

# CORPORATE PARTNERSHIPS



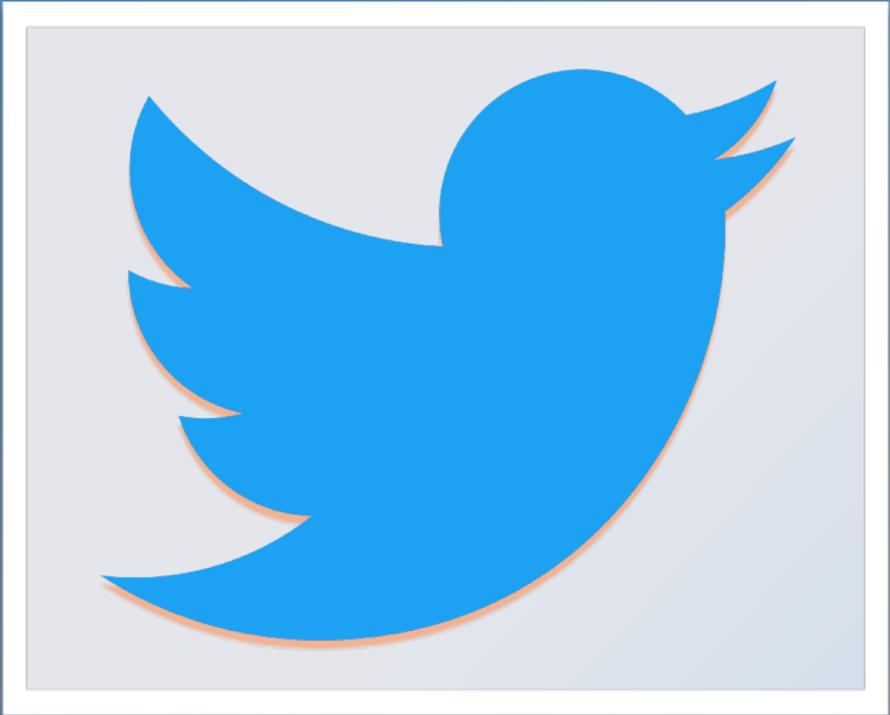
THE CYBERSMILE FOUNDATION

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# CORPORATE PARTNERS



# ADVISORY PANEL

As Twitter's Head of Global Safety Outreach, Patricia Cartes works to define policy and to ensure user safety and security in the challenging realm of modern social media. Patricia's team works 24/7 to defend and respect the voice of Twitter users and to fight online abuse.



HEAD OF GLOBAL TRUST & SAFETY OUTREACH, PUBLIC  
POLICY AT TWITTER

PATRICIA CARTES  
INTERNET SAFETY ADVISOR

Anna Rozwandowicz is the Vice President of Communications at ESL, the world's largest esports company. Leading a worldwide team, Anna oversees global corporate communications, public relations, crisis management and internal communications.



VICE PRESIDENT OF  
COMMUNICATIONS AT ESL

ANNA ROZWANDOWICZ  
GAMING AND ESPORTS ADVISOR

Dr. Ben-Yehudah is the Director of Research Administration at the Israeli Ministry of Health. His responsibilities include promoting and funding various studies in health and health-related fields.



DIRECTOR OF MEDICAL RESEARCH ADMINISTRATION AT  
MINISTRY OF HEALTH, ISRAEL

AHMI BEN-YEHUDAH  
RESEARCH ADVISOR

Internationally respected parenting and youth development expert, Deborah Gilboa, MD, is the founder of AskDoctorG.com. Popularly known as Dr. G, she is an industry leading speaker, author, social influencer, and media personality.



FAMILY PHYSICIAN, MEDIA PERSONALITY,  
AUTHOR, SPEAKER AND SOCIAL INFLUENCER

DEBORAH GILBOA  
PARENTING AND YOUTH  
DEVELOPMENT ADVISOR

# INTRODUCTION

**THE CYBERSMILE FOUNDATION IS A MULTI-AWARD WINNING ANTI-CYBERBULLYING NONPROFIT ORGANIZATION. COMMITTED TO TACKLING ALL FORMS OF DIGITAL ABUSE, HARASSMENT AND BULLYING ONLINE, WE WORK TO PROMOTE DIVERSITY AND INCLUSION BY BUILDING A SAFER, MORE POSITIVE DIGITAL COMMUNITY.**

Through education, innovative awareness campaigns and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we empower victims and their families to regain control of their lives.

Founded in 2010, Cybersmile has grown to become the world's leading anti-cyberbullying nonprofit organization. Registered as a 501(c)3 not-for-profit organization in the U.S. and as a registered charity in the U.K. — Cybersmile provides expert support, resources and consultancy to individuals, governments, corporations and educational institutions around the world.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion — the Cybersmile hallmark.

Our mission is a simple one; we believe that everybody should have the right to access and enjoy the benefits that our new connected digital world offers — without the fear of bullying, threats and abuse.

Unfortunately, cyberbullying, harassment and digital abuse is increasing, holding many back from enjoying the benefits that access to the internet can provide. Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behavior and relationships in the communities where we live, play and work — the physical world.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied and abused online, changing the behavior of the bullies themselves and through education — preparing this and further generations for a safe and positive digital future.

## TESTIMONIAL



Pixelberry Studios

“Partnering with Cybersmile has been an amazing experience, after announcing our partnership we saw a 16% increase in player numbers and an 18% increase in revenue. They have been incredibly responsive to work with, helped us grow our social media presence and because of our partnership with them — news of our story has been published through media outlets such as The Washington Post, International Business Times and VentureBeat. They effectively used celebrities to tweet about our partnership reaching millions of people and even arranged for One Direction to be involved in our game. Most importantly, knowing that our partnership has changed and even saved lives has been incredibly rewarding.”

– Oliver Miao, CEO

# CYBERBULLYING & DIGITAL ABUSE

## THE EFFECTS

Cyberbullying, digital abuse and harassment can cause social isolation, poor educational development, depression, eating disorders, self-harm and suicide.

## NO RESPITE

One of the most harmful facets of bullying online is the lack of respite that conventional bullying victims might experience when reaching the relative safety of their family home. With cyberbullying the problem follows; it follows wherever technology can reach.

The screenshot shows the top of a New York Times article. The page number is 6. The article is in the 'MOVIES' section, titled 'Leslie Jones, Star of 'Ghostbusters,' Becomes a Target of Online Trolls' by Katie Rogers, dated July 19, 2016. It features a photo of Leslie Jones in a red dress at the 'Ghostbusters' premiere. The article text is partially visible on the left side of the page.

The screenshot shows the top of a Teen Vogue article. The page number is 6. The article is in the 'ENTERTAINMENT' section, titled 'Normani Kordei Opens Up About Being Cyber-Bullied' by De Elizabeth, dated April 18, 2017. It features a photo of Normani Kordei smiling. The article text is partially visible on the left side of the page.

## SOCIAL MEDIA

Simply not using technology isn't an option for most, especially for entire generations that have never experienced life without it. Social media is an essential part of our social growth and development.

# STATISTICS

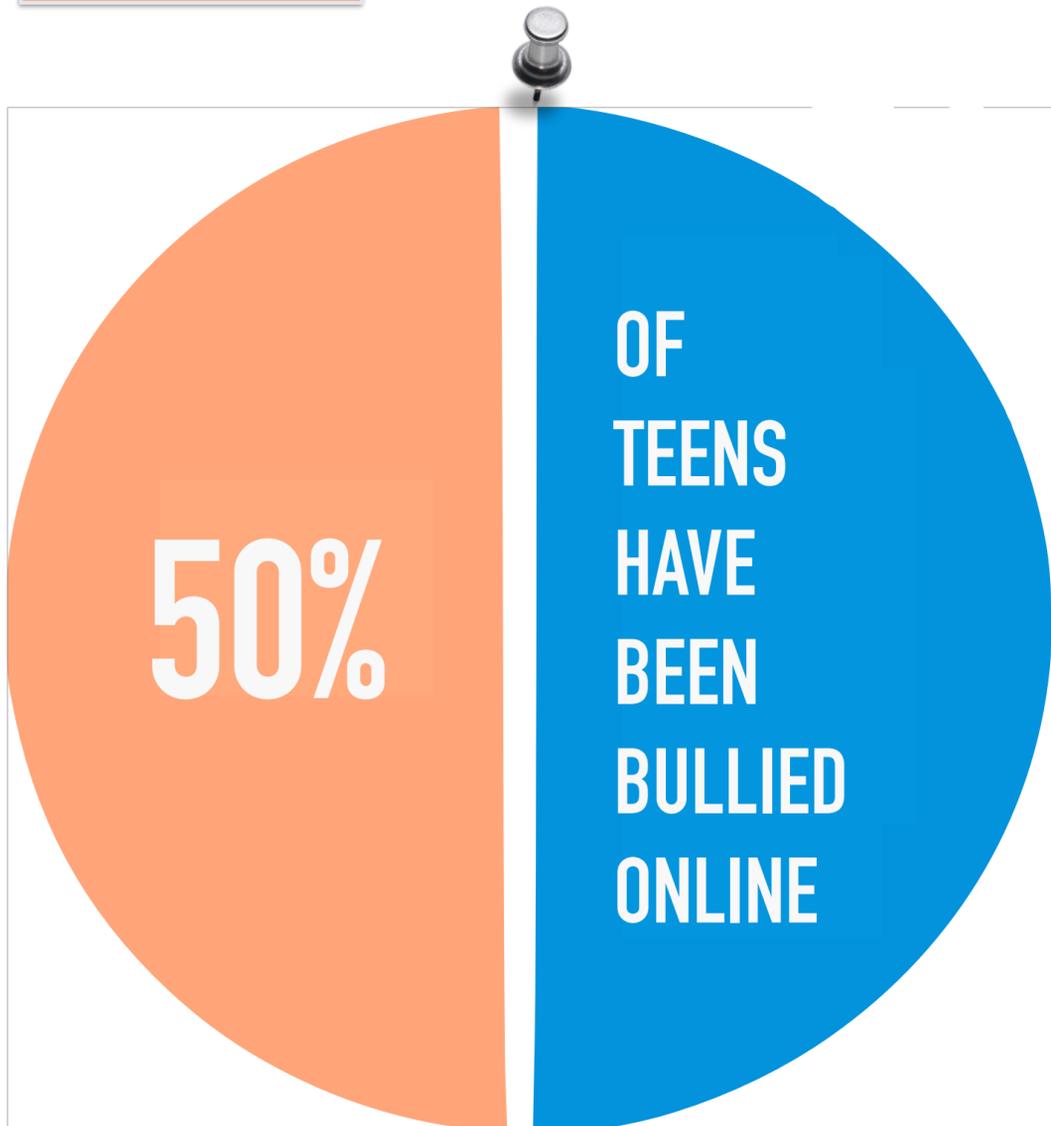


PEW RESEARCH

**DID YOU KNOW?**  
CYBERBULLYING AND ONLINE ABUSE CAN LEAD TO SOCIAL ISOLATION, DEPRESSION, EATING DISORDERS, SELF-HARM AND SUICIDE.



PEW RESEARCH



iSAFE FOUNDATION

**DID YOU KNOW?**  
THE AMERICAN ACADEMY OF PEDIATRICS CALLS CYBERBULLYING THE MOST PROMINENT RISK FOR TEENAGERS TODAY.

# BECOMING A PARTNER

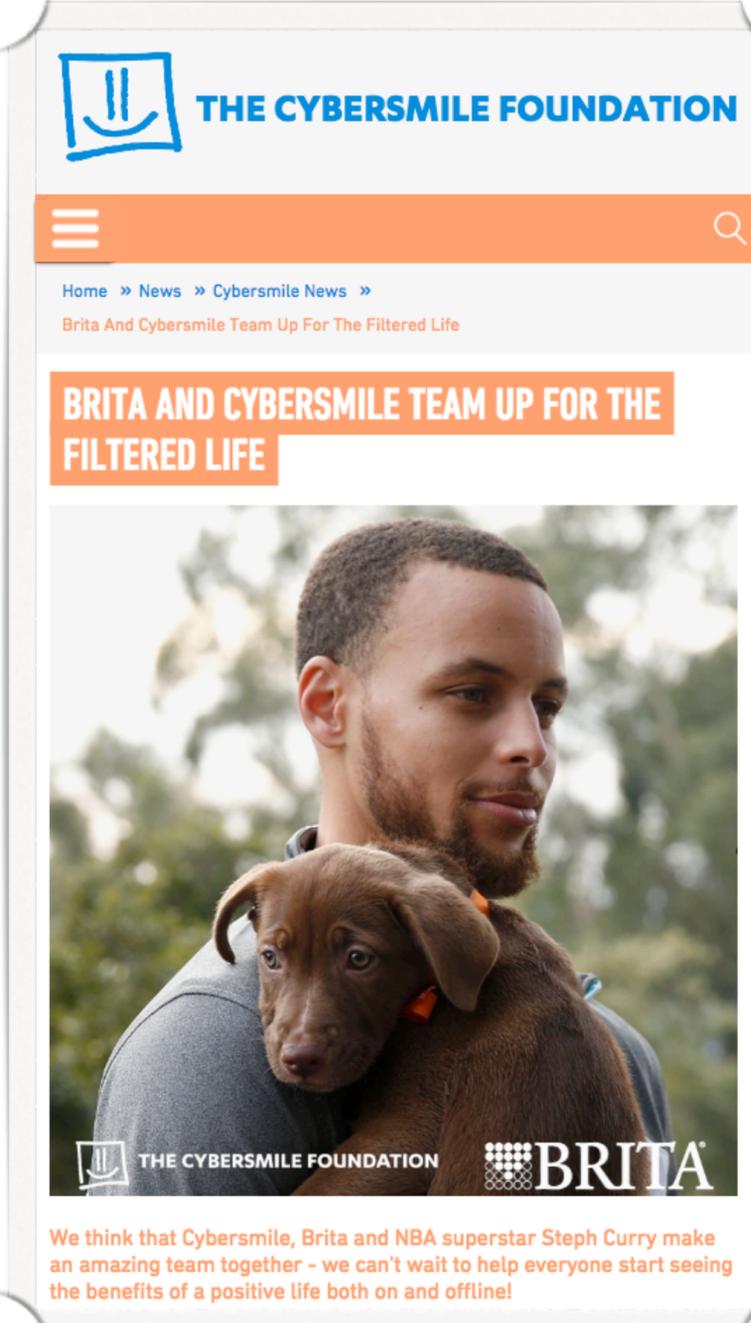
PARTNERING WITH THE CYBERSMILE FOUNDATION WILL DEMONSTRATE YOUR BRAND'S COMMITMENT TO A TRULY DIVERSE AND INCLUSIVE INTERNET – FREE FROM FEAR, PERSONAL THREATS, HARASSMENT AND ABUSE.

## ALIGNMENT

By aligning with Cybersmile your brand will benefit from global exposure to a varied demographic including media, corporate, educational, family and professional audiences.

## CORPORATE RESPONSIBILITY

Your workforce and customers will no doubt include many parents and young people – two groups regularly affected by cyberbullying issues.



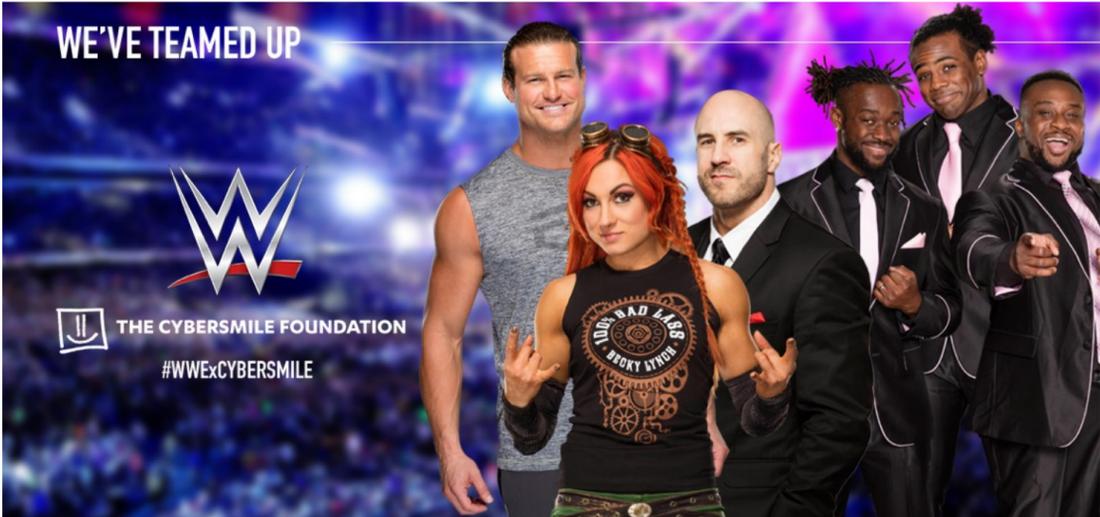
### THE BLOG

## Royal Ramblings: WWE & Cybersmile Take On The Cyberbullies

14/03/2017 13:59



It is of little surprise then that for the month of March, WWE is again looking at its role in supporting and inspiring young people. This time the company is working in partnership with CYBERSMILE. The hope is that this joint venture will raise awareness of the assistance available to anyone affected by online negativity whilst promoting and celebrating a diverse and inclusive internet for everybody.



By choosing to form a partnership with The Cybersmile Foundation, you will not only be enhancing your brand's social responsibility strategy but also showing a commitment to issues directly affecting your client base, employees and the wider community as a whole.

Your company will be associated with the very essence of our unique movement: kindness, compassion, mutual respect, happiness and positivity.

# PARTNERSHIP BENEFITS

CYBERBULLYING AND ONLINE ABUSE HAVE BECOME ONE OF THE MOST WIDELY REPORTED SOCIAL ISSUES IN THE MEDIA TODAY.

This trend is expected to increase in coming years as more people embrace technology without a full understanding of the inherent dangers that exist online.

The Cybersmile Foundation are one of the world's leading authorities on cyberbullying related issues and regularly contribute to various media outlets around the world. By partnering with Cybersmile you will benefit from being aligned with our prominent media position.

## ANNOUNCING OUR PARTNERSHIP

A press release announcing our partnership and commending your brand's commitment to a more diverse and inclusive internet. This will be reinforced with articles on the Cybersmile website and full social media support.

**VB**

GAMES

Pixelberry's High School Story educates teens about cyberbullying with a special episode

DEAN TAKAHASHI @DEANTAK DECEMBER 12, 2013 9:00 AM



THE CYBERSMILE FOUNDATION

GAMING Powered by Intel EBL RIG GAMES



Home » News » Cybersmile News »

Win signed copies of Rainbow Six Siege with Cybersmile and Ubisoft!

WIN SIGNED COPIES OF RAINBOW SIX SIEGE WITH CYBERSMILE AND UBISOFT!



To win, you need to follow us on Twitter @CybersmileHQ and RT & Fav the competition tweet which is scheduled for May 10th!

## CONTESTS AND GIVEAWAYS

Opportunities for product giveaways and co-branding on limited edition items. Show your customers, employees and stakeholders you support positivity and kindness on and offline.

## SOCIAL MEDIA PROMOTION

News, updates and promotions surrounding our partnership will be heard by over 100,000 of Cybersmile's digital subscribers and amplified by our celebrity ambassadors.

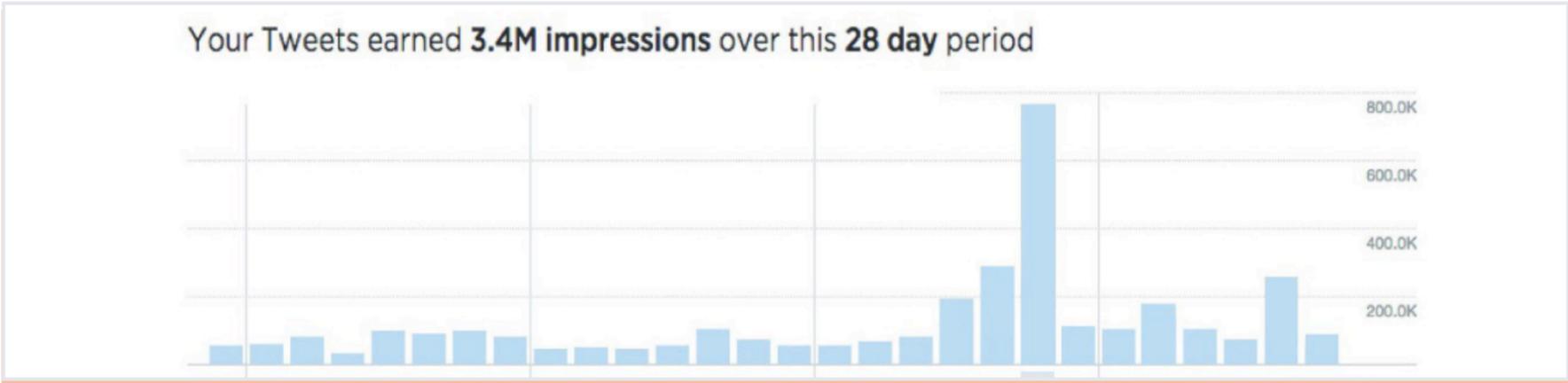
# PARTNERSHIP BENEFITS

## VISUAL BRAND ALIGNMENT

The unification of our brands will offer your company unrivalled advertising opportunities. We will work together to ensure maximum impact.



## SOCIAL REACH AND ENGAGEMENT



## PR AND MEDIA OPPORTUNITIES

Our PR team will work with you to ensure maximum yield from our partnership.



# CORPORATE INTERACTION

Staff interaction has proved very rewarding in previous partnerships. We have found corporate interaction to be beneficial for both parties – strengthening the partnership.

EXCLUSIVE STAFF TRAINING PROGRAMS & UNIQUE TEAM BUILDING OPPORTUNITIES



VOLUNTEERING OPPORTUNITIES



AWARENESS AND FUNDRAISING OPPORTUNITIES

# CASE STUDY 1

Pixelberry Studios began their partnership with Cybersmile in November 2013, Launching a campaign in the iOS version of their game, High School Story. Originally planned to last 30 days, success of the partnership saw it extended for a full 12 months.



## IN-GAME ENGAGEMENT

Players supported the cause by purchasing virtual in-game items including premium currency, a banner and Cybersmile branded t-shirts. Pixelberry also replaced their usual starter package with a Cybersmile starter package, keeping the price the same and adding the Cybersmile banner as a bonus decorative item. The Cybersmile starter package quickly became one of the most popular items for purchase in the game.

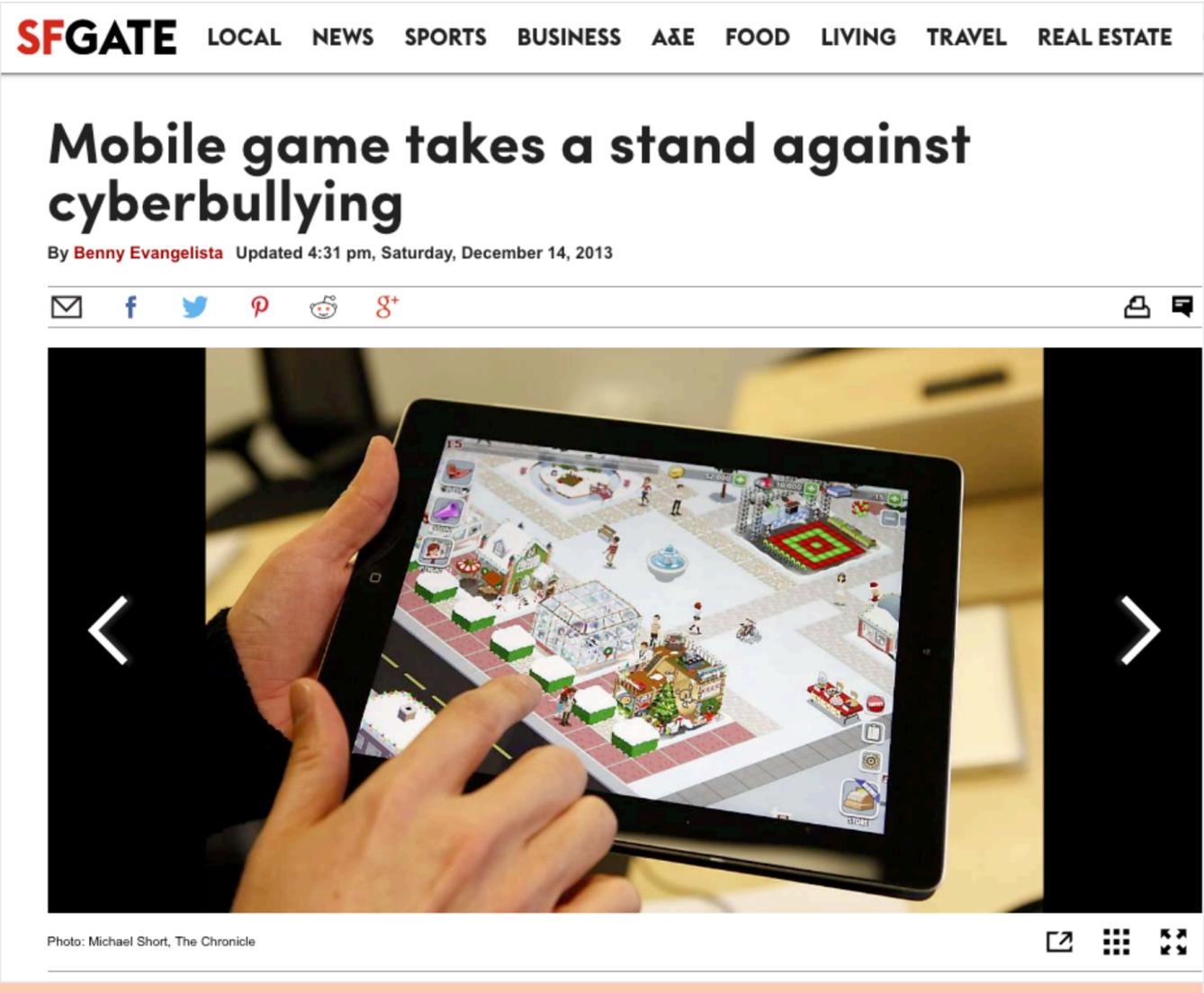
## RESULTS

- ★ DOWNLOADS OF EDUCATIONAL CONTENT INCREASED OVER 20% ★
- ★ THE PARTNERSHIP SAW A 36% INCREASE IN VISITORS TO THE CYBERSMILE HELP CENTRE ★
- ★ SOCIAL MEDIA CAMPAIGNS ATTRACTED OVER 40,000 NEW DIGITAL FOLLOWERS TO HIGH SCHOOL STORY SOCIAL MEDIA CHANNELS ★

- ★ 4 MILLION YOUNG PEOPLE WERE EDUCATED ABOUT CYBERBULLYING WITH HUNDREDS OF THOUSANDS BEING HELPED THROUGH THE CYBERSMILE SUPPORT SERVICES ★
- ★ DURING THE PARTNERSHIP, PIXELBERRY DONATED MORE THAN \$350,000 TO CYBERSMILE THROUGH THE GENEROUS SUPPORT OF THEIR PLAYERS ★

# CASE STUDY 1

★  
COMPREHENSIVE GLOBAL  
PRESS COVERAGE IN  
PUBLICATIONS INCLUDING  
THE SAN FRANCISCO  
CHRONICLE, FAST COMPANY,  
TECHCRUNCH, THE  
WASHINGTON POST,  
VENTUREBEAT, INSIDE MOBILE  
APPS AND IB TIMES  
★



★ CYBERSMILE'S CELEBRITY  
SUPPORTERS TWEETED  
ABOUT THE PARTNERSHIP  
TO OVER 15 MILLION  
FOLLOWERS ★

★ CYBERSMILE AND ONE  
DIRECTION COMPETITION  
HOSTED ON HIGH SCHOOL  
STORY PLATFORM AND  
RECEIVED OVER  
800,000 ENTRIES ★

# CASE STUDY 1

THROUGH THEIR PARTNERSHIP WITH CYBERSMILE, PIXELBERRY STUDIOS INCREASED THEIR USER ENGAGEMENT, RETENTION AND MONETIZATION AS WELL AS BRAND AWARENESS.

Partnerships such as this are also a rewarding way for a company and its employees to give back, offering great CSR opportunities and a chance to contribute to new or pre-existing initiatives involving non-profit organizations.



Only 5 more days before the end of the Stop Cyberbullying contest with The Cybersmile Foundation!



Increased social media activity

## ADWEEK

DIGITAL

### Pixelberry Studios tackles cyberbullying in High School Story on iOS [Interview]

By Brandy Shaul | December 13, 2013



Extensive media coverage of the charitable partnership offered unique exposure to target markets



Increased level of engagement and retention in partner audience

# FEEDBACK FROM PARTNERS

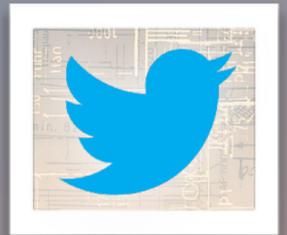
“We decided to partner with The Cybersmile Foundation not only because cyberbullying is a problem affecting many of our readers, but because Cybersmile have a unique ability to understand the teenagers and young adults of today. Through various initiatives and teaming up with relevant celebrities, Cybersmile have gained credibility in the fickle world of social media, allowing them a position of influence over today’s youth. It’s been the perfect partnership for us, both staff and readers have come together to support Cybersmile and have even done fundraising together! With their incredible teen engagement and the way they have made being nice to each other cool, we are hugely excited about our future together.”

Lizzie Cox  
Editor, Sugarscape



“The Cybersmile Foundation is one of our main partners worldwide. Their feedback and support have been instrumental to us as we have continued to grow. Their initiatives help bring home a very positive messaging amongst young users. Cybersmile’s insight into online abuse, swift support and ongoing collaboration with Twitter make them a key partner for us.”

Patricia Cartes  
Head of Global Trust & Safety Outreach, Public Policy at Twitter



“Partnering with Cybersmile has been an amazing experience. After announcing our partnership we saw a 16% increase in player numbers and an 18% increase in revenue. They have been incredibly responsive to work with, helped us grow our social media presence and because of our partnership with them, news of our story has been published through media outlets such as The Washington Post, International Business Times and VentureBeat. They effectively used celebrities to tweet about our partnership reaching millions of people and even arranged for One Direction to be involved in our game. Most importantly, knowing that our partnership has changed and even saved lives has been incredibly rewarding.”

Oliver Miao  
CEO Pixelberry Studios



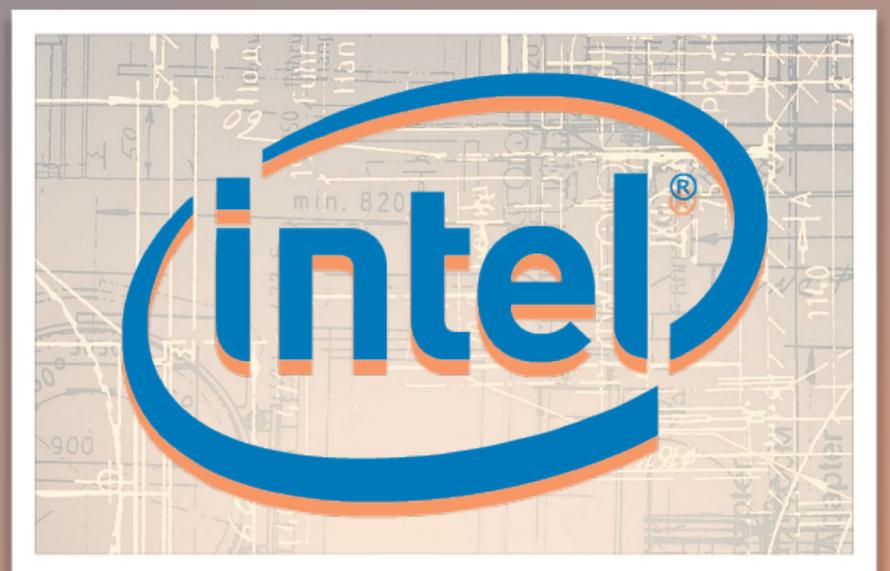
“When looking for organisations to form partnerships with we look for groups who are dynamic, innovative and inspiring but also who create a huge positive impact, with just a dash of brilliance. The Cybersmile Foundation is an incredible example of our criteria. Inspired by their determination and dedication to provide expert help and support for cyberbullying victims and their families, we are extremely proud to be partners with The Cybersmile Foundation.”

Adelle Scott  
The Bodyshop



# CASE STUDY 2

Intel announced a five-year campaign to address diversity issues within the tech industry while improving the acquisition and retention of female professionals and the promotion of a more inclusive online environment. Cybersmile, along with many of the world's leading technology companies are key strategic partners for this initiative.



A large part of Intel's initiative centres around gender diversity and offers support to female consumers and professionals for issues ranging from ensuring women are given fair career opportunities to the support of those affected by digital abuse and harassment.

Being recognized as the world leaders within the cyberbullying and digital abuse fields, Cybersmile are integral to the campaign and enhance the initiative by fostering an inclusive digital environment for females through education, awareness and 24/7 global support from Cybersmile's digital abuse experts.

# CASE STUDY 2



## IEM 2015 CHARITY MATCH

Intel CEO Brian Krzanich and Dallas Mavericks owner Mark Cuban took to the stage at the San Jose Intel Extreme Masters to raise money for Cybersmile in a celebrity League of Legends match. The two teams consisted of ex professional League of Legends players and was played live at the event while being streamed around the world on Twitch.

## THE CONVERSATION



**Mike Bisson** @themohawkmike · 22 Nov 2015

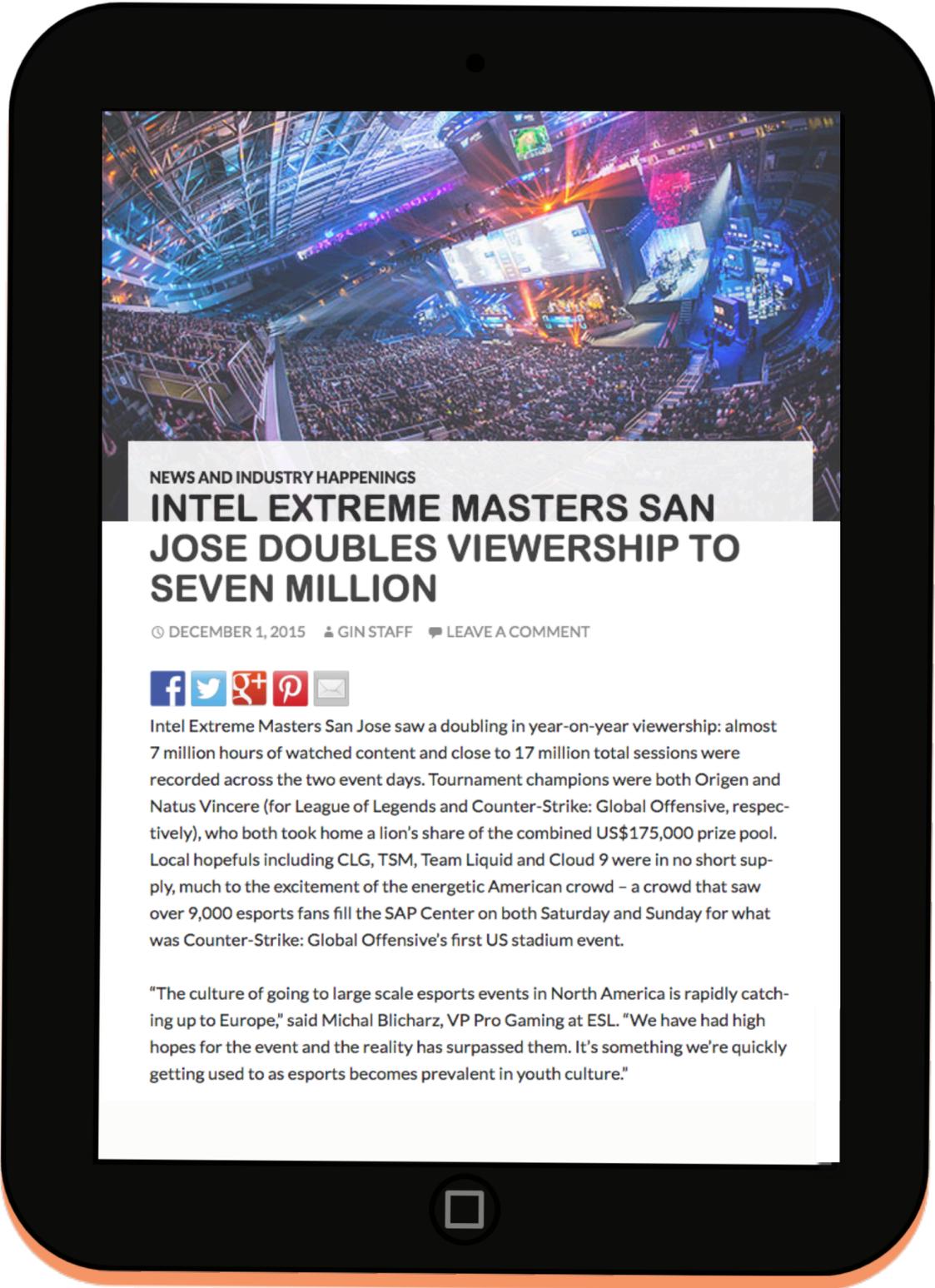
@mcuban I've been involved in esports for over a decade. That @LeagueOfLegends Aram at @IEM was one of the greatest things I've ever seen.



**Andy** @PSI\_j0kerr · 22 Nov 2015

@mcuban and @intel, thank you for the great showmatch at @IEM San Jose. Money raised for charity is always a great thing..

# CASE STUDY 2



- ★ INCREASED EVENT EXPOSURE
- ★ POSITIVE MEDIA COVERAGE
- ★ UNIFIED STAFF, EMPLOYEES AND CUSTOMERS
- ★ VIEWERSHIP DOUBLED YEAR-ON-YEAR

## UNMEASURABLE FEEL GOOD FACTOR!

**Intel Extreme Masters San Jose charity showmatch between Mark Cuban and Brian Krzanich raises \$38,000!**



**Congratulations to Intel Extreme Masters San Jose 2015's League of Legends champions!**



# TESTIMONIALS



**NICOLE HERRING**

**NEW JERSEY, USA**

“ In recent months I’ve learned that cyberbullying knows no bounds — it can happen to anyone and is not unique to children or teenagers. This is why the work that Cybersmile does is so important. The positivity and light to the world that The Cybersmile Foundation adds is immeasurable. The people who’s lives have been forever changed as a result of the help that Cybersmile provides is awe-inspiring. The fact that there is such a great resource available for people to get help in dealing with the negative attacks that come on anyone, without judgement, is invaluable.

“ You have helped me so much. The support you have given me in the past is amazing and I have beat the cyber bullies all because of you. Never be afraid to contact Cybersmile because they will always send you a smile back! The advice and help is brilliant and I highly recommend them to anyone who is being cyber bullied.



**ABBIGAIL NEWMAN**

**TYNE AND WEAR, UK**



**BEN**

**ONTARIO, CANADA**

“ I don’t think people understand how important this group is until they have been or are being cyberbullied. Cybersmile is so important, they teach people to be confident and to love themselves for who they are. They stop people feeling ashamed of themselves. If they need any more advocates they can sign me up! Nothing anyone can say will break me, which is why I plant my flag of #POSITIVITY deep into the ground, because baby i’m not going anywhere!

# TESTIMONIALS

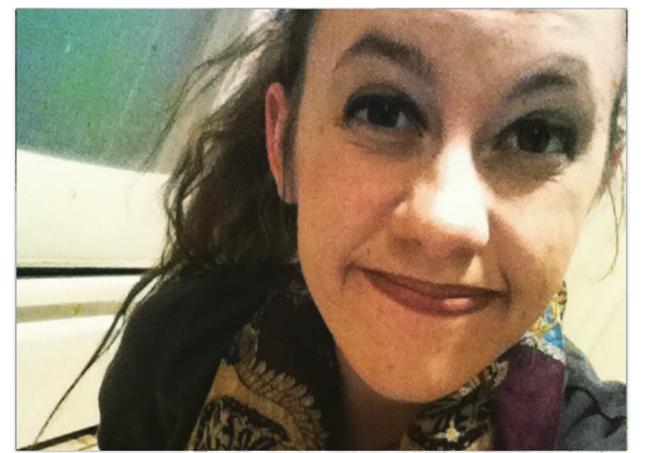


**LAURA LEWANDOWSKI**

**CHICAGO, USA**

“When down and out, I know I have powerful outlets to connect with and that’s the brilliant magic in Cybersmile. In this digital age, Cybersmile serves as a community where we can control not only the tone and tenor of our online conversation, but also help positively influence others so that such behaviour trickles down. This is why at least once a week, I like to scroll through the Twitter posts with the hashtag #ImACybersmiler. It’s powerful stuff.

“Thank you from the bottom of my heart.. I’ve struggled so much with bullying because I didn’t have the same taste as someone else or I didn’t come from a rich family. Cybersmile taught me there’s nothing wrong with being who I am. I don’t have to pretend to be someone I never was. Cybersmile has helped me so much. Thank you for being lifesavers. “Today will never come again. Be a blessing. be a friend. Encourage someone. Take time to care. Let your words heal, and not wound.”



**KANI LOTT**

**UTAH, USA**



**NATHAN TUMANDA**

**SEOUL, SOUTH KOREA**

“Hello Kim Nathan here, half Korean and Filipino, 13 years old! I was enduring bullying for 5 months and that days are miserable. That time I don’t know what to do and I am very confused. I just want to commit suicide because of my miserable life. But when I have encountered Cybersmile Foundation, I was refreshed and I am now brave. I got courage and I started to move forward. Now I am living my life without any problems. And the one who bullied me became my friend. And now I am focusing on my studies. Thanks to Cybersmile Foundation they helped me with my problems, without them maybe I committed suicide. And now, I am encouraging you that in time of trouble. Be positive and have courage to move forward #positivity.

# PARTNERSHIP OPPORTUNITIES



## INNOVATIVE PARTNERSHIPS

With your new ideas and the Cybersmile creative approach to partnerships we can make great things happen.

## STOP CYBERBULLYING DAY

An annual day of positivity reaching millions of people around the world, both on and offline.

## WEBSITE PARTNERSHIP

The Cybersmile website receives over 1 million unique visitors annually and houses the internet's largest bank of cyberbullying resources.

## GLOBAL SUPPORT SERVICES

Cybersmile's 24-hour global support services are operated by trained support advisors.



## DIGITAL EDUCATION PROGRAMS

Multiple programs providing innovative, dynamic education for everyone, everywhere!



## PRODUCT PARTNERSHIPS

Your product will benefit from the integrity and positivity of the Cybersmile brand.

## LICENSING AGREEMENTS

Full range of licenses available ranging from single item to global exclusives.

## RESEARCH PARTNERSHIPS

Ground breaking research in partnership with world-leading institutions.

# STOP CYBERBULLYING DAY

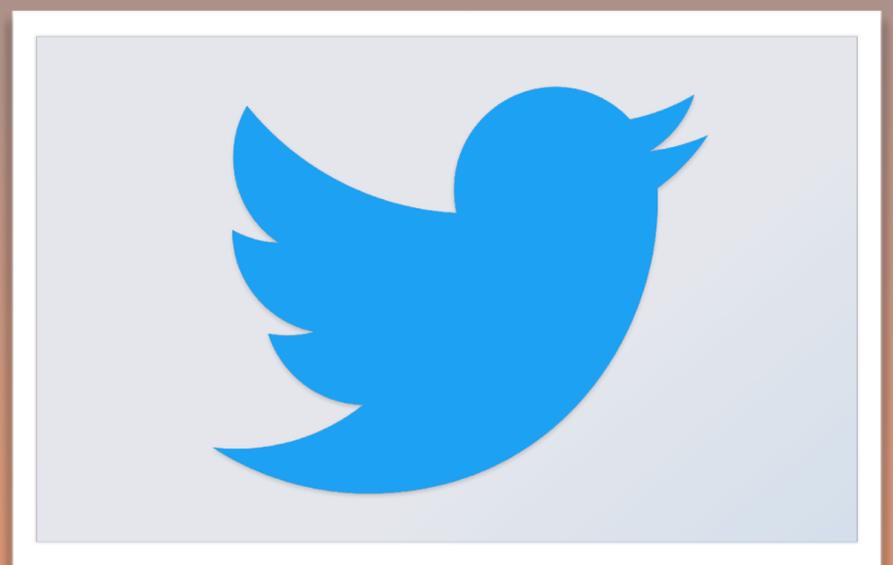
Stop Cyberbullying Day brings together corporations, educational institutions, media outlets, non-profit organizations, governments and public figures to speak out against cyberbullying and digital abuse of any kind and defend our human right to freedom of speech while adhering to the basic principle of mutual respect for others.



## THE CONVERSATION



“ Let’s put an end to cyberbullying with Stop Cyberbullying Day and Cybersmile.  
- MTV



“ Support our partners The Cybersmile Foundation this Stop Cyberbullying Day and help us make the internet brighter.  
- Twitter

# SOCIAL IMPACT

Join millions of people in celebrating positivity, diversity and inclusion – bring your organization to the forefront of social change where you can make a real impact and save lives.

## THUNDERCLAP

<p>“Join us for Stop Cyberbullying Day to make the internet a brighter place for everybody! <a href="http://thndr.me/ka4UQK">http://thndr.me/ka4UQK</a>”</p>		<p><b>SOCIAL REACH</b> <b>101,098,814</b></p>
 <p>CybersmileFoundation</p>		<p><b>TIME LEFT</b> <b>Complete</b></p>
<p>EMBED &lt;/&gt;</p>		<p>Ends Jun 15, 11:00 AM EDT</p>

COMPLETE

This campaign ended on June 15 at 11AM

### NORMANI



👍👍 Loves! Tweet using #STOPCYBERBULLYINGDAY with a positive message!

### JAKE ZYRUS



👍👍 Hi Everyone! Please check this out! #STOPCYBERBULLYINGDAY

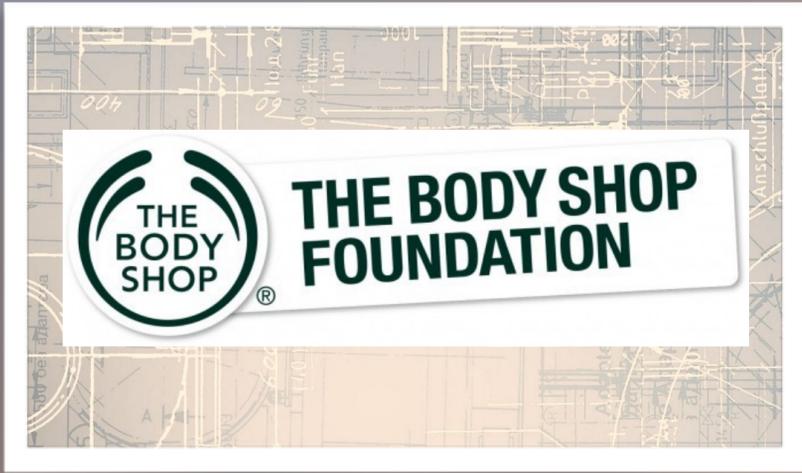
# CORPORATE TESTIMONIALS

“Everybody at ESL is delighted to start working with Cybersmile within this exciting new partnership. Their mission to equip vulnerable gamers and support players needing help with the necessary tools and advice sits perfectly with ESL’s commitment to fight toxicity and cyberbullying in esports and gaming. Exciting times ahead!



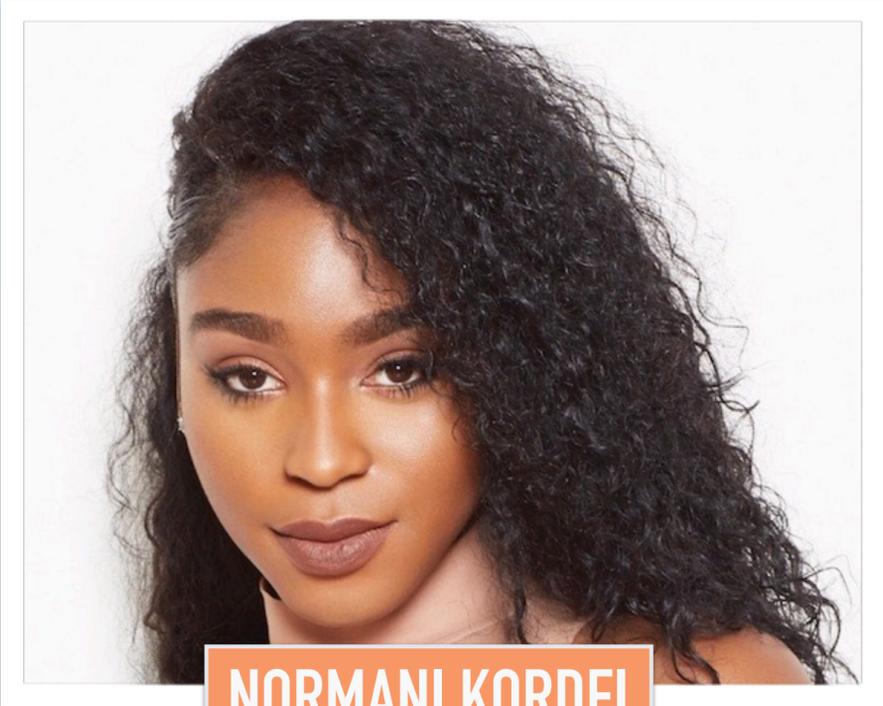
“WWE is proud to continue our commitment to bullying prevention through this partnership with The Cybersmile Foundation, an award-winning cyberbullying organisation that tackles all forms of online bullying.

“Exciting, innovative, trail blazing; these are just a few words I’d use to sum up Cybersmile and their incredible work. We are delighted to have invested in this organisation; such an incredible impact from our donations felt positively across the internet. An essential group for the issues facing today’s youth and one we are proud to support.



“Cybersmile has already made a positive impact within our gaming community. We are seeing clear evidence of attitudinal change as a consequence of Cybersmile’s messages and content. Small, subtle changes in attitude and behaviour – Small steps but giant leaps! We at Lucky 7 love your work Cybersmile!

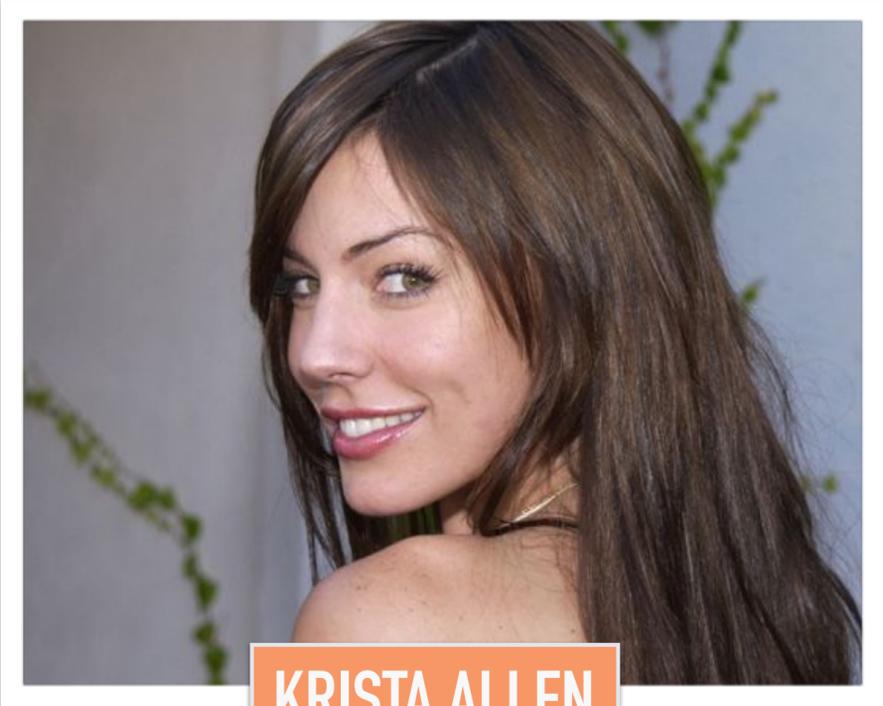
# CYBERSMILE AMBASSADORS



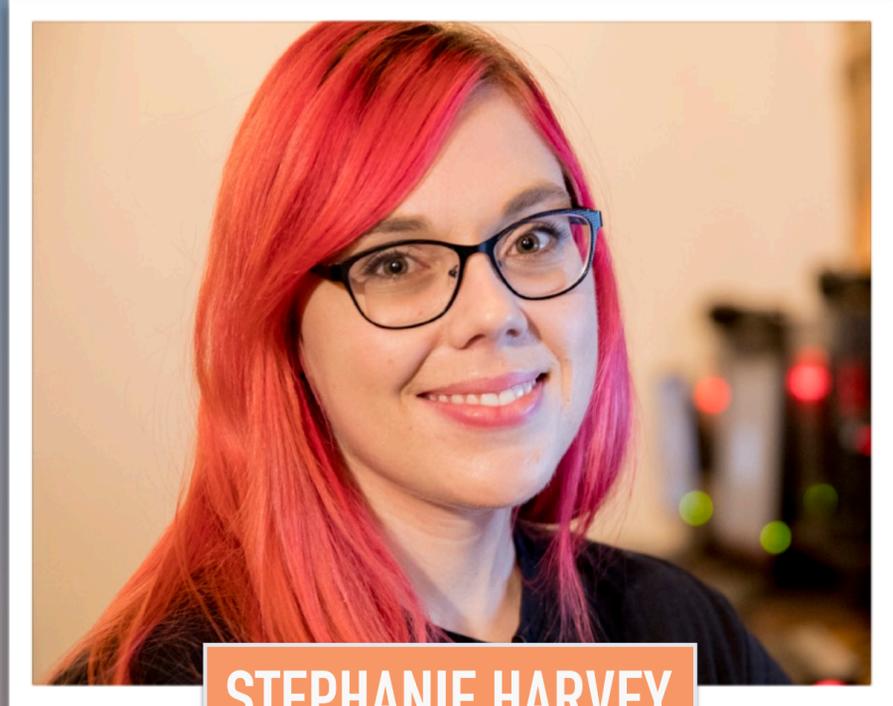
**NORMANI KORDEI**



**RICHARD ARMITAGE**



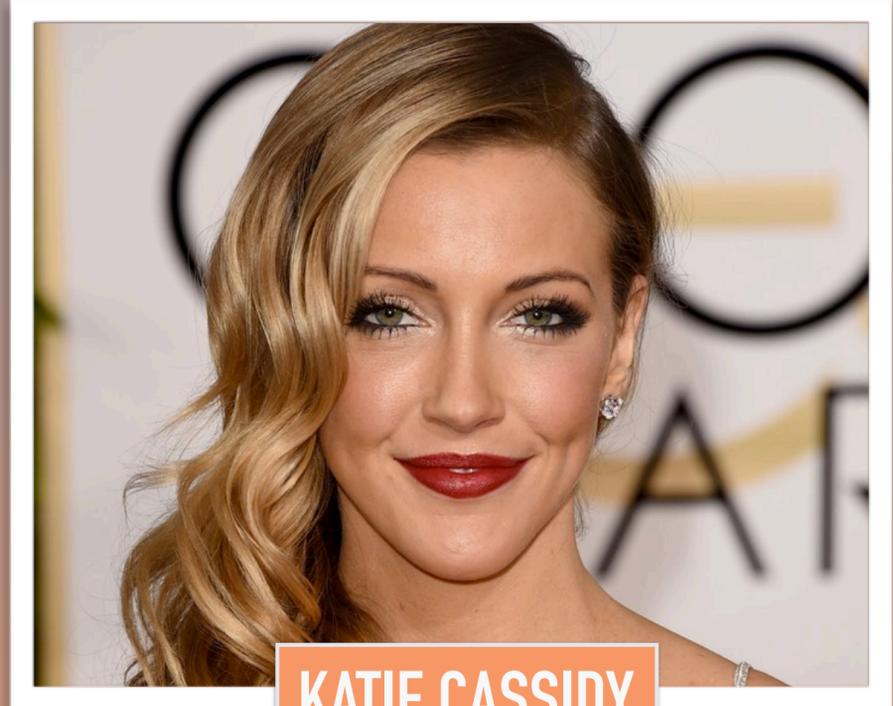
**KRISTA ALLEN**



**STEPHANIE HARVEY**



**FIFTH HARMONY**



**KATIE CASSIDY**

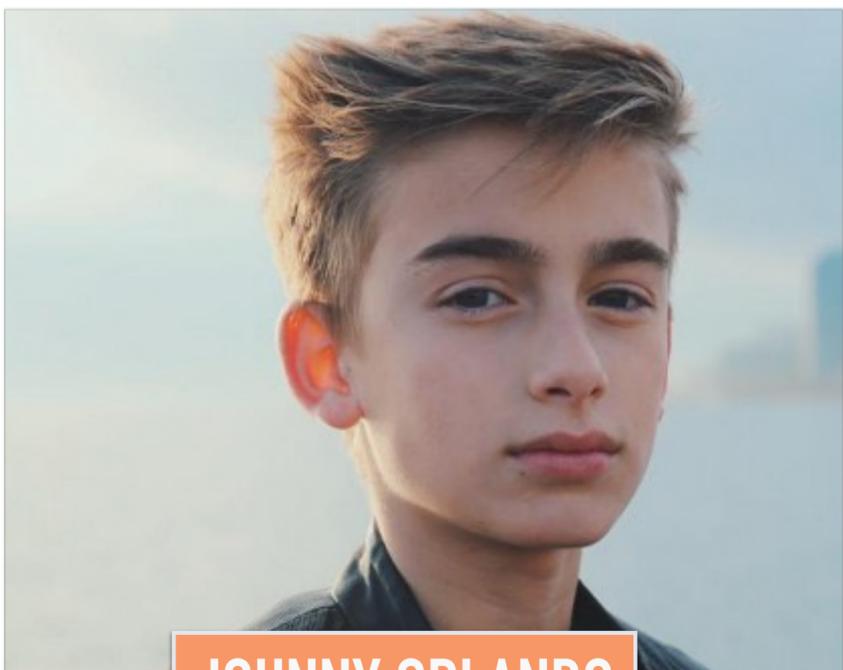
# CYBERSMILE AMBASSADORS



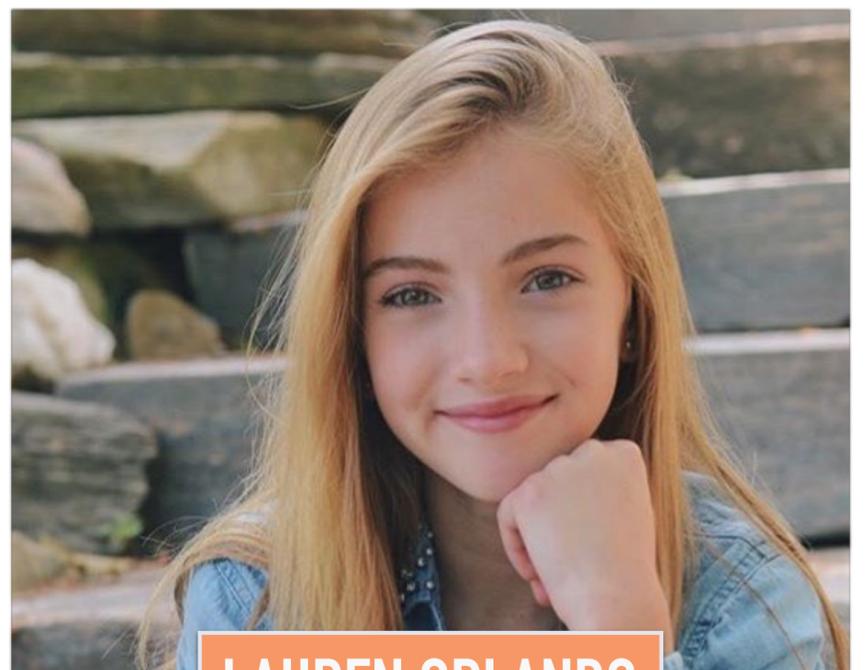
KATHRYN BERNARDO



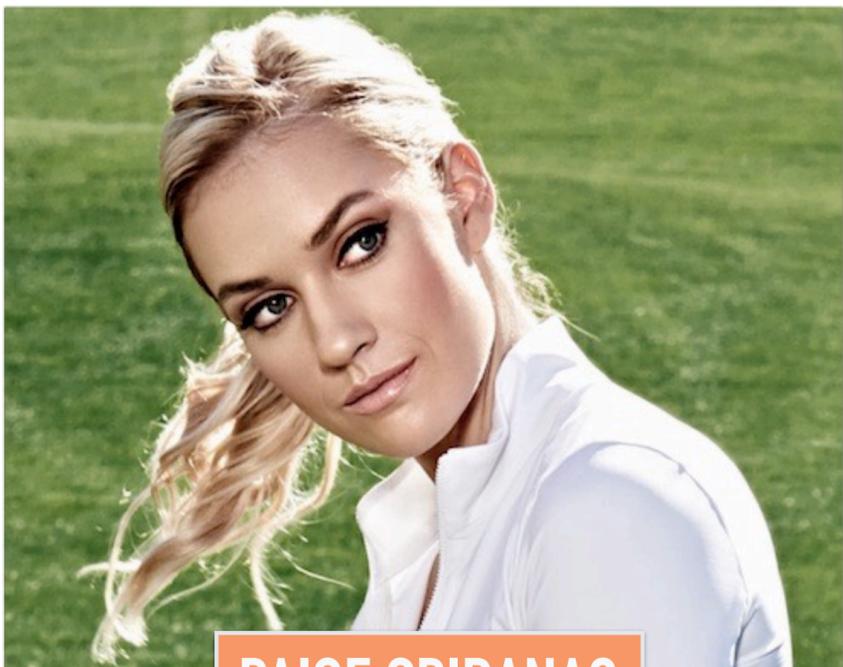
DANIEL PADILLA



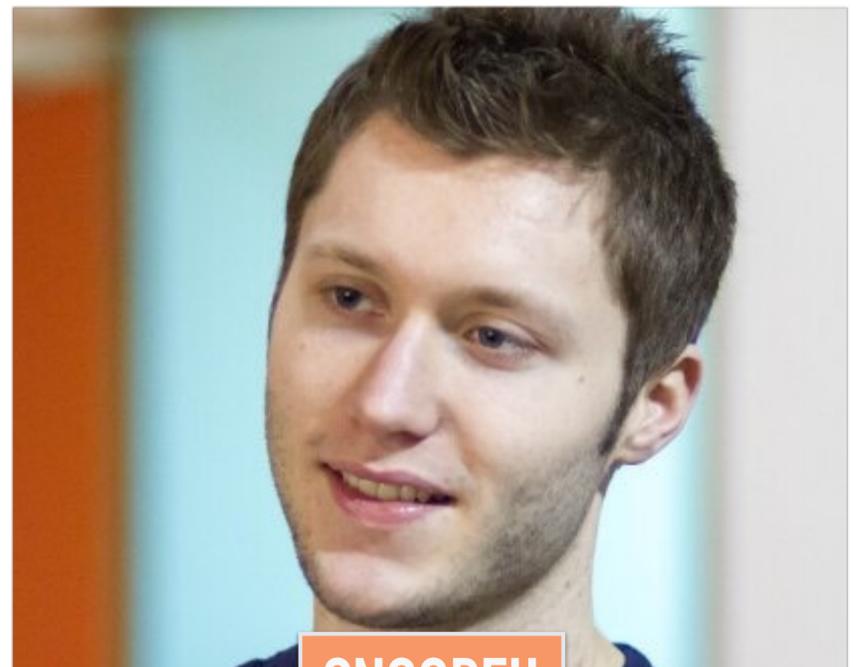
JOHNNY ORLANDO



LAUREN ORLANDO

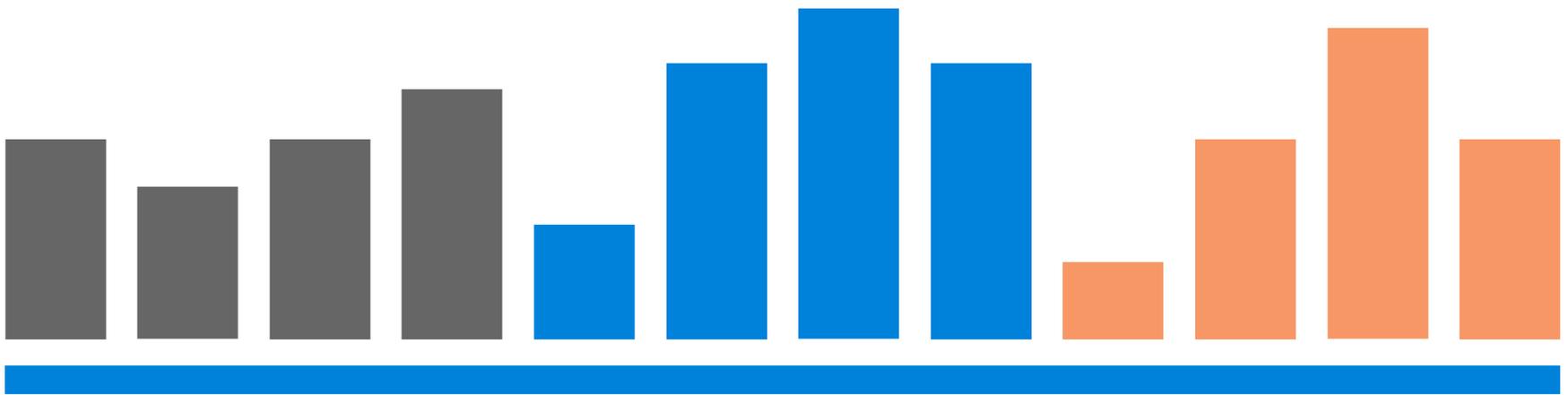


PAIGE SPIRANAC

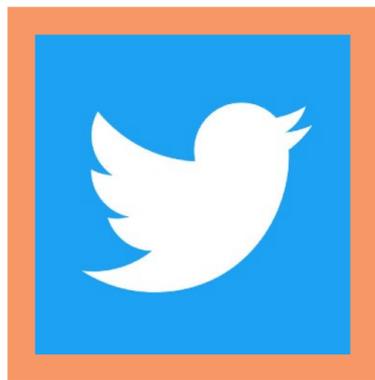


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