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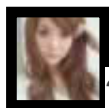
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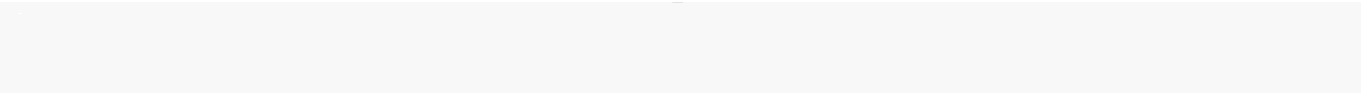
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| GROWTH vs MARKETING |                                                            |                                                 |
|---------------------|------------------------------------------------------------|-------------------------------------------------|
|                     | MARKETING                                                  | GROWTH                                          |
| FOCUS               | AWARENESS + ACQUISITION ➡                                  | FULL FUNNEL                                     |
| GOALS               | LEADS, REGISTRATIONS, DOWNLOADS, ETC. ➡                    | GROWTH RATE                                     |
| TEAM                | MARKETING / ENGINEERING / DESIGN / PRODUCT LIVE IN SILOS ➡ | ENGINEERING, DESIGN, DATA, MARKETING INTEGRATED |
| INFLUENCE           | LITTLE INFLUENCE ON CHANGES IN PRODUCT ➡                   | LOTS OF INFLUENCE TO MAKE CHANGES IN PRODUCT    |

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