

WeHero Extension Users,

We're excited to officially share our first quarterly extension letter! These letters will provide a variety of updates around the extension and will include a summary of the impact we've had throughout the quarter. One of our foundational beliefs is that the more people know about their impact, the more they'll do to increase their impact. As you already know, we not only feature the amount of money raised on the extension but also the impact that money was able to deliver. We hope these letters provide an increased amount of information and transparency around our collective impact.

Q2 2020 Impact:

 \$263 raised 263 ft ³ of coastline protected	 \$261 raised 2,610 meals provided	 \$129 raised 129 trees planted	 \$68 raised 194 days of education provided	 charity: water \$64 raised Provided 2 people clean water for life
 \$61 raised Provided 73 days of care for foster dogs	 \$37 raised 7 days of food and support in SF	 \$34 raised Fed 425 rescued Koala Bears	 \$28 raised Support to black children in need	 ameriCares \$27 raised \$540 of aid to developing world
 \$25 raised Provided 2 families access to a goat	 \$12 raised Activated 12 people to fight injustice	 \$11 raised Helped shelter one family	 \$7 raised 46 letters sent to the elderly	 \$7 raised Support to wounded veterans

Q2 2020 Commentary:

In total, we raised \$1,033.56 during the second quarter. We had strong user growth during the quarter as the interest around various social causes grew. Many were attracted to the extension because it is a safe way to support those in need while staying at home. We also had strong growth among our organization users as almost all who attend a corporate volunteer event planned by our events division now download the extension as part of their event program.

Unfortunately, given the impact of COVID-19 on the overall economy, we saw a decline in the prices companies were willing to pay to advertise on our extension. This reduced the overall amount raised per user throughout the quarter. However, due to the importance of donations for our nonprofit partners in the current environment, WeHero made the decision to cover the additional donations that were lost due to the decline in ad rates. Going forward, we'll adjust the

specific impact associated with opening a new tab on a quarterly basis so that each user can accurately track their impact.

As we shared with our early users, 100% of the current money raised on the extension is going directly to the nonprofits you support. At the end of the year, we expect to make the decision to reserve a specific percentage of the funds raised to offset our server costs, engineering staff, and the overall management of the extension. As policies change over time you'll be the first to know.

Final Ask:

Thanks to each of you we supported our nonprofit partners as they delivered a strong impact throughout the quarter. If each user just invited one additional person to join the extension, we could double our impact. If you invited two people, we'd triple our impact. Let's work together to make creating an impact easy.

As always, please reach out with thoughts or questions. We love hearing from you.

- *The WeHero Team*