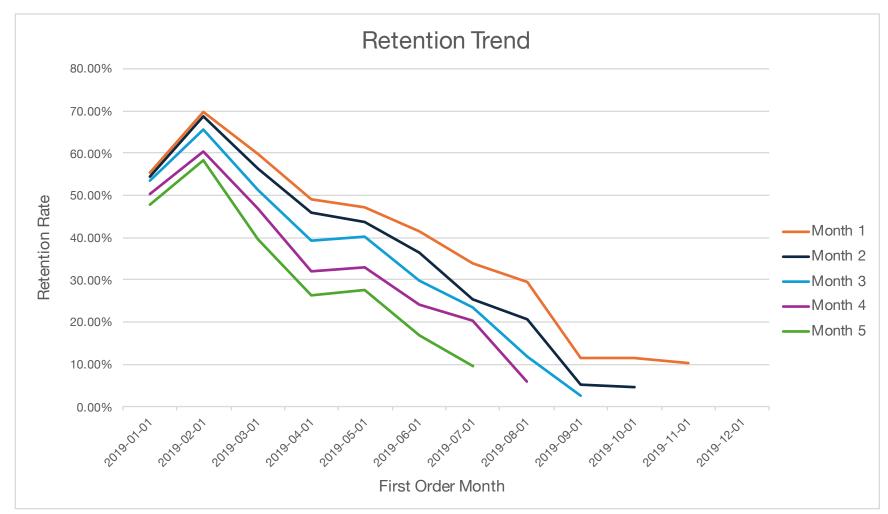
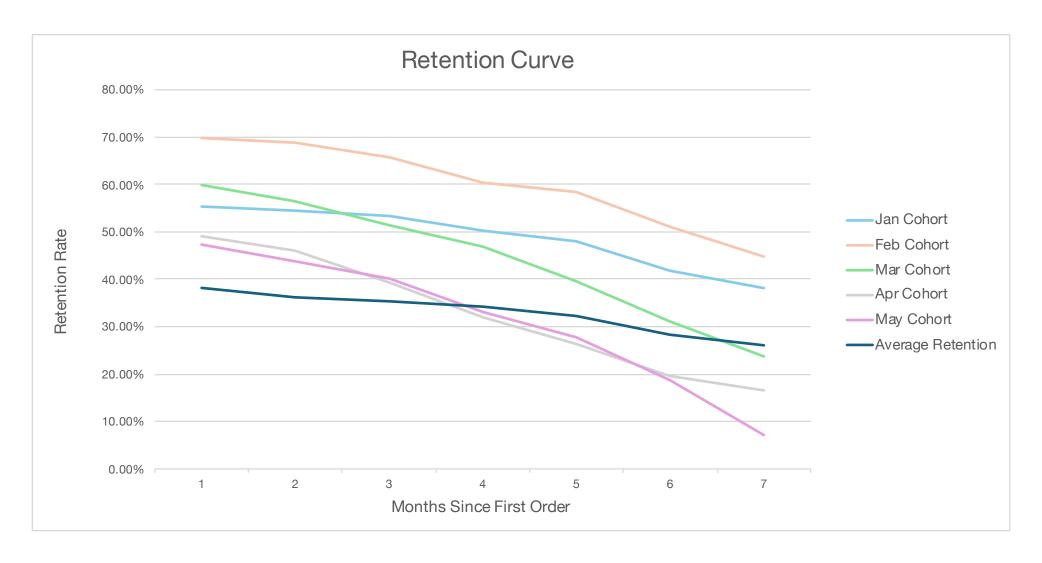
Rolling Retention

First Order Month	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Average Retention	100%	38.18%	36.19%	35.30%	34.09%	32.32%	28.40%	26.07%	22.49%	20.71%	19.50%	15.81%
2019-01-01	215	55.35%	54.42%	53.49%	50.23%	47.91%	41.86%	38.14%	30.70%	27.44%	22.33%	15.81%
2019-02-01	96	69.79%	68.75%	65.63%	60.42%	58.33%	51.04%	44.79%	34.38%	23.96%	16.67%	
2019-03-01	177	59.89%	56.50%	51.41%	46.89%	39.55%	31.07%	23.73%	17.51%	10.73%		
2019-04-01	163	49.08%	46.01%	39.26%	31.90%	26.38%	19.63%	16.56%	7.36%			
2019-05-01	112	47.32%	43.75%	40.18%	33.04%	27.68%	18.75%	7.14%				
2019-06-01	137	41.61%	36.50%	29.93%	24.09%	16.79%	8.03%					
2019-07-01	94	34.04%	25.53%	23.40%	20.21%	9.57%						
2019-08-01	135	29.63%	20.74%	11.85%	5.93%							
2019-09-01	78	11.54%	5.13%	2.56%								
2019-10-01	87	11.49%	4.60%									
2019-11-01	68	10.29%	_	_		_	_	_	_	_	_	
2019-12-01	106											





Revenue by Cohort

First Order Month	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Average Revenue	242668.10	16230.13	17153.61	31249.14	25240.63	44233.70	38792.16	42352.21	26280.66	38747.95	46038.81	96936.21
2019-01-01	428726.36	41258.52	50775.45	117427.49	31063.52	54658.88	86676.29	52989.63	42476.53	48007.74	42169.63	96936.21
2019-02-01	287199.42	8800.14	13530.85	23283.20	24768.30	43528.22	24245.00	46591.11	17865.84	30056.79	49907.98	
2019-03-01	314719.66	42453.64	38348.40	31901.68	48803.89	73781.46	49994.92	41320.70	25695.96	38179.33		
2019-04-01	245815.32	24112.13	17552.99	31211.14	26319.73	31450.06	16380.85	58907.93	19084.30			
2019-05-01	208525.40	7278.67	12699.66	15057.15	17980.90	37822.09	39262.28	11951.68				
2019-06-01	202192.71	11164.17	13693.66	16309.92	10601.59	38191.59	16193.64					
2019-07-01	157723.81	15653.64	7551.37	15330.92	25068.52	30203.57						
2019-08-01	202864.67	11178.22	11719.52	30025.95	17318.60							
2019-09-01	154146.22	1991.54	2691.34	694.81								
2019-10-01	227367.00	9927.75	2972.86									
2019-11-01	225509.44	4712.97										
2019-12-01	257227.20											

Revenue Retention

First Order Month	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Average Retention	100%	6.20%	6.24%	10.95%	10.05%	17.19%	13.01%	14.28%	8.01%	11.26%	13.61%	22.61%
2019-01-01	428726.36	9.62%	11.84%	27.39%	7.25%	12.75%	20.22%	12.36%	9.91%	11.20%	9.84%	22.61%
2019-02-01	287199.42	3.06%	4.71%	8.11%	8.62%	15.16%	8.44%	16.22%	6.22%	10.47%	17.38%	
2019-03-01	314719.66	13.49%	12.18%	10.14%	15.51%	23.44%	15.89%	13.13%	8.16%	12.13%		
2019-04-01	245815.32	9.81%	7.14%	12.70%	10.71%	12.79%	6.66%	23.96%	7.76%			
2019-05-01	208525.40	3.49%	6.09%	7.22%	8.62%	18.14%	18.83%	5.73%				
2019-06-01	202192.71	5.52%	6.77%	8.07%	5.24%	18.89%	8.01%					
2019-07-01	157723.81	9.92%	4.79%	9.72%	15.89%	19.15%						
2019-08-01	202864.67	5.51%	5.78%	14.80%	8.54%							
2019-09-01	154146.22	1.29%	1.75%	0.45%								
2019-10-01	227367.00	4.37%	1.31%									
2019-11-01	225509.44	2.09%										
2019-12-01	257227.20	_	_		_	_						_

Average Order Value

First Order Month	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
2019-01-01	1994.08	3173.73	2115.64	3453.75	1350.59	1242.25	2476.47	1127.44	1846.81	1714.56	2108.48	2851.07
2019-02-01	2991.66	1257.16	1503.43	1455.20	1456.96	1978.56	1276.05	3106.07	1488.82	2732.44	3119.25	
2019-03-01	1778.08	2358.54	1095.67	1276.07	1525.12	2235.80	2272.50	1878.21	1713.06	2009.44		
2019-04-01	1508.07	1722.30	731.37	1300.46	1462.21	2096.67	1638.09	3681.75	1590.36			
2019-05-01	1861.83	606.56	1411.07	1158.24	1798.09	2909.39	2804.45	1493.96				
2019-06-01	1475.86	558.21	622.44	1359.16	963.78	2727.97	1472.15					
2019-07-01	1677.91	1204.13	1887.84	2555.15	2278.96	3355.95						
2019-08-01	1502.70	798.44	781.30	3002.60	2164.83							
2019-09-01	1976.23	331.92	897.11	347.41								
2019-10-01	2613.41	1654.63	743.22									
2019-11-01	3316.32	673.28										
2019-12-01	2426.67											

Classic Retention (for AOV calculation)

First Order Month	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
2019-01-01	215	6.05%	11.16%	15.81%	10.70%	20.47%	16.28%	21.86%	10.70%	13.02%	9.30%	15.81%
2019-02-01	96	7.29%	9.38%	16.67%	17.71%	22.92%	19.79%	15.63%	12.50%	11.46%	16.67%	
2019-03-01	177	10.17%	19.77%	14.12%	18.08%	18.64%	12.43%	12.43%	8.47%	10.73%		
2019-04-01	163	8.59%	14.72%	14.72%	11.04%	9.20%	6.13%	9.82%	7.36%			
2019-05-01	112	10.71%	8.04%	11.61%	8.93%	11.61%	12.50%	7.14%				
2019-06-01	137	14.60%	16.06%	8.76%	8.03%	10.22%	8.03%					
2019-07-01	94	13.83%	4.26%	6.38%	11.70%	9.57%						
2019-08-01	135	10.37%	11.11%	7.41%	5.93%							
2019-09-01	78	7.69%	3.85%	2.56%								
2019-10-01	87	6.90%	4.60%									
2019-11-01	68	10.29%										
2019-12-01	106											

Classic Retention (for AOV calculation)

First Order Month	Month 0	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
2019-01-01	215	6.05%	11.16%	15.81%	10.70%	20.47%	16.28%	21.86%	10.70%	13.02%	9.30%	15.81%
2019-02-01	96	7.29%	9.38%	16.67%	17.71%	22.92%	19.79%	15.63%	12.50%	11.46%	16.67%	
2019-03-01	177	10.17%	19.77%	14.12%	18.08%	18.64%	12.43%	12.43%	8.47%	10.73%		
2019-04-01	163	8.59%	14.72%	14.72%	11.04%	9.20%	6.13%	9.82%	7.36%			
2019-05-01	112	10.71%	8.04%	11.61%	8.93%	11.61%	12.50%	7.14%				
2019-06-01	137	14.60%	16.06%	8.76%	8.03%	10.22%	8.03%					
2019-07-01	94	13.83%	4.26%	6.38%	11.70%	9.57%						
2019-08-01	135	10.37%	11.11%	7.41%	5.93%							
2019-09-01	78	7.69%	3.85%	2.56%								
2019-10-01	87	6.90%	4.60%									
2019-11-01	68	10.29%										
2019-12-01	106											