



ASX / MEDIA RELEASE

## Notice of termination of customer contract

SYDNEY, Australia and Bellevue, Washington. – 27 September 2021 – Limeade, Inc. (ASX: LME), (Limeade or Company) the immersive employee well-being company, received notice of contract termination from a top 10 customer, American Airlines, on Saturday, 25 September 2021 (Sydney time). This termination, should it not be reversed, will take effect from 1 January 2022.

The Contracted Annual Recurring Revenue (CARR) associated with that contract as at 31 August 2021 was US\$1.9 million. The customer's procurement department explained the termination is part of a corporate cost-cutting initiative due to financial challenges associated with the COVID-19 pandemic.

*This release dated 27 September 2021 has been authorised for lodgement to ASX by the Board of Directors and lodged by Mr Danny Davies the Limeade ASX Representative.*

– ENDS –

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### About Limeade

Limeade is an immersive employee well-being company that creates healthy employee

experiences. Limeade Institute science guides its industry-leading software and its own award-winning culture. Today, millions of users in over 100 countries use Limeade solutions to navigate the future of work. By putting well-being at the heart of the employee experience, Limeade reduces burnout and turnover while increasing well-being and engagement — ultimately elevating business performance. To learn more, visit [www.limeade.com](http://www.limeade.com) (ASX listing: LME).

Limeade, Inc. Australian Registered Business Number 637 017 602, a public limited company registered under the Washington Business Corporation Act (UBI Number: 602 588 317).

#### Disclosure

This ASX release does not constitute an offer to sell, or the solicitation of an offer to buy, nor shall there be any sale of any securities referred to herein in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful. Any securities referred to herein have not been registered under the US Securities Act of 1933, as amended (the "US Securities Act") and may not be offered or sold in the United States or to US persons absent registration or an applicable exemption from registration under the US Securities Act and applicable state securities laws. In addition, any hedging transactions involving the securities referred to herein may not be conducted unless in compliance with the US Securities Act.