

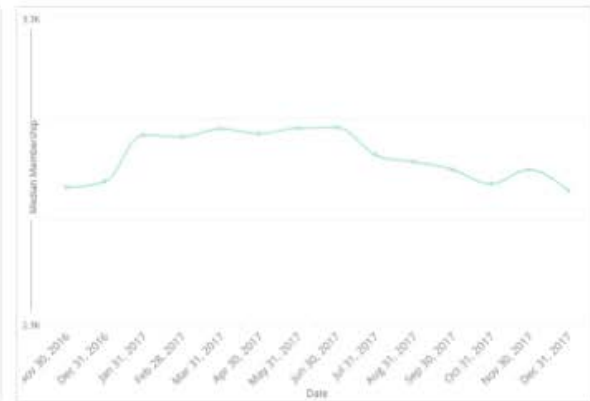
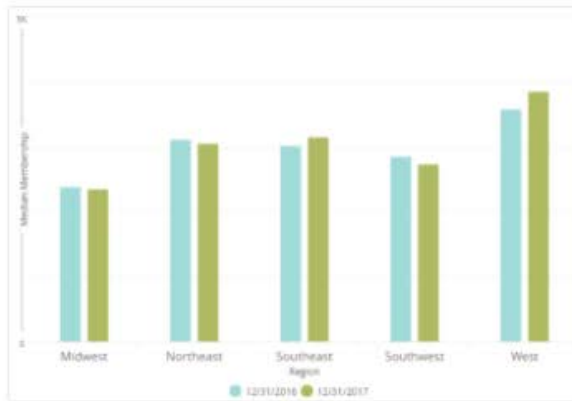
Daxko Membership Index

December 2017



MEMBERSHIPS COMPARED TO LAST YEAR

Active Memberships YoY
↑ 4.37%



Active memberships for the month increased 4.37% 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
↓ -1.05%

Active memberships for the month of December decreased 1.05% compared to the previous month. This data reflects a nominal cumulative loss in total membership.

NEW MEMBERSHIPS

New Memberships MoM
↓ -9.95%

New memberships for the month of December decreased 9.95% compared to the previous month. This greater decrease suggests a seasonal dip in join rates prior to January join season.

REJOINED MEMBERSHIPS

Rejoined Memberships MoM
↓ -2.39%

Rejoined memberships for the month of December decreased 2.39% compared to the previous month. This decrease suggests a modest negative seasonal trend in rejoin rates.

TERMINATED MEMBERSHIPS

Terminated Memberships MoM
↑ 39.30%

Terminated memberships for the month of December increased 39.30% compared to the previous month, which experienced a negative trend in terminations.