



March 21, 2019

MEMORANDUM OF UNDERSTANDING

Global Citizen Presents: She Is Equal

Dear Deputy Prime Minister De Croo,

We are pleased to provide you with this letter acknowledging the support of the Government of Belgium (“Sponsor”) in connection with the Global Citizen “#She Is Equal” launch reception (“Event”) and on-going campaign activities, per the details below and attached. This Memorandum of Understanding (“MOU”) outlines the material terms agreed to between Sponsor and Global Poverty Project, Inc. d/b/a Global Citizen (“GC”), which can be incorporated into a long form agreement as may be deemed necessary between the parties. The parties have agreed in principle to the following.

Sponsorship Overview

#SheIsEqual represents Global Citizen’s ongoing umbrella campaign to ensure that girls and women around the world can thrive with access to quality education, essential healthcare, nutrition and access to WASH, economic opportunities, and the removal of laws and institutional barriers that inhibit their empowerment and access to fundamental human rights.

Launched in 2018, this watershed campaign is not only helping to drive the global narrative around women and girls in light of the #MeToo and *SheDecides* movements, but is also resulting in real impact for women and girls.

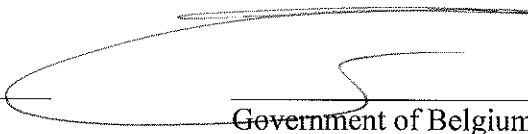
2019 represents a critical opportunity to carry this torch forward and expand how Global Citizen, along with our partners, continue to make progress toward gender equity around the world. Global Citizen has set an ambitious target for our #SheIsEqual campaign in 2019.

General Terms

- In 2019, Global Citizen (GC) will aim to drive **500,000 actions** and secure new commitments worth at least **USD \$1 billion**.
- Through the #She Is Equal campaign, the following specific issue areas will be included, as further outlined in Exhibit A, attached hereto and incorporated herein by this reference:
 - ✓ Campaign to #LevelTheLaw
 - ✓ Improve women’s sexual and reproductive health and access to family planning
 - ✓ Support women’s entrepreneurship and financial independence
 - ✓ Improve well-being of adolescent girls through nutrition
 - ✓ Improve access to life-saving vaccines and end diseases of poverty addressing neglected tropical diseases which disproportionately affect women
 - ✓ Fight for menstrual hygiene
 - ✓ Campaign for #SheWill.

- The Government of Belgium will contribute **€50,000 EUR** as campaigning partnership - #SheIsEqual Co-host for the 2019 #SheIsEqual campaign. Costs include staff time, content, and marketing for public mobilization. Ninety percent (90%) of the €50,000 will be paid after reception of the signature of this MOU and a statement of claim, the balance after presentation – no later than the 31 May 2020 – of a second statement of claim, a final activity report and a financial report with the list of costs incurred.
- Government of Belgium will be listed as an official co-host of #SheIsEqual campaign. In this capacity, the Government will also commit to announcing a new #SheIsEqual commitment via a Global Citizen platform/event and encourage other high-level stakeholders to support the campaign.
- GC will make best efforts to incorporate the Government of Belgium’s logo in all major communication materials and #She Is Equal campaign activities as agreed to between the parties.
- The parties acknowledge and agree that this MOU is binding.
- The parties will keep the contents of this MOU confidential, except when disclosing the existence and copy of this letter to third parties relevant to the funding, production, or general efforts for producing the events and activities contemplated herein.

Global Poverty Project, Inc.



Government of Belgium

By: Mr. Wei Soo

By:

Its: Managing Director, Legal & New Markets

Its: