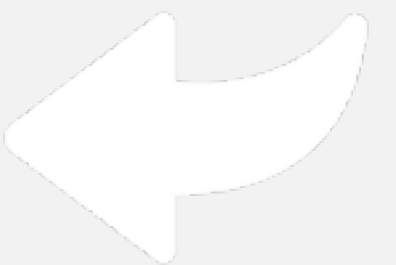


# Q: What drives users to the app and sign-up?

A: For online channels, we will test driving channels to both our app download page in the Android and Apple stores, as well as driving them to our site to understand which converts better. For offline and partnership channels, we'll use unique URLs to track sources directly to our website. Our product is intended to be direct to consumer, so we will not be advertising it in a physical or e-commerce store.



# Q: How many boxes will each customer have?

A: Stash anticipates an average of 1.75 boxes per customer. Our survey results support this assumption, based on the number of items and types of items users think they would store. As this behavior continues, we expect it to naturally grow.

