

BACKGROUND

xocialTM

SEE GOOD. DO GOOD. FEEL GOOD.

**SORRY FOR
THE INCONVENIENCE**

**WE ARE TRYING
TO CHANGE THE WORLD**

ABOUT XOCIAL™

The xocial platform motivates us to be better friends, parents, coworkers, businesses and citizens and uses technology to measure the progress we're making.

The principle is simple: See good. Do good. Feel good. And what constitutes good? We're talking random acts of kindness, going above and beyond, selfless favours, caring about the environment, volunteering time, showing generosity and much more. The behind-the-scenes magic is a unique and carefully constructed algorithm that calculates a user's xo score in real time. The xocial app is where it all started, and it continues to be a simple place to start bringing out the good in everyone, one thank you at a time.

By combining convenient acknowledgement with credible measurement and meaningful reward, xocial can change the way we look at the impact our actions have on our friends, family, coworkers, community, country and maybe even the planet—and inspire us to make the world suck a whole lot less—one act at a time.



ABOUT THE XO SCORE™

The xo score is a measure of your positive social impact, generated by a unique and patented algorithm.

The score is a number from 100 to 500. It is built by earning xocial points for the good you see and do—but just because you earn one xocial point doesn't mean your xo score goes up by one. The algorithm factors in the type of deed or action, its significance, and whether you're the one doing good or recognizing good.

The xo score is the platform's secret sauce: it's what makes it possible to see change, set goals, find motivation and compare results, inspiring the kind of friendly and healthy competition that raises the bar for everyone.

xocial™

For additional information about xocial or to request a meeting,
please contact business@xocial.com or visit: xocial.com

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