



Care2.com, Inc.

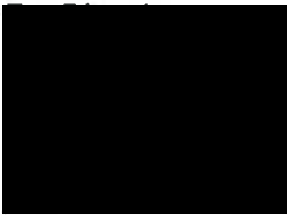


INVOICE



March 31, 2016

**Britain Stronger in Europe**



UK



£51892.97

**CPL Extension #2 Campaign on Care2.com:**

**IO Date 3/31/16**

**Run Dates: ASAP – April 14, 2016**

**Total Contract Cost:**

**\$ 74,688.00**

- Recruit a minimum of 75,000 UK members to the client's email list from branded action campaigns hosted on thepetitionsite.com and the Care2 network of websites.
- Deliver auto-responder email (welcome message) at zero cost (\$7,500 value).
- Deliver signups to client every week until completed
- Create/mock-up any client-branded landing page on thepetitionsite.com for client's approval
- Send signatures and comments via email or available webform

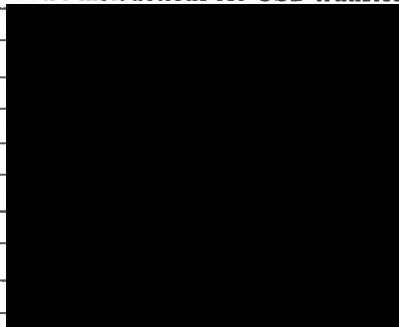
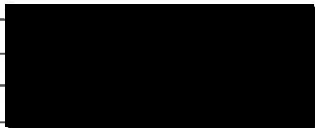
**Payment Terms:**

**Due on receipt: \$ 74,688.00**

**Please pay in US Dollars**

**Wire instructions for USD transfers:**

**Mail to:** Care2.com



Attn: Accounting Dept.

Care2.com, Inc.

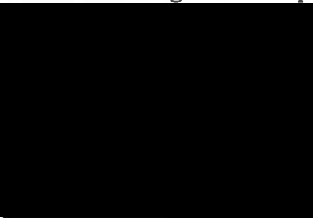


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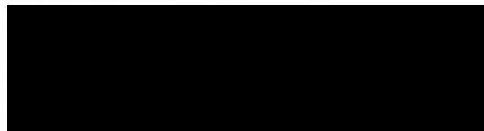


March 22, 2016

Britain Stronger in Europe



UK



L29314.26

CPL Extension Campaign on Care2.com:

IO Date 3/22/16

Run Dates: ASAP – April 14, 2016

Total Contract Cost:

\$ 40,568.00

- Recruit a minimum of 40,000 UK members to the client's email list from branded action campaigns hosted on thepetitionsite.com and the Care2 network of websites.
- Deliver auto-responder email (welcome message) at zero cost (\$4,000 value).
- Deliver signups to client every week until completed
- Create/mock-up any client-branded landing page on thepetitionsite.com for client's approval
- Send signatures and comments via email or available webform

Payment Terms:

Due on receipt: \$ 40,568.00

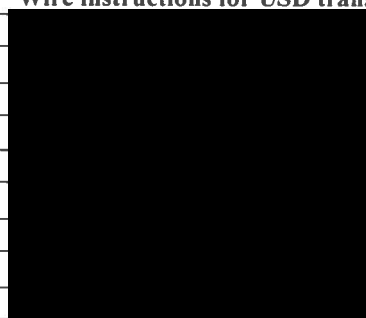
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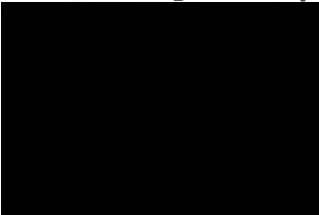


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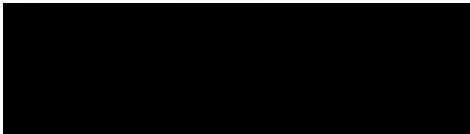


February 24, 2016

**Britain Stronger in Europe**



UK



£42395.00

**CPL Campaign on Care2.com:**

**IO Date 2/24/16**

**Run Dates: ASAP – June 2016**

**Total Contract Cost:**

**\$ 60,000.00**

- Recruit a minimum of 60,000 UK members to the client's email list from branded action campaigns hosted on thepetitionsite.com and the Care2 network of websites.
- Recruit an additional 564 names to make up for FX rate at zero cost (\$564 value)
- Deliver auto-responder email (welcome message) at zero cost (\$6,000 value).
- Deliver signups to client every week until completed
- Create/mock-up any client-branded landing page on thepetitionsite.com for client's approval
- Send signatures and comments via email or available webform

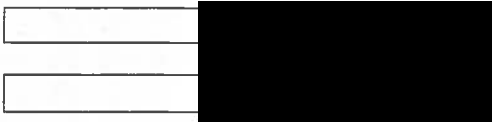
**Payment Terms:**

**Due on receipt: \$ 60,000.00**

**Please pay in US Dollars**

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Attn: Accounting Dept.



## Regulated Spend Workings

## Digital Media Spend

Supplier	Product/Service Provided	Dates Delivered	Invoice Number	Category	Original Cost £	Proportion/Apportionment	Sub-Total	Product / Service Life (Weeks)	Final Regulated Spend £	Explanatory Notes
Google	Google Ads	Apr-16	IP258	Advertising	£ 180,500	40%	£ 66,000	10	£ 66,000	Google Advertising directly attributed to regulated period
	Google Ads	May-16	IP259	Advertising	£ 117,500	100%	£ 117,500	10	£ 117,500	Google Advertising directly attributed to regulated period
	Google Ads	Jun-16	IP260	Advertising	£ 93,277	100%	£ 93,277	10	£ 93,277	Google Advertising directly attributed to regulated period
Facebook	Facebook Advertising & Content	Apr-16	IP261	Advertising	£ 701,792	100%	£ 130,120	4	£ 130,120	Facebook advertising & content directly attributed to campaign activity
	Facebook Advertising & Content	May-16	IP262	Advertising	£ 314,376	100%	£ 314,376	4	£ 314,376	Facebook advertising & content directly attributed to campaign activity
	Facebook Advertising & Content	Jun-16	IP263	Advertising	£ 367,812	100%	£ 367,812	4	£ 367,812	Facebook advertising & content directly attributed to campaign activity
Website - Hines Digital	Support Fee	May-16	IP264	Advertising	£ 1,674	100%	£ 1,674	4	£ 1,674	Support Fee for website activities
	Support Fee	Jun-16	IP265	Advertising	£ 1,642	100%	£ 1,642	4	£ 1,642	Support Fee for website activities
Change.org	Email Acquisition	Jan - June 2016	IP266	Advertising	£ 171,483	100%	£ 171,483	25	£ 68,593	Email Acquisition from January 2016, with full use during regulated period
Care2	Email Acquisition	Feb - June 2016	IP267	Advertising	£ 123,602	100%	£ 123,602	20	£ 61,801	Email Acquisition from February 2016, with full use during regulated period
Nationbuilder	Usage Fee	Apr-16	IP268	Advertising	£ 3,004	29%	£ 872	4	£ 872	Invoice spans period 24th March - 23rd April. We have included 9/31 of invoice to cover use of 9 days during the regulated period.
	Usage Fee	May-16	IP269	Advertising	£ 3,655	100%	£ 3,655	4	£ 3,655	Standard usage fee for volunteer and data management system
	Usage Fee	Jun-16	IP270	Advertising	£ 3,501	100%	£ 3,501	4	£ 3,501	Standard usage fee for volunteer and data management system
Lloyds Charge Card Expenditure	Facebook	Jun-16		Advertising	£ 170	100%	£ 170	10	£ 170	
MailChimp	Mail merge	Apr-16		Press conferences/media	£ 66	100%	£ 66	4	£ 33	
	Mail merge	May-16		Press conferences/media	£ 93	100%	£ 93	4	£ 93	
	Mail merge	Jun-16		Press conferences/media	£ 103	100%	£ 103	4	£ 77	
<b>TOTAL</b>					<b>£ 2,084,250</b>		<b>£ 1,395,947</b>		<b>£ 1,231,197</b>	