

RED | VENTURES

www.redventures.com

WHAT WE DO

Over the last twenty years, Red Ventures has built a portfolio of influential businesses, trusted brands, proprietary technology and strategic partnerships that work together to connect millions of people with expert advice. Through premium content and personalized digital experiences, Red Ventures builds online journeys that make it easier for people to make important decisions about their health, travel, finances, homes, education and entertainment.

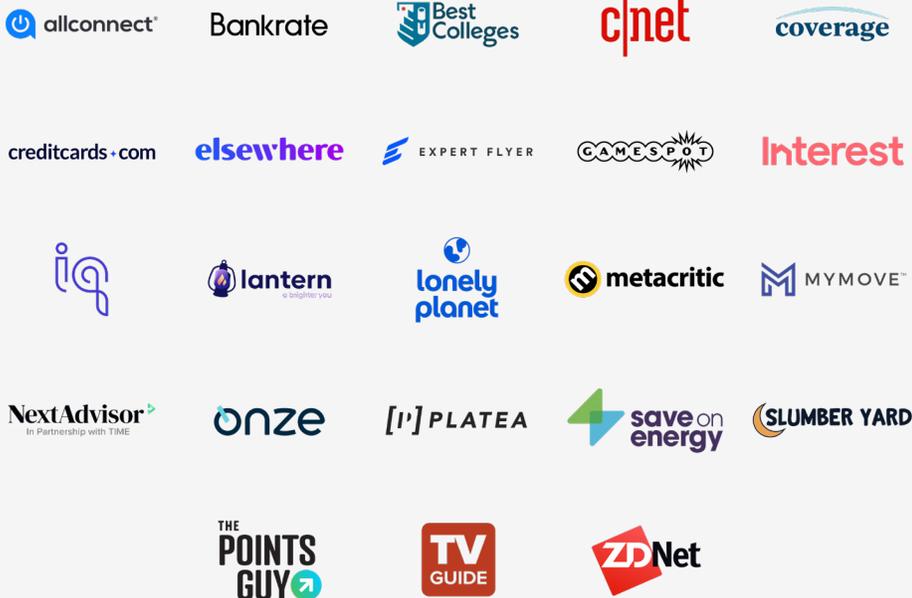
WHO WE ARE

Founded in 2000, the Red Ventures portfolio is made up of more than 4,500 employees across 5 continents - and adaptability is at the core of everything we do. Driven by purpose, we measure our impact by our our ability to positively change the trajectory of the people and communities we touch.

MEDIA CONTACT

For media inquiries, please e-mail press@redventures.com.

OUR BRANDS



RV BUSINESSES



LOCATIONS

Charlotte, NC - HQ

United States (12)

Puerto Rico (1)

Brazil (1)

Europe & Asia (4)

AWARDS & RECOGNITION





RIC ELIAS

Ric Elias is the co-founder and CEO of Red Ventures, a portfolio of premium brands and businesses headquartered in Charlotte, North Carolina. With over 4,500 employees across 5 continents, Red Ventures's digital platform spans many industries, including home services, financial services, health services, education, travel, and entertainment. Through its influential brands, strategic partnerships, and powerful technology platform, Red Ventures connects millions of people to premium content, intuitive digital experiences, and consumer advice to help make life's most important decisions.

Over the last decade, Red Ventures has compounded growth at over 30%. In 2010, General Atlantic made a strategic investment in the company, and in 2015 Silver Lake also joined as a shareholder. Ric has cultivated an award-winning and technology-centric company culture, ranking as one of Charlotte's "Best Places to Work" for ten years in a row.

A native of Puerto Rico, Ric graduated from Boston College and earned his MBA from Harvard Business School. He co-founded Red Ventures in 2000, months before the dot-com bubble burst. The company weathered the storm; by 2007 it was ranked 4th on the Inc. 500 list. Ric's leadership style has earned him noteworthy recognition; in 2011, he was named an Ernst & Young National Entrepreneur of the Year, and in 2016 he was inducted into the Carolinas Entrepreneur Hall of Fame.

In 2009, Ric survived Flight 1549, also known as the "Miracle on the Hudson," an event which changed his life and led to his widely viewed TED Talk "3 Things I Learned While My Plane Crashed." In 2019, he launched a podcast, "3 Things with Ric Elias," where he shares conversations and insights with top business leaders, athletes, and remarkable guests.

In addition to being deeply committed to his family and Red Ventures, Ric is passionate about creating economic mobility opportunities for underserved groups who have the motivation and work ethic to succeed. In 2013, he founded and funded what is now Road to Hire, a 501(c)(3) that connects young adults with on-ramps to professional development and high-earning careers. Programs provided through the Road to Hire platform include career-readiness classes in Charlotte Mecklenburg Title 1 high schools, digital marketing courses at Johnson C. Smith University, on-the-job training and placement with top employers in Charlotte, and scholarships for high-performing undocumented students seeking college degrees.

In 2021, Ric joined the Charlotte Mayor's Racial Equity Initiative, which aims to set a new standard for achieving racial equity, social justice, economic opportunity, and upward mobility in American cities. He is committed to supporting a new generation of young talent through Historically Black Colleges and Universities, announcing a \$5M personal commitment to Johnson C. Smith University and serving on the JCSU Board. Also in 2021, Ric and his wife Brenda joined The Giving Pledge, committing to give away the majority of their wealth for the greater good.

Additionally, in 2017, in the aftermath of Hurricane Maria, Ric launched Rebuild Puerto Rico, a nonprofit which has provided 100 homes for Puerto Ricans who were displaced by the storm. In 2022, Ric expanded the mission of Rebuild Puerto Rico to provide support to those impacted by humanitarian crises all over the world, re-launching the nonprofit organization as Stronger Than Ever.

▶ Road to Hire

OUR APPROACH TO SOCIAL IMPACT MIRRORS OUR APPROACH TO BUSINESS:

We create scalable, sustainable platforms that positively change the trajectory of people's lives.

WE BELIEVE HARD WORK SHOULD BE MET WITH OPPORTUNITY.

Red Ventures is proud to be the founding partner of Road to Hire, a nonprofit organization that connects underrepresented young adults with onramps to high-earning careers through paid technical training and college access.

- ▶ **PATHWAYS** Tech training and professional development in high schools.
- ▶ **APPRENTICESHIPS** Paid professional training with Charlotte's top employers.
- ▶ **SCHOLARSHIPS** Funding and support for underrepresented high school graduates, including undocumented students.



WE BELIEVE COMPANIES SHOULD BE FORCES OF GOOD.

Road to Hire is supported by Red Ventures. Since 2013, more than 400 employees have volunteered mentorship, skills training, and other support for more than 1,300 remarkable students. We're committed to learning from them, too - to seeing the city of Charlotte through their eyes.

