Month	1 - Accumulated products sold 2021
JAN	1 029
FEB	1 771
MAR	2 603
APR	3 434
MAI	4 021
JUN	4 834
JUL	4 982
AUG	5 607
Sep	6 322
Okt	6 976
Nov	7 603
Des	8 074

Month	2 - Accumulated LTV 2021 commision
JAN	16 073 920
FEB	27 713 360
MAR	37 622 960
APR	47 528 680
MAI	55 567 760
JUN	64 513 568
JUL	68 996 440
AUG	81 369 560
Sep	90 466 224
Okt	100 700 736
Nov	108 987 600
Des	117 308 304

Month	3 - Product acquisition cost (New sales)
JAN	1 532
FEB	1 759
MAR	1 343
APR	1 470
MAI	1 910
JUN	1 268
JUL	4 873
AUG	1 879
Sep	1 043
Okt	1 457
Nov	1 534
Des	1 739

Month	4 - Accumulated LTV 2021 sold (GWP)
JAN	64 295 680
FEB	110 853 440
MAR	150 491 840
APR	190 114 720
MAI	222 271 040
JUN	258 054 272
JUL	275 985 760
AUG	325 478 240
Sep	361 864 896
Okt	402 802 944
Nov	435 950 400
Des	469 233 216

Table explanation

1) Growth: Accumulated number of private and commercial insurance products sold 2021
2) Long term value: Commission income multiplied by the estimated Lifetime Value of the customer
3) Sales efficiency: Sales cost divided by number of products sold
4) Long term value: Premium sold multiplied by the estimated Lifetime Value of the customer