

30 August 2018

From: Ian + Jono
To: All Staff, Partners, Customers and Investors
Subject: AP3K + TooMuchWifi Accountability Letter

Thank you for your interest in joining the AP3K and TooMuchWifi team. As your founding leadership team we commit to leading by example and exemplifying the company's core value of accountability for our staff, community partners, customers, and investors.

The founding leadership team will hold ourselves, staff, partners, and investors accountable to the following commitments that anchor our ability to grow sustainably and transparently:

Staff Commitments

We will:

- employ without bias towards gender, race, creed, sexual orientation, or culture.
- provide career progression pathways and develop skills relevant beyond AP3K/TMWF.
- instill a sense of ownership and fairness through a culture of transparency.
- ensure that our staff's long term financial successes are linked to the success of the company by implementing equity or profit sharing opportunities.
- promote and compensate uniformly on the basis of transparent performance and value creation, not on the basis of education, previous employment or salary expectations.
- clearly set performance and behavior expectations, and proactively address failures with regards to foundational examples of accountability such as timeliness and integrity.
- employ leadership that exemplifies the founding ethos of the company and represents the demographics of the country with regard to home language, gender and race.
- be humble and integrate lessons from partners, suppliers, customers, and junior staff.
- create a spirit of teamwork and camaraderie that encourages collaboration and support in both professional and personal challenges.

Community Commitments

We will:

- employ locally wherever possible, and develop skills for young people through internships and apprenticeships.
- retain 30% of Gross Revenues within the communities we serve through:
 - Salaries
 - Services
 - Rent
 - Distribution of Earnings
- retain >20% of Gross Revenues within the community where revenues are generated.
- distribute 10% of Gross Paid Data to community members through "earned" effort, targeting high school aged students contributing to social causes.
- choose partners based on their proven value and commitment to the community.
- support education, health and community building organizations with preferential rates.
- establish market entry partners with community based social organizations and become a part of their sustainable funding strategy.

Customer Commitments

We will:

- provide premium services at affordable rates in accessible denominations.
- treat every customer recognizing they could be family members of our staff.
- not censor the internet based on political, religious, financial or advertising pressure.
- create opportunities for any member of the community to deliver value to the company (beyond revenues) in exchange for internet access.
- not engage in recurring revenue sharing arrangements that don't deliver ongoing value.
- deliver services that any of our staff would be proud to use at home.
- treat customers equally regardless of their direct revenue value to the company, age, race, native language or creed.
- provide excellent communication and timely customer support.
- provide transparent and understandable contracts in home languages (wherever possible) without punitive clauses.
- be good stewards of our customer's data and not sell or share any personally identifiable information with third parties, and to work with organisations (backhaul, content partners etc) who can be held to the same standard.

Investor Commitments

We will:

- communicate transparently, through:
 - regularly scheduled meetings (6 Week Intervals), and
 - realtime meaningful KPI dashboards that represent the health of the company.
- treat every investor as an advisor with a vested interest in the company's success.
- recognize the specific expertise of our investors and incorporate their feedback in the development of the business, especially where their expertise is relevant to the specific decisions (eg. phone hardware, M&A, network infrastructure).
- offer existing investors follow-on investment opportunities while balancing the importance of new strategic capital.
- treat seed investors as our most committed advisors, and incorporate their feedback in our next round of funding.

We look forward to working together to make these commitments a reality.

Very respectfully,



Ian Thomson + Jonathan Endersby
Founders, AP3K + TooMuchWifi

