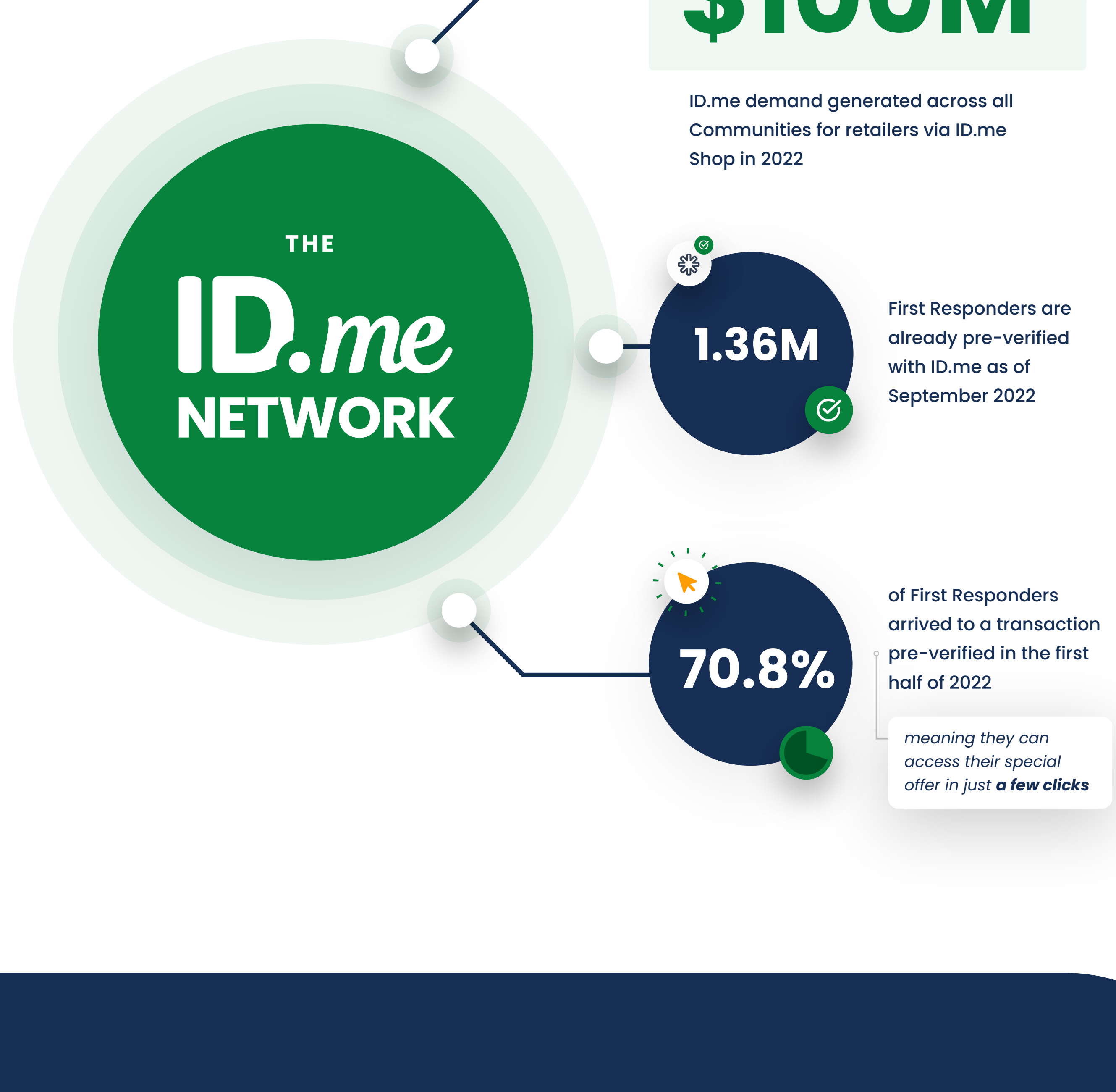
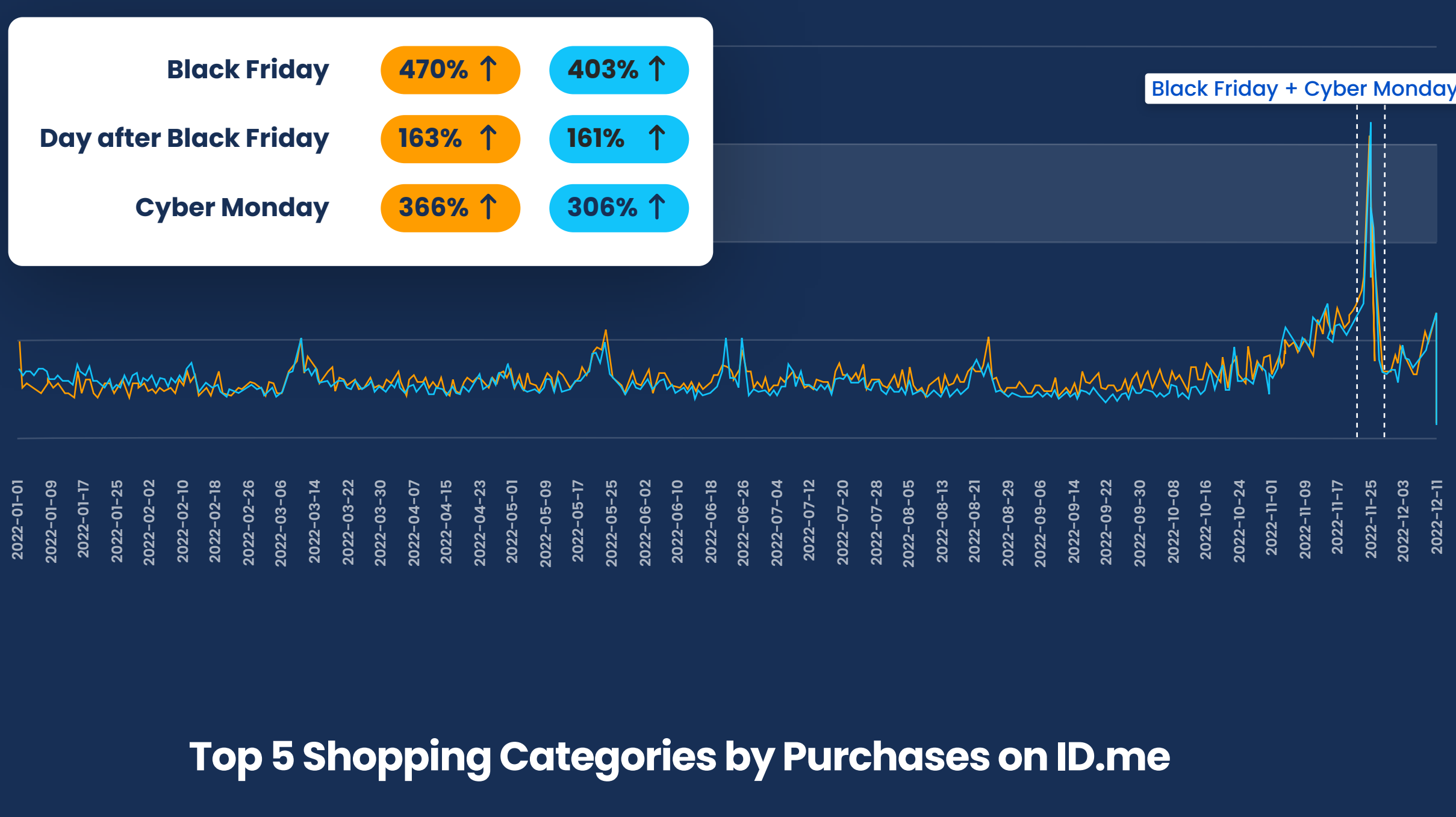




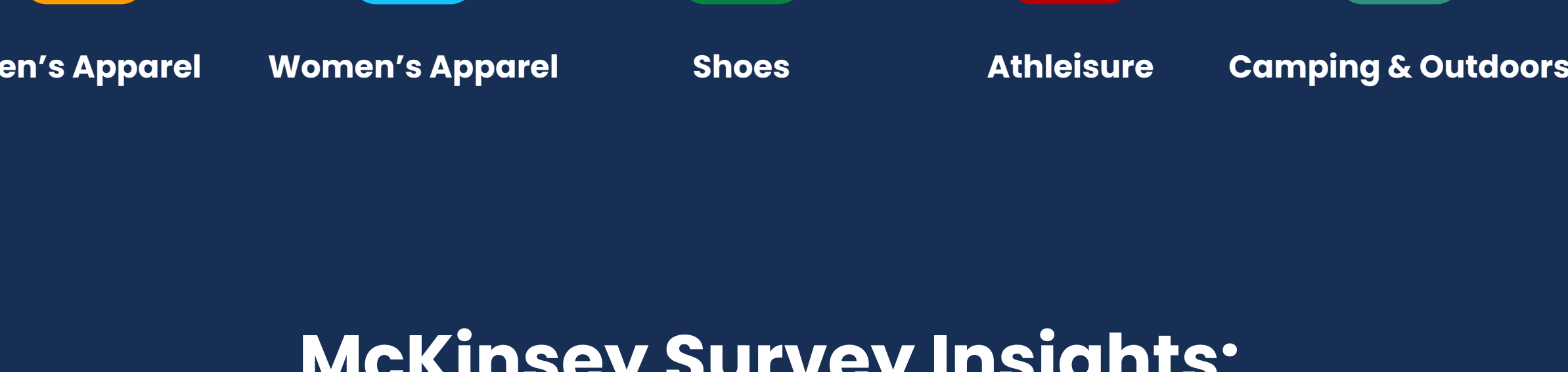
Marketing to The First Responder Community



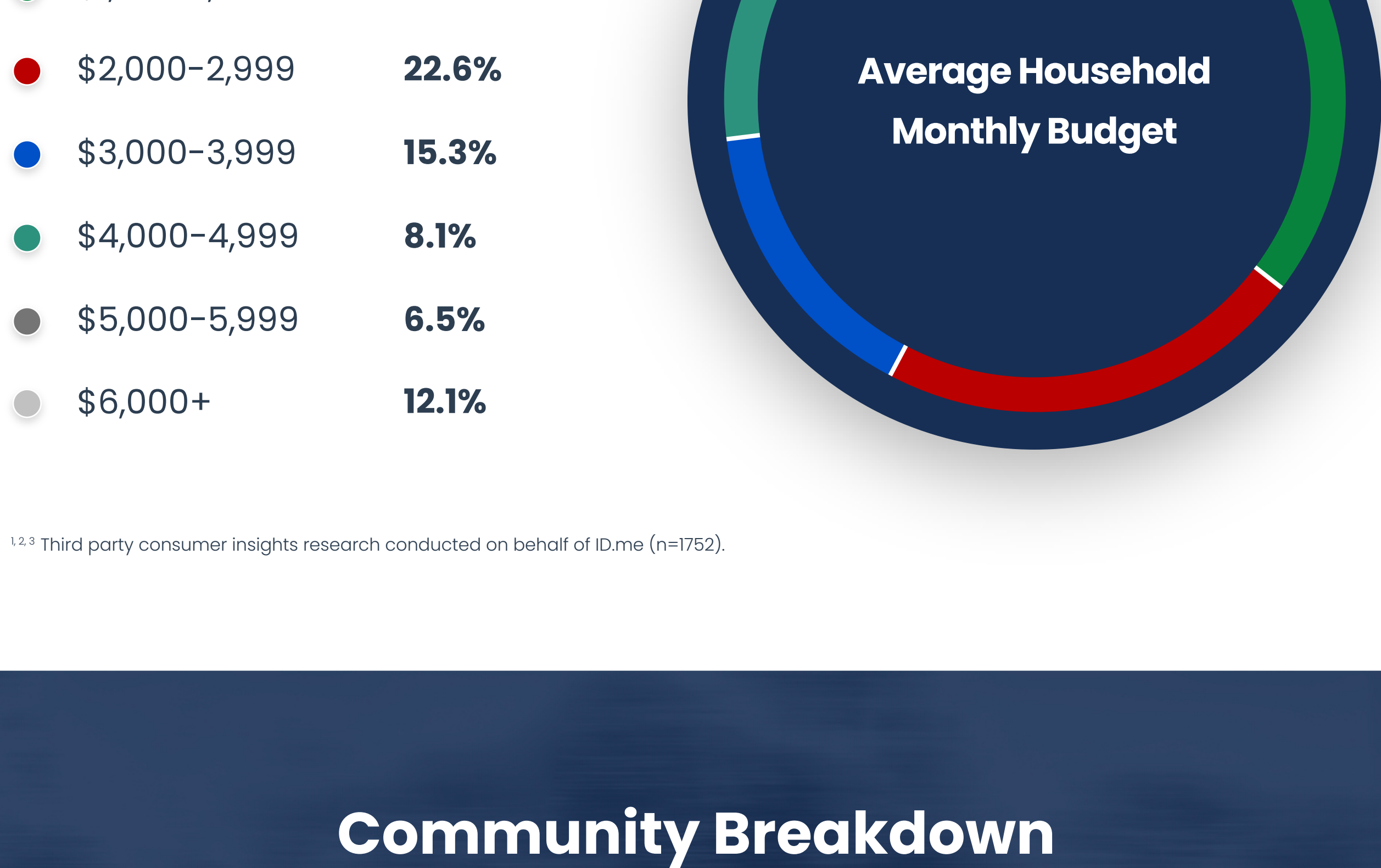
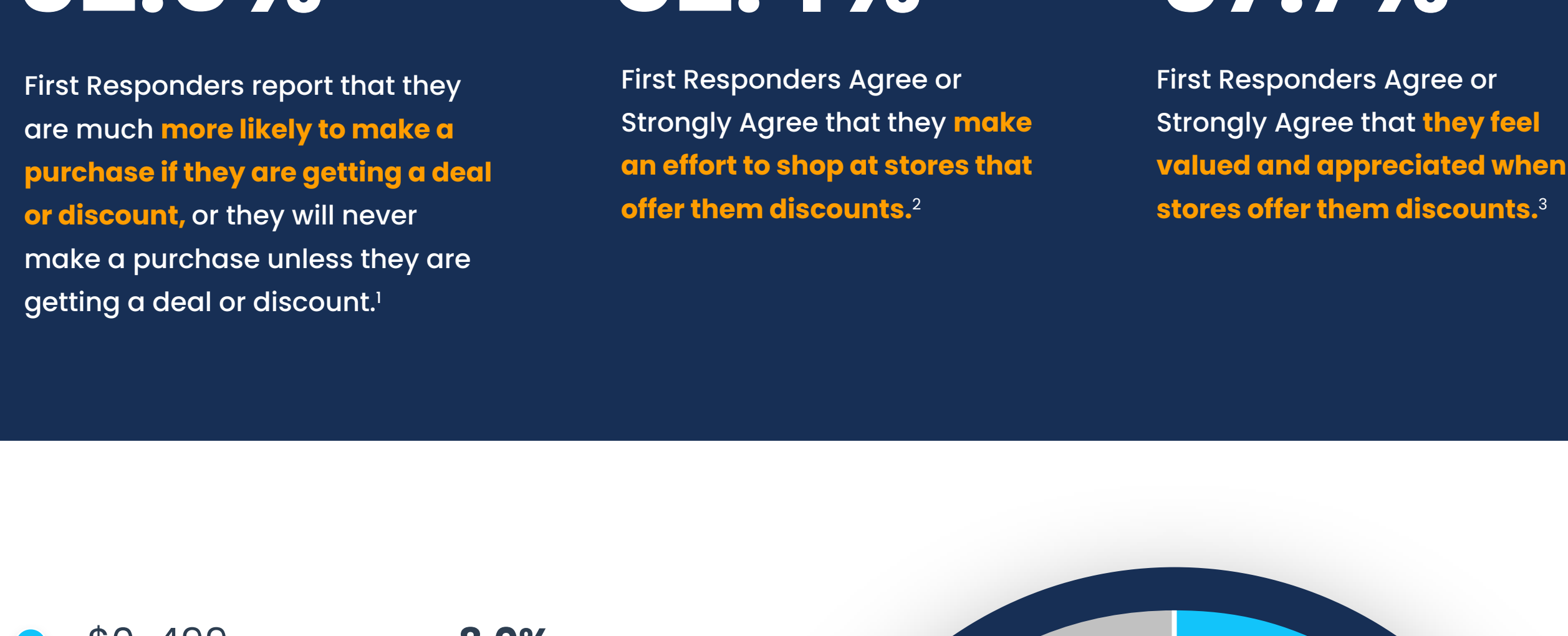
Compared to the daily average, sales by First Responders increased by 470% on Black Friday in 2022



Top 5 Shopping Categories by Purchases on ID.me



McKinsey Survey Insights:

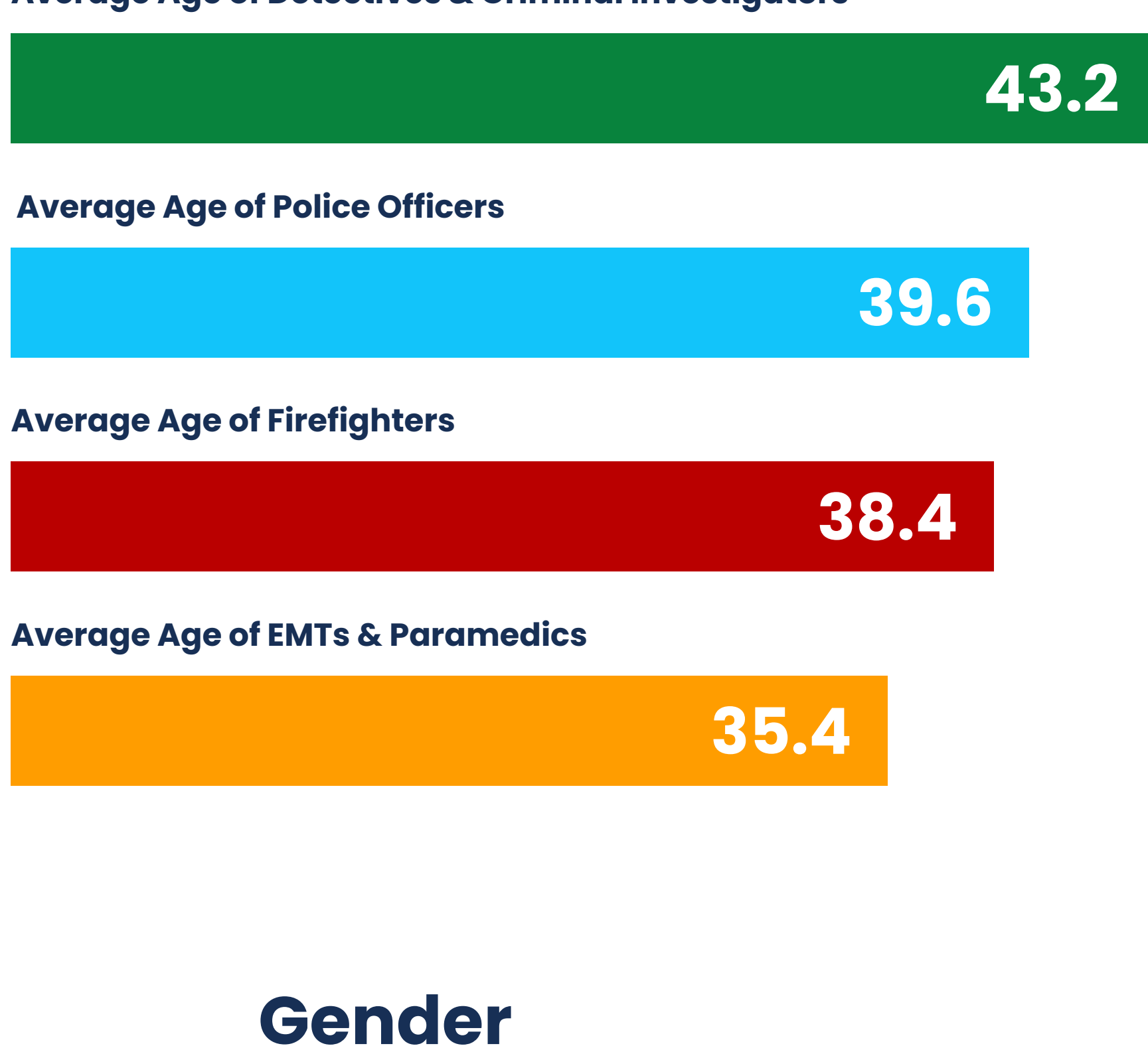


^{1,2,3} Third party consumer insights research conducted on behalf of ID.me (n=1752).

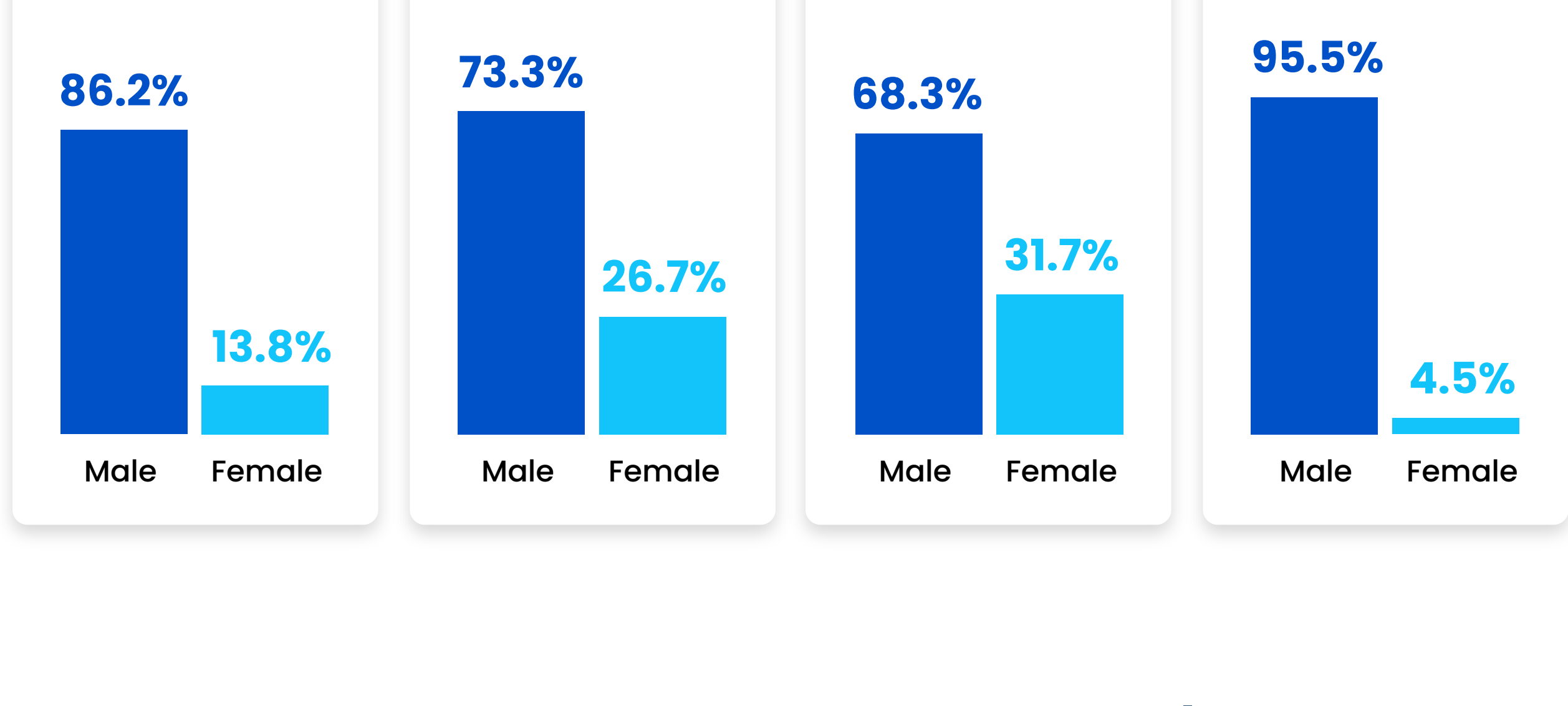
Community Breakdown



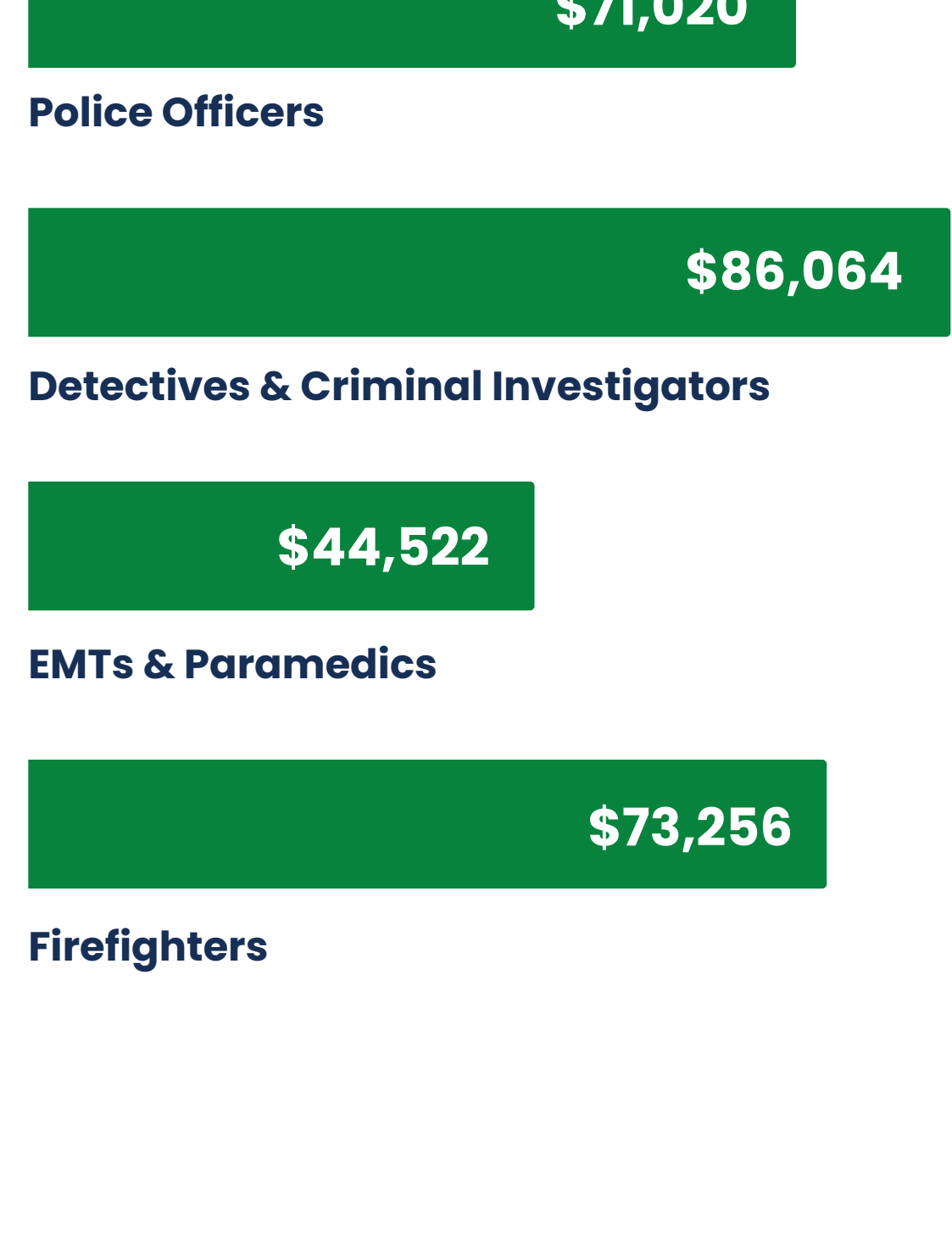
Age



Gender

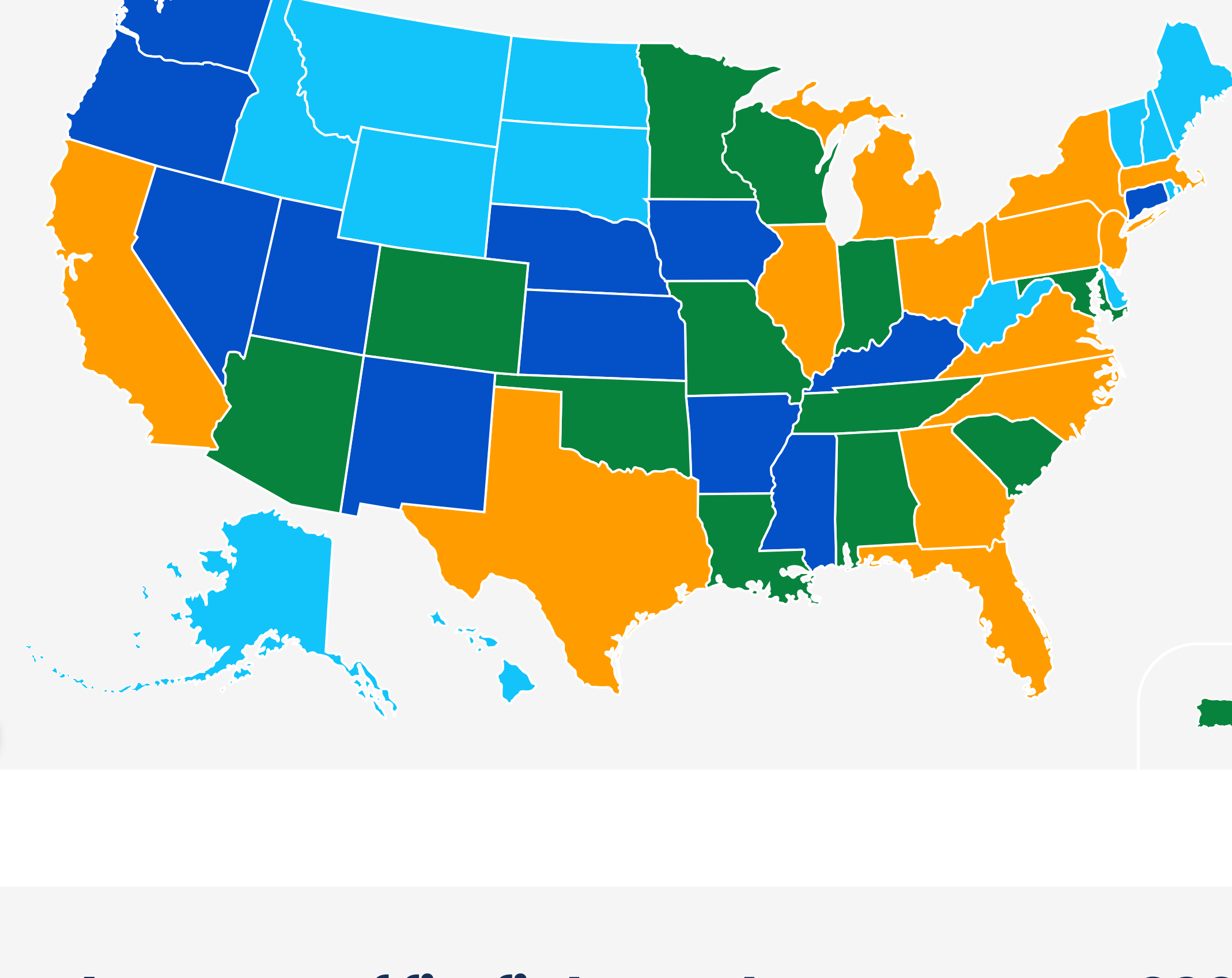


Average Salary

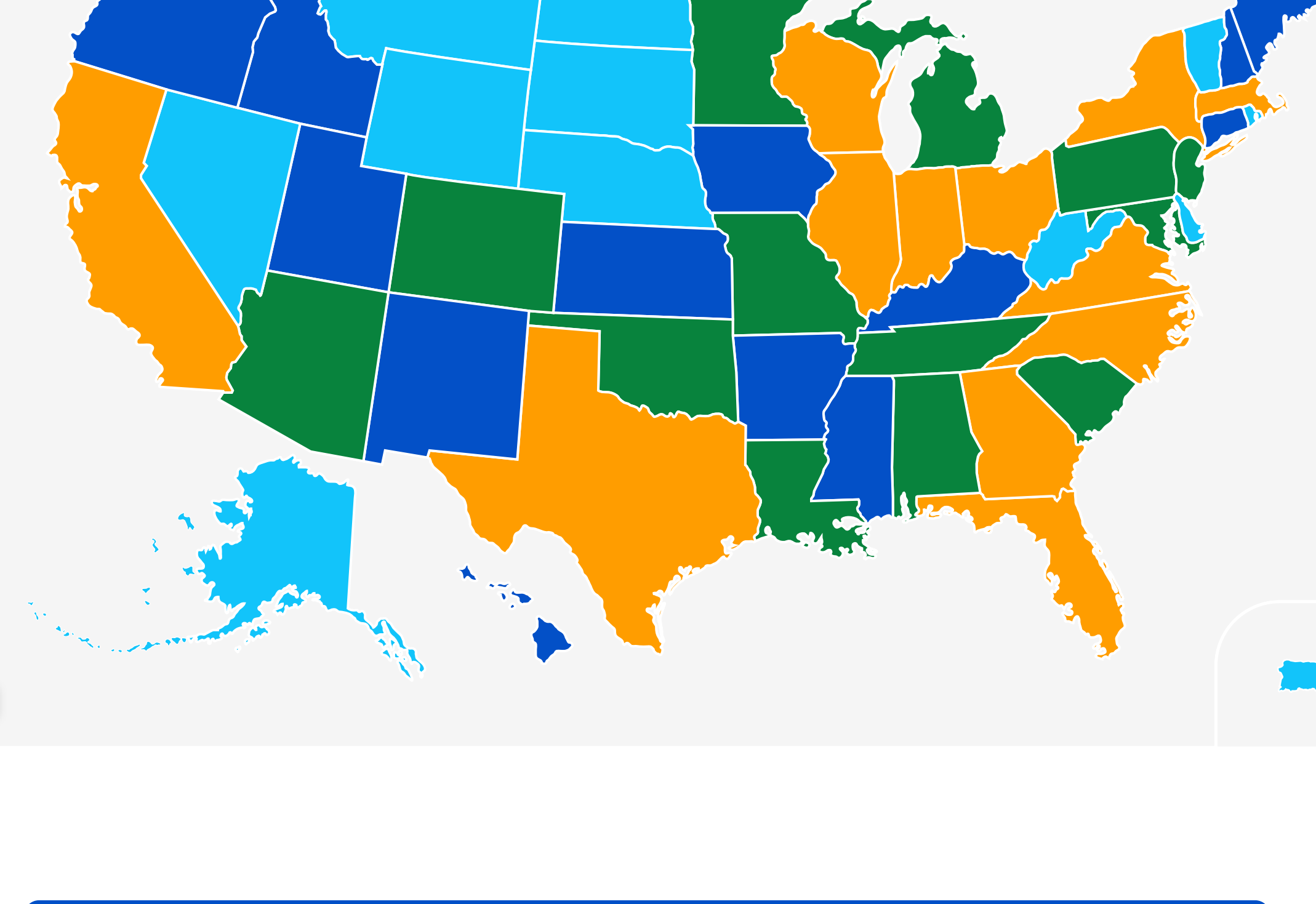


Income & Wealth

Employment of police and sheriff's patrol officers, by state, May 2021



Employment of firefighters, by state, May 2021



ID.me Unlock the Revenue Potential of Communities [Contact sales](#)