

APPLOVIN



AppLovin Cares EOY Recap

Presented by
Steering
Committee

NOV 2019



Agenda



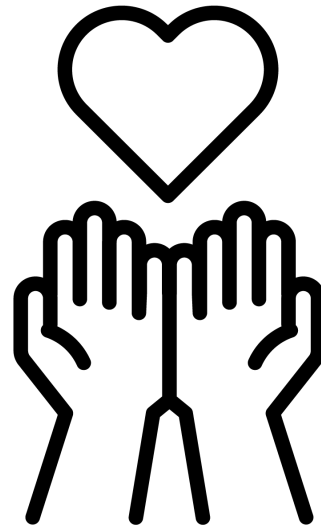
Review Pitches
2019 Accomplishments
2020 Goals

Review Pitches

2019 Accomplishments

Looking Back: 2019 Team Goals

Did we achieve them?



Grow Participation

Increase ways for other offices (global and US) to get involved.

Increase Giving

Through monetary contributions and volunteer participation.

2019 Accomplishments

Met Goals & More!



Increased Participation

18+ events held across global offices (SF, PA, Dublin, Tokyo).

40% YoY increase.

Increased Giving

~60% increase in giving.

On track to give \$221K to 20+ charities.

Increased Awareness

27% of US employees are engaged with Cares.

Demonstrated high effectiveness!

AppLovin beat the record of most buildings mapped in Mapathon history. We had 33 volunteers and outperformed orgs with 100+ participants.

2019 Accomplishments

Met Goals & More!



Organization & Structure

Implemented portfolio allocation structure and pitching process.

Added leadership roles to the org via Office Leads & Steering Committee.

Deepened Partnerships

Increased network of orgs, identified ones we are really excited about and deepened those relationships.

2020 Goals

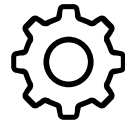
Deepened Employee Engagement with AppLovin Cares



2018

Launched AppLovin Cares

Website, blogs, funding



2019

Established Infrastructure

Portfolio system, pitching process, office leads, steering committee



2020

Promote & Expand

Organized & defined event metrics, increased & diversified employee submissions, and increased AppLovin CSR presence.

What we want to achieve

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Increased Employee Engagement
4 Events / Year (3 In Office, 1 Out of Office)
2 Cares Meetings / Year
1 Larger Corporate Event / Year
Target 50% Participation for In-Office Events



Increased & Diversified Employee Submissions
Target goal of 10 different employee
"Pitchers" in 2020.



Expanded AppLovin CSR Presence
Identify one cause and organize one large
corporate based volunteer activity with high
employee participation.

Examples: ToughMudder, Trail Clean Up,
Food Bank, Walk / Relays for a Cause

Thank You!

APP LOVIN

Cares

