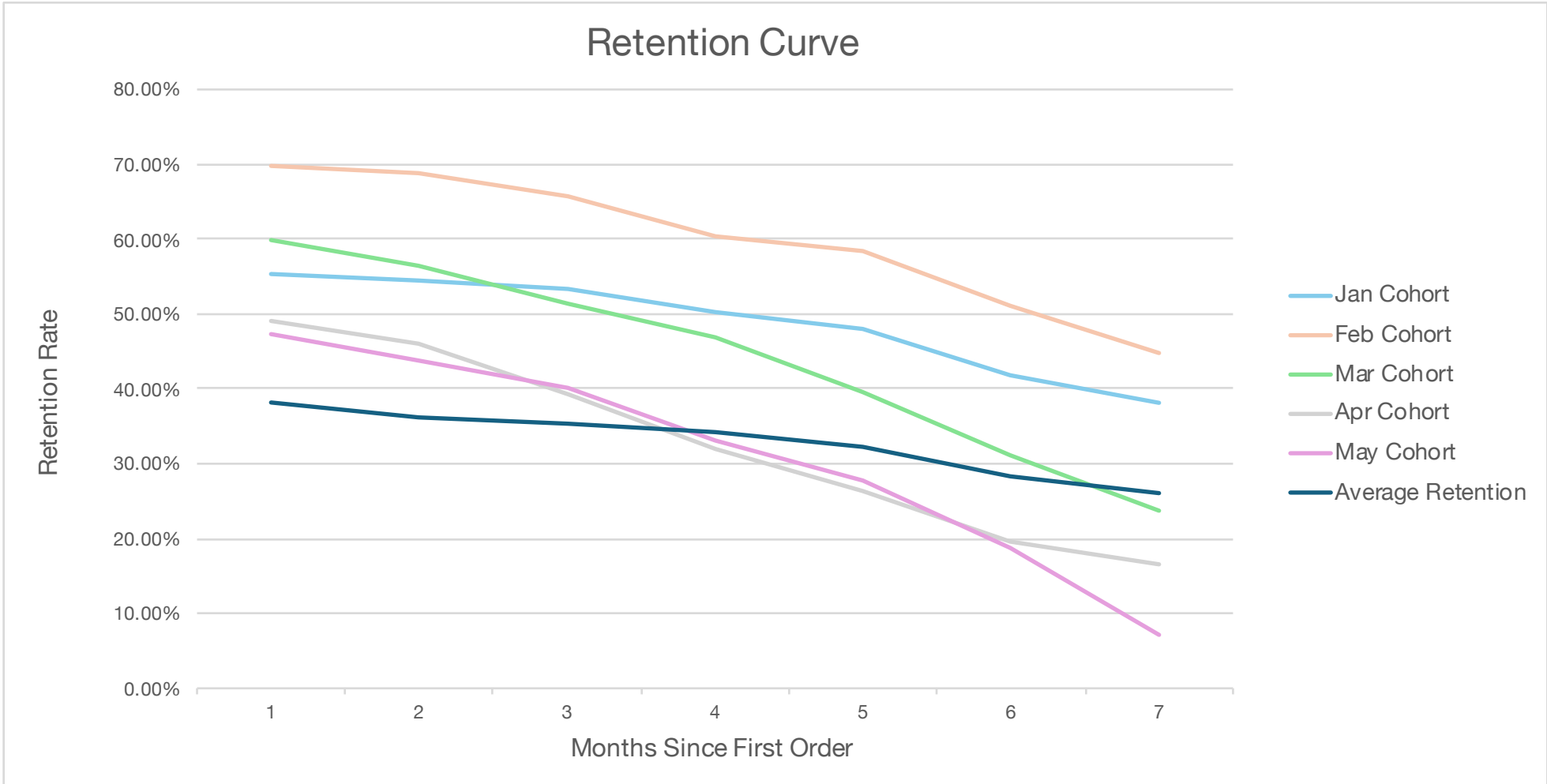
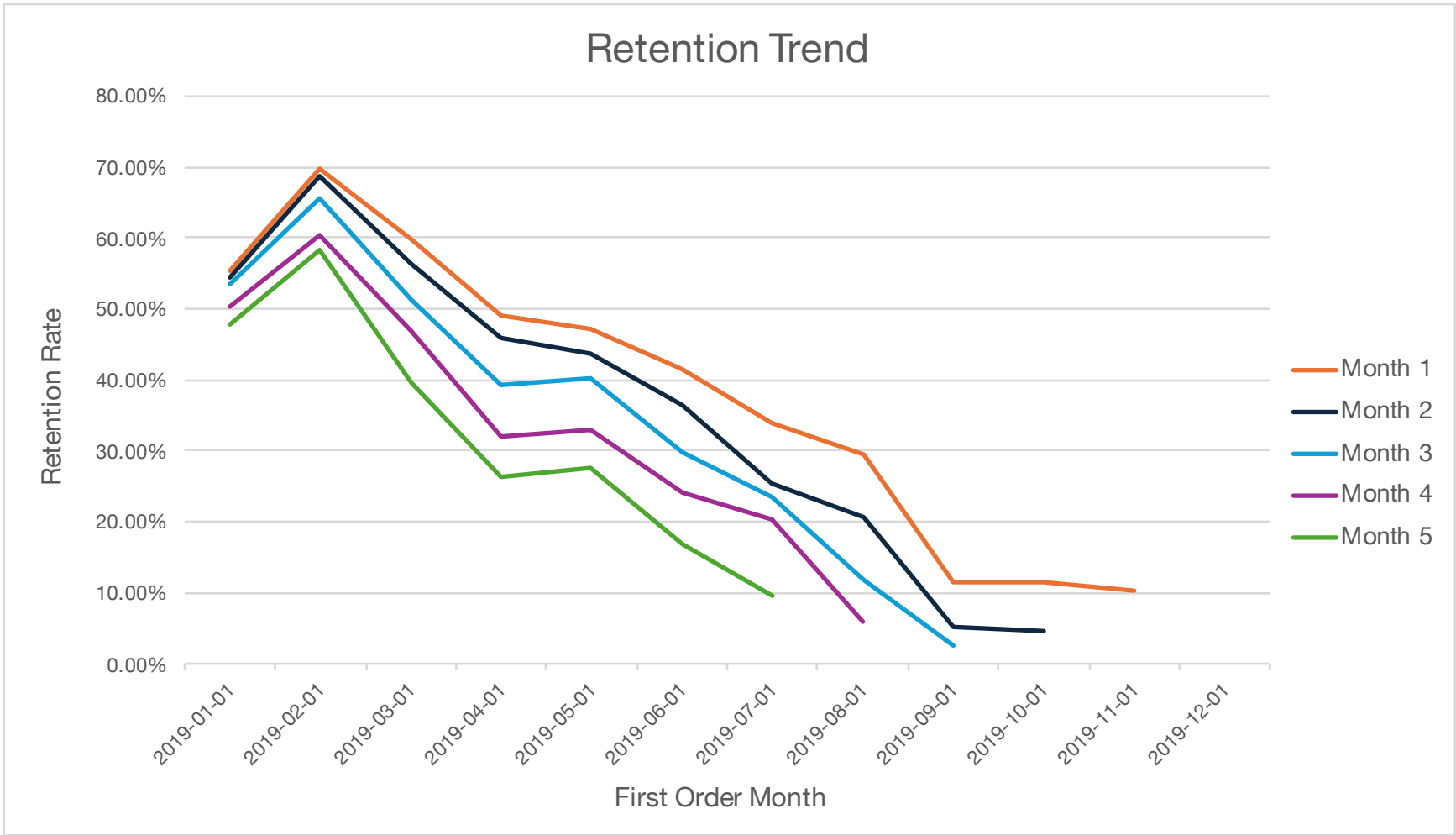


Rolling Retention

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											



Average Order Value

[illegible]

Classic Retention (for AOV calculation)

[illegible]

Classic Retention (for AOV calculation)

[illegible]