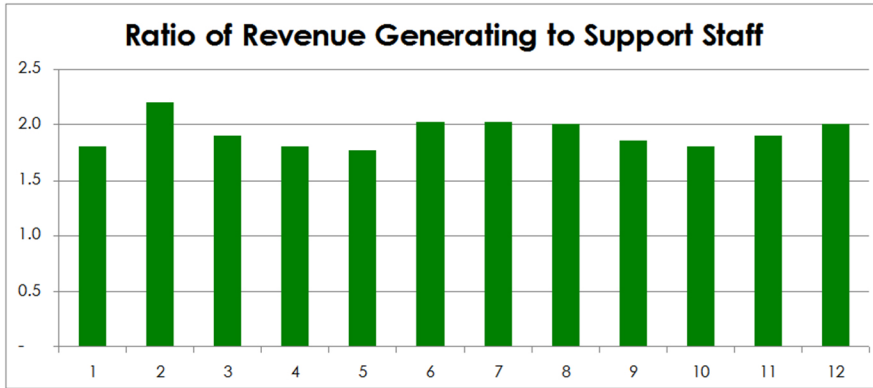
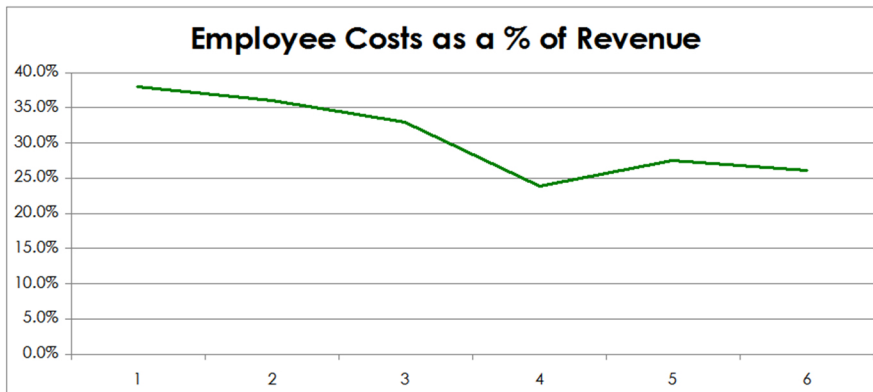


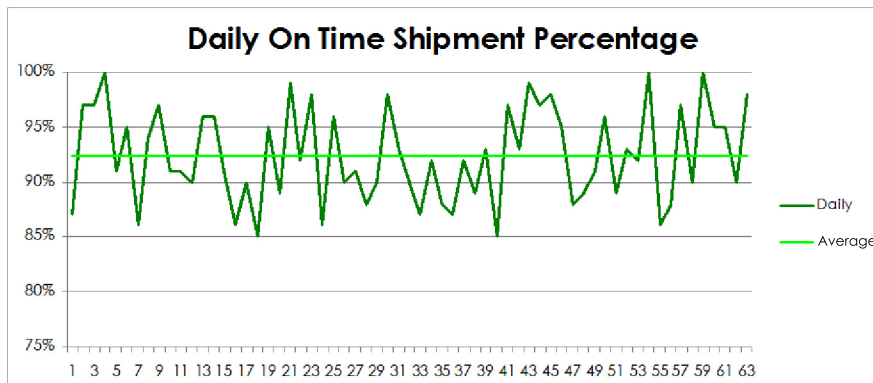
EXAMPLES OF KEY METRICS



-An example of a key metric which can be taken at any time, but once per month is a logical timeframe



-An example of a ratio which is dependent upon financial statements
- Note that the dip in the ratio was caused by an exceptionally large revenue period



- An example of a metric that could be tracked daily (or even more frequently)
- This somewhat random looking trend requires an understanding of the root cause that drives both the lowest days (85%) and the reasons behind the highest days