

INVOICE

March 31, 2016

Britain Stronger in Europe



CPL Extension #2 Campaign on Care2.com: IO Date 3/31/16 Run Dates: ASAP – April 14, 2016

Total Contract Cost:

\$ 74,688.00

£51892.97.

- 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	n US Dollars	Wire instructions for USD transfers:				
Mail to:	Care2.com					
· · · · · · ·						
	Attn: Accounting Dept.					

Care2.com, Inc.		
]	INVOICE	
		March 22, 2016
Britain Stronger in Europe		
UK		
CPL Extension Campaign on Care2.com:		E29314.26
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 th thepetitionsite.com and the Care2 network of websi Deliver auto-responder email (welcome message Deliver signups to client every week until compl 	ites. e) at zero cost (\$4,000 value). leted	
 Create/mock-up any client-branded landing page Send signatures and comments via email or avail 		proval
Payment Terms:		e 40 5 6 00
	Due on 1	receipt: \$ 40,568.00
Please pay in US Dollars	Wire instruction	s for USD transfers:
Mail to: Care2.com		
Attn: Accounting Dept.		
Attn: Accounting Dept.		

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Care2.co				
		INVOICE		
			February 24, 20	16
Britain Stro	onger in Europe			
UK				
			11.7	7050
			£42	395.0
IO Date 2/24				395. N
IO Date 2/24		Total Contract Cost:	£42 \$ 60,0	
IO Date 2/24 Run Dates: . Recruit a r	4/16 ASAP – June 2016 minimum of 60,000 UK membe	rs to the client's email list from branded ac	\$ 60,0	00.00
O Date 2/24 Run Dates: . - Recruit a r thepetitionsit - Recruit an	4/16 ASAP – June 2016 minimum of 60,000 UK membe te.com and the Care2 network o additional 564 names to make	rs to the client's email list from branded as f websites. up for FX rate at zero cost (\$564 value)	\$ 60,0	00.00
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Regulated Spend Workings

Digital Media Spend

										Product / Service			
upplier	Product/Service Provided	Dates Delivered	Invoice Number	Category	Orgina	l Cost E	Proportion/Apportionment	Sab	Tatal		Final Rep	ulated Spend £	Explanatory flotes
Google	Google Ads	Apr-16	1258		1.6	100 500				(Weeks)			
	Google Ads	May-16		Advertising		180,500			66,000		E	66,000	Google Advertising directly attributed to regulated period
	Google Ads	Jun-16	19259	Advertising	E	117,500			117,500		£		Google Advertising directly attributed to regulated period
	Google Ads	Jun-1e	19260	Advertising	E	93,277	100%	£	93,277	10	E	93,277	Google Advertising directly attributed to regulated period
acebook	Facebook Advertising & Content	Apr-16	IP261	Advertising	£	701,792	100%	£	130,120	4	E	130,120	Facebook advertising & content directly attributed to campaign activity
	Facebook Advertising & Content	May-16	1P262	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
Vebsite - Hines Digital	Support Fee				1.1								
venite - nines Ligital		May-16	IP264	Advertising	E	1,674			1,674		£		Support Fee for website activites
	Support Fee	Jun-16	IP265	Advertising	£	1,642	100%	£	1,642	4	£	1,642	Support Fee for website activites
hange.org	Email Acquistion	Jan - June 2016	IP266	Advertising	£	171,483	100%	£	171,483	25	£	68,593	Email Acquisition from January 2016, with full use during regulated period
							Contract of the second s		311			1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 - 1997 -	free day filmed and filmed and state and the
are2	Email Acquisition	Feb - June 2016	IP267	Advertising	£	123,602	100%	£	123,602	20	E	61,801	Email Acquisition from February 2016, with full use during regulated period
								0					
istionbuilder	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	19270	Advertising	£	3,501	100%	£	3,501	4	E		Standard usage fee for volunteer and data management system
oyds Charge Card Expenditure	Facebook	Jun-16		Advertising	E	170	100%	£	170	10	E	170	
failChimp	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	£		100%	£	103	4	£	77	
OTAL					E 2,	084,250		£1.	395,947		E	1.231.197	