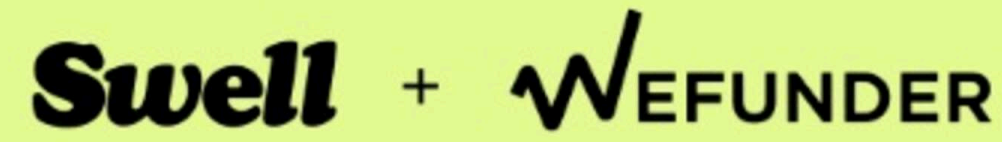




Kevin Dahlstrom



Here's your opportunity to invest in Swell!

Swell Founding Member:

I have some exciting news! 🎉

In a recent survey, over 600 Swell Founding Members said that they'd like to invest in Swell (the company itself) and become both a customer and an investor.<sup>1</sup> It's a great way to live our tagline: Let's Make Bank Together!

I'm happy to announce that the Swell Board of Directors has approved our plan so you can just do that! **As a Swell Founding Member, you get early access.**

Swell is partnering with Wefunder, a leading crowdfunding platform,<sup>2</sup> to give individual investors (both accredited and non-accredited) the opportunity to be among the first to invest.<sup>3</sup> To learn more and consider investing, visit Swell's Wefunder Page.

[Learn More & Invest](#)

As a Swell Founding member, you can invest before the opportunity is available to the public on the Wefunder platform. Whether you invest \$500 (the minimum) or \$100,000, I invite you to invest alongside me and the rest of the Swell executive team.

For more details and to make your investment, [visit Swell's Wefunder page](#). We created a short video you might enjoy watching (some of you are featured in it). Again, this opportunity to invest in Swell is available to everyone — you don't need to be an accredited investor to participate.

Let's Make Bank Together!

Kevin 🙌

1. Based on a Swell Community survey from August 2022 with over 700 respondents.

2. Wefunder charges a fee to invest using the Wefunder investment platform. Swell receives no portion of any fee charged to investors by Wefunder. For more details, visit <https://help.wefunder.com/payment/294869-how-is-wefunder-compensated>.

3. The investment in Swell is through an instrument called a Simple Agreement for Future Equity (SAFE). To learn more about SAFEs visit: <https://wefunder.com/updates/139885-safes-101> or <https://help.wefunder.com/#/investor/contracts>

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## Swell + WEFUNDER

Here's your opportunity to invest in Swell!

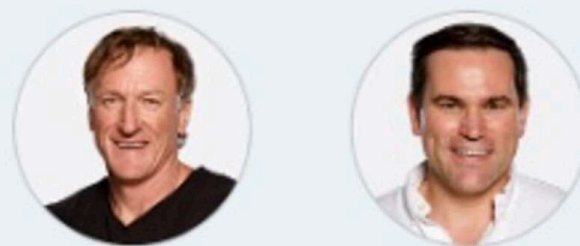
Swell Founding Member:

The response to our crowdfunding campaign has been fantastic! In just a few days the Swell Community has invested over \$200,000. We're doing this crowdfund to give Founding Members like you the opportunity to be both an investor and customer and we're honored to see so many of you take advantage of that opportunity.

Remember, this opportunity is available to everyone—whether you're accredited or unaccredited. [Visit Swell's Wefunder page to learn more and invest.](#)<sup>1</sup>

A couple of important updates (including Swell swag for anyone who invests):

### We're pitching Swell to you — LIVE!



We'll be doing a live webcast next Tuesday, October 18 at 5pm MT. I'll be talking about Swell's vision and our CTO, Ryan LaMountain, will give a demo of the Swell app and a sneak peek at future features. Don't miss it!

[Sign Up for Our Webcast](#)

### All investors will get Swell swag!

Many of you have asked if investors get Swell swag. The answer is... of course! Everyone who invests will get a Swell beanie hat (just in time for winter) and sticker pack.



Anyone who invests \$5,000 or more also gets a sweet Swell hoodie.

Whether you invest \$500 (the minimum) or \$100,000, I invite you to invest alongside me and the rest of the Swell executive team and become part of the Swell journey.

Let's Make Bank Together!

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**Swell + WEFUNDER**

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Swell Founding Member:

Here's your last chance to invest in Swell before it's available to the public.

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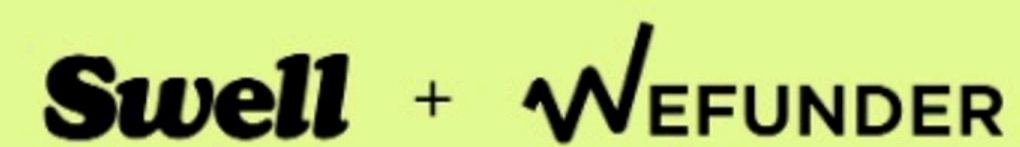
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




Hi Swell Founding Member,

Great news! Swell's crowdfunding campaign is now open to the public at [wefunder.com/swell](https://wefunder.com/swell). So now you can share Swell with fellow strivers and friends.

 Share on Twitter

 Share on LinkedIn

If you missed our recent webcast, the video is now available on [Swell's Wefunder page](#), where you can get a sneak peek of Swell's vision and the app and learn more about the opportunity to invest in Swell.<sup>1</sup>

Thank you for being part of our community and joining us on this journey.

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Kevin Dahlstrom



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[Learn More](#)

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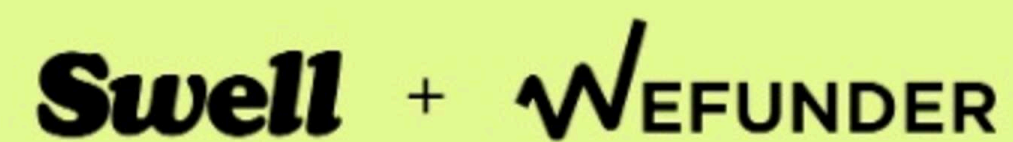
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Kevin Dahlstrom



Hello fellow investors—and Happy Holidays!

Several of you have asked when your Wefunder investment in Swell will close. Swell will be filing the required paperwork with the SEC in the next 2 weeks and then there is a required 21 day waiting period. So we expect to close in mid January. You'll hear from us before closing.

If you've signed up for the Swell community you received an email update recently. The Swell app is in app stores and we're rolling out Swell Cash and Swell Credit (slowly) right now.

We appreciate your support and will keep you updated on our progress.

Thanks,

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Kevin Dahlstrom



Hi Swell Founding Member,

On behalf of the whole Swell team, a heartfelt thank you for reserving your investment in Swell via Wefunder. We're honored that you're joining us on this journey.

And we're also counting on you—to be a great customer and to tell your friends about Swell.

It starts now — by reserving your investment in Swell via Wefunder you get to jump to the front of the line to apply for a Swell account!

[Schedule Now](#)

And equally importantly, tell your friends about Swell! Our crowdfunding campaign is now open to the public at [wefunder.com/swell](https://wefunder.com/swell).

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