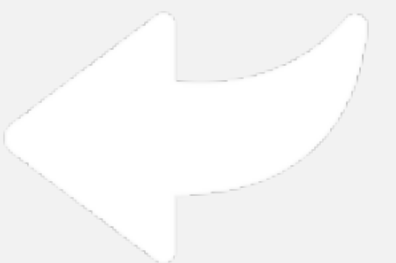
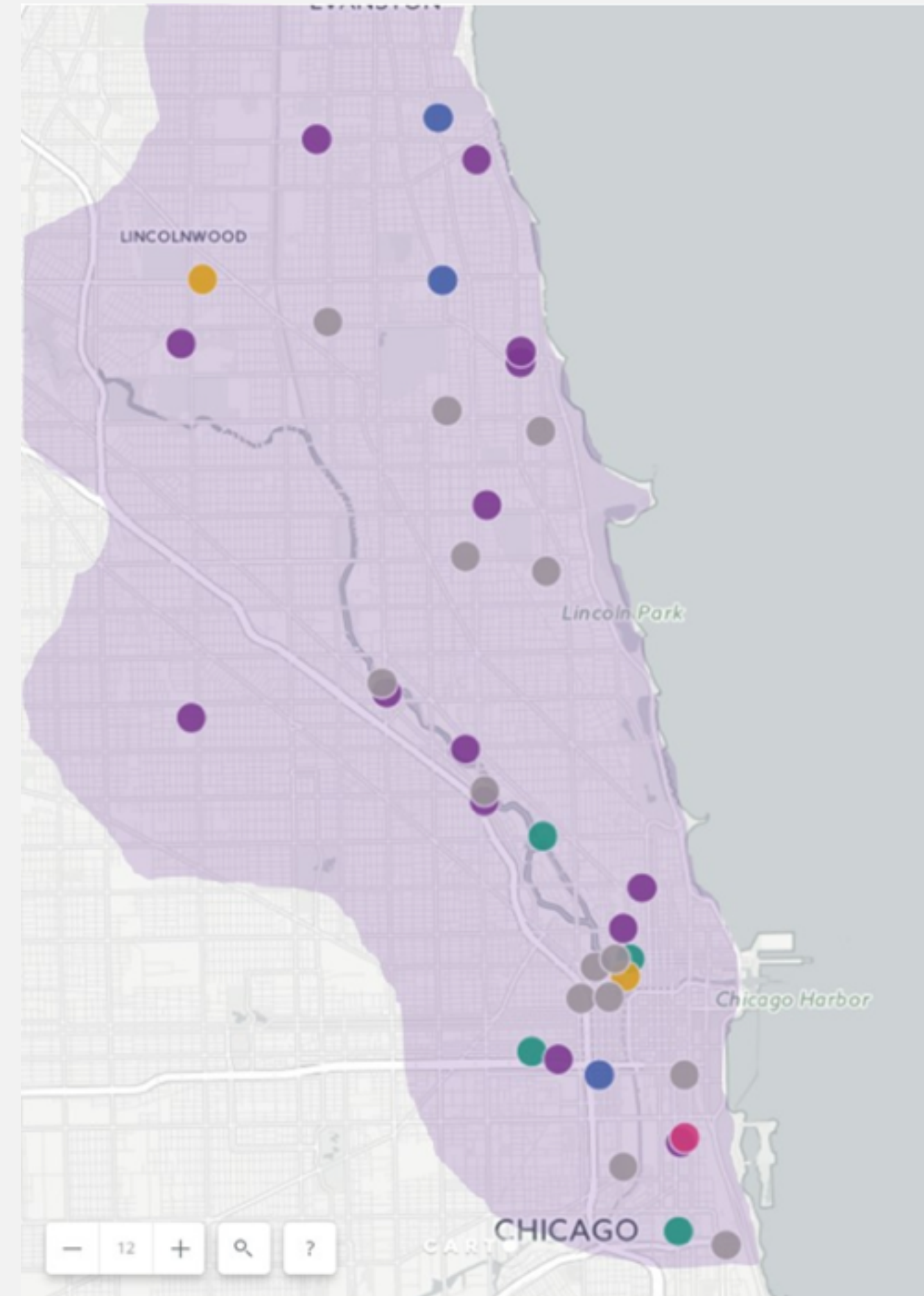


# Q: Why are you launching in Chicago first?

**A: In Chicago, we can provide 60-minute service to 350k consumers in our target market.**

- 25-35 years old
- \$85,000+ household income
- Likely to be familiar and comfortable with smartphone-based convenience services
- MakeSpace is only competitor in Chicago Market

Public Storage Locations and 2-Mile Coverage



# 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.

