

Dear Valued Staff,

Here at Spotify, we value our educational careers as much as our professional ones. We want you to be able to prepare for your future endeavors while still excelling in the place you are. With this in mind, if you are a full-time employee of at least one year it's our pleasure to offer you a reimbursement of up to \$3,500 in tuition per year! To sign up please have your immediate superior sign your application and get it to HR before your first class. If you finish the class with a C or higher, attach a receipt of your bill, and if the class is related to your current or future career the \$3,500 is as good as yours. With this initiative, we hope to spark our team's excitement for knowledge and help employees with the future of their careers.

Thank you for your time and consideration,

Spotify Management

- Who is the audience?
 - The employees at the company who are eligible for the new tuition program.

- What is the audience's general attitude toward my subject?
 - In a positive and well-informed message, employees will be generally happy and excited by the news. Although \$3,500 cannot pay for college all on its own, this is a huge bonus for employees who are also working towards a degree.

- What does the audience need to know?
 - The audience needs to know that the reimbursement is \$3,500 given after an employee shows an accepted application, a grade report showing a C or better, and a receipt of the tuition payment. This program is also only offered to FULL-TIME workers with at least 1 year of service for the company. The \$3,500 cannot go towards books and other expenses as well as classes taken must be in line with the overall function of your current or future job.