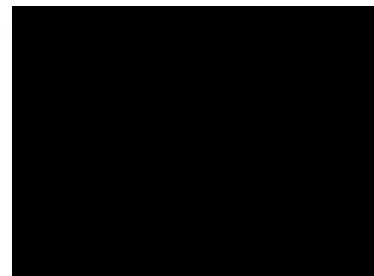
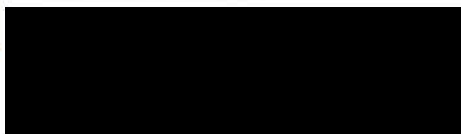


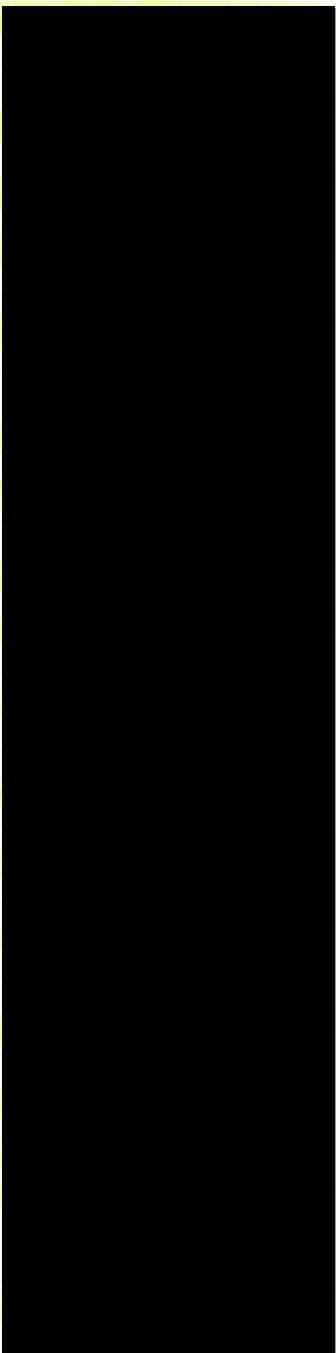


Facebook Ireland Limited



Billing report: 01/04/2016 - 30/04/2016

Payment Method: 

Date billed	Transaction ID	Transaction Description	Amount billed
30/04/2016		Facebook Adverts payment ✓	£208.23 GBP
30/04/2016		Facebook Adverts payment ✓	£9,802.86 GBP
30/04/2016		Facebook Adverts payment ✓	£1.29 GBP
30/04/2016		Facebook Adverts payment ✓	£250.31 GBP
30/04/2016		Facebook Adverts payment ✓	£9,750.73 GBP
29/04/2016		Facebook Adverts payment ✓	£251.12 GBP
29/04/2016		Facebook Adverts payment ✓	£9,752.33 GBP
28/04/2016		Facebook Adverts payment ✓	£129.74 GBP
28/04/2016		Facebook Adverts payment ✓	£9,873.91 GBP
28/04/2016		Facebook Adverts payment ✓	£359.64 GBP
28/04/2016		Facebook Adverts payment ✓	£9,700.53 GBP
27/04/2016		Facebook Adverts payment ✓	£129.62 GBP
27/04/2016		Facebook Adverts payment ✓	£9,874.88 GBP
27/04/2016		Facebook Adverts payment ✓	£254.93 GBP
27/04/2016		Facebook Adverts payment ✓	£9,745.69 GBP
26/04/2016		Facebook Adverts payment ✓	£169.74 GBP
26/04/2016		Facebook Adverts payment ✓	£9,833.87 GBP
25/04/2016		Facebook Adverts payment ✓	£82.57 GBP

25/04/2016		Facebook Adverts payment	✓	£9,928.42 GBP
24/04/2016		Facebook Adverts payment	✓	£114.89 GBP
24/04/2016		Facebook Adverts payment	✓	£9,899.43 GBP
24/04/2016		Facebook Adverts payment	✓	£136.37 GBP
24/04/2016		Facebook Adverts payment	✓	£9,867.00 GBP
23/04/2016		Facebook Adverts payment	✓	£272.62 GBP
23/04/2016		Facebook Adverts payment	✓	£9,729.39 GBP
21/04/2016		Facebook Adverts payment	✓	£149.44 GBP
21/04/2016		Facebook Adverts payment	✓	£9,850.89 GBP
14/04/2016		Facebook Adverts payment	✓	£235.72 GBP
14/04/2016		Facebook Adverts payment		£9,766.73 GBP
13/04/2016		Facebook Adverts payment		£413.65 GBP
13/04/2016		Facebook Adverts payment		£9,635.43 GBP
13/04/2016		Facebook Adverts payment		£443.69 GBP
13/04/2016		Facebook Adverts payment		£9,556.66 GBP
13/04/2016		Facebook Adverts payment		£907.51 GBP
13/04/2016		Facebook Adverts payment		£9,116.15 GBP
12/04/2016		Facebook Adverts payment		£631.61 GBP
12/04/2016		Facebook Adverts payment		£9,369.62 GBP
12/04/2016		Facebook Adverts payment		£542.37 GBP
12/04/2016		Facebook Adverts payment		£9,503.12 GBP
12/04/2016		Facebook Adverts payment		£609.61 GBP
12/04/2016		Facebook Adverts payment		£9,454.08 GBP
12/04/2016		Facebook Adverts payment		£488.61 GBP
12/04/2016		Facebook Adverts payment		£9,562.76 GBP
12/04/2016		Facebook Adverts payment		£82.12 GBP

£130,120.00

12/04/2016		Facebook Adverts payment	£9,922.01 GBP
11/04/2016		Facebook Adverts payment	£101.46 GBP
11/04/2016		Facebook Adverts payment	£9,904.50 GBP
11/04/2016		Facebook Adverts payment	£327.50 GBP
11/04/2016		Facebook Adverts payment	£9,693.51 GBP
11/04/2016		Facebook Adverts payment	£926.92 GBP
11/04/2016		Facebook Adverts payment	£9,104.59 GBP
10/04/2016		Facebook Adverts payment	£1,427.45 GBP
10/04/2016		Facebook Adverts payment	£8,587.31 GBP
10/04/2016		Facebook Adverts payment	£1,990.15 GBP
10/04/2016		Facebook Adverts payment	£8,028.38 GBP
10/04/2016		Facebook Adverts payment	£1,217.47 GBP
10/04/2016		Facebook Adverts payment	£8,793.31 GBP
10/04/2016		Facebook Adverts payment	£1,575.36 GBP
10/04/2016		Facebook Adverts payment	£8,433.81 GBP
09/04/2016		Facebook Adverts payment	£1,684.64 GBP
09/04/2016		Facebook Adverts payment	£8,328.20 GBP
09/04/2016		Facebook Adverts payment	£1,082.95 GBP
09/04/2016		Facebook Adverts payment	£8,927.98 GBP
09/04/2016		Facebook Adverts payment	£916.32 GBP
09/04/2016		Facebook Adverts payment	£9,092.88 GBP
09/04/2016		Facebook Adverts payment	£488.78 GBP
09/04/2016		Facebook Adverts payment	£9,529.42 GBP
09/04/2016		Facebook Adverts payment	£1,149.74 GBP
09/04/2016		Facebook Adverts payment	£8,866.93 GBP
08/04/2016		Facebook Adverts payment	£1,483.55 GBP

08/04/2016		Facebook Adverts payment	£8,541.73 GBP
08/04/2016		Facebook Adverts payment	£913.85 GBP
08/04/2016		Facebook Adverts payment	£9,087.35 GBP
08/04/2016		Facebook Adverts payment	£1,026.52 GBP
08/04/2016		Facebook Adverts payment	£8,976.85 GBP
08/04/2016		Facebook Adverts payment	£595.05 GBP
08/04/2016		Facebook Adverts payment	£9,405.31 GBP
08/04/2016		Facebook Adverts payment	£647.18 GBP
08/04/2016		Facebook Adverts payment	£9,356.90 GBP
07/04/2016		Facebook Adverts payment	£605.56 GBP
07/04/2016		Facebook Adverts payment	£9,411.05 GBP
07/04/2016		Facebook Adverts payment	£595.85 GBP
07/04/2016		Facebook Adverts refund	£-3.88 GBP
07/04/2016		Facebook Adverts payment	£9,433.86 GBP
07/04/2016		Facebook Adverts payment	£126.21 GBP
07/04/2016		Facebook Adverts payment	£9,937.95 GBP
07/04/2016		Facebook Adverts refund	£-0.05 GBP
07/04/2016		Facebook Adverts payment	£10,024.20 GBP
07/04/2016		Facebook Adverts payment	£10,002.83 GBP
06/04/2016		Facebook Adverts payment	£10,013.90 GBP
06/04/2016		Facebook Adverts payment	£10,009.05 GBP
06/04/2016		Facebook Adverts payment	£10,010.28 GBP
06/04/2016		Facebook Adverts payment	£10,003.92 GBP
05/04/2016		Facebook Adverts payment	£10,034.19 GBP
05/04/2016		Facebook Adverts payment	£10,155.90 GBP
05/04/2016		Facebook Adverts payment	£10,019.60 GBP

05/04/2016		Facebook Adverts payment	£10,006.11 GBP
04/04/2016		Facebook Adverts payment	£10,082.07 GBP
04/04/2016		Facebook Adverts payment	£10,003.65 GBP
04/04/2016		Facebook Adverts payment	£10,026.24 GBP
04/04/2016		Facebook Adverts payment	£10,285.67 GBP
03/04/2016		Facebook Adverts payment	£10,050.40 GBP
03/04/2016		Facebook Adverts payment	£10,021.79 GBP
03/04/2016		Facebook Adverts payment	£10,043.30 GBP
03/04/2016		Facebook Adverts payment	£10,002.33 GBP
02/04/2016		Facebook Adverts payment	£10,008.29 GBP
02/04/2016		Facebook Adverts payment	£10,012.57 GBP
02/04/2016		Facebook Adverts payment	£10,000.23 GBP
02/04/2016		Facebook Adverts payment	£10,002.59 GBP
02/04/2016		Facebook Adverts payment	£10,019.37 GBP
01/04/2016		Facebook Adverts payment	£10,018.89 GBP
01/04/2016		Facebook Adverts payment	£10,082.14 GBP
01/04/2016		Facebook Adverts payment	£10,014.08 GBP
01/04/2016		Facebook Adverts payment	£10,152.90 GBP
01/04/2016		Facebook Adverts payment	£10,002.87 GBP
TOTAL			£701,791.65 GBP

VAT Rate: 0%

VAT Amount in Euros: €0.00

Customer to account for any VAT arising on this supply in accordance with Article 196, Council Directive 2006/112/EC.

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	
TOTAL					£ 2,084,250		£ 1,395,947		£ 1,231,197	