

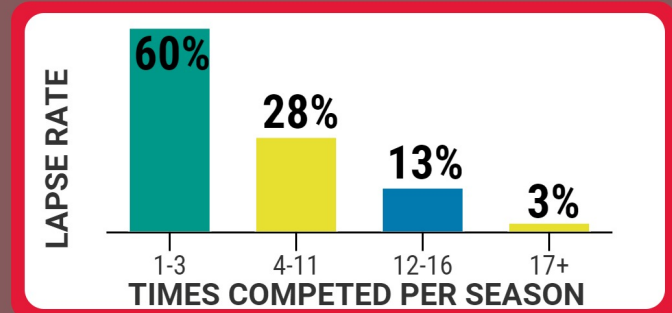


Insightful:

Key insight on league & competitive players

COMPETING

Playing frequency is directly linked to lapse rate



% FEMALES

1 TABLE CLUB

6%

7+ TABLE CLUB

15%

ENVIRONMENT

Larger clubs attract more female players, and younger players

MAGIC 10

Members who play 10 or more league matches per year are less likely to lapse



2-person league 3-person league

AVERAGE AGE

30

49

% FEMALES

13%

8%

FORMAT

2-person leagues attract a younger audience and more female players