

MCN \$ 10,000

Monthly Volume 1,000

Product Range End MVE RDE Opportunity Churn Rate

Category	Current vs. Total	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
End	3%	2%	2%										
MVE	50%	40%	30%										
RDE	60%	50%	40%										
Opportunity	50%	40%	30%										
Churn Rate	20%	10%	10%										

Category	May-14	Jun-14	Jul-14	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15
New MVA goal	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
MVA Churn	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
End MVA	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Product pack	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Churn rate	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Opportunity	7	8	11	15	21	28	37	47	59	73	89	108	130	155	183	214	249	287	329	375
RDE	16	18	22	27	33	41	50	61	74	89	107	128	152	180	211	246	285	328	385	446
MVE	20	26	30	37	45	55	67	81	97	116	138	164	194	229	269	314	364	419	480	547
End	637	835	1,178	1,602	2,128	2,765	3,515	4,389	5,389	6,515	7,765	9,139	10,644	12,281	14,043	15,933	17,955	19,110	21,399	23,834