

Daxko Membership Index

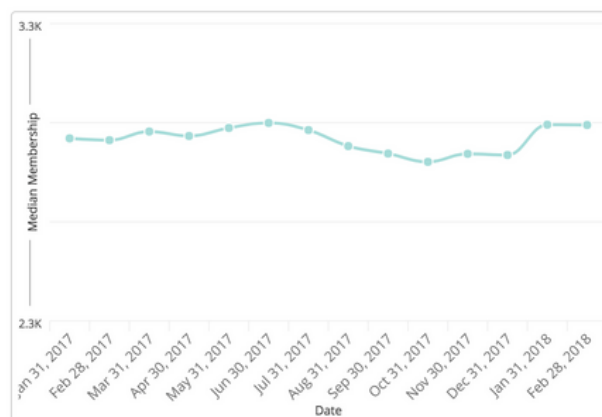
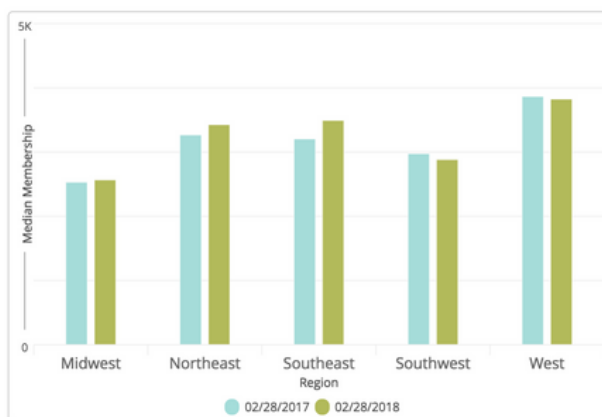
February 2018

MEMBERSHIPS COMPARED TO LAST YEAR

Active Memberships YoY

↑ 3.34%

Active memberships for the month increased 3.34% compared to the previous year. This data reflects cumulative gains in total membership large enough to offset terminations during the same time period.



*Active members are inclusive of all units with the status of "active" as of the last day of the month reported. Active memberships are cumulative by nature and impacted by past and current monthly rates.

MEMBERSHIPS COMPARED TO LAST MONTH

ACTIVE MEMBERSHIPS

Active Memberships MoM

↓ 0.59%

Active memberships for the month of February decreased 0.59% compared to the previous month. This data reflects a slight drop in total memberships after January joins.

NEW MEMBERSHIPS

New Memberships MoM

↓ -42.08%

New memberships for the month of February decreased 42.08% compared to the previous month. This decrease suggests a seasonal adjustment in new join rates after January joins.

REJOINED MEMBERSHIPS

Rejoined Memberships MoM

↓ -36.28%

Rejoined memberships for the month of February decreased 36.28% compared to the previous month. This decrease suggests a seasonal adjustment in rejoin rates after the highs of January joins.

TERMINATED MEMBERSHIPS

Terminated Memberships MoM

↓ -42.76%

Terminated memberships for the month of February decreased 42.76% compared to the previous month, which had high terminations. This suggests memberships are normalizing after January join season.