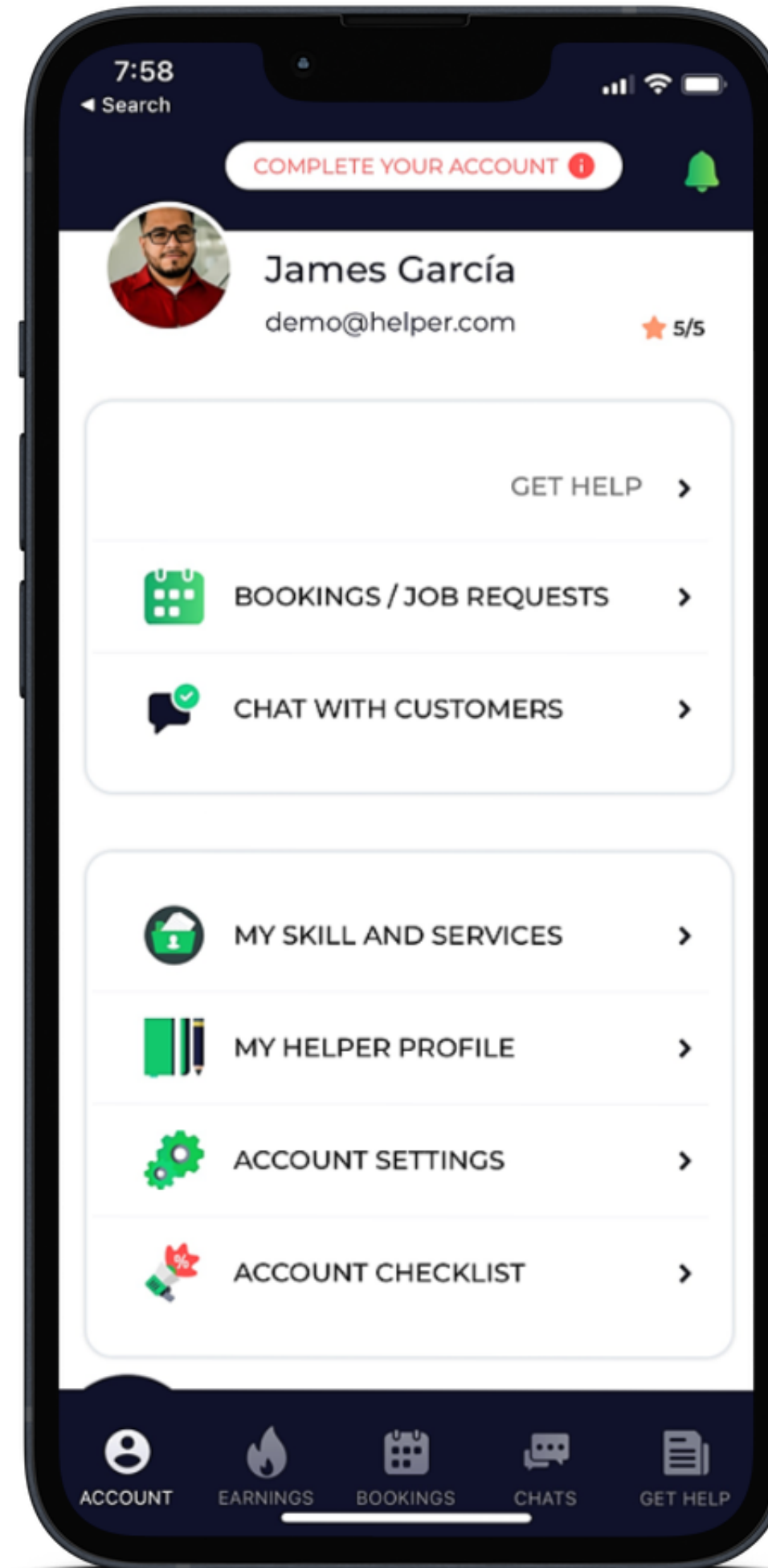




HALLO

HELPER

**PRODUCT SOCIAL IMPACT ASSESSMENT STUDY
2021- SAN JUAN, PUERTO RICO**



**HELPER APP
FOR WORKERS**

*App Version 1
Launched: 1/21*

SOCIO-ECONOMIC IMPACT THESIS:

Our Helper app will give local service providers and workers a new, simpler way to increase local job bookings. Earning added income and increasing their overall financial well-being. **Revolutionizing** the way local-based workers get work.

STUDY PURPOSE:

Assess the product effectiveness based on its intended impact thesis.

STATISTIC DATA IN 2021:

43.41%: Overall Poverty Rate

41.44%: Male Poverty Rate

45.18%: Female Poverty Rate

Poverty in Puerto Rico: The poverty rate among those that worked full-time for the past 12 months was 10.48%. Among those working part-time, it was 45.04%, and for those that did not work, the poverty rate was 52.53%.

44.4%: Labor Force Participation

37.6%: Employment Rate

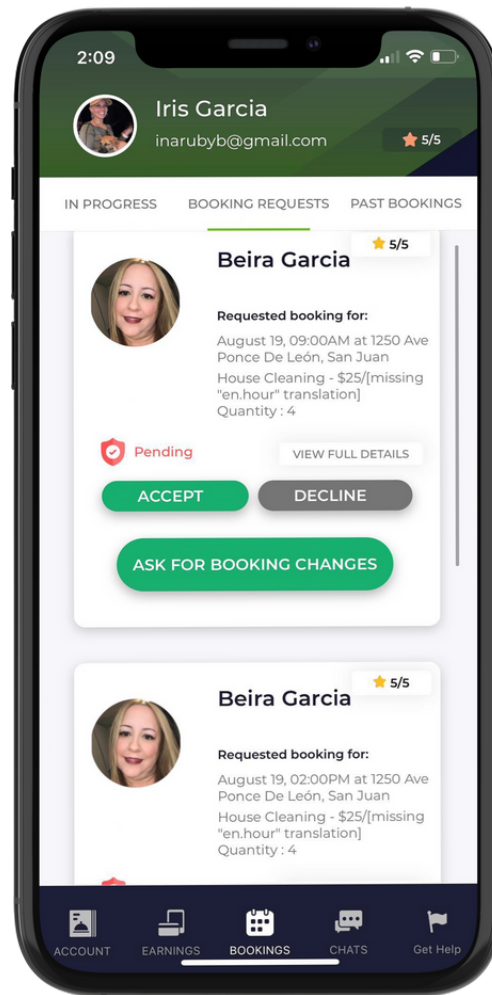
15.1%: Unemployment Rate

\$19,015: Average Earnings

source: <https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&g=0400000US72&tid=ACSST5Y2020.S1902>

SOCIOECONOMIC IMPACT ASSESSMENT: HELPER APP, YEAR 1

Helper App: our easy-to-use Worker App for Offering any service that can be done in a customer's home, office, airbnb, or wherever they need it! Our Helper app will give local service providers and workers a new, simpler way to increase local job bookings. Earning added income and increasing their overall financial well-being. This specially designed app works in sync with the customer app to provide the fastest direct booking system for on-demand local services. **Revolutionizing** the way local-based workers get work.



GETTING BOOKED & PAID
MADE EASIER

In-App Secure Chat
with 1-click to Translate

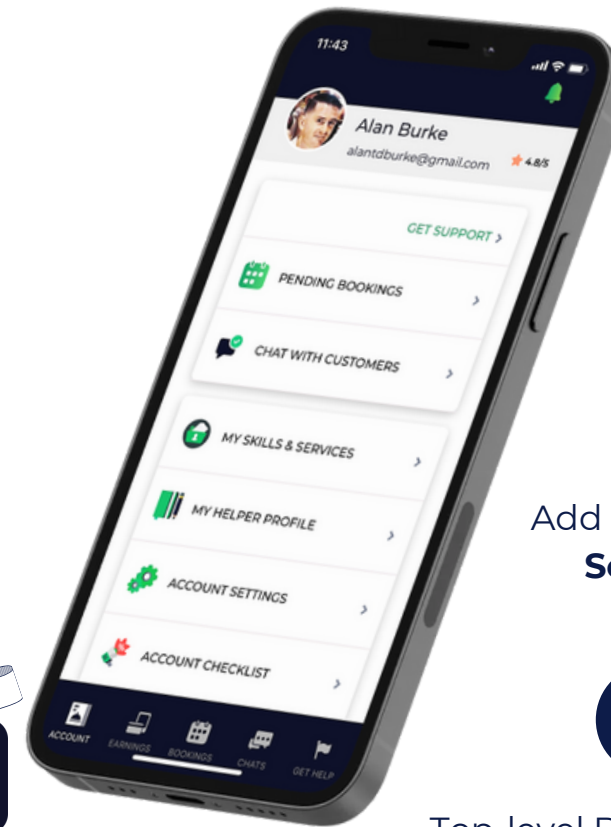
Provider Full Control of
Prices, Schedule, Jobs

A Dedicated Team for Service
Marketing & Live Booking Help

YOU GET MORE
BOOKINGS
FOR MORE SERVICES YOU
DO WITH HALLO!

4 CLICKS

is all it takes for Customers to find
you and request to book all of
your available services.




Lower Platform
Fees
vs. US Competitors

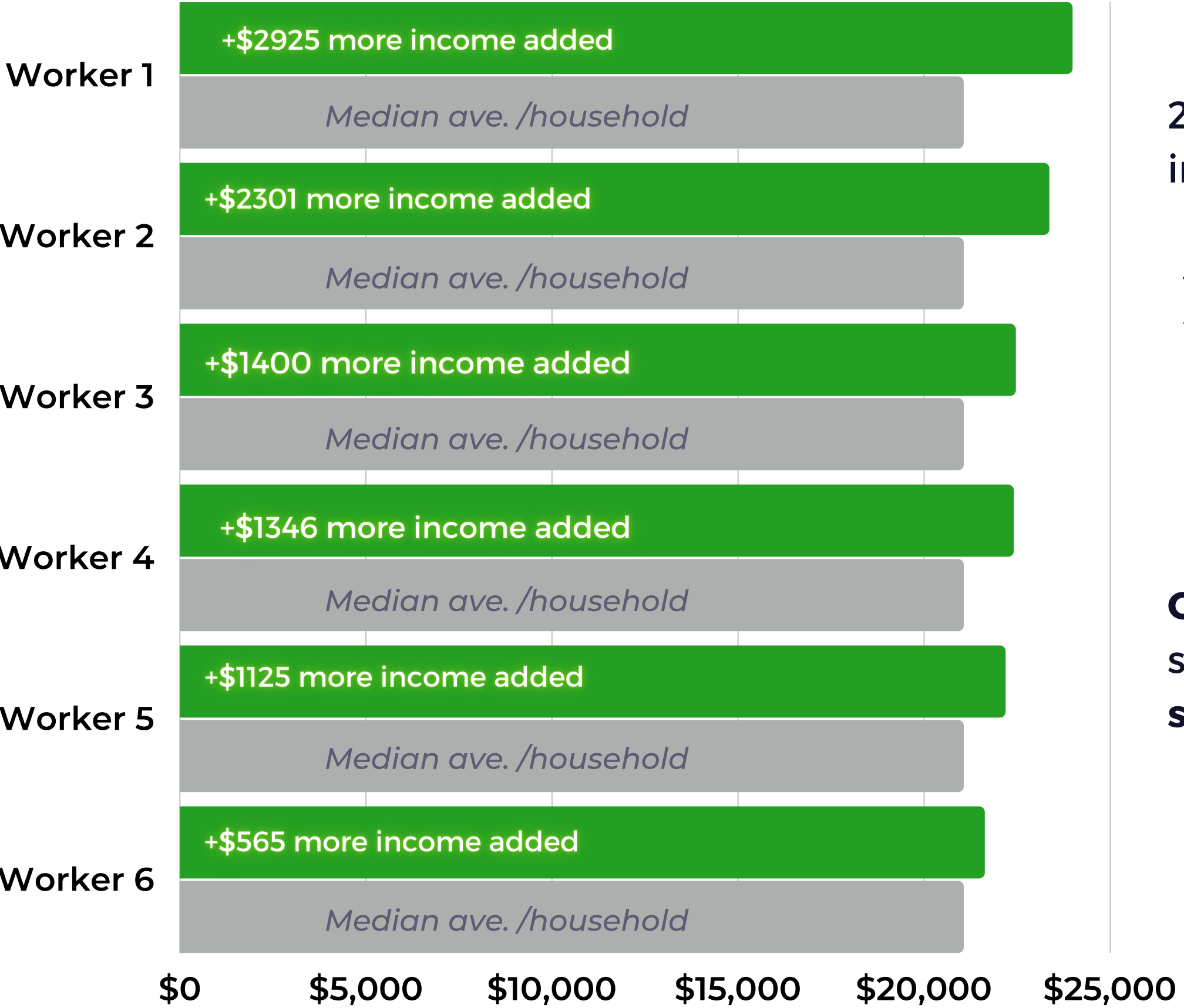

Add & Manage All types of
Services In One App


Top-level Data Security w/
Auto-Captured Payments



ON-DEMAND PLATFORM INCOME ADD IN USD

Extra income earned on our platform since January 2021 launch (First 5 Months)



2021 Helper App users earned up to +13.9% added income from on-demand jobs.

2021 Puerto Rico Annual Median Income per household : \$21,058

Helpers- what we call our community of service providers using the platform.

Our Platform is democratizing access to supplemental income even in underserved smaller markets



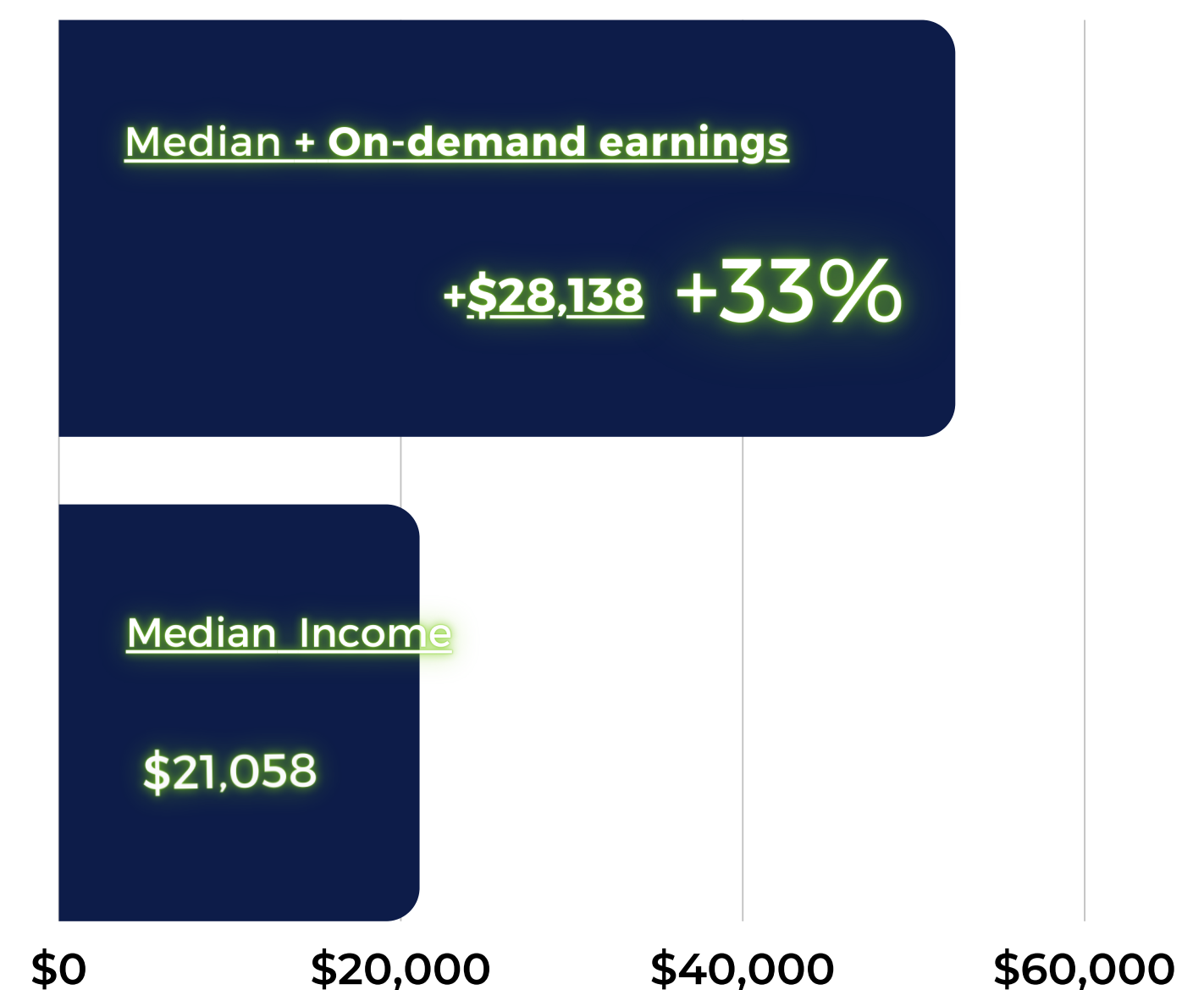
5 YEAR ADDED ON-DEMAND EARNINGS

(All income statistics are the most current, comparable income statistics available from the US Census Bureau and based on 5-year estimates)

HOUSEHOLD: 25 TO 44 YEARS



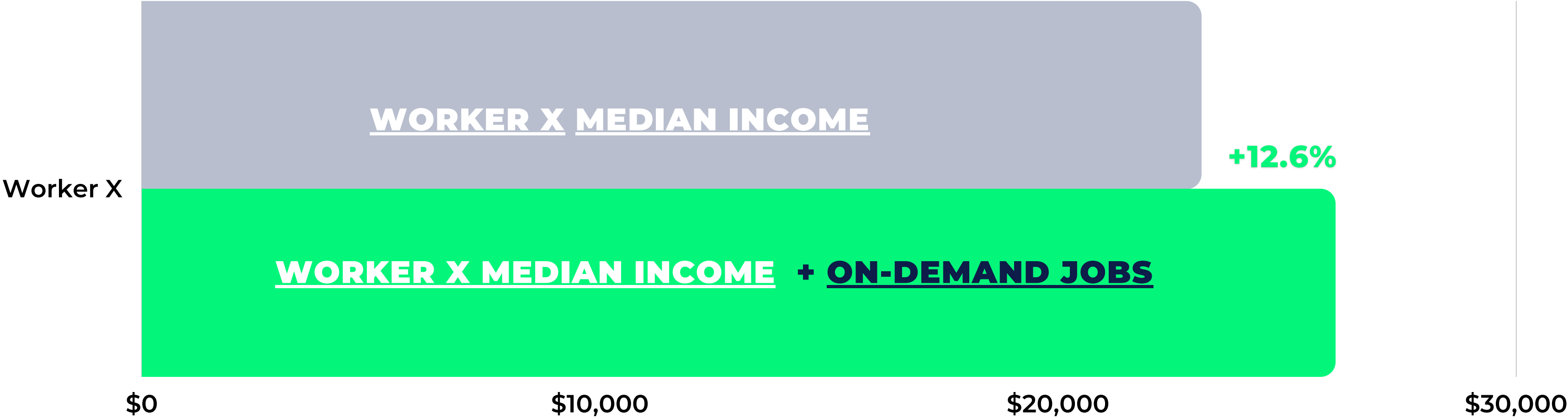
ALL DEMOGRAPHICS



- **Helper app users increase median income by 30%**
- **Helper app users median Household Income increased by 33%**

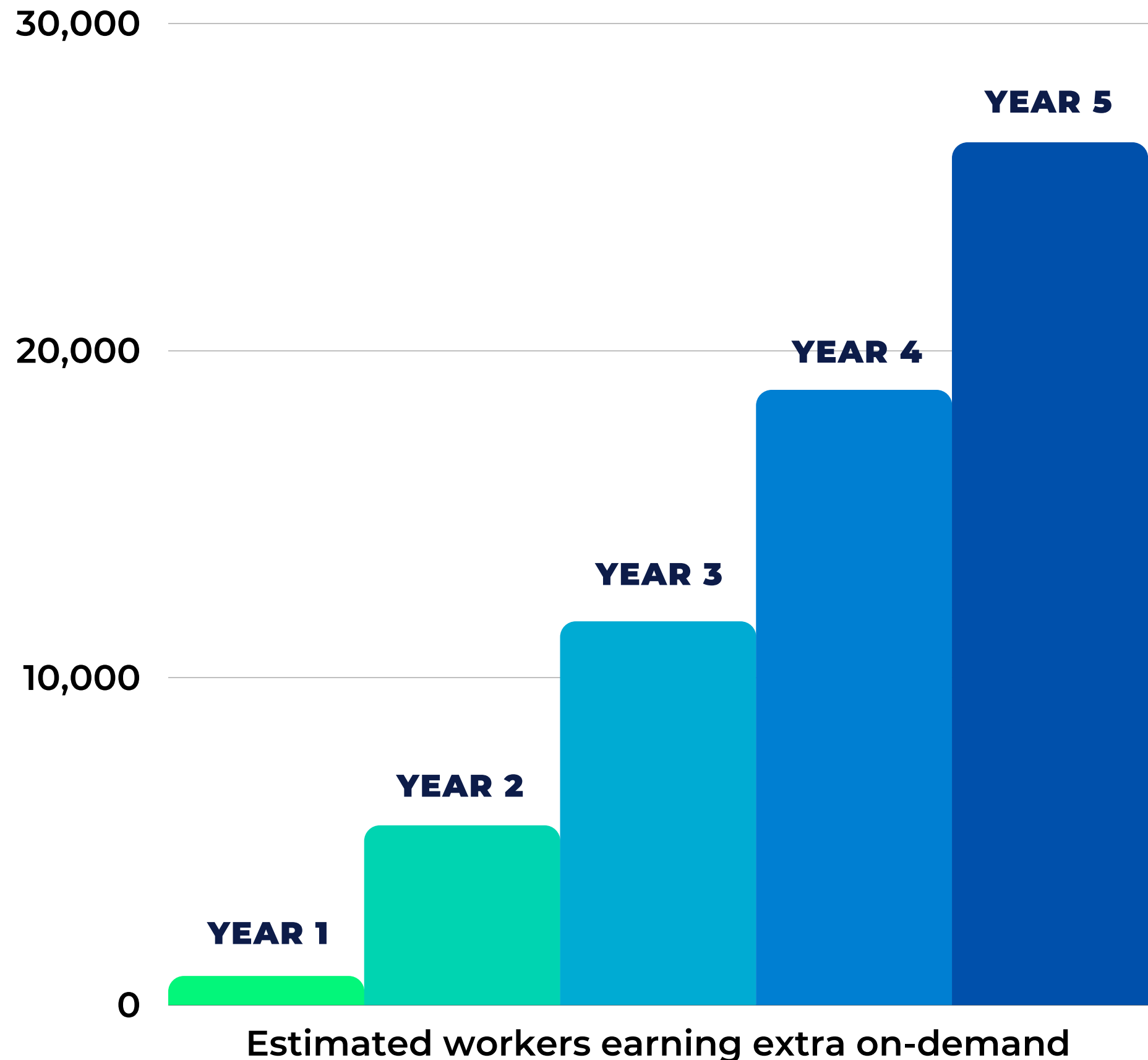


1:1 RANDOM SAMPLE CASE STUDY (WORKER X)



Median Household Income by Age of Householder: \$23,126;
Worker X Age Group: 25-44; Data Year Report Sampled: 2021;
Data sources: censusreporter.org, incomesbyzipcode.com, data.census.gov

5 YR. ESTIMATE OF WORKERS EARNING ON-DEMAND



Hallo Helper marketplace estimated number of workers earning supplemental income with on-demand jobs: **26,000+ workers** (Puerto Rico). Estimated time: **5 years** of operation.

ESTIMATED INCOME ADDED: +33% /HOUSEHOLD

Hallo's **expansion** into lookalike markets globally will open earnings **opportunities** to more. A platform built for viability in every market size.

DATA SOURCES

- Statistics, 5-year estimates, and other data:
 - *censusreporter.org*
 - *incomesbyzipcode.com*
 - *US Census Bureau.*
 - *American Community Survey 2020 5-year estimates. These values are in 2020 inflation-adjusted dollars and were downloaded on 17 March 2022.*
 - *Hallo Technologies LLC 2021 database*

[https://data.census.gov/cedsci/table?
t=Income%20and%20Poverty&g=0400000US72&tid=ACSST5Y2020.S1902](https://data.census.gov/cedsci/table?t=Income%20and%20Poverty&g=0400000US72&tid=ACSST5Y2020.S1902)

<https://data.census.gov/cedsci/table?tid=ACSST5Y2020.S1701&g=0400000US72>
<https://censusreporter.org/profiles/04000US72-puerto-rico/>

<https://www.census.gov/quickfacts/fact/table/PR,sanjuanmunicipiopoertorico,sanjuanzonaurbanapuertorico/PST045221>