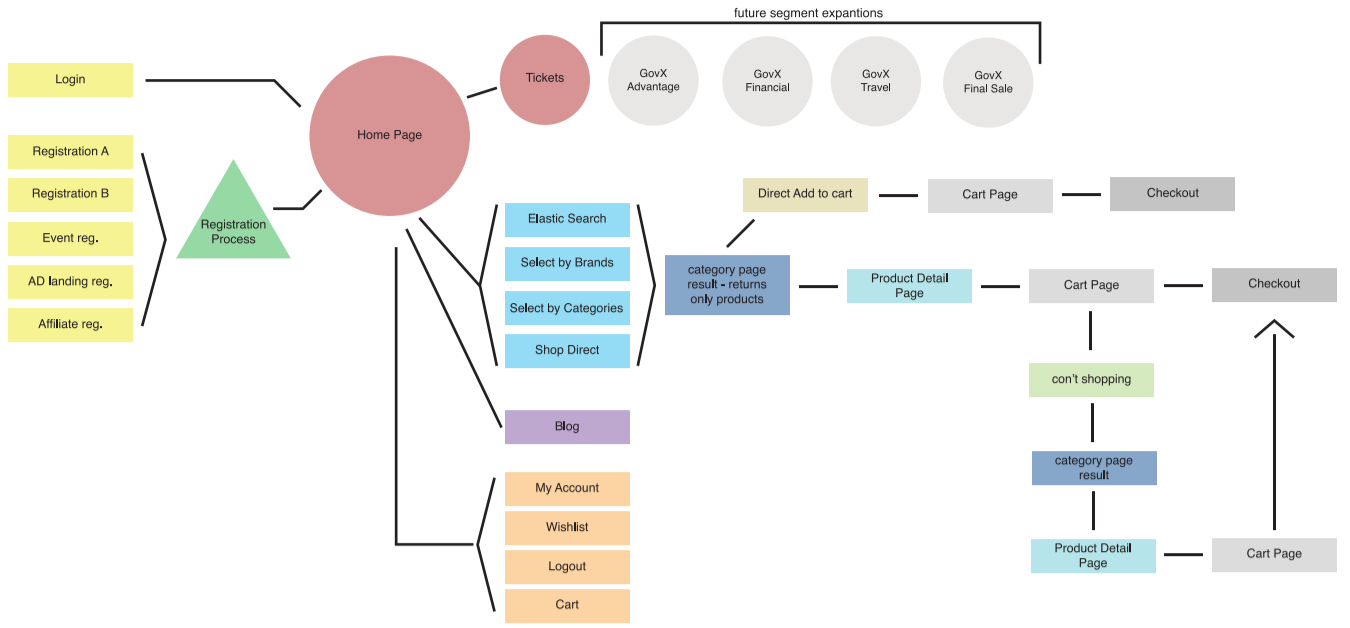
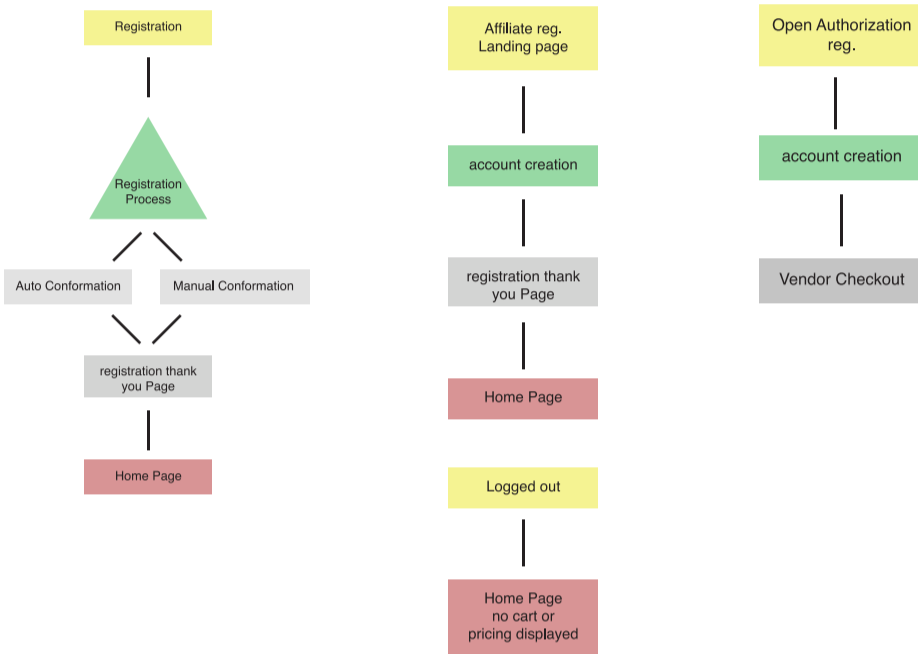


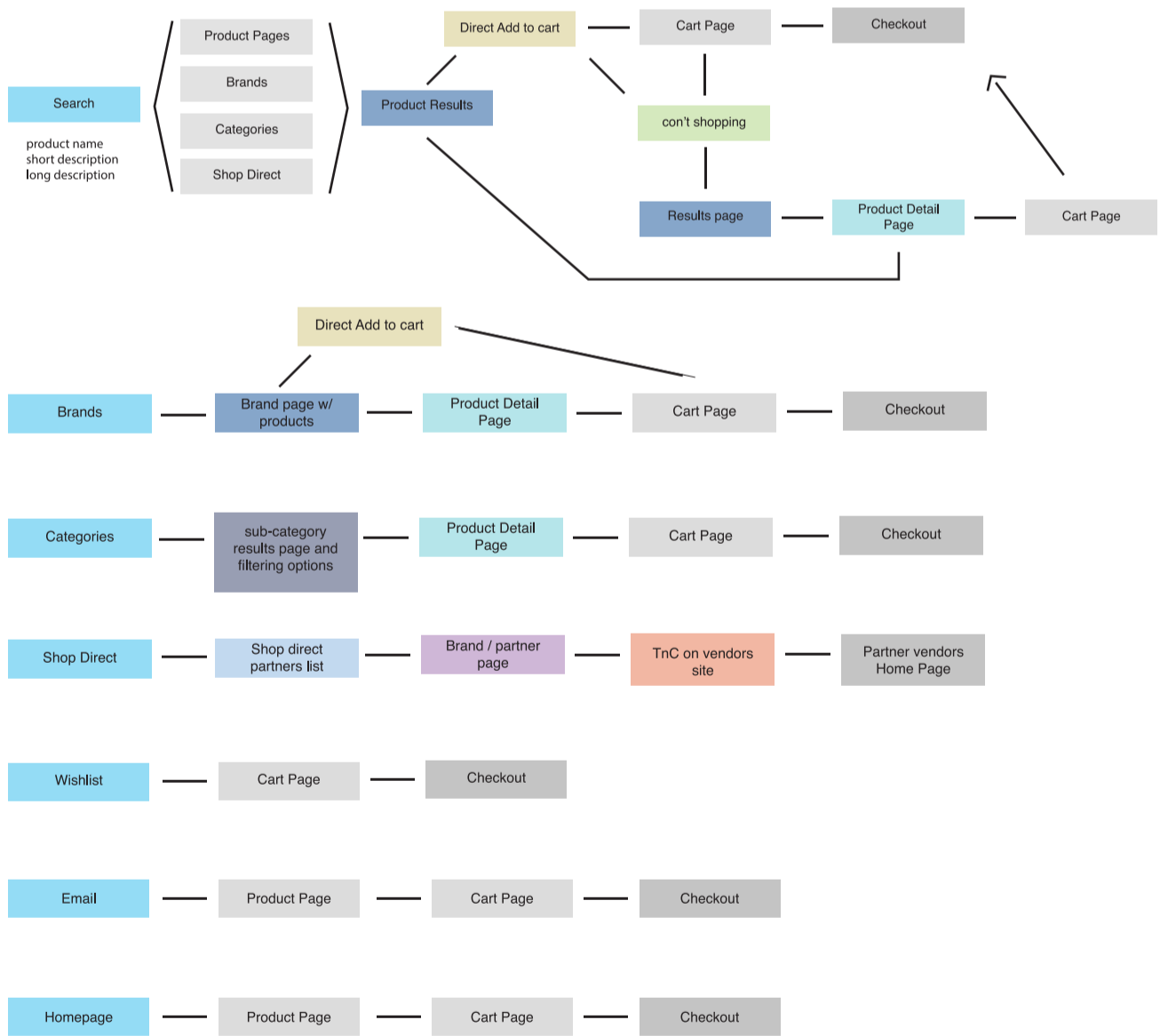
Registration to Checkout Flow



Member Acquisition Flow



Conversion Pathways



Category Structure (1ST & 2ND)

| New Arrivals | Men | Women | Tech | Action Sports | Performance Sports | Outdoors | Tactical | Home |
|--------------|--------------------|--------------------|----------------------------|-----------------|---------------------|--------------------|------------------------|----------------|
| Services | Featured Shops | Featured Shops | Featured Shops | Surf | men's active wear | camping & hiking | Men's Apparel | Featured Shops |
| Brands | Climbing | Clothing | Cameras | Snow | women's active wear | hunting & shooting | Accessories | Home Decor |
| Shop Direct | Sunglasses | Sunglasses | Audio | Skate | cycling | Survival supplies | Women's Apparel | Table Top |
| | Perception apparel | Perception apparel | Gaming | Stand up paddle | div & swim | Knives | Bags | Gifts |
| | Watches | Watches | Smart Phone Accessories | Motocross | hydration | Car Accessories | Emergency Food | Photo Frames |
| | Shoes | Shoes | laptop / tablet / eReaders | MMA | golf | | Fragnm Accessories | Clocks |
| | Accessories | Accessories | Spill / accessories | Nutrition | traces & support | | First aid / trauma kit | |
| | Luggage & travel | Luggage & travel | Charging Devices | Paint Ball | yoga | | Knives | |
| | | Jewelry | Laptop Accessories | | hydration | | Combatives | |