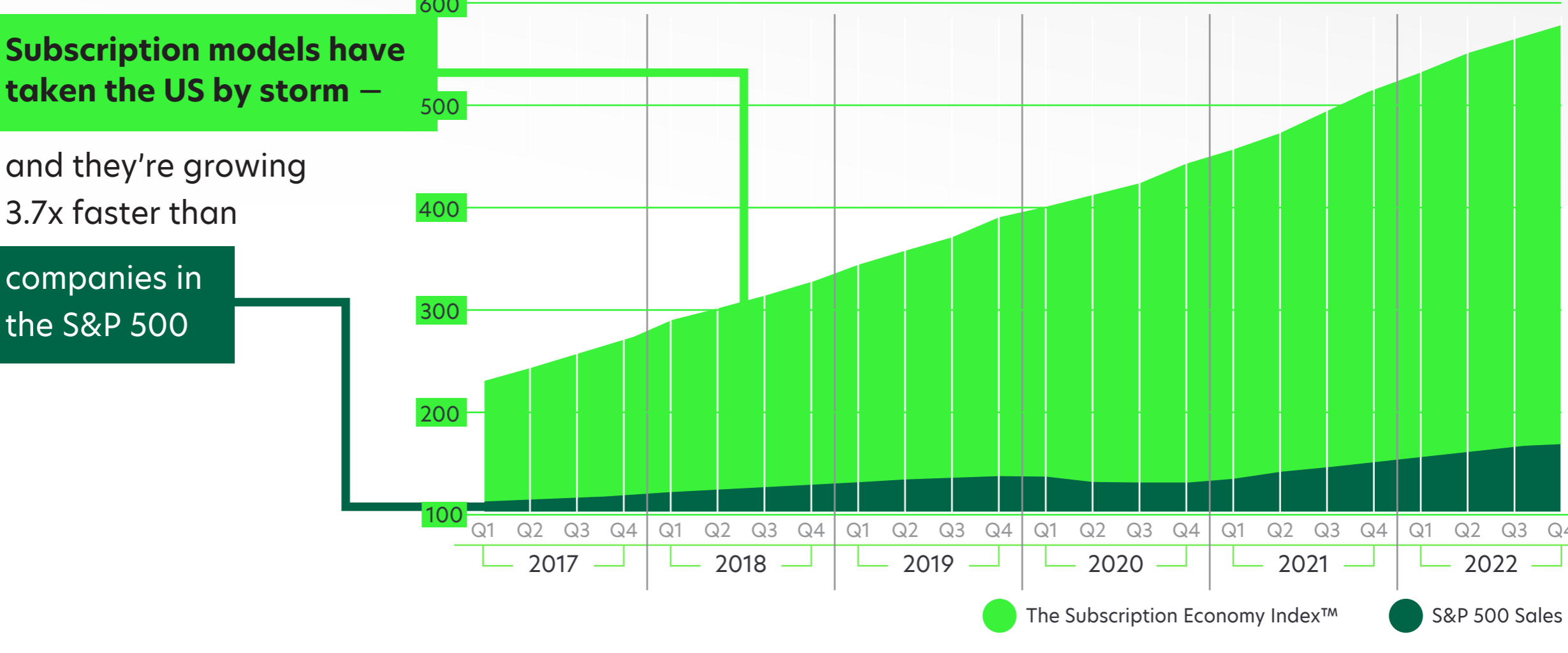


Data shows

SUBSCRIPTIONS ARE HERE TO STAY



The State Of The U.S. Subscription Model

In the U.S. alone, there are:

end of 2022

225 million subscriptions

61 million subscribers

3.7 subscriptions per person

Subscription services

DTC
Direct to consumer

There are more than 27,000 DTC subscription services selling straight to customers rather than a middleman

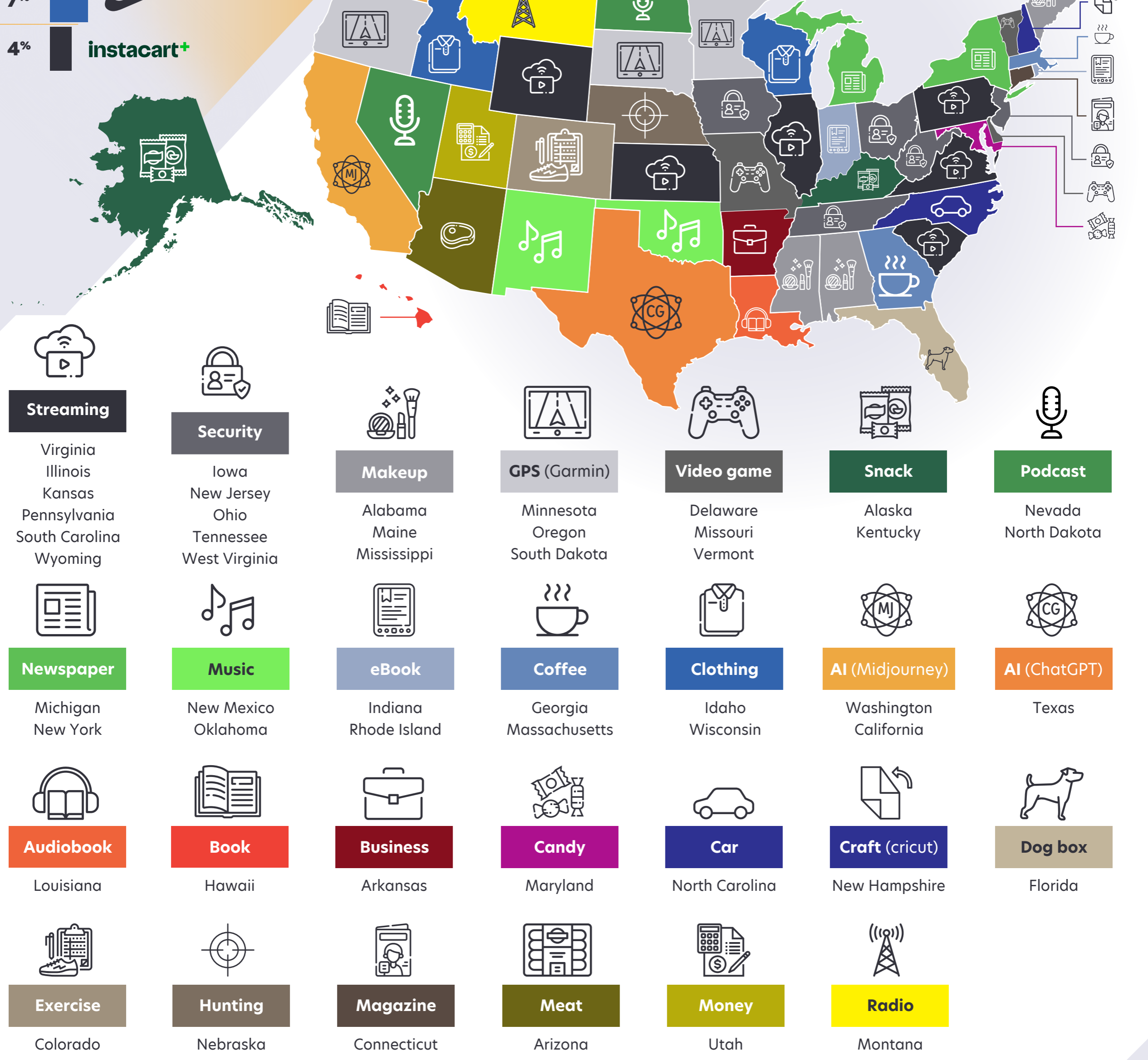
B2B
Business to business

Curated
Includes media, boxes, and physical products

BIRCHBOX+ *fabfitfun* BARK *BOX*



What subscription is your state most interested in? Source: Google Trends gathered on 10/03/2023



There's good reason why the subscription model continues to grow: **It's convenient, very simple, and engaging for consumers, small business owners and operators**

Why Are Consumers and Business Owners Choosing Subscription Models?

Affordable convenience

39% say it's because they are **cost-effective**

40% of U.S. consumers say they use subscriptions because they are **convenient**

Predictable for your time and budget

Usage based pricing

The replenishment subscription can help you **get items when you need them** — not just every month

This means you can **base your delivery on usage** which enables you to put multiple subscription goods on autopilot

Changing demographics

Younger generations are more likely to **subscribe to digital and physical subscription services**

Generation	Subscription Rate
Baby Boomers	9.4%
Gen X	27.2%
Millennials	39.3%
Gen Z*	21.9%

*This number is only projected to grow as Gen Z matures

COVID-19 lockdowns

The inability to receive goods through normal channels boosted consumer interest in subscription-based services

Business Type	Growth/Change
Subscription based businesses	Grew by 11.6%
Non-Subscription based businesses	Shrank by 1.6%

Plain fun

Some subscriptions are just as much about fun as they are about function

35.6% of consumers say **"Getting a subscription is enjoyable"**

As the subscription industry continues to grow, many industries are getting into offering subscriptions for the first time

Unique, Modern Subscription Themes

Plants as a subscription

- Receive new houseplants every month*
- Purchase plants specific to your indoor conditions
- Choose from pet and child-friendly plants

Examples

- My Garden Box** (mygardenbox.com)
- The Sill** (thesill.com)
- horti** (heyhorti.com)

*1, 3, 6, or 12 months

Science as a subscription

- Purchase brand-specific merchandise
- Discover new accessories
- Access brand-new items at a reduced rate

Examples

- MATTER** (stemcelltulsa.com/products/matter)
- skullsunlimited.com/pages/bonebox**
- KiwiCo** (kiwico.com)

Print as a subscription

- Save up to 50% on toner costs
- Have toner sent to your business based on usage
- Plan monthly expenses with pay as you go access to a printer

Example

- Lexmark OnePrint™** (oneprint.lexmark.com)
- TrackMySubs** (trackmysubs.com)
- ROCKET Money** (rocketmoney.com)
- hiatus** (hiatusapp.com)

With clear, sustained, and upward growth in practically every state, it's clear: **The subscription model is here to stay**