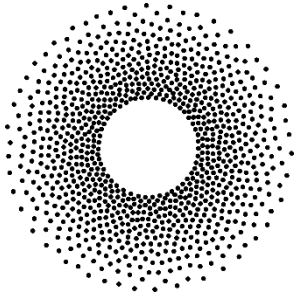

ANNOUNCEMENT: Everything AA!

Key Statistics

- ~1 million app downloads
- ~10,000 contributors
- Largest user base: US, Canada, UK, Australia, Ireland

Strategic Opportunities

- Expands reach beyond members involved in General Service
- Increases access to A.A. literature
- Supports Public Information efforts
- Creates additional opportunities for Seventh Tradition contributions
- Allows more intentional coordination with:
  - Meeting Guide
  - Grapevine
  - Everything AA platforms

Financial & Operational Notes

- Acquisition considered a "net zero" transaction due to voluntary contributor base
- No Reserve Fund drawdown associated with acquisition
- Estimated ~8 months to become cost neutral through contributions
- Small budget allocated to evaluate operational and technical requirements
- App will remain operational during transition process

Content & Policy Review

- Non-Conference approved materials will be removed.
- Including:
  - Speaker recordings
  - Non-approved literature
  - Other program content
- Contribution processes and subscription models will be reviewed to ensure alignment with Tradition Seven