

Daxko Membership Index

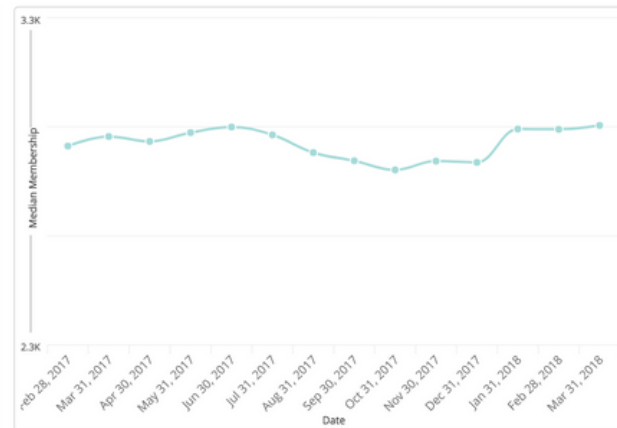
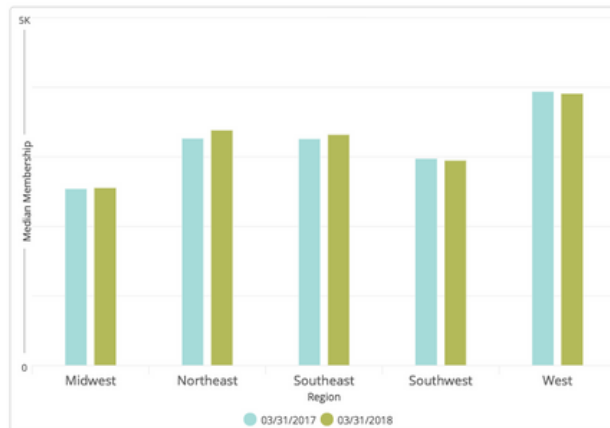
March 2018

MEMBERSHIPS COMPARED TO LAST YEAR

Active Memberships YoY

↑ 3.03%

Active memberships for the month increased 3.03% 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

↓ 0.71%

Active memberships for March decreased 0.71% compared to the previous month. This data reflects a cumulative loss in total memberships likely due to a modest drop in members that joined in the new year.

NEW MEMBERSHIPS

New Memberships MoM

↓ -0.54%

New memberships for the month of March decreased 0.54% compared to the previous month. This slight decrease suggests a seasonal adjustment in join rates due to early year joins concluding.

REJOINED MEMBERSHIPS

Rejoined Memberships MoM

↑ 1.08%

Rejoined memberships for the month of March increased 1.08% compared to the previous month. This increase suggests a seasonal adjustment in rejoin rates signaling the end of January join season.

TERMINATED MEMBERSHIPS

Terminated Memberships MoM

↑ 0.98%

Terminated memberships for the month of March increased 0.98% compared to the previous month, which also experienced an uptick in terminations.