

| Subscription KPI — Raw Data (Jan–Jun 2026) |           |              |         |     |                 |
|--------------------------------------------|-----------|--------------|---------|-----|-----------------|
| Month                                      | MRR (\$K) | Active Users | Churn % | NPS | Support Tickets |
| Jan 2026                                   | 312.0     | 4,120        | 3.2%    | 41  | 218             |
| Feb 2026                                   | 328.5     | 4,380        | 2.9%    | 44  | 201             |
| Mar 2026                                   | 347.2     | 4,710        | 2.6%    | 47  | 188             |
| Apr 2026                                   | 361.8     | 4,950        | 2.4%    | 50  | 175             |
| May 2026                                   | 379.4     | 5,230        | 2.7%    | 48  | 192             |
| Jun 2026                                   | 395.1     | 5,510        | 2.2%    | 53  | 161             |

# SUBSCRIPTION KPI DASHBOARD • JAN – JUN 2026

"MRR has grown +27% in six months while churn fell to a record-low 2.2% — the business is accelerating."

## KEY METRICS — LATEST MONTH (JUN 2026)

| MRR (\$K)      | Active Users   | Churn %        | NPS            | Support Tickets | MoM MRR Δ    |
|----------------|----------------|----------------|----------------|-----------------|--------------|
| 395.1          | 5,510          | 2.2%           | 53             | 161             | +4.1%        |
| ▲ 26.6% vs Jan | ▲ 33.7% vs Jan | ▼ 31.2% vs Jan | ▲ 29.3% vs Jan | ▼ 26.1% vs Jan  | ▲ 4.1% MoM % |

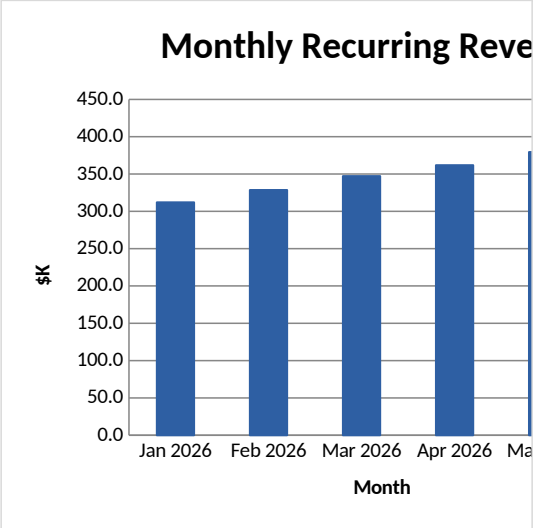
## MONTH-OVER-MONTH TREND (all 6 months)

| Month    | MRR (\$K) | Active Users | Churn % | NPS | Tickets |
|----------|-----------|--------------|---------|-----|---------|
| Jan 2026 | 312.0     | 4,120        | 3.2%    | 41  | 218     |
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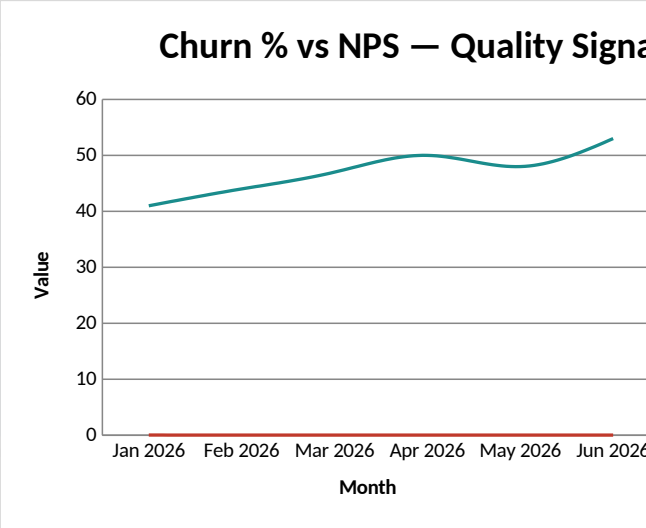
## KEY INSIGHT

Churn fell 31% (3.2% → 2.2%) while NPS rose from 41 → 53 — evidence that product quality improvements are paying off. Support ticket volume dropped 26% concurrently, freeing capacity. Priority: sustain the May churn uptick fix and push NPS above 55 to unlock net-expansion MRR.

## MRR GROWTH TREND



## CHURN % & NPS TREND



Colour key: GREEN = improved vs prior month | RED = declined vs prior month | WHITE = no change