



June 22, 2021

Tuesday Team,

As a mid-stage startup, our priorities are largely concerned with meeting our customers where they are and tailoring our service to be something they feel they can't live without. As our downward-trending monthly revenue growth rate shows, we're having a difficult run at communicating the usefulness of our product to customers. The slowing growth of our company would be a difficult sell for our upcoming Series C round, meaning we need to take the best indicated steps to ensure we head into the raise with all cylinders firing.

The leadership team has considered all options for the best path forward, and we trust you all understand that we have the company's best interest in mind as we walk this road together. We will be aggressively investing in our sales and marketing departments to bring monthly revenue growth rates back up to the positively trending juggernaut it was in years past. Our intention is to show investors that the decision to bet on us is backed by a team that does whatever it takes to create success.

Not only will we add two members to our sales team, but we will also add two members to our customer success team to hear our customers out and help us make the right decisions as we move forward. We will feed a significant portion of this year's remaining capital into our marketing spend to increase brand awareness and get our platform in front of as many potential customers as possible. With these additions, we'll aim to reduce churn, and increase positive word of mouth advertising to recapture the positive growth trends we're accustomed to.

While this isn't a cure-all for every hiccup we may experience in the coming year, it is a strong course of action that we can all support as a team to carry us to the next checkpoint on our journey with Tuesday. The Series C round will open up a world of possibility for us, and we're excited to put in the work that it'll take to see us out of the depths of a down year. Progress is rarely ever linear, and we can't wait to see how the company elevates to new levels of success as we put this plan into action.

As always, thank you for your hard work and dedication to Tuesday.

The Leadership Team

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