

Social Media:

- Twitter Targets
 - Follower-count: 150k followers by end of Q2 (~3.5k/mo)
- YouTube Targets
 - Subscriber count: 7.5k by end of Q2 (~650/mo)

Content:

- Press Releases (3-6 PRs per quarter, earning 200-300 pickups per release)
- Native blogs (4-6 blogs quarterly)
- Emails (send at least 1 email per week, reach 20% open rate per email, increase CTR to an average of 1.5%-2%)
- **Media Commentary/Opinion Articles:** We will produce at least 1 expert opinion piece per month (dependencies: opportunity to comment and SME responsiveness to opportunities)
- Weekly Governance Newsletter and Monthly Newsletters will continue to be produced as per usual

Content:

Press Releases (maximum 1 PR per quarter, earning 200-300 pickups)

Native **blogs** (2 product **blogs** quarterly)

Emails (send at least one email per week, reach 20% open rate per email, increase CTR to an average of 1.5%-2%)

Monthly Newsletters and Governance newsletters will be discontinued

Partnerships:

- THORchain
 - Swaps : Increase in-app trade volume by 100% by the end of Q1
 - Savers: 30% of vaults via our interface by 3 months after deployment.
- By May 2023, we will source a total of \$15,000 from partnership sponsorship and comarketing activities by curating opportunities for partners to intertwine their brand with the ShapeShift platform further via comarketing in-person events and digital product promotion opportunities.

Native Sites:

- Increase Monthly Active Users to 56,713 by end of August 2023
 - March Minimum MAUs 22,500
 - August Minimum MAUs 27,000
 - March optimistic MAUs 27,616
 - August optimistic MAUs: 56,713

With the strategy we've identified going forward, we aim to become a one-stop, easy-to-use decentralized platform that gives users a single place to view and manage their portfolio and DeFi positions across multiple chains. We aim to position ourselves as the safe haven for people fleeing and migrating from custodial crypto options and will be aggressively targeting those communities for conversions.

We've established an updated baseline—an average of monthly activity post-parity—for our MAUs with the Product workstream at 21,000 with a growth rate of ~2,500 users per month. To forecast monthly active users, the model projects this positive growth trend to continue and has been laid out in pessimistic, realistic, and optimistic scenarios. Further, the model projects the number of new users each feature in the proposed strategy will attract on a monthly basis once it goes live and is marketed. All of the projections were calculated using the best data we could gather to estimate the size of the addressable market and how much we could realistically capture.

- Increase our WAU/MAU stickiness metric to a minimum of 30%.

This will be very challenging. Across all industries, an average of 20% stickiness rate is considered good. It's considered exceptionally good if the rate is 25% or more. We're currently trending at 24%. (Product stickiness is the tendency of users to keep returning to our product because it's engaging and valuable to them).

Our current WAU/ MAU ratio shows that our product is a weekly usage product. A small portion of our users use our product every day, but the reality shows us that our app is sticky, but most users are using it once or twice a week over the course of a month.

Our aim over time is to increase this ratio by working to improve our user engagement, getting users to interact with and use our app more regularly, and continuing to introduce features and benefits to keep them hooked. We plan to work very closely with marketing on this as well, and make sure we remain in lock-step as we move forward on the new strategy.

- Increase ARPU (average revenue per user) from \$0.25 to \$0.35. This is challenging in that in addition to acquiring new users, we will be increasing all users basket size per engagement on our app (increasing revenue per user). This means that new users we acquire need to be engaging at a deeper level right out-of-the-gate which means the quality of acquisitions is imperative. This is why the prior goal has a conservative acquisition number of 1,000 new

acquisitions in that we are planning on acquiring higher quality users instead of people who just visit the app once and leave (making this workstream look good right now but not really helping us progress longterm). This will be done by encouraging users to take more revenue-generating actions through creating more flows within the app that drive users to relevant opportunities based on assets held as well as utilizing a native notification system to announce new features and highlighted features (Achieved through Wherever).