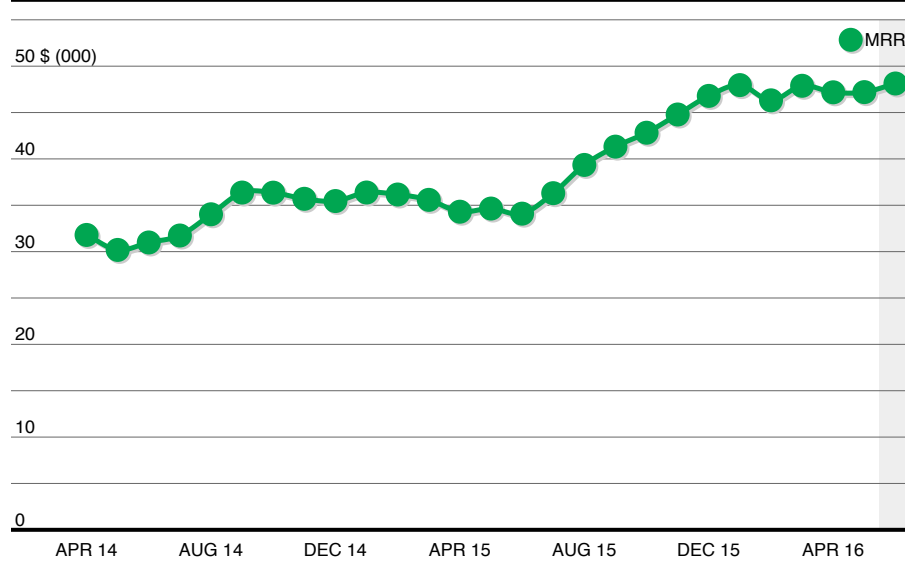
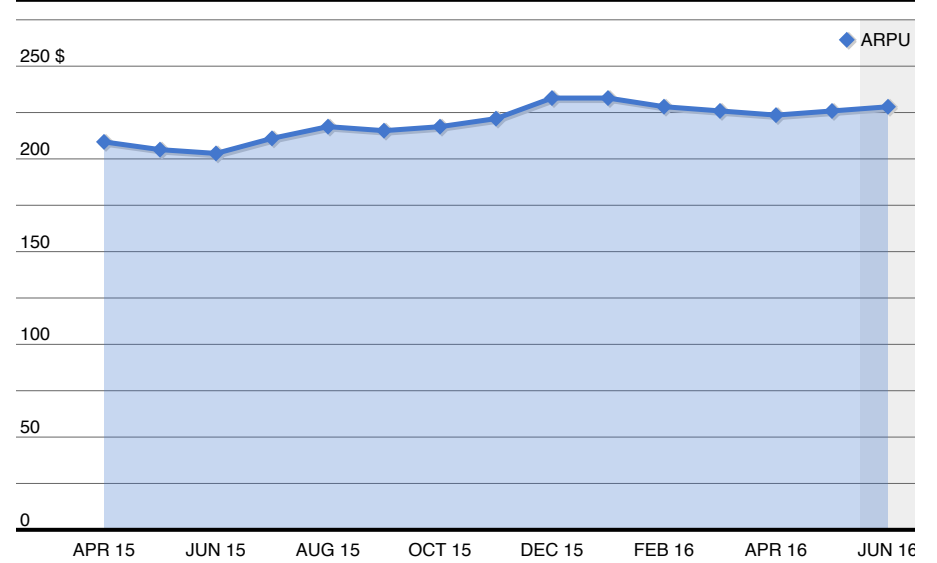


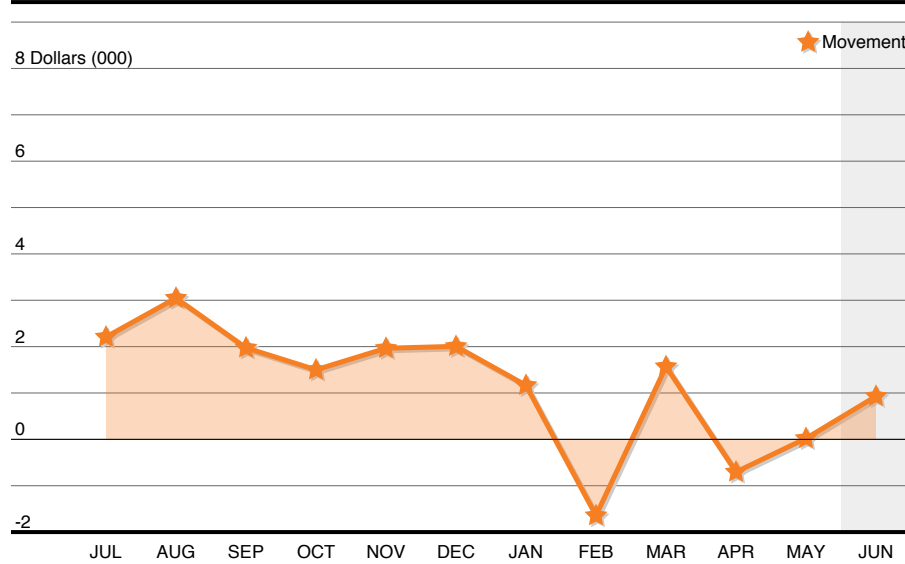
MONTHLY RECURRING REVENUE



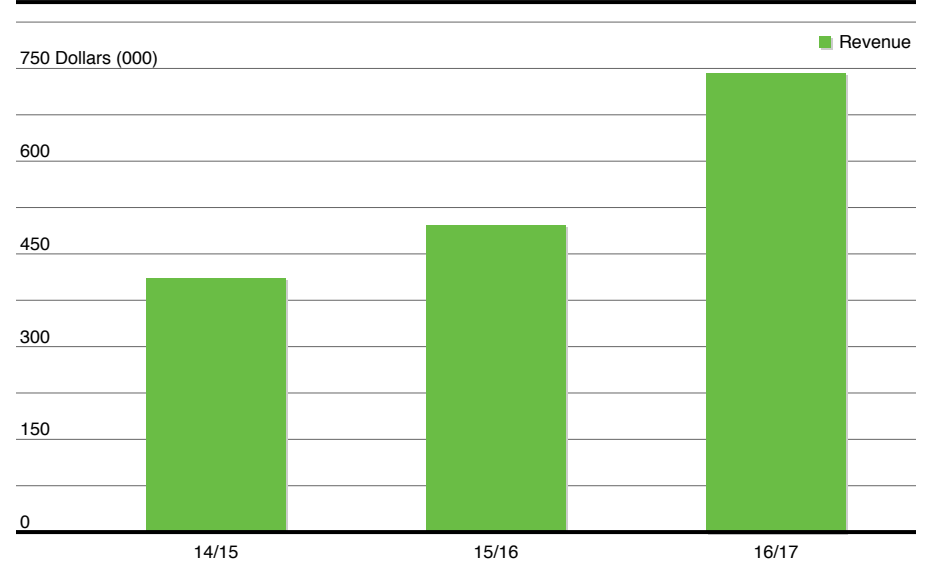
AVERAGE REVENUE PER USER



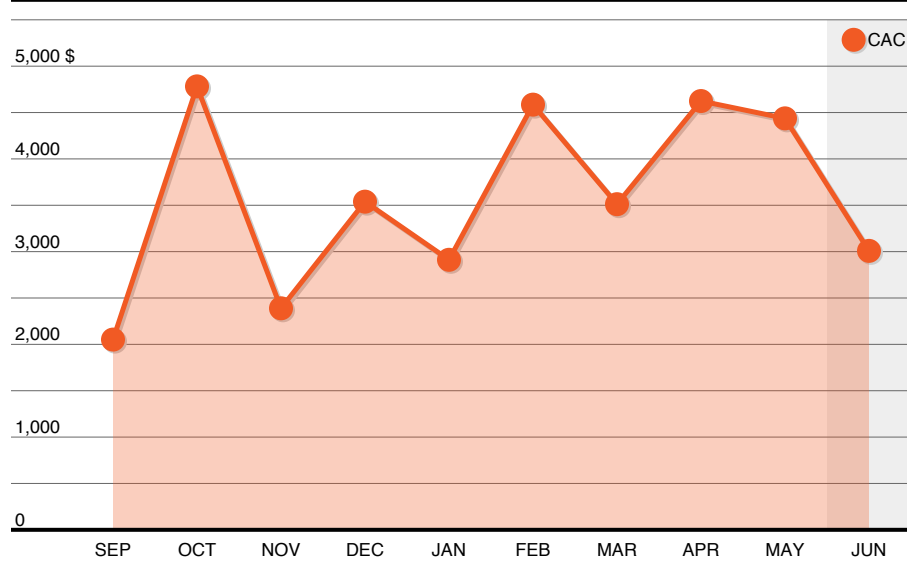
MRR MOVEMENT



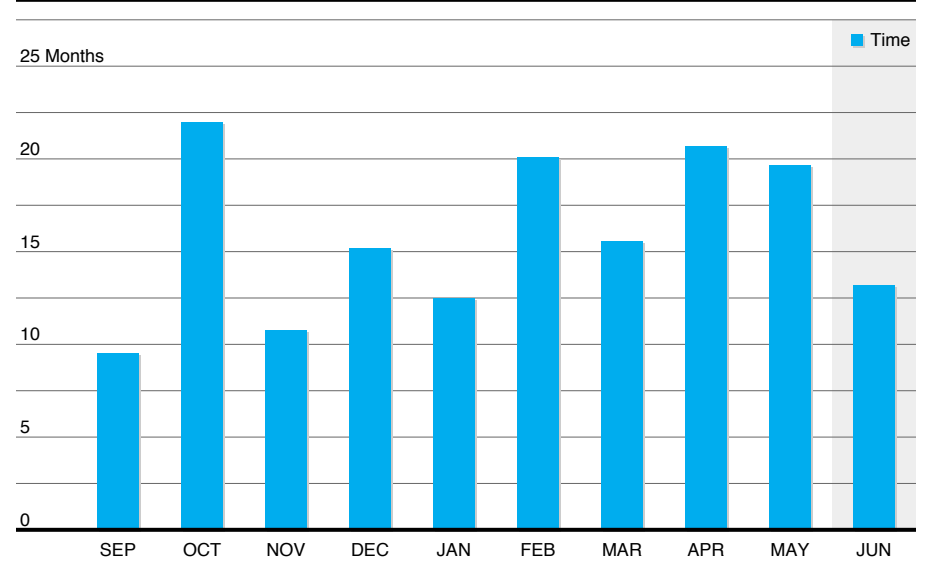
ANNUAL REVENUE



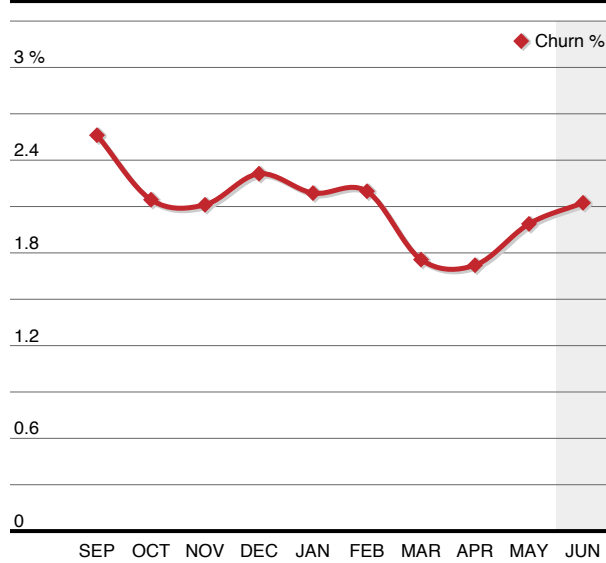
CUSTOMER ACQUISITION COST



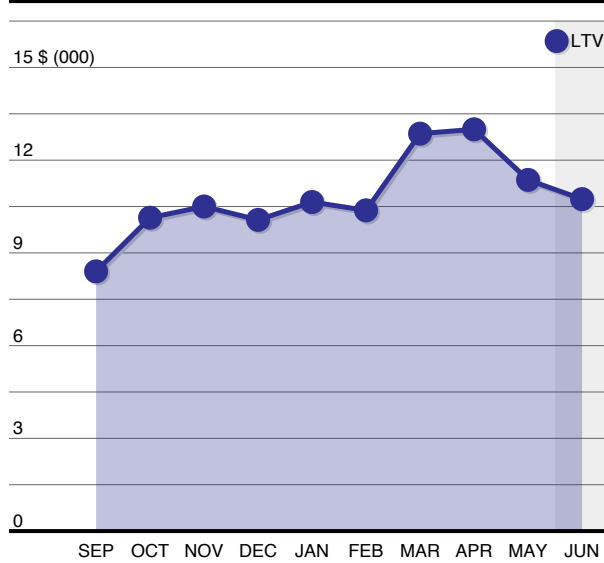
CAC RECOVERY TIME



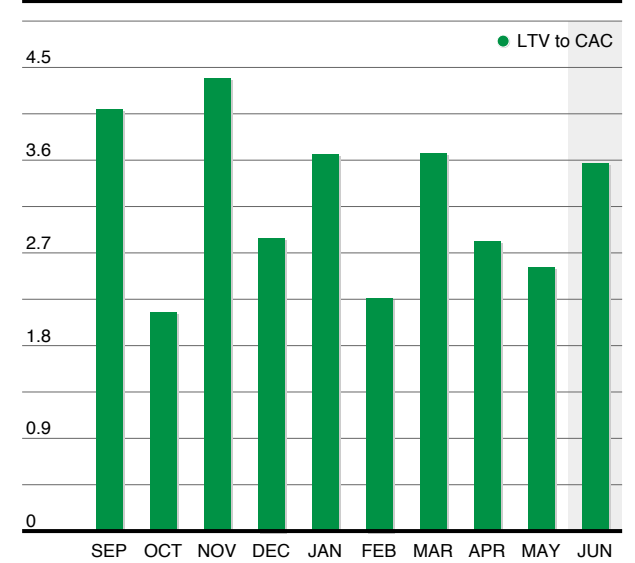
Churn % - 12 month average



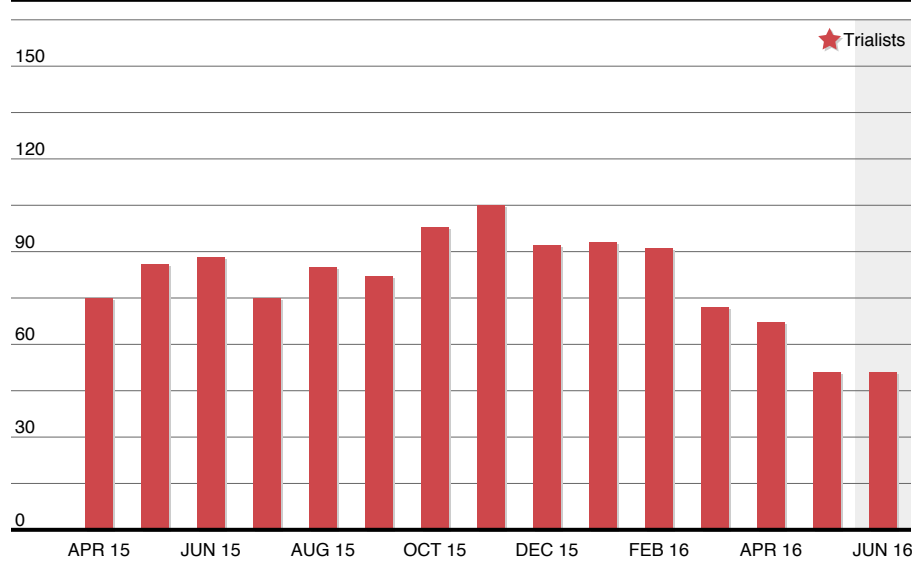
Lifetime Value



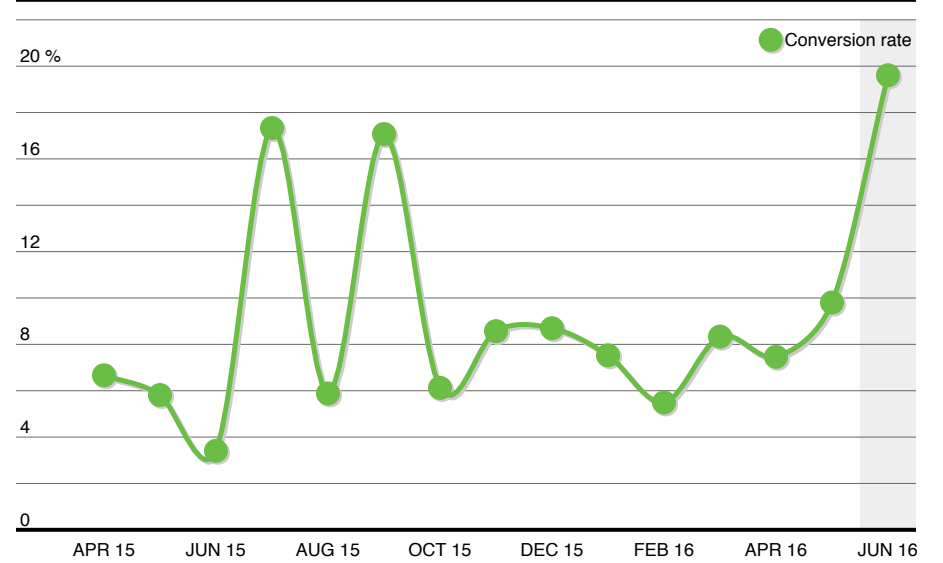
LIFETIME VALUE TO CUSTOMER ACQUISITION COST



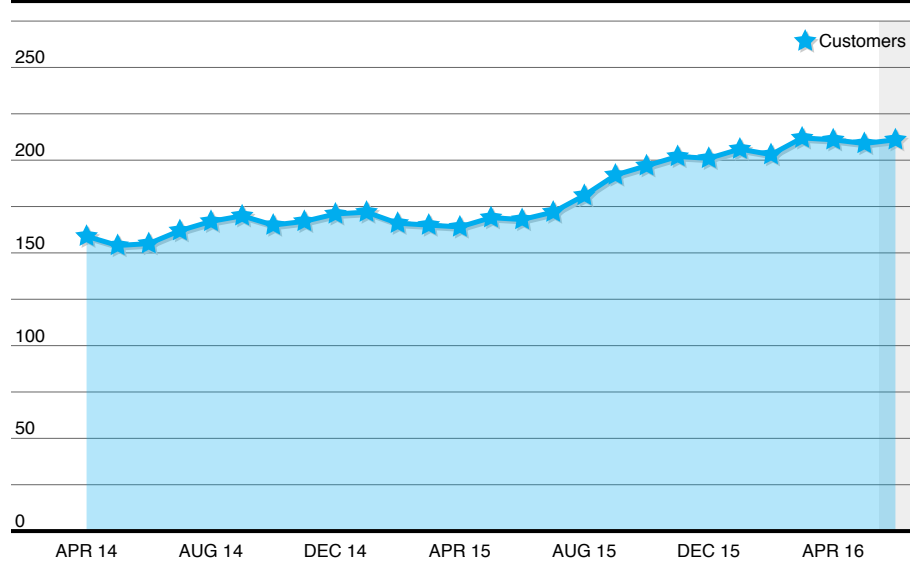
TRIALISTS



CONVERSION



TOTAL CUSTOMERS



CUSTOMER SATISFACTION RATING

