



ASX / MEDIA RELEASE

Limeade Responds to COVID-19 Pandemic

SYDNEY, Australia and Bellevue, Washington. – 31 March 2020 – [Limeade](#) (ASX: LME, or the Company), an employee experience software company, today announced its response to the global COVID-19 pandemic. Given government mandated shutdowns around the world due to COVID-19 and the Company's robust ability to communicate essential information to globally dispersed, deskless workforces, Limeade has developed a number of critical tools to enable companies to serve, support and care for their employees in a time of urgent need.

- Limeade is promoting over 160 activities designed specifically to navigate employees through crisis, including many new COVID-19-specific activities. These activities increase awareness about the COVID-19 virus itself, provide COVID-19 prevention tips, teach proper handwashing techniques and guide employees on how to stay socially connected in times of important physical distancing. These activities are available now for new and existing Limeade customers
- Live RSS feed integrations enable real-time information sharing from organizations such as the World Health Organisation (WHO) and the United States Centers for Disease Control and Prevention (CDC).
- To support large companies who are not yet Limeade customers, Limeade also announced the launch of the new **Limeade Care in Crisis Edition** – a free app for large employers who need a means of bi-directional employee communication. The app allows laser-focused, topical communications to help companies show care for their employees immediately. Specific details can be found on the Limeade company website (www.limeade.com)

The Limeade response to COVID-19 isn't limited to the products and services it provides. It also extends to the company's annual customer and prospect conference: Limeade Engage. The event was to be held in San Diego, California at the end of March, but the company has re-imagined and transformed the event to a series of 10 webinars over three days. The shift has *increased* the number of event registrants.

Limeade Founder and CEO Henry Albrecht said "In times of heightened physical, emotional, financial and work stress, employers need to reinforce their core values, connect with all employees in real time, arm leaders with tangible ways to show care, help managers support front-line workers and provide social connections when they are needed most. In times of crisis,

transformation and reinvention — a more human approach to human resources is essential. Our team is showing its true colors, stepping up to infuse more care into the future of work.”

The Limeade ONE platform, which brings together employee well-being, engagement and inclusion with robust communications capabilities in a mobile-first experience, has seen a substantial increase in employee participation in recent weeks. The company is known for serving large, global enterprises.

To learn more about the response of Limeade to COVID-19 please visit:

<https://www.limeade.com/en/care-in-crisis-actions-you-can-take/>

This release dated 31 March 2020 has been authorised for lodgement to ASX by Mr Toby Davis, Chief Financial Officer of Limeade and lodged by Mr Todd Richards, the Limeade ASX Representative.

– ENDS –

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About Limeade

Limeade is an employee experience software company that helps build great places to work. The Limeade platform unifies employee well-being, engagement and inclusion solutions with robust communications capabilities. Recognized for its own award-winning culture, Limeade helps every employee know their company cares. To learn more, visit www.limeade.com.

Limeade, Inc. Australian Registered Business Number 637 017 602, a public limited company registered under the Washington Business Corporation Act (UBI Number: 602 588 317).

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