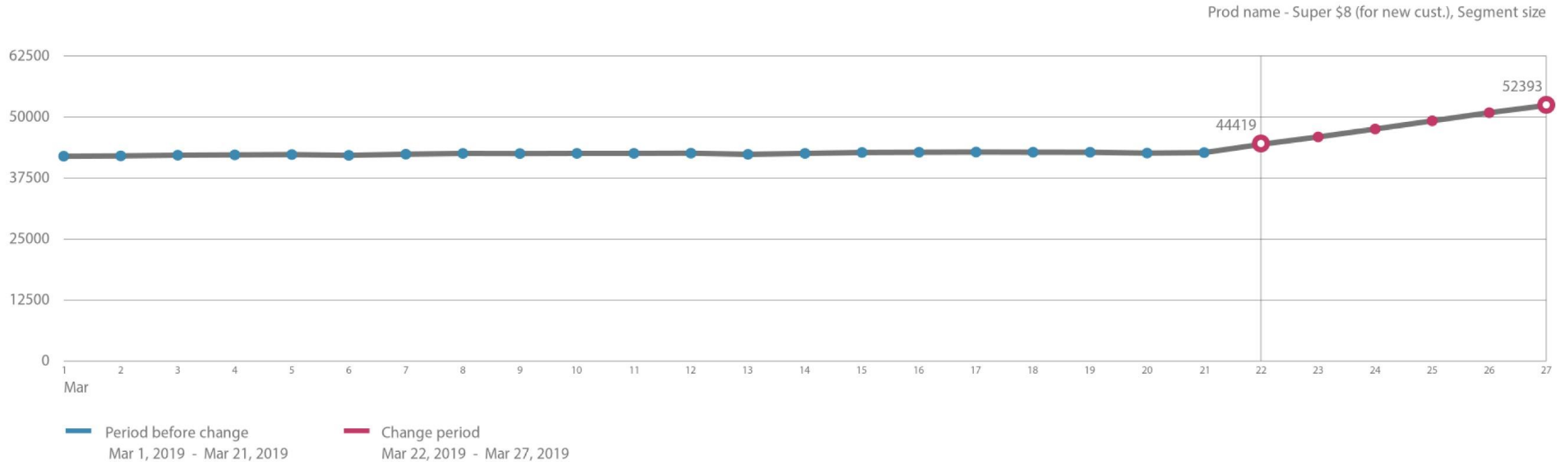


Segment "**Prod name - Super \$8 (for new cust.)**" started to grow on Mar 22, 2019 and increased by **17%** (7974 customers) by the end of Mar 27, 2019.

The growth was caused by **growth in migration from other segments** (100% impact)

# What?

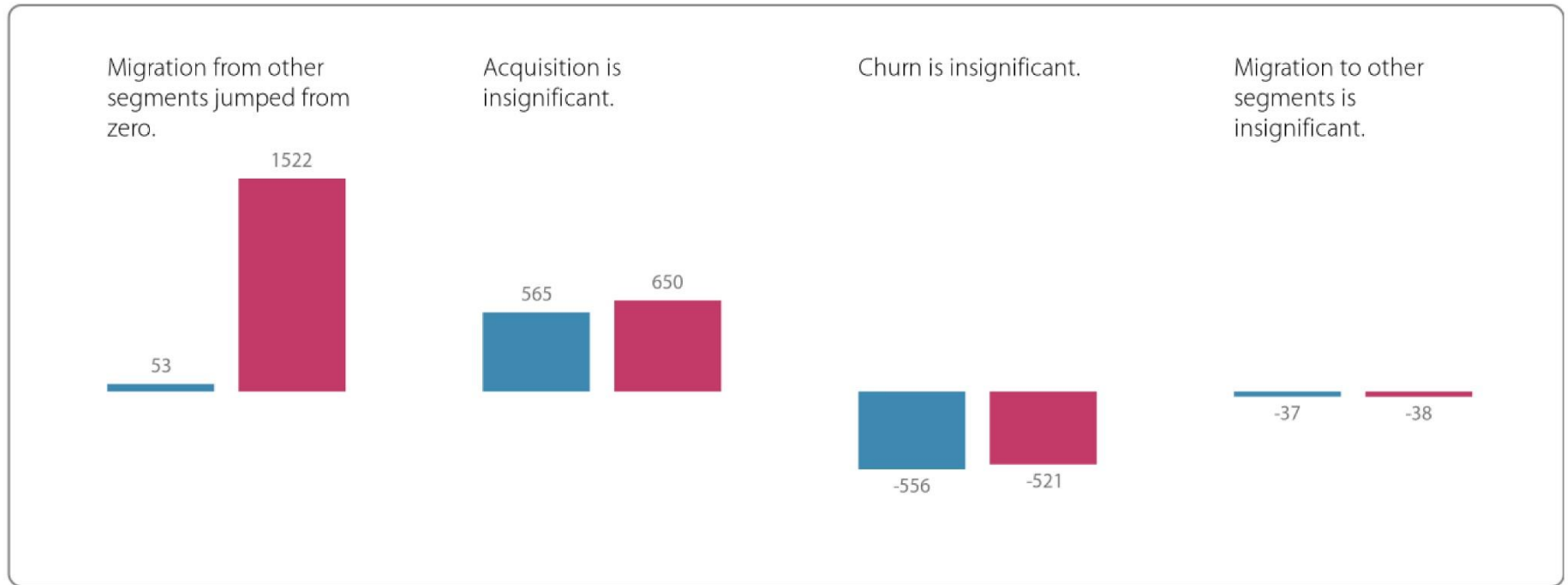
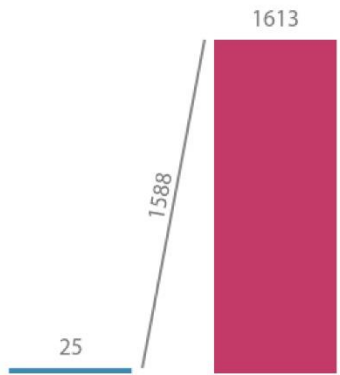
Segment **"Prod name - Super \$8 (for new cust.)"** started to grow on Mar 22, 2019 and increased by **17%** (7974 customers) by the end of Mar 27, 2019.



# Why?

The growth was caused by **growth in migration from other segments** (100% impact)

Average number of additional customers per day.

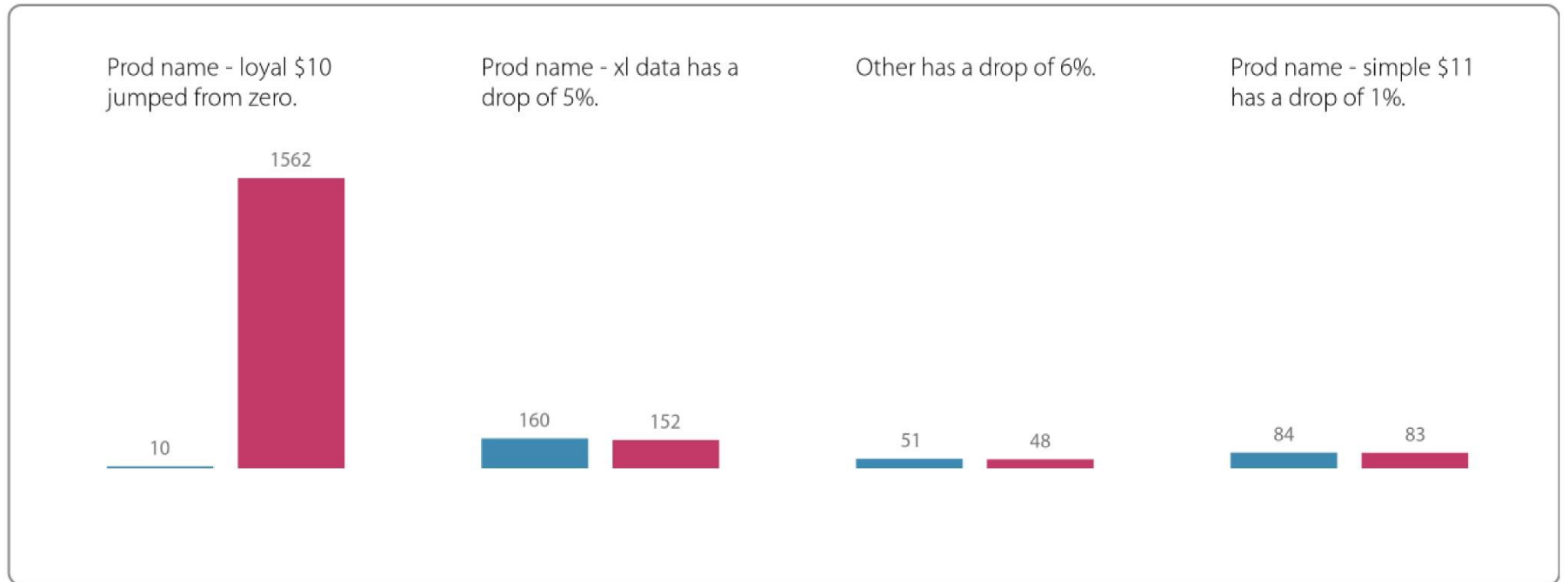
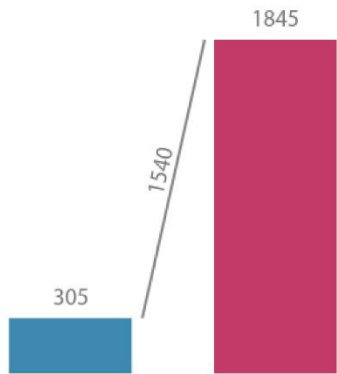


■ Average number of customers per day during period before change  
 Mar 1, 2019 - Mar 21, 2019
 ■ Average number of customers per day during change period  
 Mar 22, 2019 - Mar 27, 2019

# Details for migration from other segments

Migration from other segments is driven by **growth in Prod name - Loyal \$10** (96% impact)

Average number of additional customers per day.



■ Average number of customers per day during period before change  
Mar 1, 2019 - Mar 21, 2019

■ Average number of customers per day during change period  
Mar 22, 2019 - Mar 27, 2019