QUARTERLY BUSINESS REVIEW

Avely.me Analytics

Executive performance report - Q2 2026

NET REVENUE	GROSS MARGIN	ACTIVE CUSTOMERS	CHURN
€4.82M +18.4% YoY	**64.2%** +3.1 pts	**28,640** +11.8%	**2.7%** +0.3 pts

Revenue trend

Q3 25Q4 25Q1 26Q2 26€3.42M€3.77M€4.11M€4.82M

Executive insight: Revenue acceleration was driven by enterprise expansion and a 9% increase in average order value.

Regional performance

Region	Revenue	YoY growth	Gross margin	Signal
United Kingdom	€1.54M	+22.6%	66.8%	Strong
DACH	€1.21M	+19.4%	65.1%	Strong
France	€0.86M	+13.2%	62.7%	Stable
Southern Europe	€0.71M	+8.1%	59.9%	Watch
Nordics	€0.50M	+16.7%	64.5%	Stable

Customer mix

Enterprise 45%Mid-market 32%SMB 15%Enterprise expansion revenue increased 28% quarter over quarter.Remaining 8%: partners and marketplace channels.

Appendix and methodology

Revenue recognition: Net revenue excludes VAT, refunds, marketplace fees, and promotional credits. Subscription revenue is recognized daily over the contracted service period.

Customer definitions: Active customers completed at least one paid transaction during the trailing 90-day period. Churn represents customers becoming inactive during the quarter divided by active customers at quarter start.

Data quality: Figures reconcile to the management ledger as of 8 July 2026. Currency conversion uses the European Central Bank monthly average rate for each transaction month.

Metric	Source	Refresh cadence	Owner
Revenue and margin	Finance warehouse	Daily	Finance Operations
Customer activity	Product analytics	Hourly	Data Platform
Regional attribution	Billing profile	Daily	Commercial Analytics