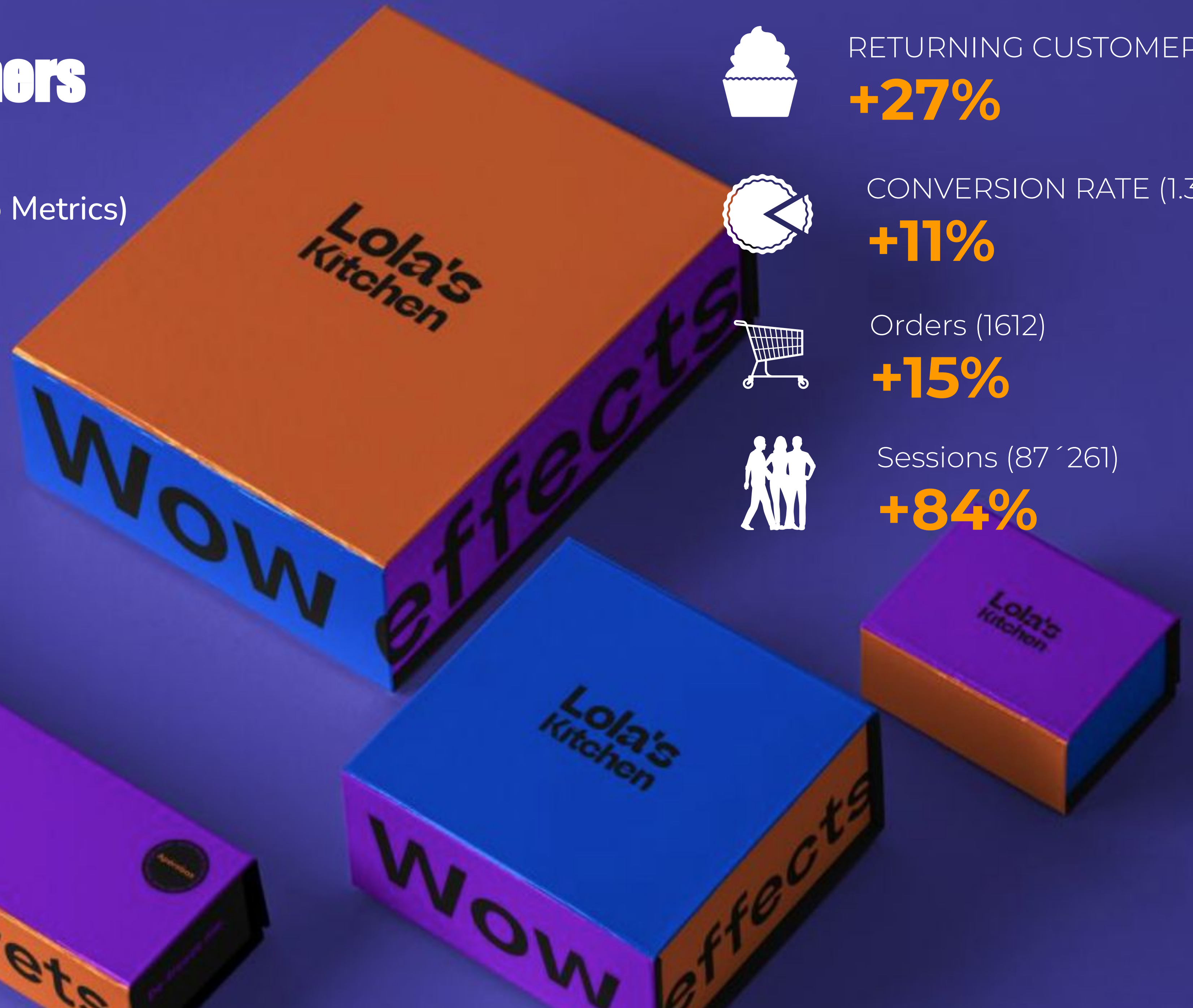


New B2C customers

2021 vs 2022 (FY Webshop Metrics)



RETURNING CUSTOMER (21.97%)

+27%



CONVERSION RATE (1.33%)

+11%



Orders (1612)

+15%



Sessions (87,261)

+84%



Big boom!

**Lola's
Kitchen**

- 1. Hiring absolut schiefgelaufen**
- 2. Falsche Aufgaben abgegeben**



