

| Metric                                       | 1800flowers.com | urbanstems.com | bouqs.com | proflowers.com |
|----------------------------------------------|-----------------|----------------|-----------|----------------|
| QuickLift Score                              | 52.1            | 48.5           | 49.3      | 58.2           |
| 2024 total \$B (360)                         | \$1.83          | \$0.06         | \$0.09    |                |
| 2024 \$ Web \$B (360)                        | \$1.61          | \$0.06         | \$0.09    |                |
| 2024 % web (C360)                            | 88.14%          | 100.00%        | 100.00%   |                |
| AOV                                          | \$86.00         | \$146.00       | \$102.00  |                |
| avg. AOV                                     | \$111.33        | \$111.33       | \$111.33  | \$111.33       |
| %gap average (AOV)                           | 29.46%          | -23.74%        | 9.15%     |                |
| Conv %                                       | 17.90%          | 6.40%          | 1.80%     |                |
| avg. Conv%                                   | 8.70%           | 8.70%          | 8.70%     | 8.70%          |
| %gap average (Conv %)                        | -51.40%         | 35.94%         | 383.33%   |                |
| Visits MM                                    | 2.89            | 0.42           | 1.27      | 0.47           |
| Unique MM                                    | 1.61            | 0.27           | 0.77      | 0.31           |
| % Multi Visit                                | 44.17%          | 35.70%         | 39.40%    | 35.48%         |
| avg. multi visit                             | 38.69%          | 38.69%         | 38.69%    | 38.69%         |
| %gap average (% Multi Visit)                 | -12.41%         | 8.37%          | -1.81%    | 9.04%          |
| desk %                                       | 31.34%          | 40.16%         | 26.02%    | 32.67%         |
| mobile %                                     | 68.66%          | 59.84%         | 73.98%    | 67.33%         |
| New Visitors %                               | 85.16%          | 93.79%         | 88.79%    | 93.70%         |
| Return Visitors %                            | 14.84%          | 6.21%          | 11.21%    | 6.30%          |
| avg. return visits                           | 9.64%           | 9.64%          | 9.64%     | 9.64%          |
| %gap average (Return Visitors %)             | -35.04%         | 55.23%         | -14.01%   | 53.02%         |
| Bounce %                                     | 44.53%          | 42.83%         | 43.89%    | 45.25%         |
| avg. bounce                                  | 44.12%          | 44.12%         | 44.12%    | 44.12%         |
| %gap average (Bounce %)                      | 0.92%           | -2.93%         | -0.53%    | 2.55%          |
| Owned Visits %                               | 67.48%          | 67.86%         | 76.63%    | 81.17%         |
| avg Owned Visit %                            | 73.28%          | 73.28%         | 73.28%    | 73.28%         |
| %gap average (Owned Visits %)                | 8.60%           | 7.99%          | -4.37%    | -9.71%         |
| Owned Traffic Retention Index                | 64              | 52             | 39        | 32             |
| avg. Owned Traffic Index                     | 46.75           | 46.75          | 46.75     | 46.75          |
| %gap average (Owned Traffic Retention Index) | -26.95%         | -10.10%        | 19.87%    | 46.09%         |
| Paid Visits %                                | 32.52%          | 32.14%         | 23.37%    | 18.83%         |
| Paid Traffic Retention Index                 | 60              | 68             | 50        | 95             |
| avg. Paid Traffic Index                      | 68.25           | 68.25          | 68.25     | 68.25          |
| %gap average (Paid Traffic Retention Index)  | 13.75%          | 0.37%          | 36.50%    | -28.16%        |
| %gap leader (Paid Traffic Retention Index)   | 58.33%          | 39.71%         | 90.00%    | 0.00%          |
| \$ Per PPC Visit                             | \$2.24          | \$1.76         | \$3.03    | \$3.13         |
| \$ Per Retained PPC Visit                    | \$2.97          | \$2.10         | \$4.56    | \$3.51         |
| List MM                                      | 6.6             | 0.2            | 0.7       |                |
| Vol MM                                       | 128.4           | 5.7            | 11.3      |                |
| Camps                                        | 82              | 36             | 51        |                |
| Read %                                       | 5.71%           | 4.68%          | 2.18%     |                |
| Del %                                        | 12.04%          | 17.99%         | 5.26%     |                |
| Spam %                                       | 11.60%          | 41.30%         | 20.20%    |                |
| % List/Campaign                              | 23.73%          | 79.17%         | 31.65%    |                |
| Email/User/Day                               | 0.64            | 0.94           | 0.53      |                |
| Email POWER Index                            | 0.98            | 4.84           | 5.45      |                |
| avg. email POWER Index                       | 3.76            | 3.76           | 3.76      | 3.76           |
| %gap average (Email POWER Index)             | 283.33%         | -22.38%        | -31.07%   |                |