

10 FOLD

A DIFFERENT EXPERIENCE

At **10 FOLD**, we believe working in an agency can be an extremely rewarding opportunity that combines the perfect mix of variety, creativity, excitement, and a feeling of accomplishment. We think it is more than just work, it's actually an experience.

The typical challenge with working in a PR, or any type of consulting agency, is that the owners often do not concentrate on building a sustainable business that can truly meet employees' complex needs. They over-rotate on what is trending (e.g., vacation or pay), and easily get into trouble if they lose a big client or two.

These are the agencies that lay off staff or cut pay at the first sign of trouble. The employees ultimately pay for a flawed system.

At **10FOLD**, we built a different business that is based on data and metrics, and we continue to iterate on our systems, making them better every year we are in business. As a result, our team does not have to worry about layoffs or salary cuts.

We think about our team's needs in five key categories, which we will define further throughout this document.

- 1. Career growth and flexibility*
- 2. Health benefits for a healthy life and lifestyle*
- 3. Freedom to enjoy life outside of work*
- 4. A program to build long-term wealth for the future*
- 5. Competitive compensation*

CAREER GROWTH AND FLEXIBILITY

Building expertise, credentials and earning certifications are extremely important steps in developing personal value and optimizing earning potential. **10 FOLD** makes the following available to our team to support their growth:

- 1 Weekly one-on-one meetings** with your manager to discuss your growth, progress against quarterly goals, trouble shoot problem areas, and define how to achieve a promotion.
- 2 Semi-annual reviews** that provide a full 360-degree view with feedback from peers and clients on your performance.
- 3 Training organized by position level** and hosted in a SaaS training platform for self-paced learning. Each training has an assessment to evaluate comprehension of the material.
- 4 10FOLD offers third-party training** and certifications for crisis communications, industry analysts and HubSpot, among other types of certifications.
- 5 An International Exchange Program** giving qualified employees the opportunity to work from either London or Madrid for two months with our agency partners.
- 6 A policy of transparency.** All staff receive a quarterly update from the CEO on the health of the company that looks at 10Fold's revenue and business plan.
- 7 Access to all job descriptions and review forms** to inform you of potential career tracks.
- 8 Multiple career tracks** that allow you to explore different options with your future.
- 9 The ability to work from home** with two collaboration days in the office per week.
- 10 Remote work available from anywhere in the United States.**
- 11 You can work out of any of our 5 offices** on collaboration days (not just the city you may reside in).
- 12 A culture that supports "radical candor"** that celebrates "straight talk" that is neither mean nor ruinously empathetic. This type of communication ensures messages are received as intended and growth measures are understood. We embrace understanding the truth and know that we are here to uncover blind spots.
- 13 A company-wide practice of holding "huddle" each day.** Monday through Thursday the team uses huddle to get to know a new team member, share best practices, identify tips on events and news on trends, or share tips that may increase success on a project. And Friday is devoted to celebrating individuals and teams that have gone beyond what is expected and has embodied our core team values, likely accomplishing major goals and client results. The TAFFI acronym spells out our team values of Teamwork, Accountability, Fascination, Fun and Integrity.
- 14 Company-wide collaboration through team offsites** to ensure we learn together and listen to everyone in the company for great suggestions for growth. These offsites also feature some creative and fun events – like city-wide scavenger hunts, escape room challenges, bowling events, visiting haunted houses, and of course many an excellent meal accompanied by great drinks.

HEALTH BENEFITS FOR A HEALTHY LIFE AND LIFESTYLE

10 FOLD knows that regular health checkups are important, but health can go far beyond your cholesterol or your heart rate. Sometimes it is your state of mind. Sometimes you need more motivation to get moving. Sometimes you need someone to talk to, or sometimes helping others makes you feel better, and the list goes on... This is an area we are proud to say that we continue to add to on a regular basis.

- 1 Full medical, dental and vision**, 100% paid by 10Fold
- 2 Life insurance** provided and paid for by 10Fold
- 3 Employee assistance** (mental health, financial or legal concerns)
- 4 Fertility / Infertility benefits**
- 5 Paid maternity, paternity and adoption leave**
- 6 Bereavement** for family, extended family, partner's family and pets
- 7 Pet insurance** (paid for by 10Fold for 1 pet up to 12 years old) with discounts for additional pets
- 8 Free Calm app subscription** (Kaiser Health plan subscribers)
- 9 Apple Fitness** with studio-style workouts and guided meditations (United Health plan subscribers)
- 10 SimplyEngaged fitness app** (United Health plan subscribers)
- 11 12-Month Peloton digital membership** (United Health plan subscribers)
- 12 Sanvello App** to help with stress, anxiety & depression (United Health plan subscribers)

FREEDOM TO ENJOY LIFE OUTSIDE OF WORK

10 FOLD understands you have a full life, and one that does not always include work. We want you to enjoy that. Here are the systems we have put in place to ensure you have a full life.

- 1 37 TOTAL DAYS OFF, INCLUDING:**
 - a.** To start, 15 days PTO and you will earn more as you build tenure
 - b.** An additional R&R Day (with 24-hour notice)
 - c.** 11 paid holidays
 - d.** 11 partial days off pre-holiday (leaving at 1pm local time)
 - e.** Summer Fridays: Leaving at 1pm on Friday local time (Memorial Day through Labor Day)
- 2 The option to buy additional vacation** at your own pay rate across months to meet your needs.
- 3 Two days of extra PTO** for non-profit work and volunteer opportunities.
- 4 We have an allocation system designed to bill staff for 36 hours a week and managers 34 hours a week.** This ensures everyone has time to do the non-billable training they need to do, meet with their manager, and attend company-wide meetings and still have free time on the weekend and after work to enjoy their lives.
- 5 We fully staff our accounts**, and if we are short on roles that cannot be filled by a contractor, we let the client go.

A PROGRAM TO BUILD LONG-TERM WEALTH FOR THE FUTURE

Budgeting for life's necessities can be enough of a chore, and factoring saving for retirement can often be the "bridge to far." **10FOLD** understands that sometimes it is just not possible for a young person (that may also have debt from college) to realistically save for retirement. That is why we put **4.4%** of everyone's gross earnings from that year into a 401K account for their use. This is not a match. It is 10Fold's contribution to your retirement and as you vest it through your tenure at 10Fold, it is yours to keep (whether you stay with 10Fold or you move on). This can come in handy because you may borrow against it to buy something you want (it is great for helping to fund a home, for example). You may even take it out and use it (although there are tax consequences to this). We also pay the fees to have a professional financial planning organization manage your 401K and answer any questions you may have.

COMPETITIVE COMPENSATION

The number one reason employees leave for another career opportunity is based on compensation.

10FOLD understands we must be competitive. That is why we offer the following compensation benefits.

- 1 10FOLD checks salaries quarterly against geography and industry** numbers (with software that collects more than a million paystubs) to ensure pay falls within industry standards.
- 2 Promotions are based on merit**, not on a schedule.
- 3 10FOLD shares profit through end of year cash bonuses.** In December 2021, employees (including interns!) received an additional 7% of salaries!
- 4 Referral bonuses** starting at \$500 for interns all the way up to \$10,000 for Directors. There are even bonuses provided for referring part-time employees and contractors.
- 5 10FOLD Managers can also authorize a spot bonus** for any of their direct reports to acknowledge those who are going beyond the call of duty for their clients and teams.
- 6 10FOLD provides a \$50 monthly reimbursement for cell phone** expenses for all levels of the company.
- 7 10FOLD pays commuter benefits** which could include public transportation or parking for work.
- 8 10FOLD pays student loans up to \$5,250 a year (tax free!)** providing a team member has worked for **10FOLD** for at least one year.
- 9 10FOLD supplements childcare costs** providing a team member has worked for **10FOLD** for at least one year.
- 10 10FOLD offers a performance bonus called the "Perfect 10" Award** for PR and Digital AEs and that comes with a \$250 cash bonus. There is no limit to the number of times you can win this award each year. **10FOLD** offers a performance bonus called the "Above the Fold" award for all staff that rewards employees with \$100 cash bonus. There are no limits to the number of times you can win this award. Check the employee handbook for the details of these awards.

We believe everyone deserves a great employee experience and we hope you will explore the opportunities at 10FOLD.

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Austin, TX | Boston, MA | San Diego, CA | San Francisco, CA | Walnut Creek, CA

TEAMWORK | ACCOUNTABILITY | FASCINATION | FUN | INTEGRITY