

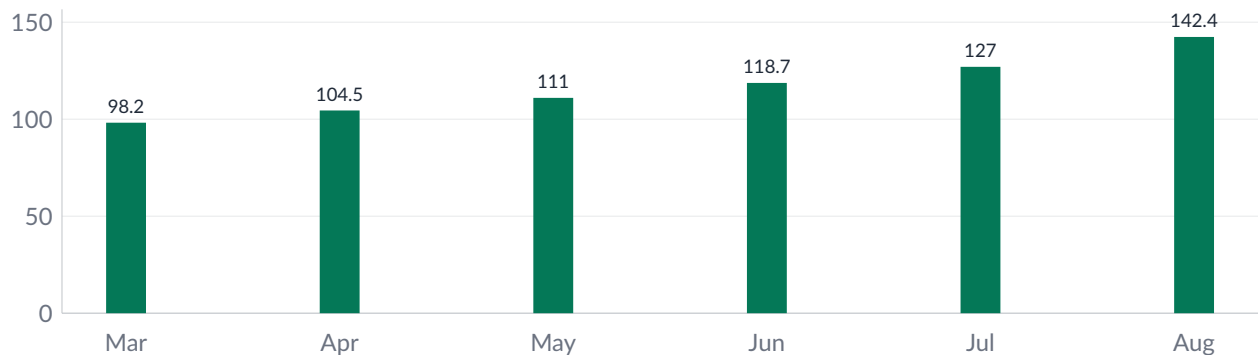
Monthly Business Report

August 2026 | Prepared by Finance and Operations

August was the strongest month of the year. Revenue grew 12% on the back of the new annual plans, churn fell for the third month in a row, and support response times stayed under two hours despite a record number of tickets.

Revenue \$142.4k +12.1% vs July	Active customers 1,284 +86 net new	Churn 2.1% -0.4 pts	NPS 72 +5 pts
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Monthly recurring revenue, thousands USD



Key metrics

Metric	This period	Previous	Change
New trials	412	376	+9.6%
Trial to paid conversion	23.8%	21.2%	+2.6 pts
Average revenue per customer	\$110.90	\$106.10	+4.5%
Support tickets	1,930	1,712	+12.7%
Median first response	1h 42m	1h 55m	-11%

Highlights

- Annual plans launched on August 4 and already make up 31% of new revenue.
- Enterprise tier signed three customers, including our largest contract to date.
- Churn is down to 2.1%, the lowest since we started measuring.

Next steps

- Extend annual pricing to the Starter tier in September.
- Hire two support engineers ahead of the Q4 volume peak.
- Ship usage-based alerts to reduce surprise overages.