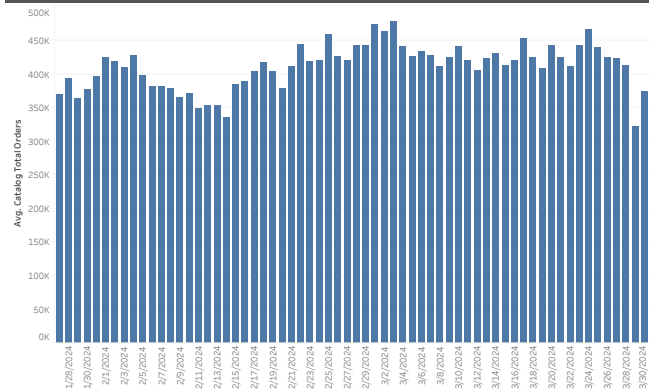
Daily CF Orders - (High Risk + Low Risk) for RO only



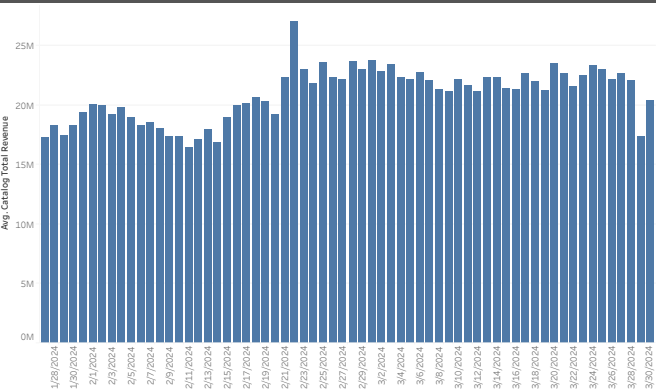
Daily CF GMV - (High Risk + Low Risk) for RO only



Daily Catalog Orders



Daily Catalog GMV

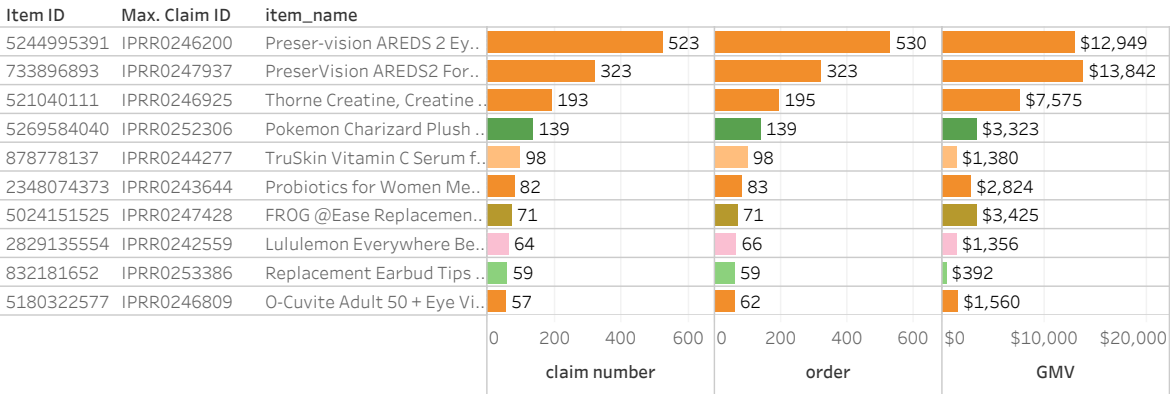


Item Level Details (Rights Owner) - FY25

| Claim Type | Claim Date | Claim ID | Item ID | Sum of Order Number | GMV |
|------------|------------|-------------|------------|---------------------|----------|
| High Risk | 3/29/2024 | IPRR0254079 | 85389879 | 3 | \$57 |
| | 3/28/2024 | IPRR0253475 | 50598966 | 3 | \$135 |
| | 3/27/2024 | IPRR0253260 | 177681231 | 2 | \$138 |
| | | IPRR0253386 | 832181652 | 30 | \$165 |
| | | IPRR0253389 | 1553726877 | 39 | \$459 |
| | 3/25/2024 | IPRR0252246 | 921671561 | 3 | \$45 |
| | | IPRR0252306 | 5269584040 | 417 | \$9,969 |
| | 3/24/2024 | IPRR0252129 | 345940829 | 117 | \$729 |
| | 3/21/2024 | IPRR0251674 | 5298147611 | 36 | \$957 |
| | 3/20/2024 | IPRR0251028 | 748679274 | 3 | \$30 |
| | 3/19/2024 | IPRR0250905 | 832181652 | 147 | \$1,011 |
| | 3/15/2024 | IPRR0249817 | 349174816 | 3 | \$105 |
| | | | 390701435 | 18 | \$309 |
| | | | 737014624 | 87 | \$2,325 |
| | 3/14/2024 | IPRR0249467 | 5429222713 | 69 | \$1,827 |
| | | IPRR0249516 | 255408967 | 75 | \$2,775 |
| | 3/13/2024 | IPRR0249315 | 993445542 | 6 | \$0 |
| | 3/12/2024 | IPRR0248987 | 1062504602 | 66 | \$933 |
| | | IPRR0249016 | 37909234 | 6 | \$240 |
| | | IPRR0249017 | 5456466218 | 3 | \$105 |
| | | IPRR0249060 | 892871023 | 105 | \$1,422 |
| | 3/11/2024 | IPRR0248587 | 569469777 | 48 | \$210 |
| | | IPRR0248589 | 25259524 | 39 | \$7,323 |
| | | IPRR0248729 | 705468725 | 24 | \$192 |
| | | IPRR0248787 | 357810047 | 3 | \$36 |
| | 3/6/2024 | IPRR0247937 | 733896893 | 969 | \$41,526 |
| | 3/5/2024 | IPRR0247841 | 5263051027 | 144 | \$6,660 |
| | | IPRR0247842 | 838582558 | 3 | \$0 |
| | 3/4/2024 | IPRR0247428 | 5024151525 | 213 | \$10,275 |
| | 2/29/2024 | IPRR0246925 | 521040111 | 585 | \$22,725 |
| | | IPRR0247056 | 618918023 | 3 | \$96 |
| | 2/28/2024 | IPRR0246809 | 5180322577 | 186 | \$4,680 |
| | | IPRR0246839 | 816212772 | 27 | \$510 |
| | 2/27/2024 | IPRR0246512 | 357810047 | 18 | \$165 |
| | 2/25/2024 | IPRR0246303 | 1347818190 | 24 | \$243 |
| | 2/23/2024 | IPRR0246200 | 5244995391 | 1,590 | \$38,847 |
| | 2/22/2024 | IPRR0246109 | 1424246055 | 3 | \$33 |
| | 2/21/2024 | IPRR0245815 | 1078179885 | 30 | \$648 |
| | | IPRR0245894 | 46892558 | 126 | \$2,208 |
| | | IPRR0245924 | 559046078 | 4 | \$0 |
| | 2/20/2024 | IPRR0245607 | 697175169 | 9 | \$123 |
| | | IPRR0245693 | 1300005418 | 3 | \$0 |
| | 2/19/2024 | IPRR0245494 | 334755627 | 12 | \$312 |
| | | IPRR0245527 | 559046078 | 26 | \$2,754 |
| | 2/17/2024 | IPRR0245251 | 326362144 | 24 | \$1,056 |
| | 2/14/2024 | IPRR0244897 | 799580797 | 2 | \$24 |
| | | IPRR0244900 | 799580797 | 1 | \$12 |
| | 2/13/2024 | IPRR0244577 | 433891433 | 21 | \$240 |
| | 2/12/2024 | IPRR0244538 | 527083933 | 15 | \$489 |
| | | | 915475701 | 6 | \$270 |
| | 2/8/2024 | IPRR0244175 | 133217288 | 33 | \$4,257 |
| | | IPRR0244277 | 878778137 | 2 | \$42 |
| | 2/6/2024 | IPRR0243891 | 3778707798 | 54 | \$954 |
| | 2/5/2024 | IPRR0243644 | 2348074373 | 249 | \$8,472 |
| | 2/2/2024 | IPRR0243514 | 1516679416 | 18 | \$432 |
| | 2/1/2024 | IPRR0243326 | 129083199 | 12 | \$138 |
| | | IPRR0243398 | 878778137 | 291 | \$4,077 |
| | | IPRR0243437 | 878778137 | 1 | \$21 |
| | 1/29/2024 | IPRR0242337 | 5053663051 | 3 | \$0 |
| | | IPRR0242423 | 3646723311 | 4 | \$96 |
| | | IPRR0242424 | 3646723311 | 2 | \$48 |
| | | IPRR0242430 | 3235157718 | 7 | \$436 |
| | | IPRR0242432 | 3235157718 | 14 | \$872 |
| Low Risk | 3/26/2024 | IPRR0252822 | 2992285176 | 170 | \$3,428 |
| | 3/20/2024 | IPRR0251129 | 125564097 | 78 | \$868 |
| | 3/19/2024 | IPRR0250676 | 5048494175 | 6 | \$228 |
| | | IPRR0250719 | 55662709 | 142 | \$8,278 |
| | | IPRR0250771 | 3299591079 | 6 | \$66 |
| | | IPRR0250776 | 1303497911 | 3 | \$36 |
| | 3/14/2024 | IPRR0249427 | 759798679 | 108 | \$1,738 |
| | 3/12/2024 | IPRR0248894 | 5278058983 | 15 | \$492 |
| | 3/5/2024 | IPRR0247745 | 5278058983 | 10 | \$387 |
| | | IPRR0247846 | 443712369 | 3 | \$48 |
| | 3/4/2024 | IPRR0247576 | 426207121 | 45 | \$1,323 |
| | 2/28/2024 | IPRR0246778 | 786063987 | 56 | \$2,646 |
| | | IPRR0246787 | 34041822 | 30 | \$1,456 |
| | 2/26/2024 | IPRR0246430 | 2975158332 | 21 | \$270 |
| | | | 3809468129 | 3 | \$54 |
| | 2/22/2024 | IPRR0246047 | 5328903037 | 18 | \$456 |
| | | IPRR0246095 | 1363734360 | 32 | \$1,222 |
| | | | 1900970528 | 74 | \$3,572 |
| | | | 5336518856 | 324 | \$17,122 |
| | 2/21/2024 | IPRR0245863 | 5226981088 | 144 | \$1,683 |
| | | IPRR0245869 | 1191181336 | 1,044 | \$17,516 |
| | | IPRR0245874 | 273698897 | 452 | \$17,658 |
| | | IPRR0245875 | 3455608794 | 74 | \$1,862 |
| | 2/20/2024 | IPRR0245732 | 133893257 | 88 | \$4,410 |
| | 2/14/2024 | IPRR0244765 | 2242956312 | 14 | \$326 |
| | | | 5309852845 | 98 | \$11,476 |
| | | IPRR0244777 | 734386049 | 6 | \$596 |
| | | IPRR0244864 | 847474754 | 48 | \$849 |
| | 2/9/2024 | IPRR0244370 | 847474754 | 90 | \$1,584 |
| | 2/7/2024 | IPRR0243951 | 661660000 | 20 | \$672 |
| | | IPRR0243967 | 779590629 | 6 | \$150 |
| | 2/6/2024 | IPRR0243817 | 10311659 | 52 | \$638 |

| |
|-----------------|
| Claim Date |
| All values |
| Order Placed Dt |
| All values |
| Claim ID |
| All |
| Item ID |
| Multiple values |
| Claim Type |
| All |
| Label |
| All |

Top item

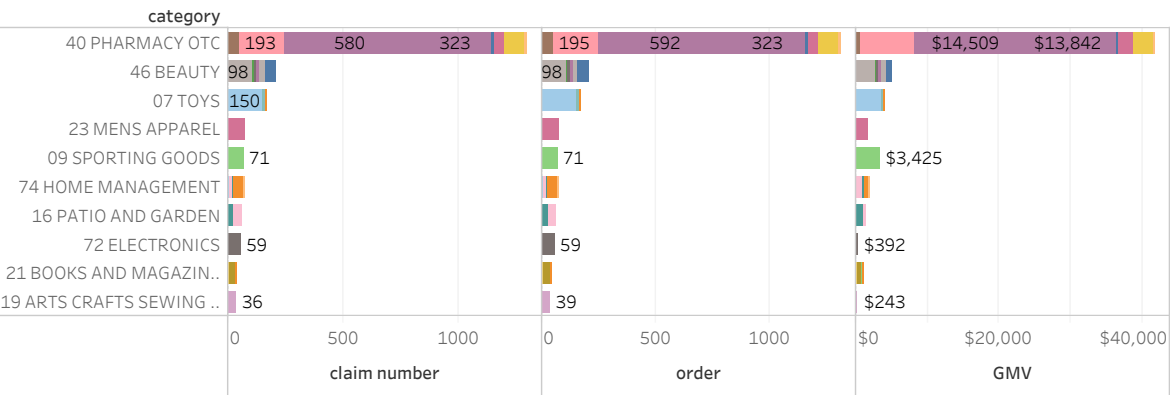


- Label
- ☐ CF Rate(All Claims)
 - ☐ CF Rate(Customer Re..
 - ☐ CF Rate(High Risk)
 - ☐ CF Rate(Low Risk)
 - ☒ CF Rate(Rights Owner)

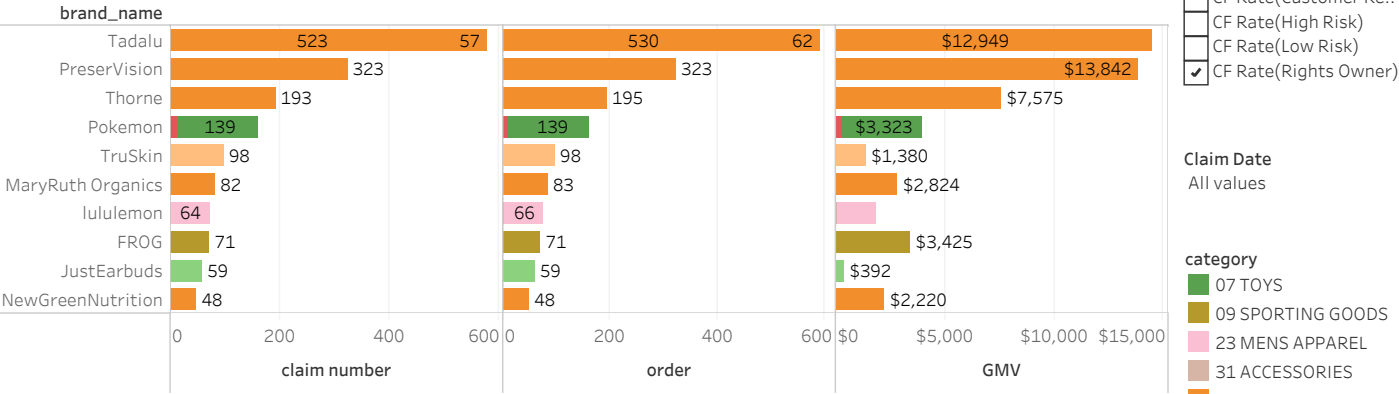
Claim Date
All values

- brand_name
- CeraVe
 - Charles R Miller
 - Clovercat
 - ComfiTime
 - COWIN
 - Denise Polit; Cheryl B..
 - Dr Marc S Sabatine
 - Freshware
 - FROG
 - Generalia
 - HDFK
 - JOEY'Z
 - JustEarbuds
 - Kelo-cote
 - La Roche-Posay
 - lululemon
 - MaryRuth Organics
 - MIAUO
 - Mocoosy
 - Natrol
 - NewGreenNutrition
 - NOVA Medical
 - Pokemon
 - PreserVision
 - Pure Daily Care
 - rapid reduction
 - Richard D Urman; Jes..

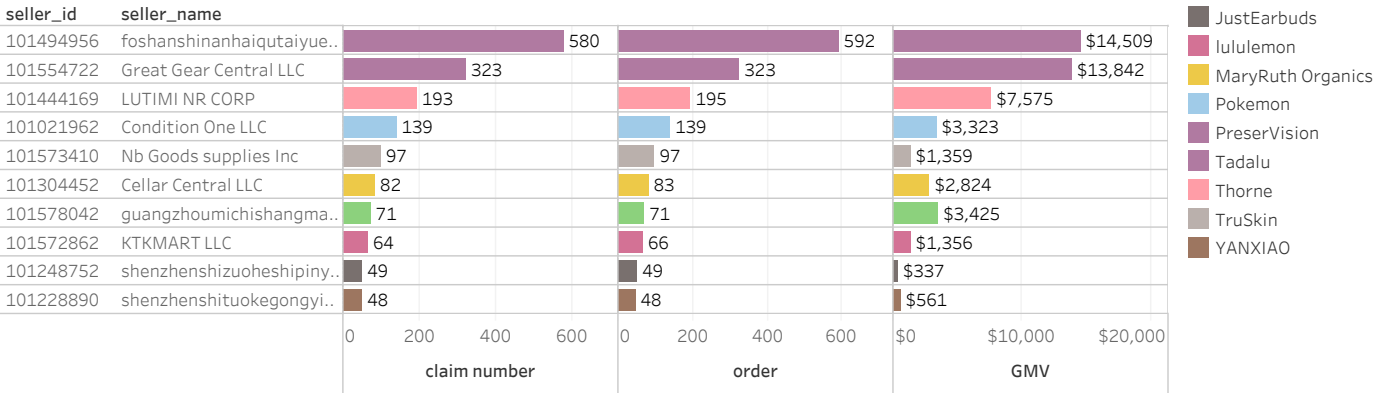
Top Category



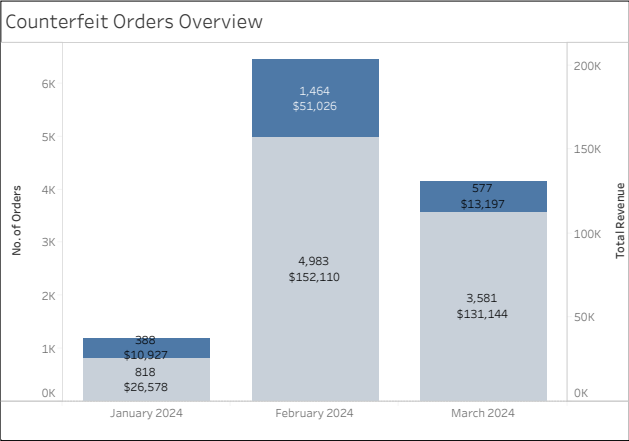
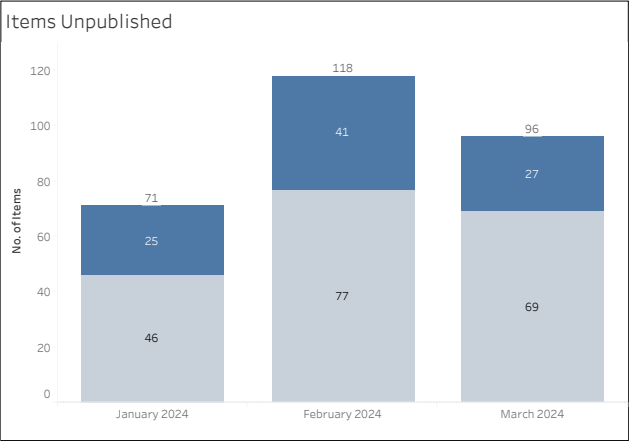
Top brand



Top Seller



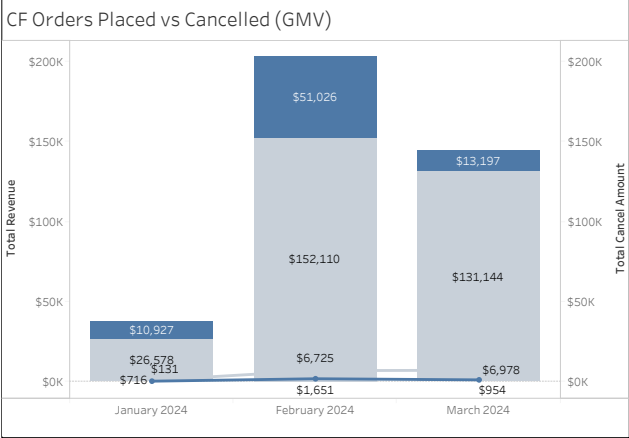
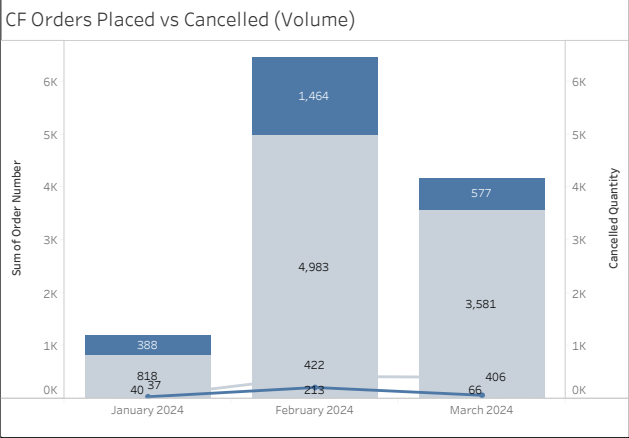
Counterfeit Items and Orders



Year
2024

Month
Multiple values

Actual Claim Type
Confirmed CF
Suspected CF



Notes on KPIs :

Items unpublished - Counts the number of items that are unpublished due to a CF claim

Counterfeit Orders Placed - Counts the number of orders that were actioned on as CF

GMV CF Orders Placed - Calculates the revenue generated by placed CF orders

CF Orders Cancelled - No. of all CF orders cancelled

GMV of CF Orders Cancelled - Revenue lost due to orders cancelled under CF

++ All KPIs are broken down between Suspected vs Confirmed counterfeit