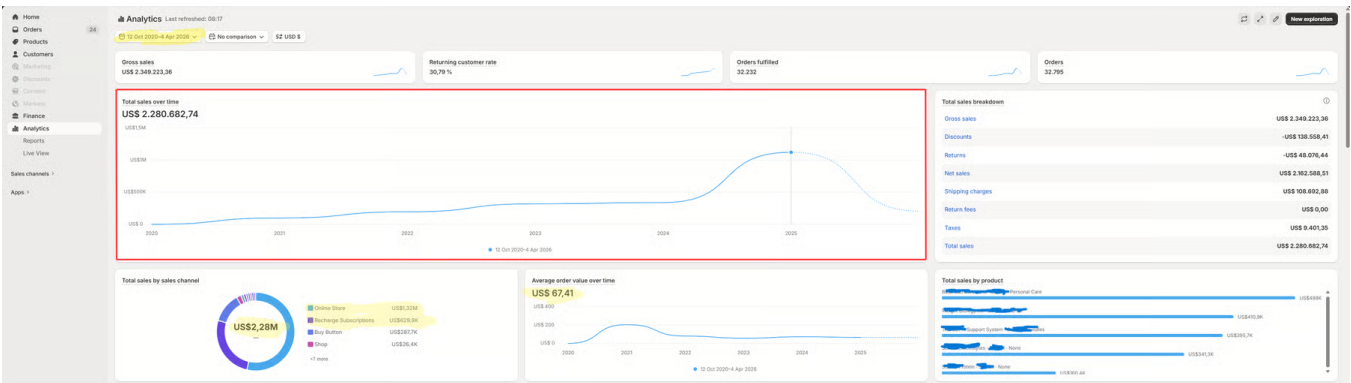


Subscription-led growth in the ashwagandha category

A commercial interpretation of the reported Shopify sales, repeat-purchase and subscription indicators for an anonymized supplement brand operating with meaningful recurring-revenue characteristics.

TOTAL SALES	GROSS SALES	RETURNING RATE	ORDERS
US\$2.28M	US\$2.35M	30.7%	32,795

SHOPIFY PERFORMANCE EVIDENCE



The commercial signal

The dashboard points to a scaled supplement business with strong repeat-order behavior and a meaningful subscription mix. Net sales of approximately US\$2.16 million were supported by gross sales of US\$2.35 million, while total sales reached roughly US\$2.28 million across 32,795 orders. For an ashwagandha-focused catalog, that profile is consistent with habit-driven demand, replenishment-led purchasing patterns and a retention base that improves acquisition efficiency over time.

The sales-by-channel view also suggests that recurring revenue is not incidental. Online Store sales of roughly US\$1.32 million were complemented by Recharge Subscriptions revenue of approximately US\$629 thousand, creating a commercial model with stronger visibility on future demand than a purely one-time-purchase business.

Recurring revenue as a strategic advantage

Why the reported retention and subscription metrics matter from a ROAS, unit-economics and EBITDA perspective.

01 / RETURNING CUSTOMER RATE AS A QUALITY INDICATOR

A 30.7% returning customer rate is material in a supplement business. In the ashwagandha category, repeat purchase behavior typically reflects a product that has secured a place in the consumer's daily wellness routine. Commercially, this matters because repeat cohorts expand lifetime value and reduce the pressure on first-order economics.

02 / SUBSCRIPTION REVENUE AS A DEMAND STABILIZER

Recharge Subscriptions contributed approximately US\$629 thousand of channel revenue. That level of recurring sales helps smooth revenue volatility, improves inventory planning and supports stronger cash-flow predictability. For management teams, subscription penetration can improve planning accuracy across media investment, operations and fulfillment.

03 / ADVERTISING STRATEGY CONNECTED TO LTV

Our paid-media philosophy prioritizes customer acquisition against expected downstream value rather than evaluating performance on first-purchase ROAS alone. In businesses with clear replenishment behavior, media decisions can be made with greater confidence because a larger share of acquired customers is expected to reorder or convert into subscription plans.

04 / UNIT ECONOMICS, CONTRIBUTION PROFIT AND EBITDA

Headline sales and retention metrics do not, on their own, prove profitability. However, the combination of US\$67.41 average order value, repeat-purchase behavior and recurring subscription revenue is directionally supportive of healthier unit economics. In practice, we analyze blended CAC, gross margin, refund exposure, operating expense intensity and contribution profit before forming a view on EBITDA quality.

05 / CATEGORY FIT: ASHWAGANDHA AS A REPLENISHMENT PRODUCT

Ashwagandha is naturally suited to continuity-driven commerce. The category benefits from ongoing usage patterns, education-led conversion and a credible subscription proposition. That makes it well aligned with acquisition systems designed to improve payback periods, increase customer lifetime value and build a more durable revenue base over time.

PORTFOLIO CONTEXT

Cumulative revenue generated across e-commerce client accounts: **USD 65 million**

Cumulative revenue generated across telehealth client accounts: **USD 28 million**

Since 2025, we have implemented our ads strategy and specialized skill set for telehealth brands.