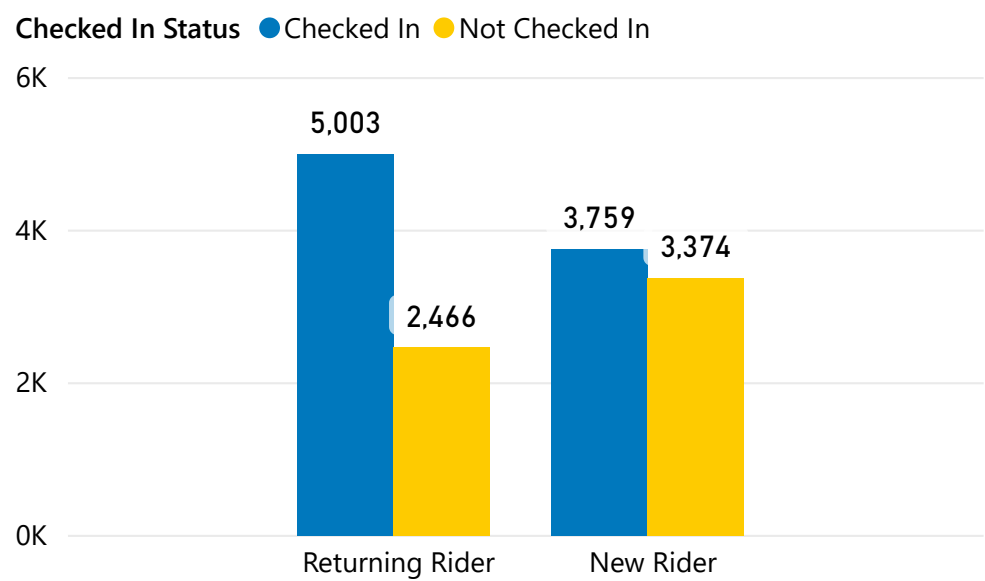


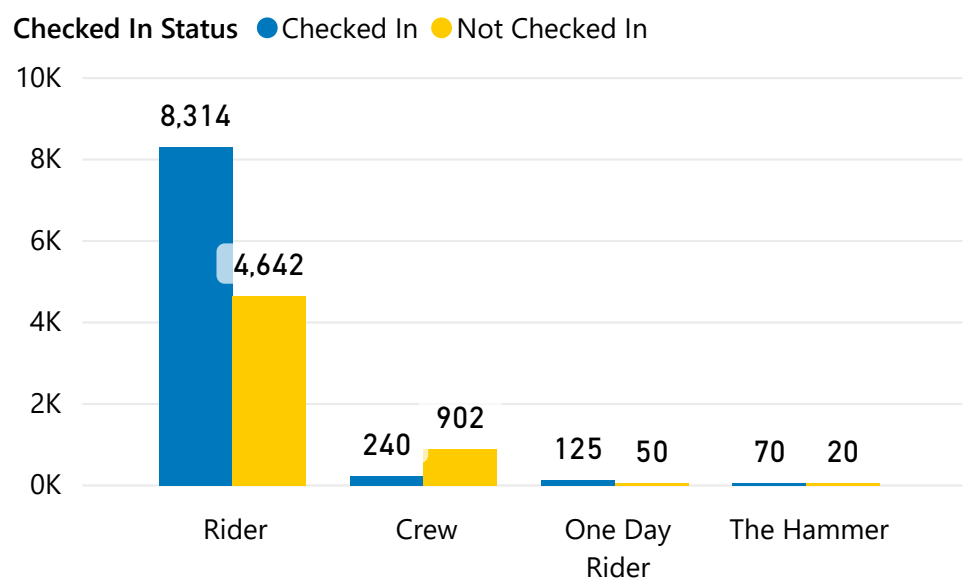
2019 OCI Performance

OCI Check Ins	Total Participated	ISP/DSP Transactions	ISP/DSP Revenue	Number of Upsells	Upsell Revenue
8,762	9,411	5,331	\$443,319	1,199	\$85,730

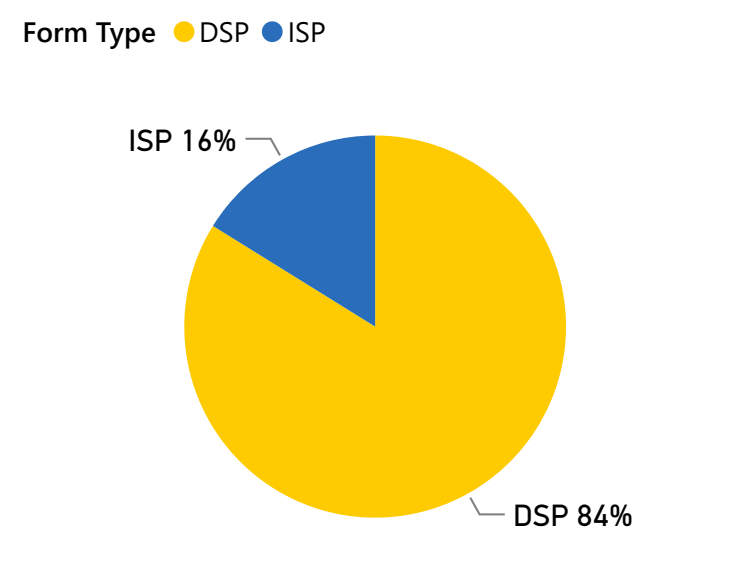
Rider Demographics



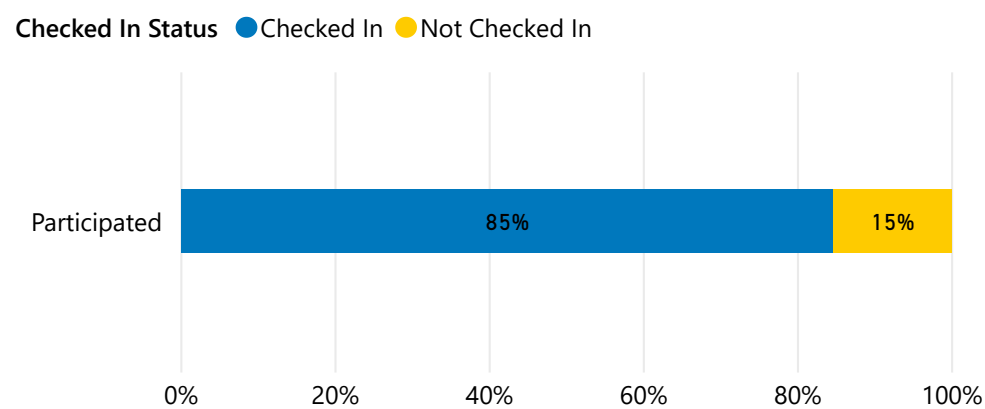
Participant Type Usage Stats



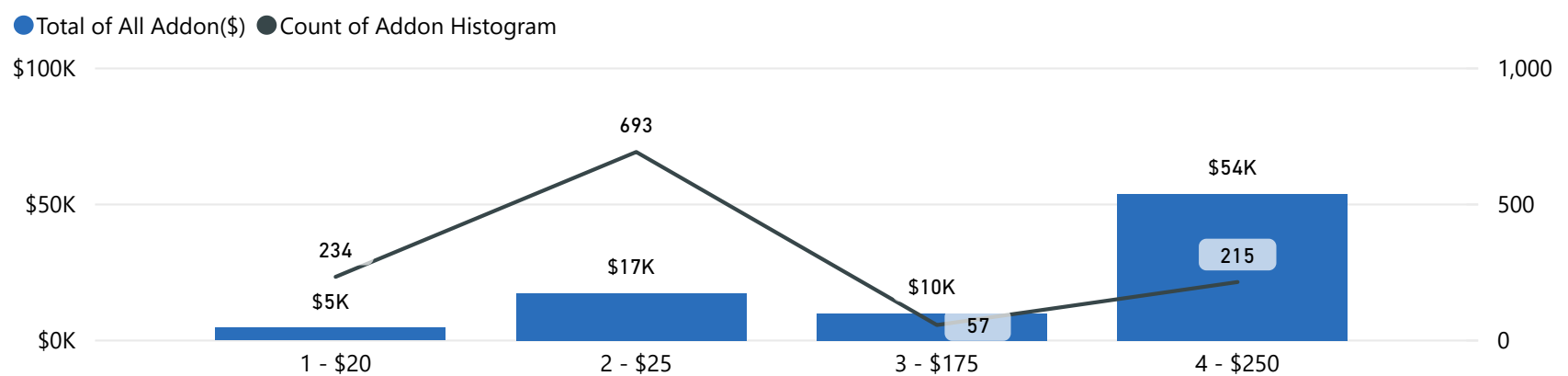
ISP/DSP Performance



OCI Participation Rates



Upsell Performance



Website Performance

Number of Pageviews

12.10M

Number of Sessions

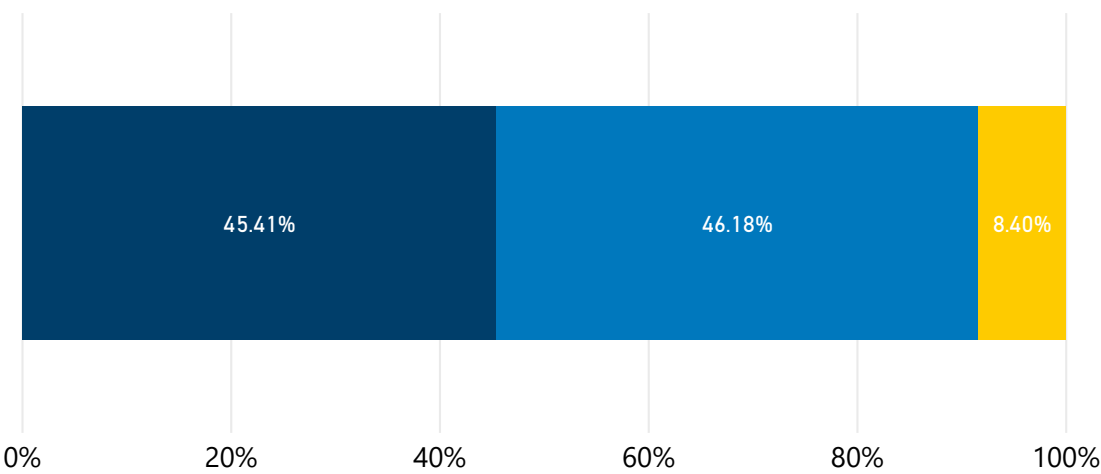
2.80M

Average Bounce Rate

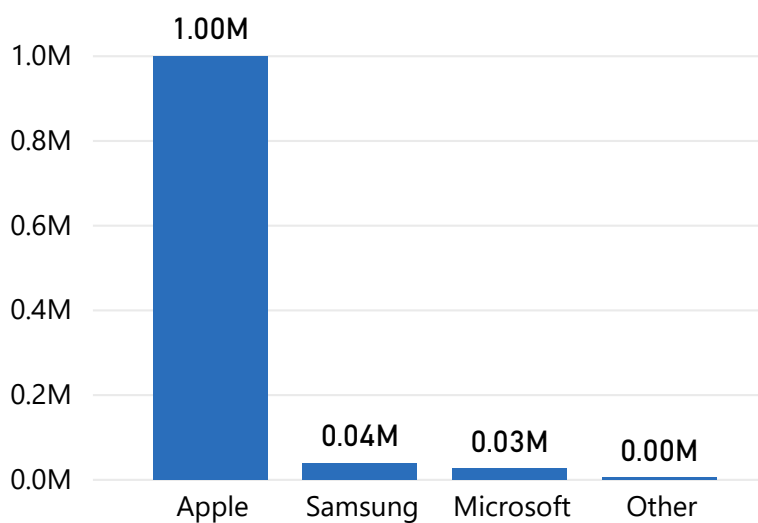
22.73%

Sessions by Device Category

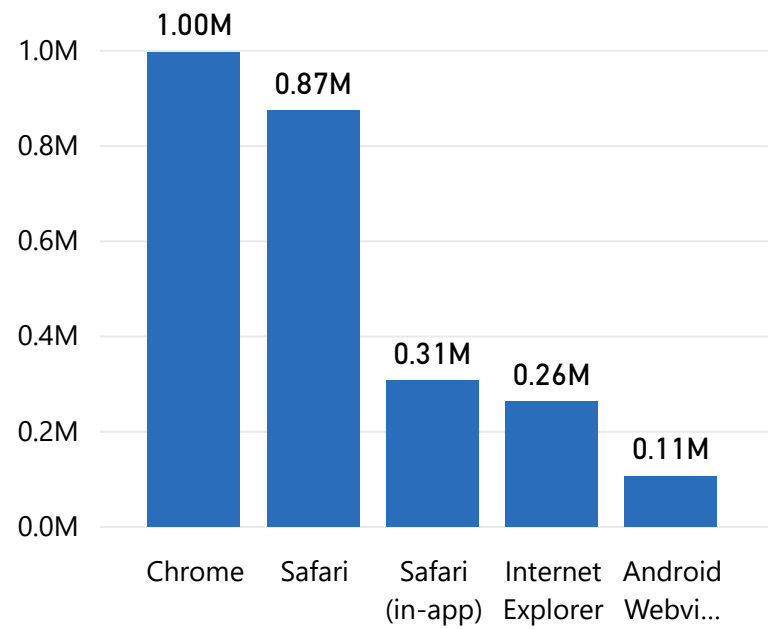
Device Category ● desktop ● mobile ● tablet



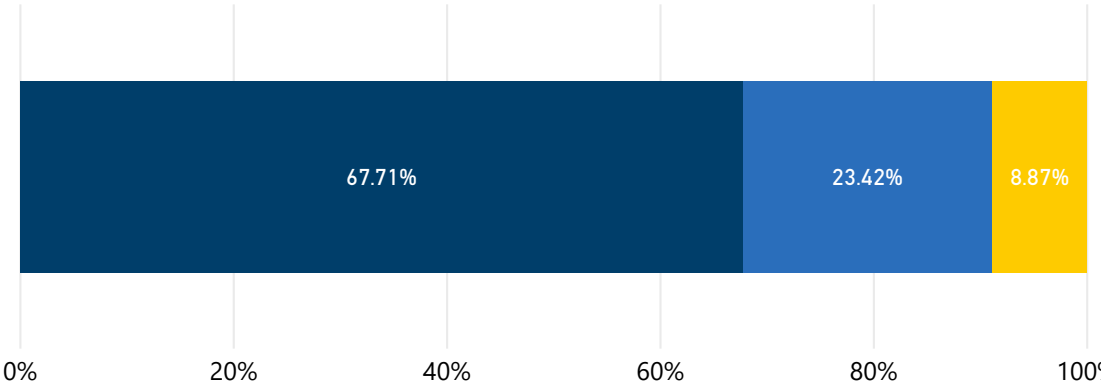
Sessions by Mobile Device Brand



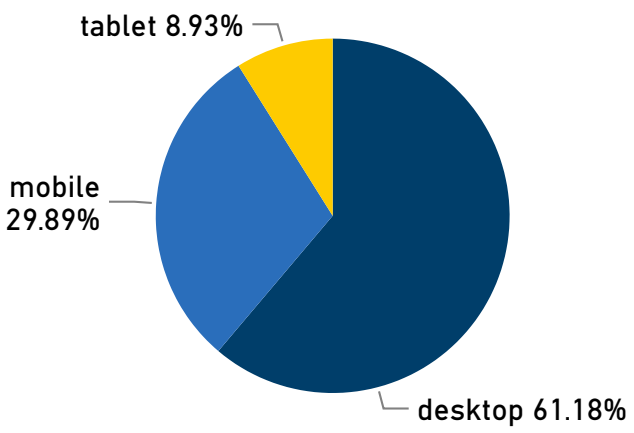
Sessions by Browser



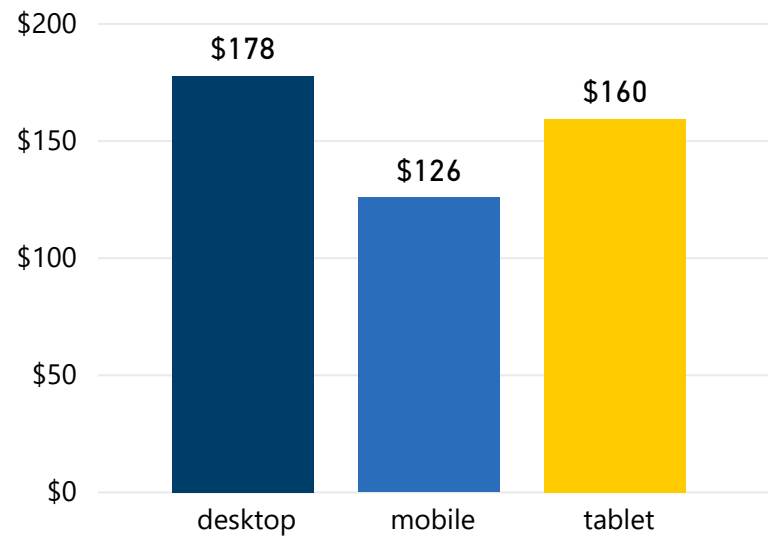
Revenue by Device Category*



Transactions by Device*



Average Donation by Device*



* Numbers as of January 2019

Online Revenue

Total Online Revenue

\$28.97M

Total Online Transactions

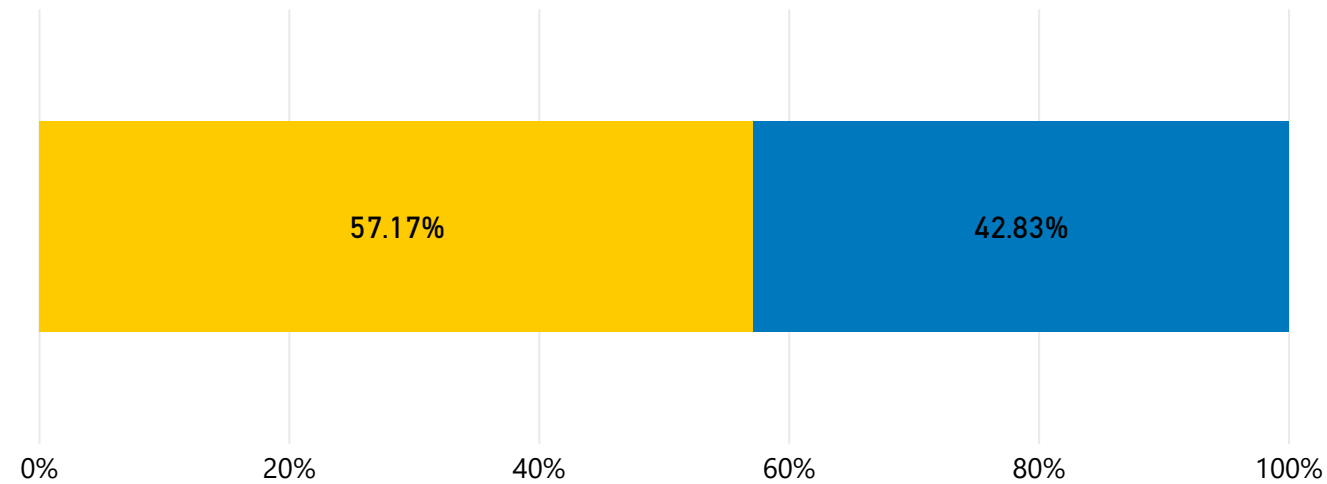
213K

Average Online Donation

\$138

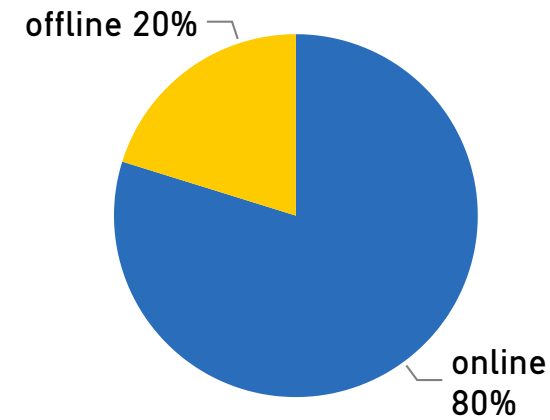
Online vs Offline Registration

Creation Method ● Offline ● Online

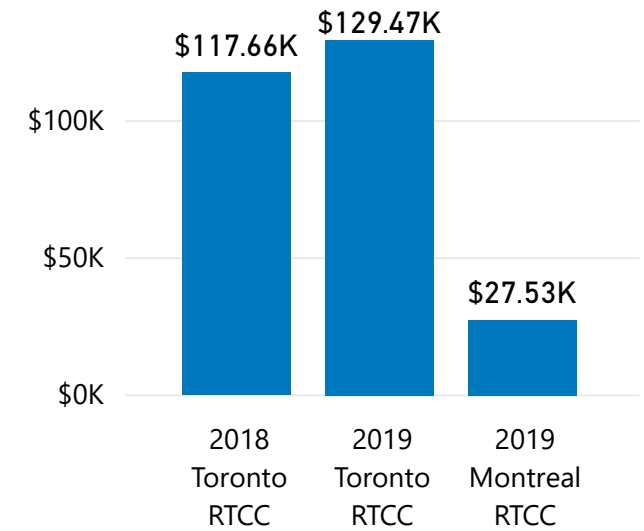


Donation Revenue

Gift Type ● online ● offline



Service Fee Opt-In



Donation Breakdown

Gift Type ● offline ● online

