

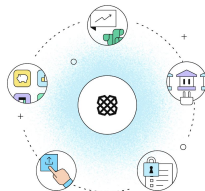
01.

STORY BOARDS

All frames provided are FPO and meant simply as guide.
If artwork is needed, please let us know.



Open on Plaid logo.



VO: With Plaid's full stack solutions,

We transition from logo to an animation of our
Plaid ecosystem.

OPEN TO INTERPRETATION
(STOCK VIDEO?)

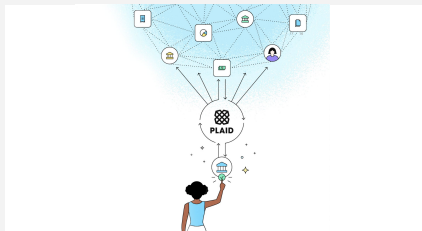
VO: Whether you're a startup *juuust* hitting its stride,

Cut to visual representation of a small startup.

OPEN TO INTERPRETATION
(STOCK VIDEO?)

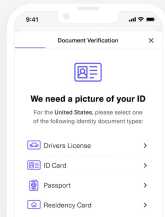
VO: Or an established enterprise that's been around
the block,

Cut to enterprise-type business.

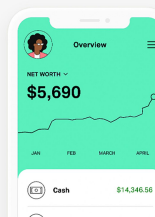


VO: You can onboard, activate, and drive more value
for customers.

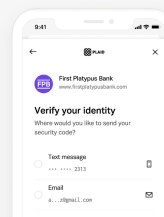
Rapid fire cuts of some of our product offerings...good
spot for illustration perhaps?



VO: From ID and account verification,



VO: To personal finance insights,



VO: To fighting fraud and moving money securely,

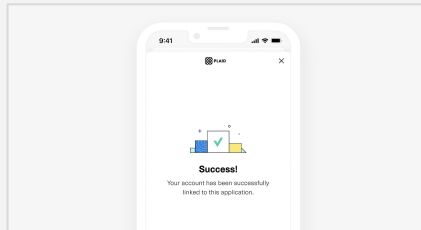
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OPEN TO INTERPRETATION

VO: We give users the confidence they need to connect their data to your apps and services.

We see a list of the following words get checked off, one by one:

- ✓ *privacy tools*
- ✓ *responsible data practices*
- ✓ *recognized user experience*



We see a hand holding a phone. The screen animates and says "Success! Your account has been successfully linked."

OPEN TO INTERPRETATION

Zoom out to show the ecosystem as a whole: data moving back and forth from financial institutions (banks, credit unions, etc.) to fintech apps.

****PLAID WILL PROVIDE****

VO: Over 7,000 of the world's leading finance apps and services already trust us to unlock the next stage of their company's growth.

App icons quickly multiply to show the breadth of industries served.

OPEN TO INTERPRETATION

VO: Find out why today.

OPEN TO INTERPRETATION
(STOCK VIDEO?)

Cut back to startup and enterprise org seen in the beginning. They're using Plaid.

OPEN TO INTERPRETATION

SUPER: [PLAID LOGO]
Here to power the next stage of your company.

We zoom out and see a grid of many different types of apps and services. Cut to end card.

OPEN TO INTERPRETATION

CTA / END CARD: Curious how we can power your business? Speak to an expert to learn more.