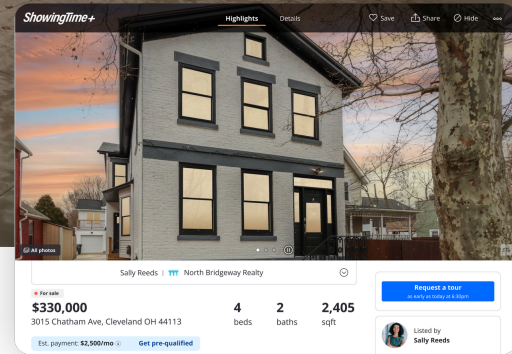




Shoescape Listings on Zillow include an interactive floor plan, a virtual tour, and social media on Zillow (the "Shoescape Treatment"). This claim is based on Zillow data analyzed in Shoescape markets with at least one For Sale By Agent listing during the initial fourteen day period a listing is in these markets with the Shoescape Treatment was on Zillow, to go pending (the "Shoescape Listings") and is limited to listings using the Shoescape Treatment on the date the listing went in as the available MLS listing category. The Shoescape Listings were created for For Sale By Agent listings on Zillow, (i) without the Shoescape Treatment; (ii) of the same home type; (iii) located in the same city and within two miles of the Shoescape Listings; (iv) on the market during the same time period as the Shoescape Listings or the immediately prior month; (v) containing a similar list price as the Shoescape Listings; (vi) having similar square footage as the Shoescape Listings; and (vii) having a similar bedroom count. The data is from October 2025 and is an average from the immediately preceding twelve-month period. The data excludes the top 5% and bottom 5% of total page views, and shares from each month and the immediately preceding twelve-month average.