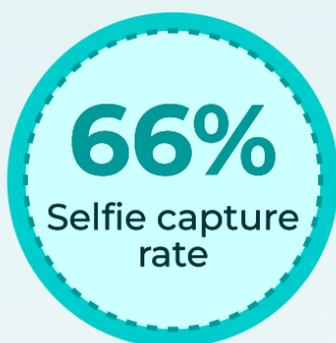


January 2026 Performance Index



User Journey Performance



Commerce Impact



Strong uplift across conversion-oriented actions, confirming Revieve’s role as a revenue-enabling layer

Engagement & Traffic

Engagement remained stable throughout January, with clear spikes driven by recalled usage and returning users

Skin Insights



Top Skin Concerns Include

- 16%** Visible pores
- 11%** Redness
- 10%** Dull / tired skin
- 10%** Dark circles
- 09%** Acne



- 35%** Combination
- 19%** Oily
- 18%** Dry
- 15%** Sensitive
- 13%** Normal

Skin Type Distribution

25%
of users

Didn't know their skin type, highlighting Revieve's role in skin education and guided discovery.

January Takeaway

January performance demonstrates consistent engagement, strong funnel progression, and measurable commercial impact, while simultaneously delivering high-value consumer skin intelligence. Revieve continues to operate as both a conversion driver and strategic data engine for brands.