

APPLOVIN



AppLovin Cares
EOY Recap

Presented by
Steering
Committee

NOV 2020

Agenda



Welcome!

Feature Content Speaker

2020 Accomplishments

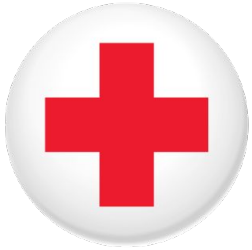
2021 Goals

Immediate Next Steps

Welcome!

Featured Speaker

Feature Content Speaker



**American
Red Cross**

Michelle Aerov, Corporate
Philanthropy Officer

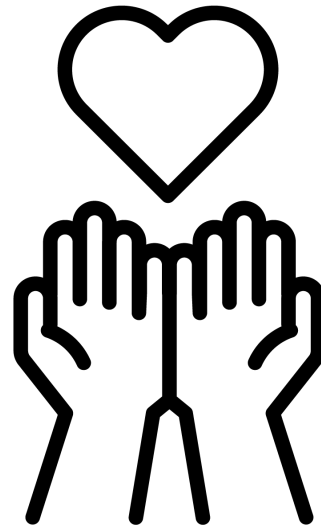
- 1) What has the Red Cross been doing to help our community during this global pandemic?
- 2) How can we prepare for a natural disaster?
- 3) CA Wildfire update



2020 Accomplishments

Looking Back: 2020 Team Goals

Did we achieve them?



Expand

Increase and broaden
employee engagement.

Promote

Increase AppLovin CSR
presence in our company
and communities.

Some **Good** We Did

- Social Justice—BLM: We donated \$30K to 5 organizations to contribute financial support for the Black Lives Matter movement: *Ella Baker Center of Human Rights, The Greenlining Institute, Equal Justice Initiative, The Bail Project, and UNCF.*
- Natural Disaster—CA Wildfire: We partnered with the *Red Cross* to quickly put up a micro-site to raise funds to help those who were impacted by the wildfires and raised \$13K+ through employee contributions and company matching.
- People & Places: AppLovin Cares collaborated with our People & Places team by submitting non-profit organizations that would benefit from meal donations. Our own Chef Russell then embarked on an initiative with our internal culinary team to prepare, cook, and donate meals to those in need.

**BLACK LIVES
DO MATTER**

Yes! A Few Highlights

Expanded

- 115+ members of AppLovin Cares; ~3.5x YoY increase.
- Participation with Cares has broadened beyond AppLovin employees to Lion Studios and Partner Studios employees across all divisions.

Promoted

- On track to give \$250K to 35+ organizations.
- That's 75% more orgs than 2019!



2020 Accomplishments

Some Good We Did

- Youth x Tech: AppLovin's IT department x AppLovin Cares donated 100 laptops to *Gameheads*, an organization that helps low income youth thrive in the tech and gaming industries.

"With AppLovin's donation, we can grow and extend and grow our course offerings and align more kids with computers."

- Gameheads Board Chair, Alfonso Hooker



2020 Accomplishments

Some Good We Did

- RiseUp Malawi:
 - Construction for the Kudziwa Center for Knowledge in Magochi, Malawi completed on schedule in September 2020
 - AL Cares *donated \$10k* (Nov 2019) to support the initial construction costs
 - Al Cares donated an *additional \$5k* (August 2020) to fund complete solar energy dependence for the Kudziwa Center via rooftop solar panels



Some Good We Did

- COVID-19:
 - Donated masks, goggles, and PPE to *the Hubei Charity Association in Wuhan, CN.*
 - Donated 15K masks (equivalent to \$40K) to *hospitals across America.*



Some Good We Did



- Lion Studios and AppLovin partnered to give back to 5 organizations: *SFUSD, Share Our Strength, Alameda Food Bank, Eat Learn Play Foundation* and *Feeding America*
- PeopleFun donated to *North Texas Food Bank* and *Get Shift Done* to provide food for those most in need and to pay those in the hospitality industry that have lost their jobs from the crisis to work at local non-profits and charities
- Belka Games donated to *Minsk City Clinical Infectious Diseases Hospital* which provides vital research and support for those fighting COVID-19 in Minsk. Funds went towards providing PPE for staff and funding for test systems and other essential supplies

2021 Goals

AppLovin Cares Goals

2018	2019	2020	2021
<p>Launched AppLovin Cares</p> <p>Website, blogs, funding</p>	<p>Established Infrastructure</p> <p>Portfolio system, pitching process, steering committee</p>	<p>Promote & Expand</p> <p>Organized & defined event metrics, increased & diversified employee submissions, and increased AppLovin CSR presence.</p>	<p>Continue Momentum & Innovate New Creative Ways to Give Back</p> <p>Assuming a continued remote environment – keep up employee engagement via more org submissions & get creative innovating new ways to give back to our communities meaningfully.</p>

Thank You!

APP LOVIN

Cares

