

Exhibit E

Class Member ID: <<RefNum>>

A proposed Settlement has been reached in a class action lawsuit known as *Reedy, et al. v. Everlywell, Inc.*, Case No. 1:24-cv-02713, filed in the United States District Court for the Northern District of Illinois.

What is this Litigation about? This Litigation is known as *Reedy, et al. v. Everlywell, Inc.*, Case No. 1:24-cv-02713, filed in the United States District Court for the Northern District of Illinois. The Persons who sued are called the “Plaintiffs” or “Settlement Class Representatives” and the companies they sued, Everly Well, Inc. and Baby Someday, Inc. d/b/a Natalist, are known as the “Defendants” in this case. The Litigation is based on allegations that Defendants disclosed information about Plaintiffs and Settlement Class Members (such information referred to herein collectively as “Private Information”) to third parties, including, but not necessarily limited to, Meta Platforms, Inc. d/b/a Meta (“Facebook”) and Google LLC (“Google”) via tracking pixels (the “Meta Pixel” or “Pixel”), and other tracking technologies (“Tracking Tools”) installed on Defendants’ Websites (such alleged disclosure is defined below as the “Pixel Disclosure”). Plaintiffs claim that Defendants’ implementation and usage of such Tracking Tools allegedly resulted in the invasion of Plaintiffs’ and Non-Sensitive Test Subclass Members’ (as that term is defined in Paragraph 12(t) of the Settlement Agreement) privacy and other alleged common law and statutory violations. Defendants deny any wrongdoing whatsoever.

Who is a Non-Sensitive Test Subclass Member? You are a Non-Sensitive Test Subclass Member if you identified as one of the 1,340,000 natural Persons who used Defendants’ Websites to purchase “non-sensitive” test kits and other products not included within the “sensitive” tests (e.g., tests for sexually transmitted infections). Excluded from the Settlement Class are: (i) the officers and directors of Defendants and their affiliates, parents, and subsidiaries; (ii) any judge, justice, or judicial officer presiding over the Litigation and the members of their immediate families and judicial staff; (iii) any individual who timely and validly excludes themselves from the Settlement, and (iv) the successors or assigns of any such excluded Persons.

What are the Non-Sensitive Test Subclass Member benefits? Defendants have agreed to pay \$2,360,000 into a Non-Sensitive Test Settlement Fund after the deduction of (i) 47.2% of the Notice and Settlement Administration Costs incurred in the administration of both the Sensitive Test and Non-Sensitive Test Funds, and (ii) 47.2% of any attorneys’ fees and costs and expenses incurred by Class Counsel, and service awards, as approved by the Court. The Settlement Administrator will make *pro rata* Settlement payments, which may increase or decrease the cash payment depending on the amount left in the Non-Sensitive Test Settlement Fund and the number of valid Claimants.

How to make a claim? You must file a Claim Form by mail postmarked by <<Claim Deadline>>, and mailed to the Settlement Administrator’s address below, or online at www.website.com by <<Claim Deadline>>, to receive compensation from the Settlement.

What are my other rights?

• **Do nothing:** If you do nothing, you will not receive compensation and remain in the Settlement. You give up your rights to sue Defendants or any other Related Parties related to the Pixel Disclosure.

- **Exclude yourself:** You can get out of the Settlement and keep your right to sue Defendants related to the Pixel Disclosure, but you will not receive any compensation from the Settlement. You must submit a valid and timely Request for Exclusion to the Settlement Administrator by **<<Opt-Out Date>>**

- **Object:** You can stay in the Settlement but tell the Court why you think the Settlement or parts of it should not be approved. Your written Objection must be submitted by **<<Objection Deadline>>**. You may also request to appear at the Final Approval Hearing. Detailed instructions on how to file a Claim Form, exclude yourself, object, or appear at the hearing can be found on the Long-Form Notice found on the Settlement Website available at www.website.com. The Court will hold the Final Approval Hearing on **<<Date>>** at **<<Time>>** a.m. CT, to consider whether the proposed Settlement is fair, reasonable, and adequate, to consider Class Counsel's Attorneys' Fees and Expenses Award not to exceed one-third (1/3) of the Net Settlement Fund, plus reimbursement of reasonable Litigation Expenses, plus Service Awards of \$2,500 to each Settlement Class Representative and to consider whether and if it should be approved. You may attend the hearing, but you don't have to.

- **More information:** *This is only a summary.* For more information, including a copy of the Complaint, Settlement Agreement, Postcard Notice, Long-Form Notice, Claim Form and other documents, or to change or update your contact information, visit the Settlement Website at www.website.com, or call **(XXX) XXX-XXXX**. You may also contact the Settlement Administrator at **<<Settlement Administrator – Case ID>>**, c/o Kroll Settlement Administration LLC, PO Box **XXXX**, New York, NY 10150-**XXXX**.