

ACQUISITION CHANNEL

- Organic
- Paid Event
- Partner

TIER

- Affiliate
- Fellow
- Member

STATUS

- Active
- Cancelled
- Lapsed

SEGMENT

- Academia
- Industry
- Public Practice

STATE

- ACT
- NSW
- NT

DATE RANGE

1/1/2022 6/30/2026

TOTAL MEMBERS

505K

ACTIVE RATE

82.6%

RENEWAL CONV %

87.1%

FCR RATE

71.9%

COMPLAINT RATE

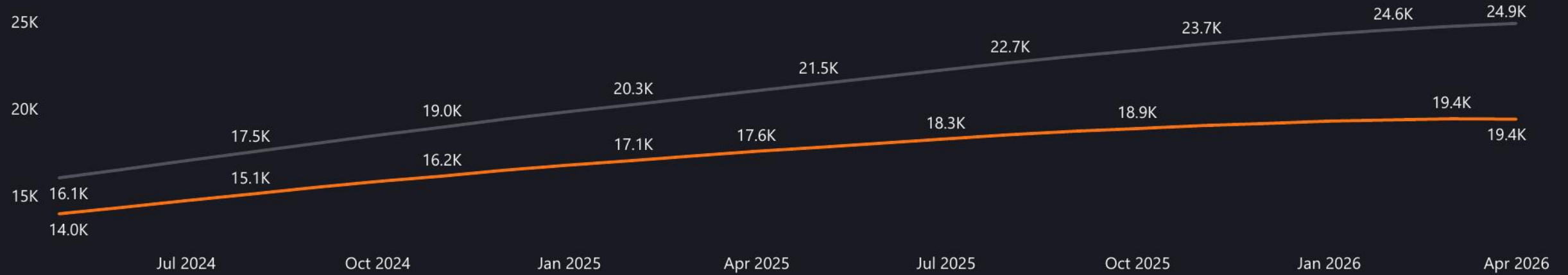
8.4%

RENEWAL REVENUE

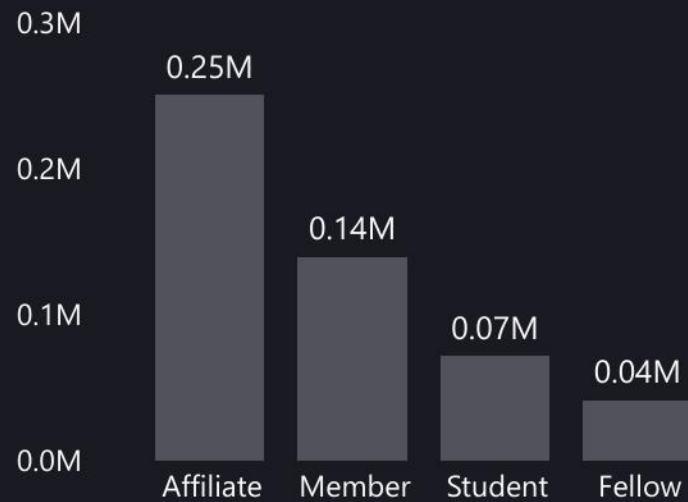
\$17M

MEMBER BASE TREND - ACTIVE vs TOTAL

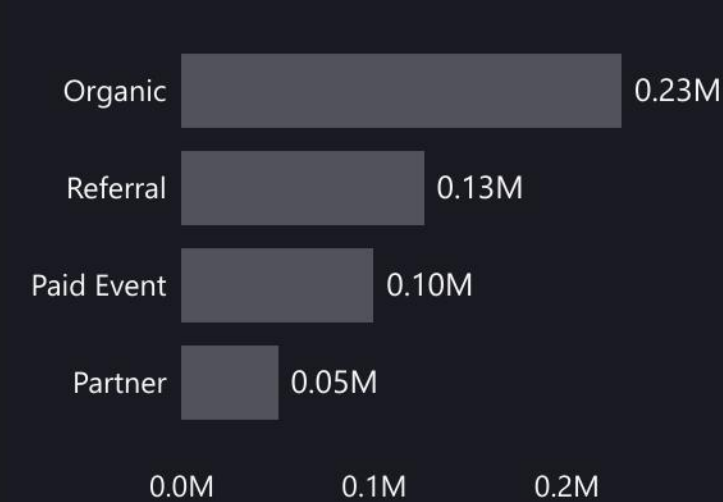
Members Active Total Members



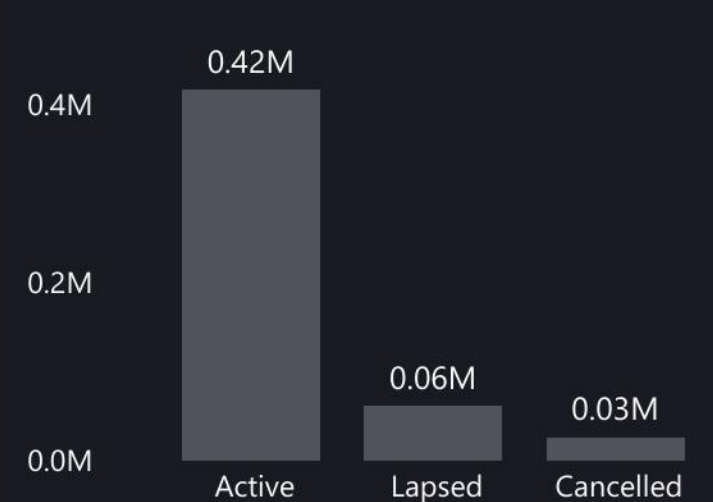
TIER MIX - TOTAL MEMBERS



CHANNEL MIX - TOTAL MEMBERS



STATUS BREAKDOWN - TOTAL MEMBERS



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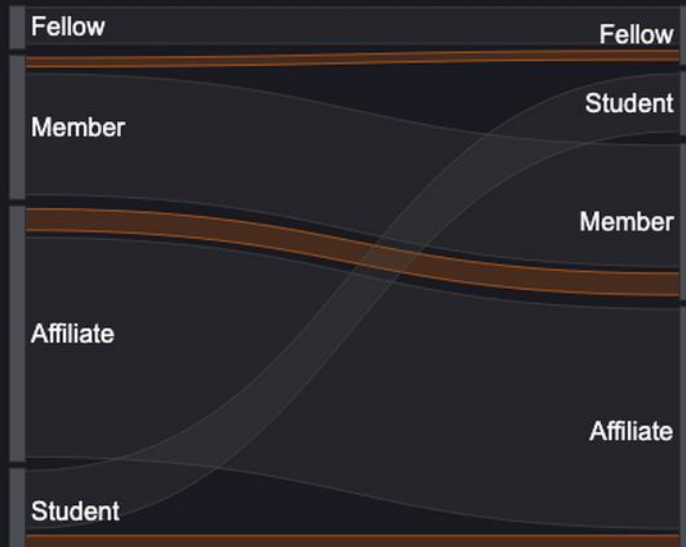
COHORT RETENTION HEATMAP - ACTIVE RATE BY TENURE

Cohort	00	01-02	03-05	06-11	12-17	18-23	24-35	36-47	48-59	60+	Total
FY2020								72.6%	62.4%	55.5%	58.8%
FY2021							76.9%	68.9%	62.1%	57.6%	63.7%
FY2022						86.4%	77.6%	69.6%	63.0%		71.0%
FY2023				100.0%	88.5%	87.9%	78.3%	70.7%			80.1%
FY2024	100.0%	100.0%	100.0%	100.0%	89.6%	88.3%	79.5%				90.7%
FY2025	100.0%	100.0%	100.0%	100.0%	89.4%	87.6%					96.8%
FY2026	100.0%	100.0%	100.0%	100.0%							100.0%
Total	100.0%	100.0%	100.0%	100.0%	89.3%	88.1%	78.4%	69.7%	62.5%	56.9%	82.6%

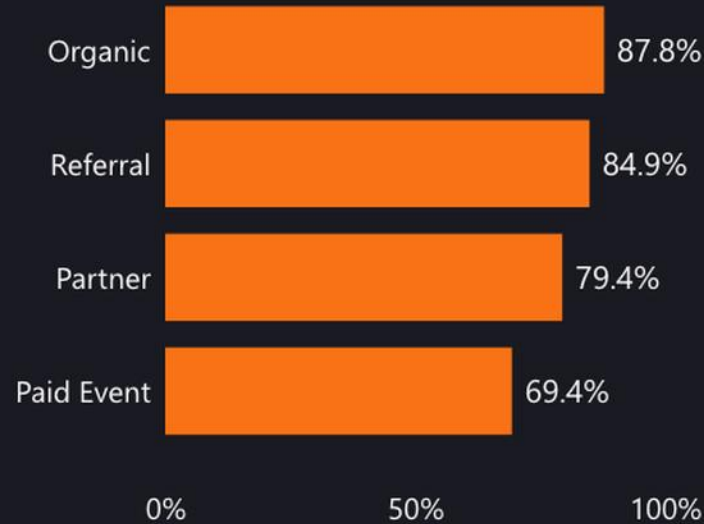
COHORT BY

- Cohort
- Channel
- Tier

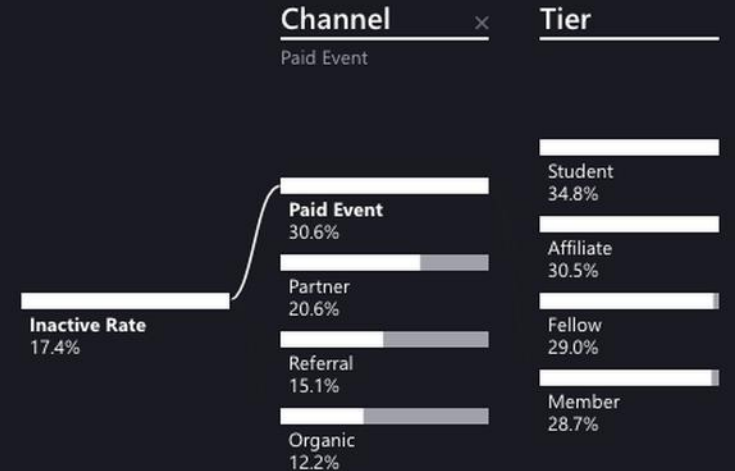
TIER TRANSITIONS - UPGRADE / DOWNGRADE



CHANNEL RETENTION - ACTIVE RATE



DECOMPOSE INACTIVE RATE - DRILL ANY PATH



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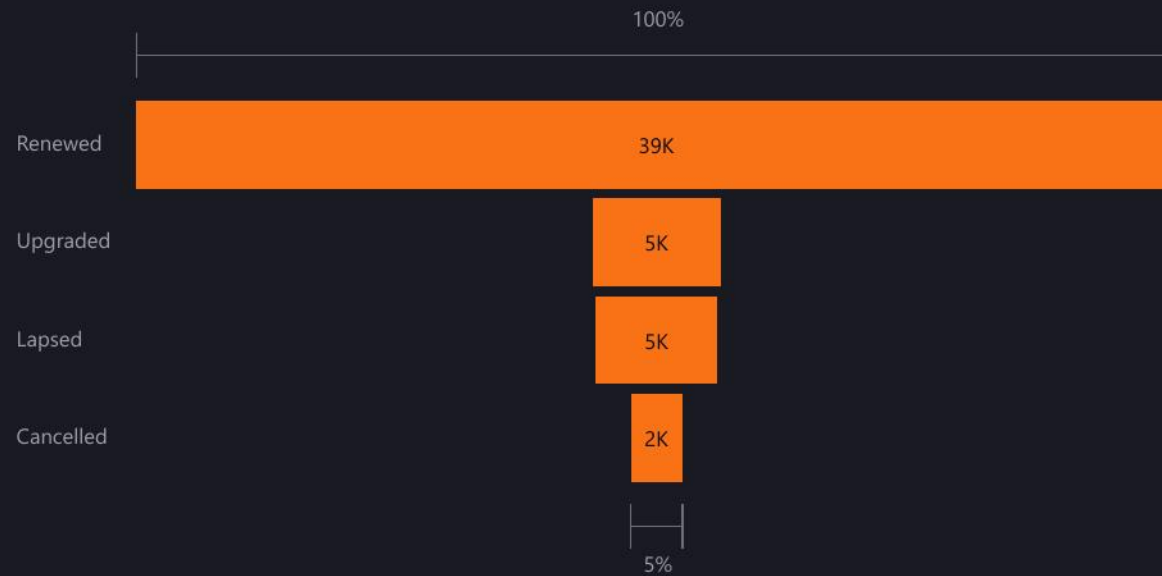


RENEWAL REVENUE

\$17M



// RENEWAL OUTCOME FUNNEL · CONVERSION FLOW



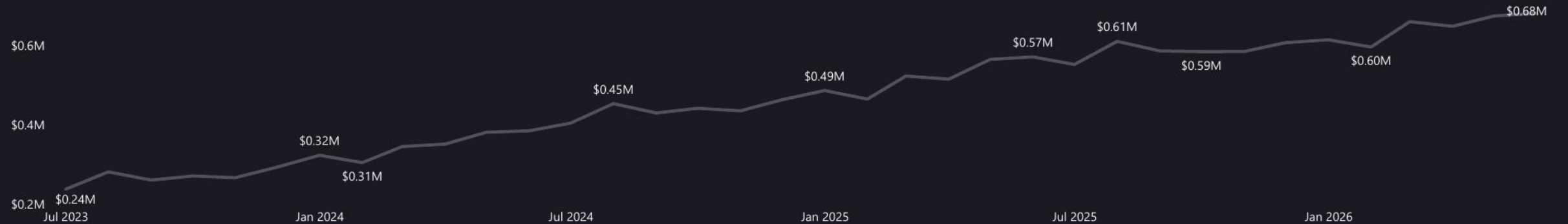
// TIER UPGRADE COUNT

4,810

// CONVERSION MATRIX · TIER × CHANNEL

Channel Tier	Organic		Paid Event		Partner		Referral		Total Conv %
	Conv %	Count	Conv %	Count	Conv %	Count	Conv %	Count	
Affiliate	90.2%	11,160	77.4%	4,987	84.8%	2,370	88.5%	6,126	86.6
Fellow	93.7%	2,257	81.5%	815	88.9%	443	91.4%	1,298	90.5
Member	92.4%	6,999	79.0%	2,695	86.3%	1,561	89.5%	3,791	88.6
Student	87.2%	2,418	73.6%	1,498	78.4%	671	84.4%	1,500	82.2
Total	90.9%	22,834	77.6%	9,995	84.8%	5,045	88.6%	12,715	87.1

// RENEWAL REVENUE TREND · MONTHLY



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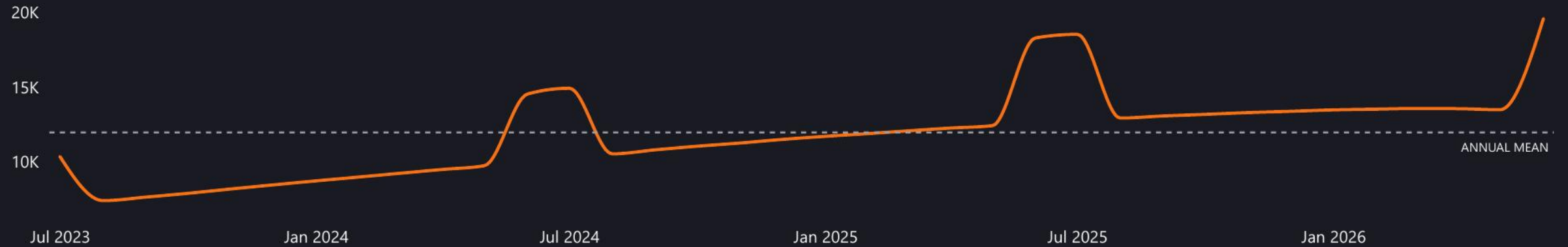
COMPLAINT RATE

8.4%

RENEWAL REVENUE

\$17M

// INTERACTION VOLUME TREND - MONTHLY



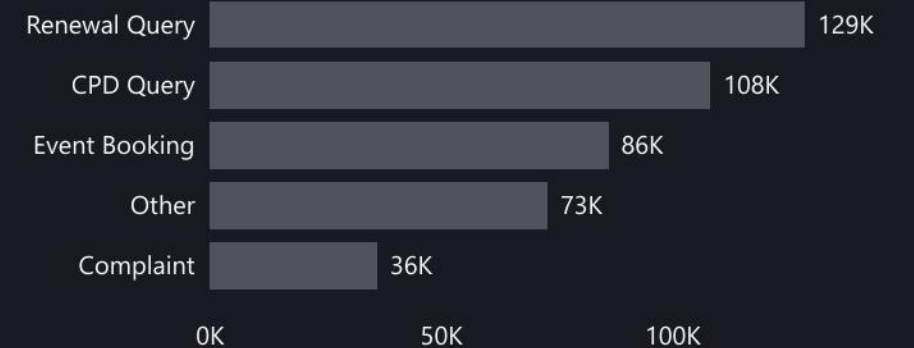
// FCR HEATMAP - AGENT x FY / QUARTER

Agent	2024	2025	2026	Total
Angela Powell	72.6%	72.4%	71.4%	72.1%
Beverly Harris	71.9%	71.1%	71.4%	71.4%
Brandon Miles	72.2%	71.0%	72.6%	71.9%
Cassandra Hunt	73.3%	71.9%	72.3%	72.4%
Christina Garcia	72.4%	71.4%	71.3%	71.6%
Christopher Hunter	71.9%	72.0%	72.9%	72.3%
Donald Taylor	73.3%	72.3%	72.3%	72.6%
Edward Smith	72.2%	72.7%	71.9%	72.3%
Eric Rodriguez MD	72.3%	72.2%	73.1%	72.6%
Gary Mahoney	70.5%	71.8%	72.6%	71.8%
Hayden Ryan	72.1%	71.4%	71.6%	71.7%
Jessica Carson	71.4%	71.5%	72.5%	71.9%
Jordan Rodriguez	70.2%	71.7%	71.7%	71.3%
Joy Brown	71.8%	71.3%	73.0%	72.1%
Total	71.9%	71.9%	71.9%	71.9%

// AVG DURATION (sec)

215

// INTERACTION MIX - BY TYPE



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RENEWAL REVENUE

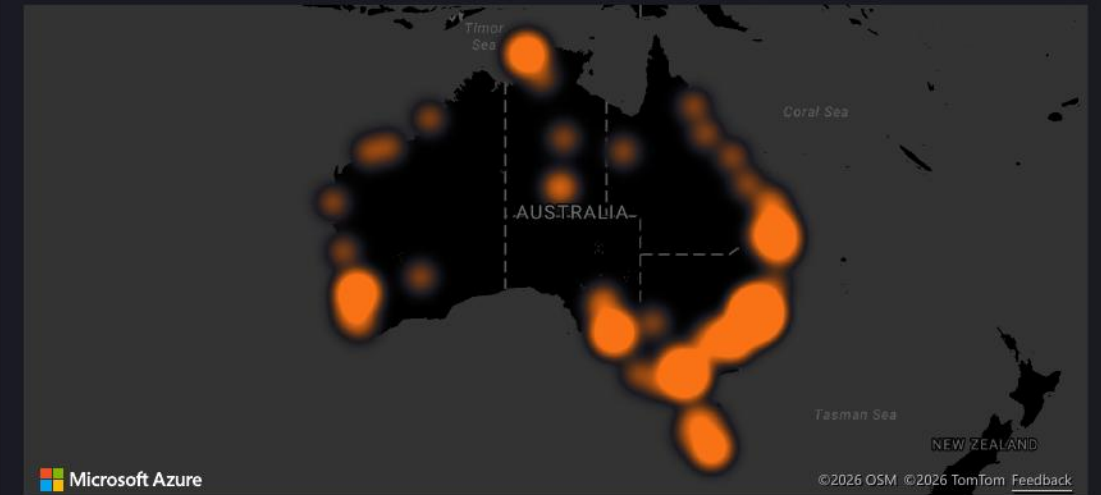
\$17M

// SA4 COMPLAINT RANKING · WORST FIRST ▶

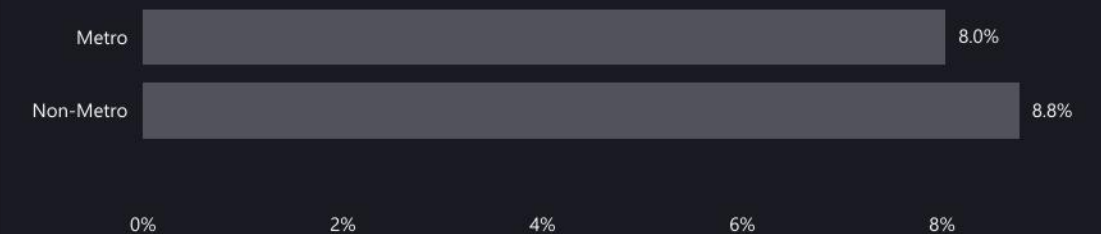
Central Coast	14.4%
Launceston and Nor...	9.2%
Adelaide - South	8.9%
Perth - South East	8.9%
Northern Territory - ...	8.7%
Melbourne - Inner N...	8.7%
Perth - South West	8.6%
Ipswich	8.6%
Sydney - Eastern Su...	8.5%
Central Queensland	8.5%
Toowoomba	8.5%
Murray	8.4%
Bendigo	8.4%
Ballarat	8.4%
Brisbane Inner City	8.4%
Melbourne - Inner E...	8.3%
Townsville	8.3%
Adelaide - North	8.3%
Sydney - South West	8.3%
Mid North Coast	8.3%
Hunter Valley exc N...	8.3%
Cairns	8.3%
Warrnambool and S...	8.2%
Riverina	8.2%
West and North West	8.2%
Melbourne - West	8.2%
Mandurah	8.2%
Melbourne - Inner	8.2%
Australian Capital Te...	8.1%
Brisbane - East	8.1%
Western Australia - ...	8.1%
Perth - Inner	8.1%

0% 5% 10% 15%

// AU COMPLAINT HEATMAP · COMPLAINT RATE BY POSTCODE



// METRO vs NON-METRO · COMPLAINT RATE



// CENTRAL COAST LIFT

1.77



// MEMBER

All

\$17M

Revenue

51K

Renewals

433K

Interactions

8.4%

Complaint Rate

// TIER

All

// STATUS

All

// ACQUISITION CHANNEL

All

// STATE

All

// MEMBER TIER JOURNEY - SCD2 HISTORY

Tier	Status	Segment	From	To	Change Reason
Affiliate	Active	Academia	2020-01-14	2021-01-13	initial
Affiliate	Active	Academia	2020-02-03	2023-02-02	initial
Affiliate	Active	Academia	2020-02-11	2023-02-10	initial
Affiliate	Active	Academia	2020-02-21	2024-02-20	initial
Affiliate	Active	Academia	2020-03-06	9999-12-31	initial
Affiliate	Active	Academia	2020-03-27	2024-03-26	initial
Affiliate	Active	Academia	2020-04-03	2021-04-02	initial
Affiliate	Active	Academia	2020-04-06	9999-12-31	initial
Affiliate	Active	Academia	2020-04-10	2021-04-09	initial
Affiliate	Active	Academia	2020-04-12	2021-04-11	initial

// RENEWAL HISTORY

Date	From	To	Outcome	Amount
2023-07-01	Affiliate	Affiliate	Renewed	\$215.87
2023-07-01	Affiliate	Affiliate	Renewed	\$217.02
2023-07-01	Affiliate	Affiliate	Renewed	\$217.48
2023-07-01	Affiliate	Affiliate	Renewed	\$218.49
2023-07-01	Affiliate	Affiliate	Renewed	\$218.53
2023-07-01	Affiliate	Affiliate	Renewed	\$221.19
2023-07-01	Affiliate	Affiliate	Renewed	\$221.53
2023-07-01	Affiliate	Affiliate	Renewed	\$223.41
2023-07-01	Fellow	Fellow	Renewed	\$760.25
2023-07-01	Fellow	Fellow	Renewed	\$763.22
2023-07-01	Member	Member	Lapsed	\$482.61
2023-07-01	Member	Member	Renewed	\$476.27

// INTERACTIONS LEDGER

Date	Type	Channel	FCR	Outcome	Avg Dur s
2023-07-01	Complaint	Chat	False	Followup	1,146
2023-07-01	Complaint	Chat	True	Resolved	187
2023-07-01	Complaint	Email	False	Followup	116
2023-07-01	Complaint	Email	True	Resolved	258
2023-07-01	Complaint	Phone	False	Escalated	291
2023-07-01	Complaint	Phone	True	Resolved	250
2023-07-01	Complaint	Portal	True	Resolved	148
2023-07-01	CPD Query	Chat	False	Escalated	147
2023-07-01	CPD Query	Chat	False	Followup	217
2023-07-01	CPD Query	Chat	True	Resolved	191
2023-07-01	CPD Query	Email	False	Escalated	452
2023-07-01	CPD Query	Email	False	Followup	242
2023-07-01	CPD Query	Email	True	Resolved	200
2023-07-01	CPD Query	In-Person	True	Resolved	237
2023-07-01	CPD Query	Phone	False	Escalated	222
2023-07-01	CPD Query	Phone	False	Followup	186
2023-07-01	CPD Query	Phone	True	Resolved	227
2023-07-01	CPD Query	Portal	False	Escalated	223
2023-07-01	CPD Query	Portal	False	Followup	267
2023-07-01	CPD Query	Portal	True	Resolved	248
2023-07-01	Event Booking	Chat	False	Escalated	205
2023-07-01	Event Booking	Chat	False	Followup	94
2023-07-01	Event Booking	Chat	True	Resolved	182
2023-07-01	Event Booking	Email	False	Escalated	113
2023-07-01	Event Booking	Email	False	Followup	99
2023-07-01	Event Booking	Email	True	Resolved	294
Total					215