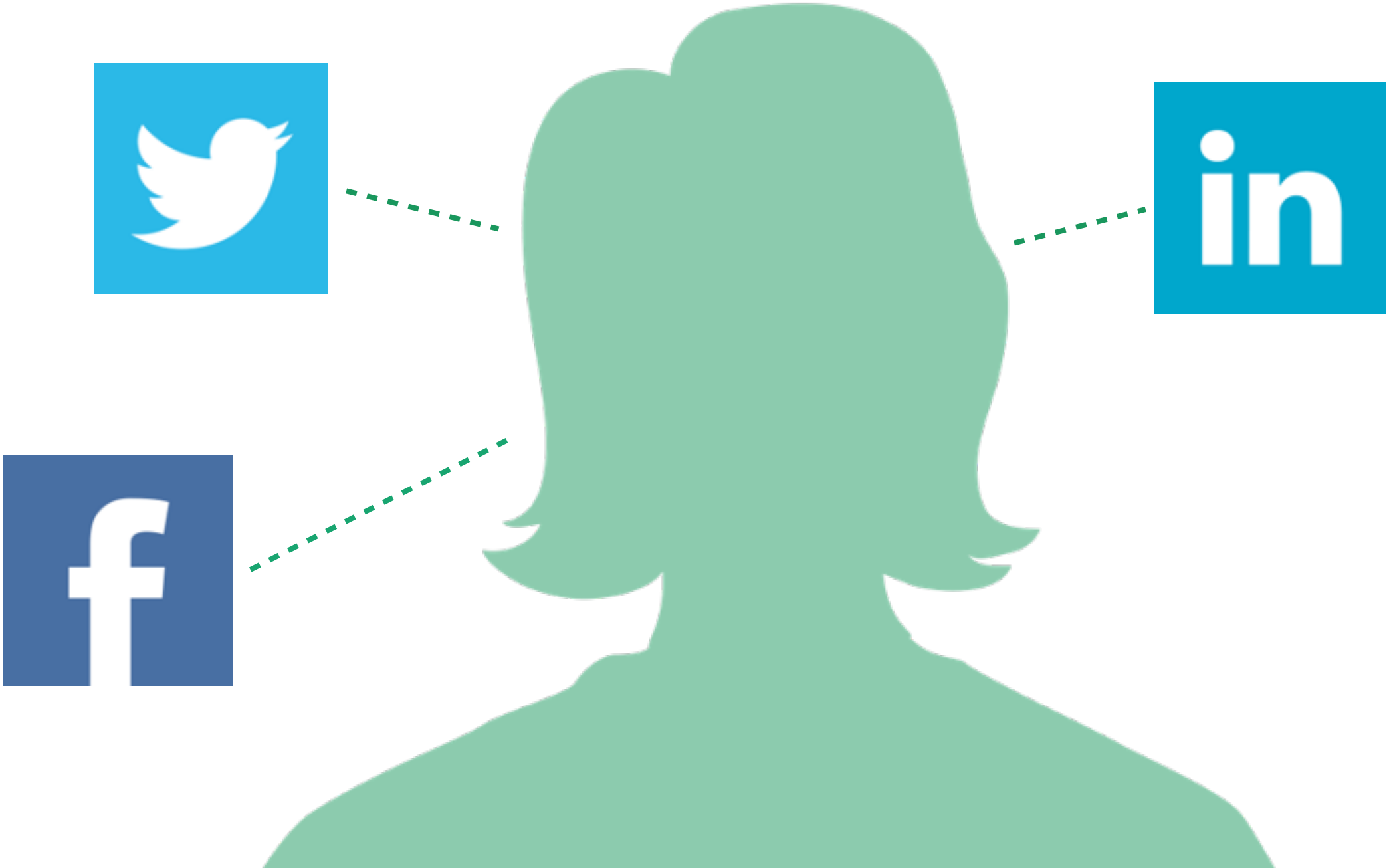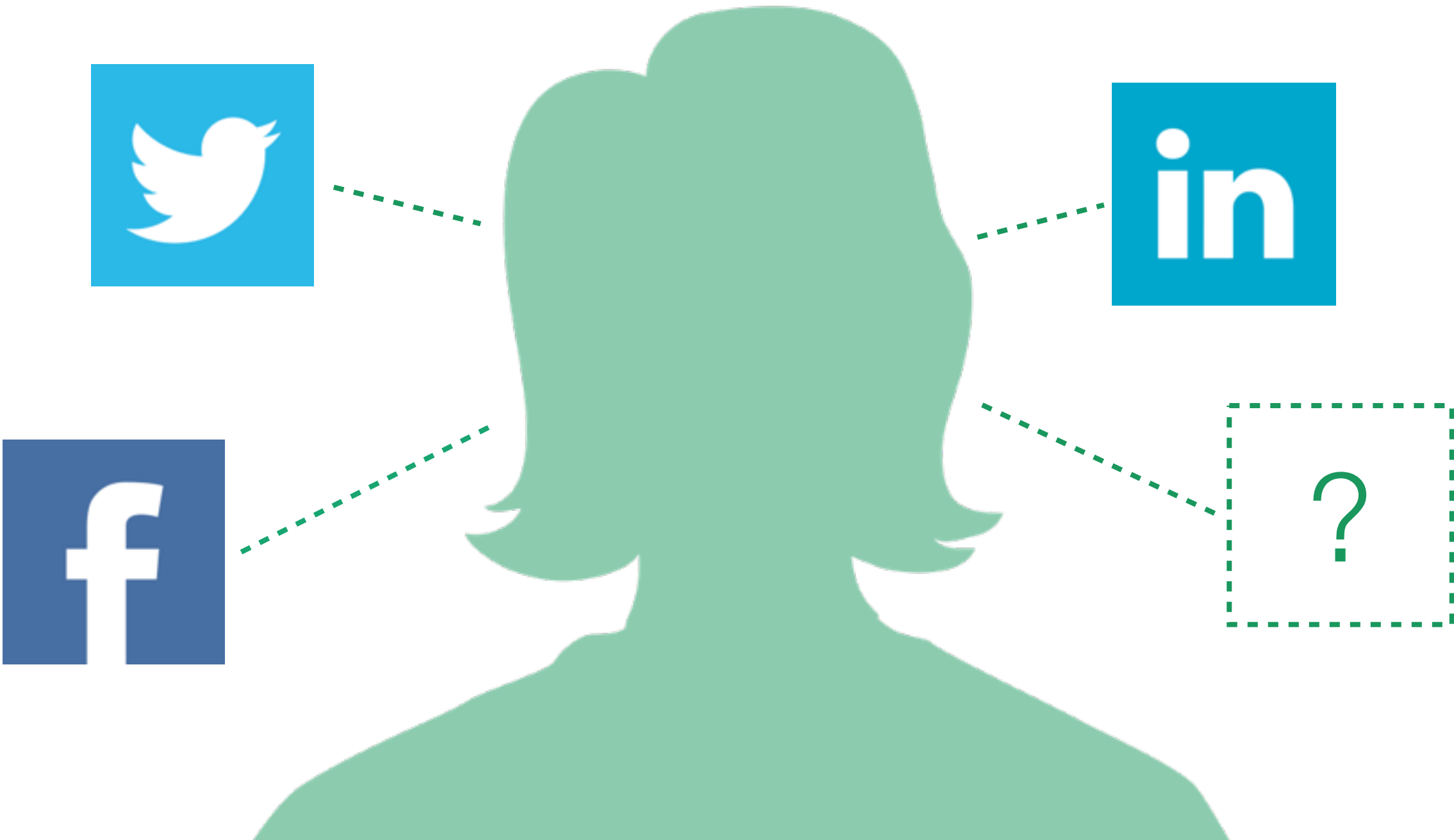Introducing Nextdoor

Nextdoor is the private social network for the neighborhood

There are social networks for many important parts of our lives

Yet there is no social network for that part of our lives closest to home

The neighborhood is one of the original social networks

"Social networks in a neighborhood lower crime, improve public health and raise test scores."

Robert Putnam, Harvard Professor and Author, *Bowling Alone*

29% of Americans know only a few of their neighbors and **28% know none of their neighbors by name**.

Pew Research Center, June 2010

Nextdoor helps bring back a sense of community to the neighborhood

Built from the ground-up for the neighborhood

Private
Real names and address
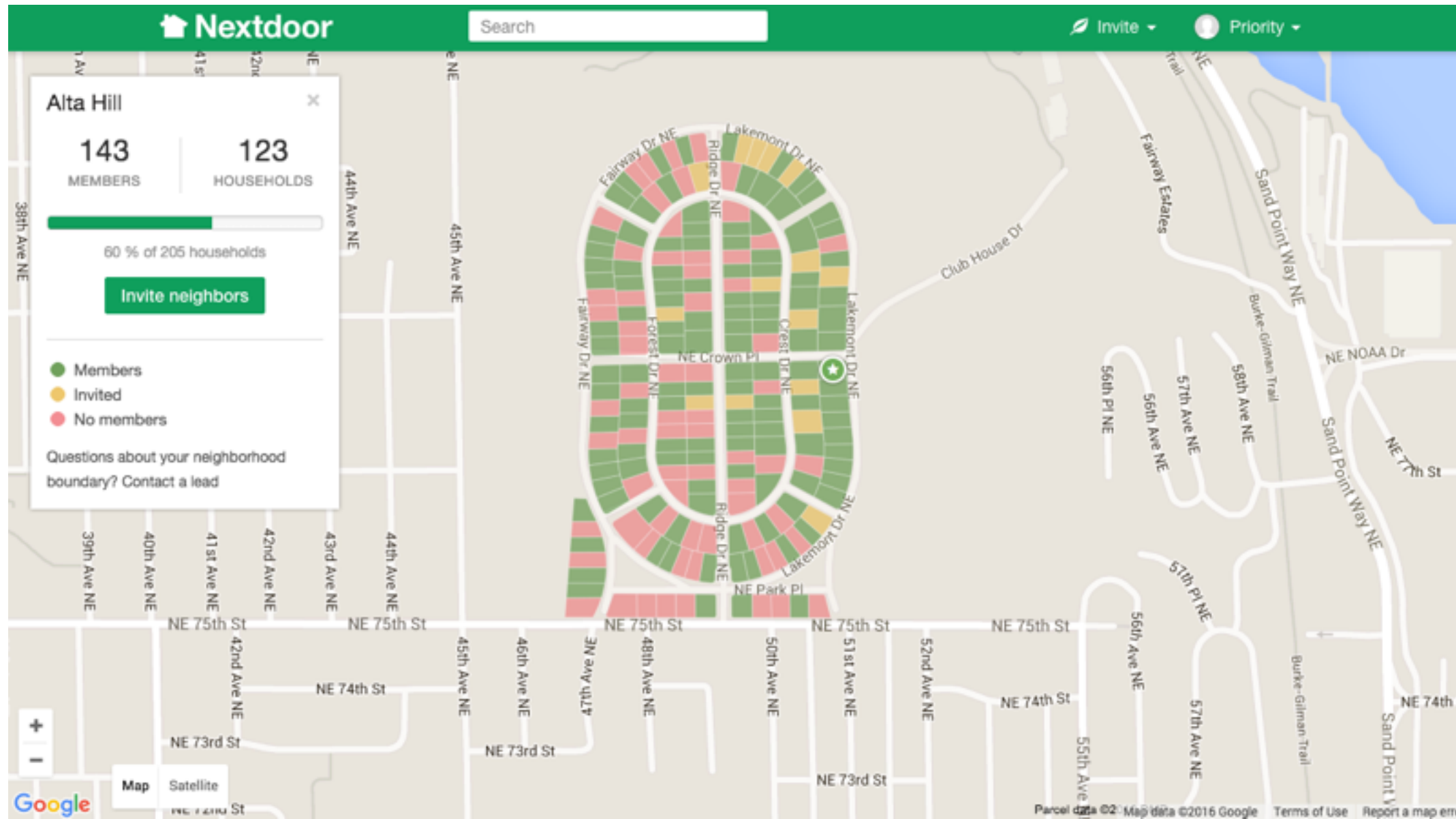verification; no public access

Local
Discrete neighborhood
boundaries; map-based UI

Useful
Recommendations, classifieds,
events, crime/safety, and more

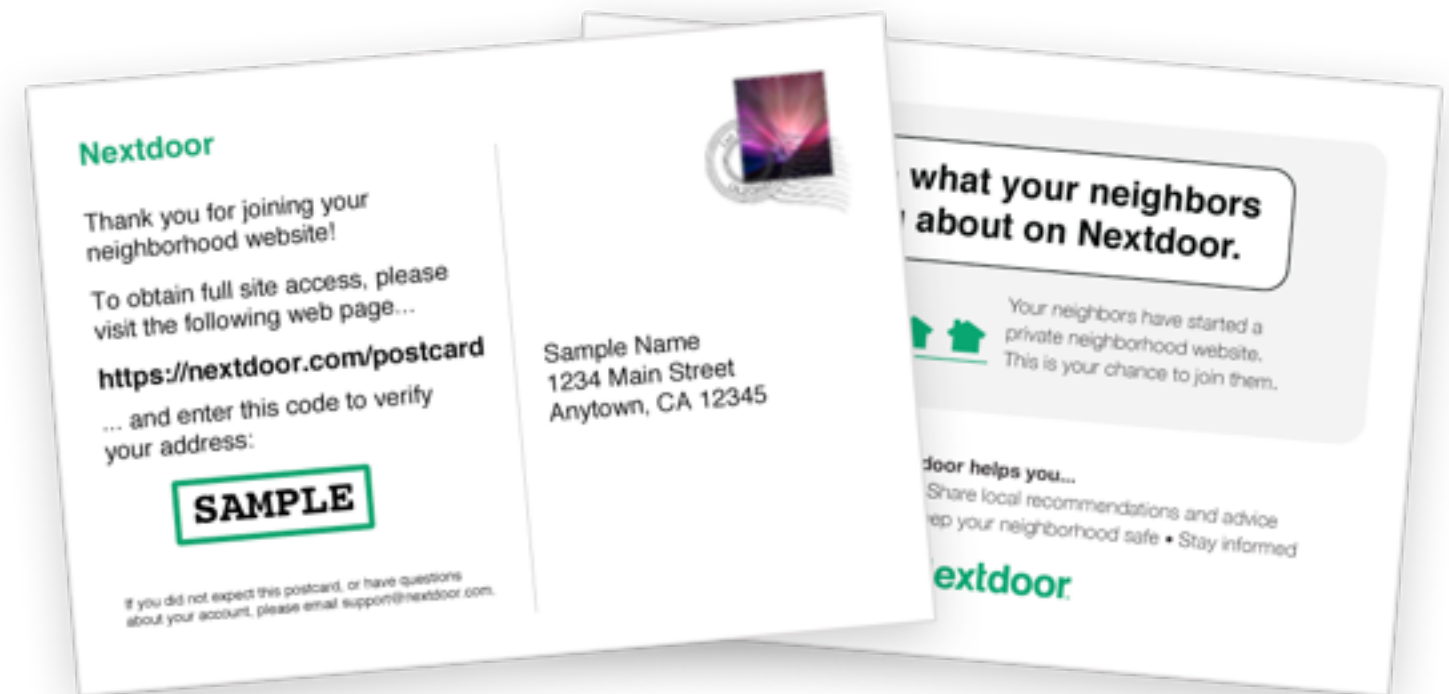GARAGE SALE

NEIGHBORHOOD WATCH

Only neighborhood residents can join

Address verification

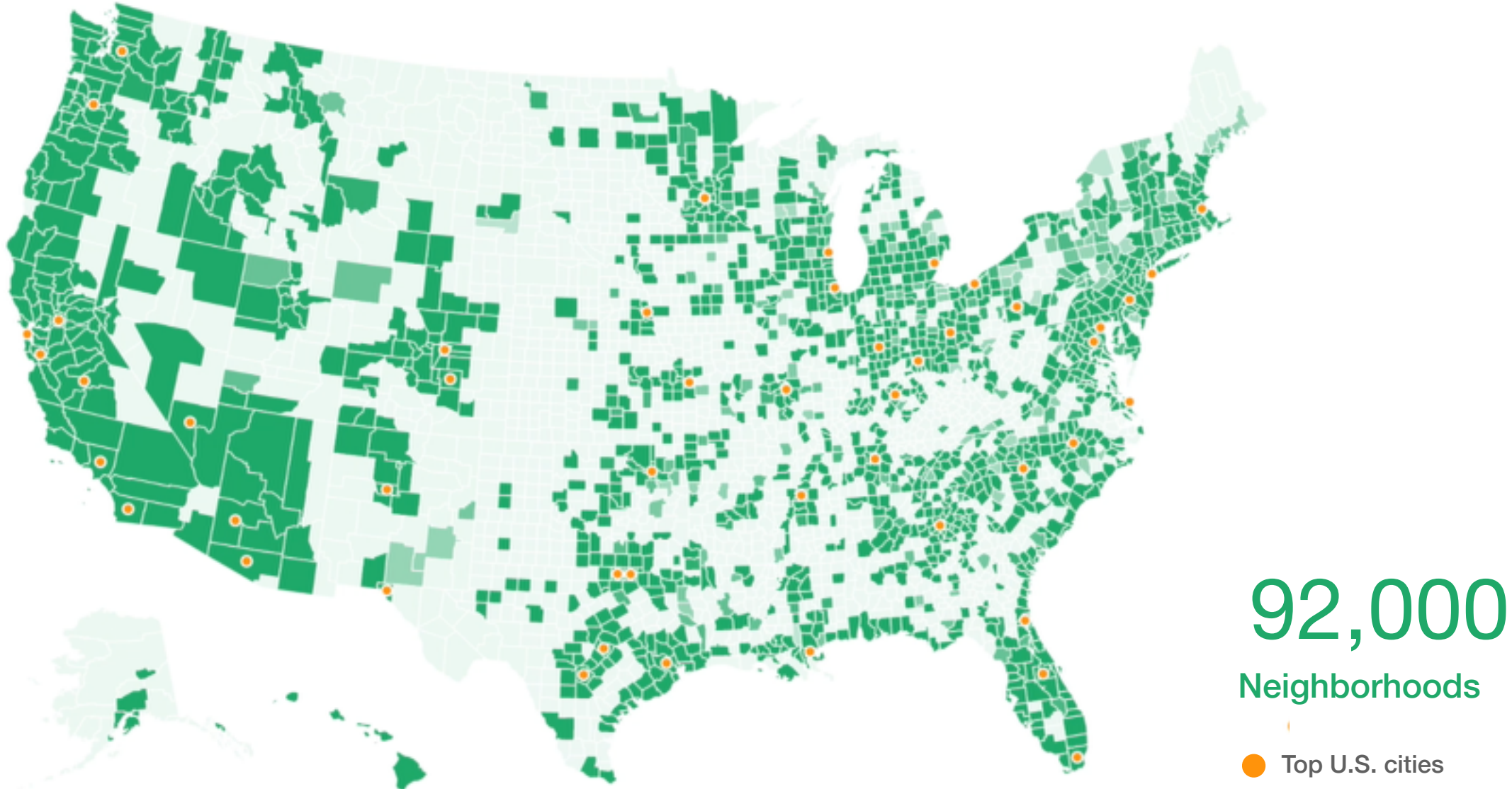Every neighbor must verify their home address using one of these methods:

- Postcard with a unique code sent to home address

- Mobile phone or landline phone verification

- Credit card billing address which matches home address

- Email invitation from a previously-verified neighbor or through a Lead

- Social Security Number

Share online, what you would in person

- Only you and your neighbors can see what is shared

- Every neighbor has to verify their address

- Every neighbor signs in with their real name

- Your website is password protected and encrypted

- Nextdoor never shares your information with advertisers

Today, 50% of U.S. neighborhoods are using Nextdoor

92,000

Neighborhoods

🟠 Top U.S. cities

Penetration in major cities is strong and growing
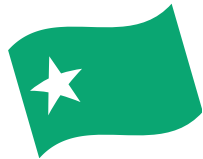
San Francisco **97%**   Seattle **97%**   Denver **97%**

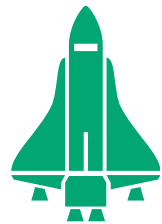Austin **94%**   Atlanta **92%**   San Diego **90%**   Los Angeles **89%**

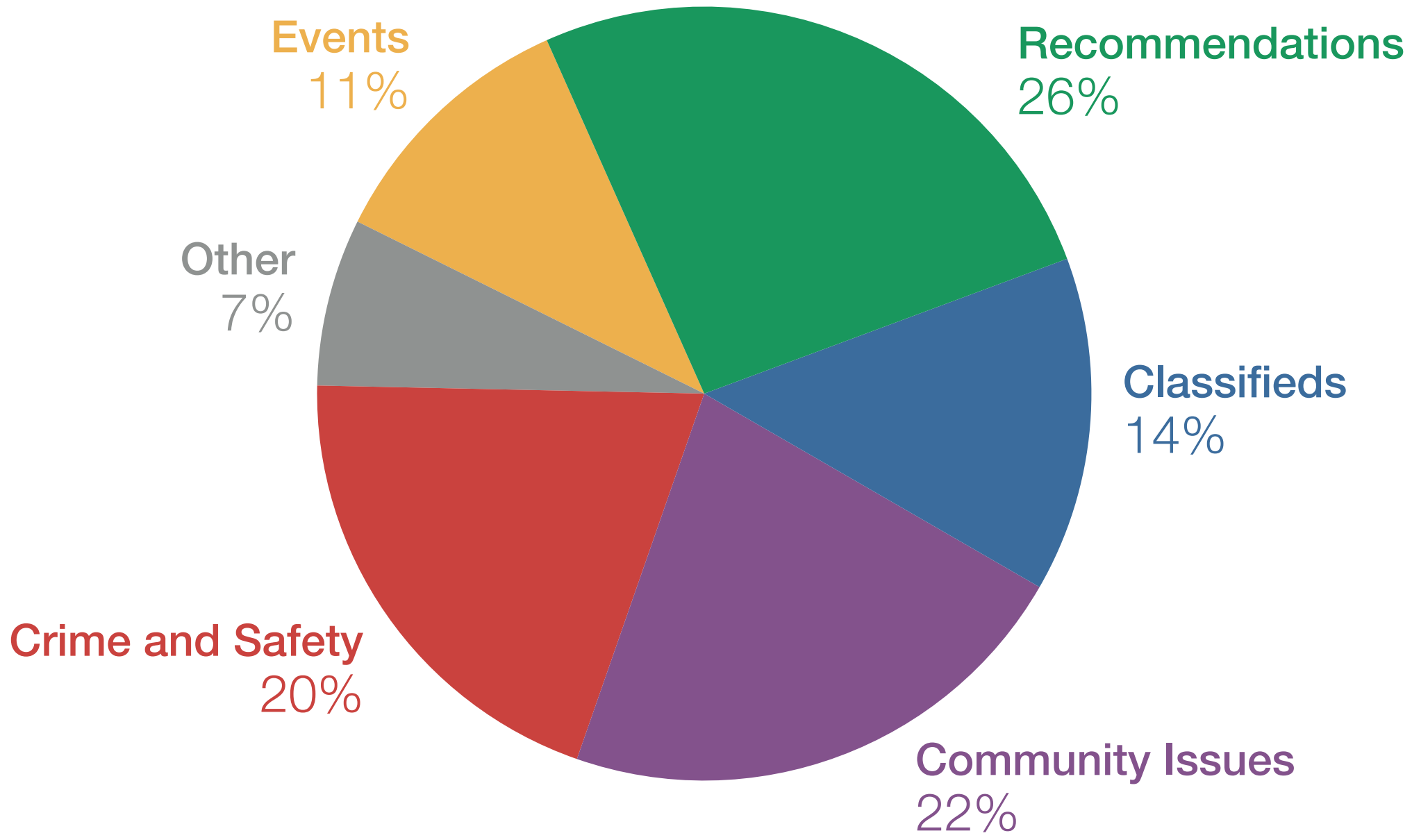Dallas **88%**   Houston **86%**   Philadelphia **86%**   Chicago **85%**   Washington DC **81%**

Wide range of use cases

Neighbor-to-neighbor conversation is powerful

Recommendations · Community issues · Crime and safety · Classifieds · Events

Residents also want to hear from local agencies

Power outages · Emergency evacuations · Amber alerts · Disaster recovery

Weather alerts · CERT training · Vandalism · Traffic and construction

Nextdoor has over 1600 public agency partnerships

Agency partnerships

Austin, TX

Columbus, OH

Dallas, TX

Miami-Dade County, FL

Phoenix, AZ

San Jose, CA
+ 1,600 others

"Nextdoor makes it easy for neighbors to establish their own virtual neighborhood watches, which are vital in combating crime and strengthening communities."

David Brown, Chief of Police, Dallas, TX

Nextdoor quickly becomes a lifeline to the neighborhood

USEFUL ———————————————————— ESSENTIAL

| Meet your neighbors | Borrow a ladder | Organize a block party | Discover a handyman | Find your lost pet | Neighborhood watch | Receive an urgent alert |

Thank you