

Office of the Minnesota Secretary of State

Minnesota Public Benefit Corporation / Annual Benefit Report

Minnesota Statutes, Chapter 304A

Read the instructions before completing this form

Must be filed by March 31

Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail



The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. File Number

2. Corporate Name: (Required)

3. The public benefit corporation's board of directors has reviewed and approved this report.

4. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

5. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Signature of Public Benefit Corporation's Chief Executive Officer

Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

Contact Name

Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?

Yes No

Annual Benefit Report

Calendar Year 2023

OfferingTree

A Minnesota Specific Benefit Corporation

Prepared February 22, 2024

OfferingTree's History

OfferingTree was incorporated on January 6th, 2016 as a Specific Benefit Corporation under the state of Minnesota. OfferingTree was founded to help fitness and wellness providers cultivate a sustainable career in serving people through their passions. In our history, OfferingTree has helped thousands of providers serve hundreds of thousands of individuals with their health, wellness, and fitness needs.

OfferingTree's Mission

OfferingTree's mission, as stated in our Articles of Incorporation, is to further wellness education and access. OfferingTree accomplished this mission in 2023 with the following key activities.

Key Activities

Helping Fitness & Wellness Providers to Better Serve Their Community

In 2023, OfferingTree SBC continued to develop an integrated, easy-to-use online platform that supports wellness professionals in earning a livelihood and serving their clients' / students' needs. We added many key features and product improvements with the most notable being an automation engine that can send marketing sequences and customer engagement messages and notifications. The automation engine will help business owners stay on top of repetitive tasks that scale as their business grows, which makes our platform more accessible for time-crunched and tech-averse providers. Our automation engine will be further improved in the years to come to be even more powerful. We also released KPI and business reports that help business owners measure their progress and see gaps in success so they can better improve their business.

Education

OfferingTree SBC published 33 educational blog posts written by experienced blog writers in order to provide useful and reliable information to providers struggling to manage the administrative and business aspects of their business.

OfferingTree SBC presented 15 free, online educational webinars in partnership with experts in the wellness space in 2023. There were thousands of people who took advantage of these educational opportunities.

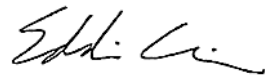
OfferingTree SBS has sponsored events and podcasts run by educators and influencers in health, wellness, and fitness. These organizations provide training and educational content to other service providers in the industry.

Challenges

OfferingTree SBC would like to reach a larger audience with their educational resources. We hope to develop more webinars, trainings, and courses in 2024. We'd also like to partner and support other industry experts who run their own courses and trainings to reach more individuals and businesses.

The OfferingTree team is excited to continue its work in 2024 to further wellness education and access.

I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I further certify that the Board of Directors of OfferingTree, SBC has reviewed and approved this Annual Benefit Report.



Eddie Arpin

CEO



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OFFICE OF THE SECRETARY OF STATE
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Steve Simon

Steve Simon
Secretary of State