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H&R Block Launches “Get Your Taxes Won” Campaign to Reward Consumers

Bank to partner with John Hamm and offer \$1 million in tax return awards to eligible consumers in 2022

KANSAS CITY, Mo., February 15, 2022 – H&R Block announced today that they will be launching their “Get Your Taxes Won” Campaign in order to give eligible consumers money back on their taxes in 2022. They are partnering with spokesperson and actor John Hamm, who will be delivering the monetary awards to the winners.

For the first time, consumers who file their taxes with H&R Block prior to April 15, 2022 will be given the opportunity to win \$1 million in tax return awards.

“We felt that this would be a great way to give back to our consumers, especially after the turbulence that has pervaded these last two years,” said Kathy Collins, Chief Marketing and Strategy Officer for H&R Block. “We understand how stressful life has been for everyone, especially financially. H&R Block wants to do everything possible to take some of that weight off the shoulders of our clients,” said Collins

In order to be eligible, all United States citizens must file their federal income tax return with H&R Block no later than April 15, 2022. Ten consumers will be randomly awarded \$100,000 each following tax day on the aforementioned date.

In May, the 10 winners will be surprised at their homes by John Hamm, who will hand deliver their \$100,000 award.

The campaign will launch with a commercial starring Hamm, where he speaks to civilians on the chaos that is Tax Day, as an omnipotent, unembodied voice. He guides them to the assistance of H&R Block’s employees, where they easily and efficiently file their taxes and life returns to normalcy. As a reward, they receive money back on their tax returns, and the commercial ends with an overview of the campaign reward and its

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H&R Block Get Your Taxes Won Campaign/ 2

requirements for eligibility.

“Like most people, I had no idea what I was doing when I first started filing my taxes. I’m happy to work with H&R Block because I actually use their service myself,” says John Hamm, spokesperson for H&R Block.

About H&R Block:

H&R Block, Inc. (NYSE:HRB) is a global consumer tax services provider. Tax return preparation services are provided by professional tax preparers in approximately 12,000 company-owned and franchise retail tax offices worldwide, and through H&R Block tax software products for the DIY consumer. H&R Block also offers adjacent Tax Plus products and services. In fiscal 2017, H&R Block had annual revenues of over \$3 billion with 23 million tax returns prepared worldwide. For more information, visit the H&R Block Newsroom.

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