

	2019	2019	2019	2019	2019	2019	2019	2019	2020	2020	2020	2020	
	5	6	7	8	9	10	11	12	1	2	3	4	
Sales volume													
Direct Sales distribution	5%	10%	13%	15%	15%	15%	17%	10%	6%	8%	8%	8%	
Retail distribution	0%	0%	0%	0%	0%	0%	25%	25%	3%	4%	6%	8%	
Sales													
Test user (Sample 1-pack)	€ 325	€ 650	€ 813	€ 976	€ 976	€ 976	€ 1.106	€ 650	€ 1.707	€ 2.276	€ 2.362	€ 2.362	€ 15.179
Test user (7-pack)	€ 2.058	€ 4.116	€ 5.145	€ 6.174	€ 6.174	€ 6.174	€ 6.997	€ 4.116	€ 19.757	€ 26.342	€ 27.330	€ 27.330	€ 141.714
Test user (Sample 21-pack)	€ 2.758	€ 5.516	€ 6.895	€ 8.274	€ 8.274	€ 8.274	€ 9.377	€ 5.516	€ 12.766	€ 17.021	€ 17.659	€ 17.659	€ 119.989
Retail (7-pack)	€ -	€ -	€ -	€ -	€ -	€ -	€ 92.588	€ 92.588	€ 103.698	€ 138.264	€ 207.396	€ 286.898	€ 921.431
Subscription (150 bottles)	€ 5.920	€ 11.840	€ 14.800	€ 17.760	€ 17.760	€ 17.760	€ 20.128	€ 11.840	€ 41.040	€ 54.720	€ 56.772	€ 56.772	€ 327.112
Total Sales	€ 11.061	€ 22.122	€ 27.653	€ 33.184	€ 33.184	€ 33.184	€ 130.196	€ 114.710	€ 178.968	€ 238.624	€ 311.519	€ 391.021	€ 1.525.424

