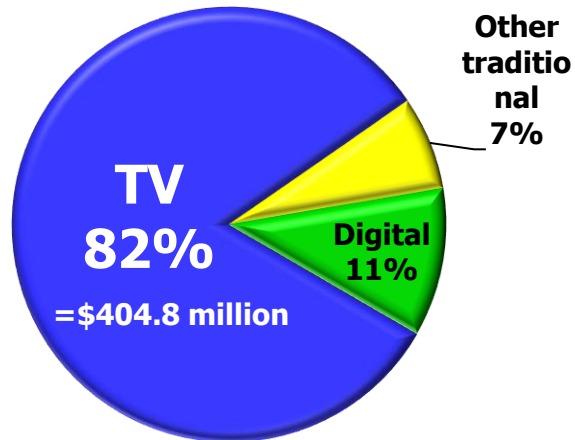


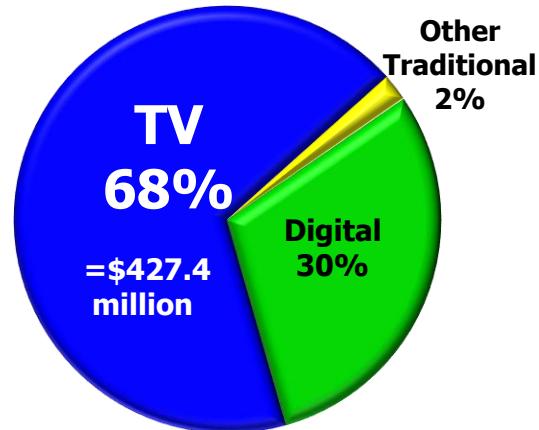
Majority of Ad Spending Was in TV

12 Months from April 2019 to March 2020

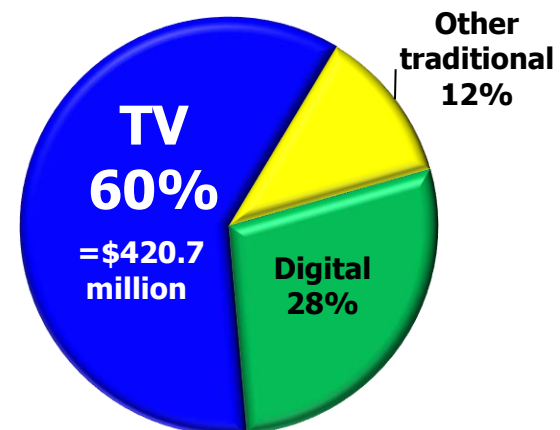
Facebook



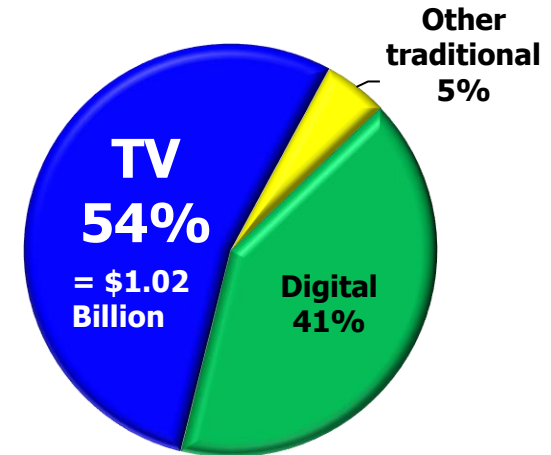
Microsoft



Google

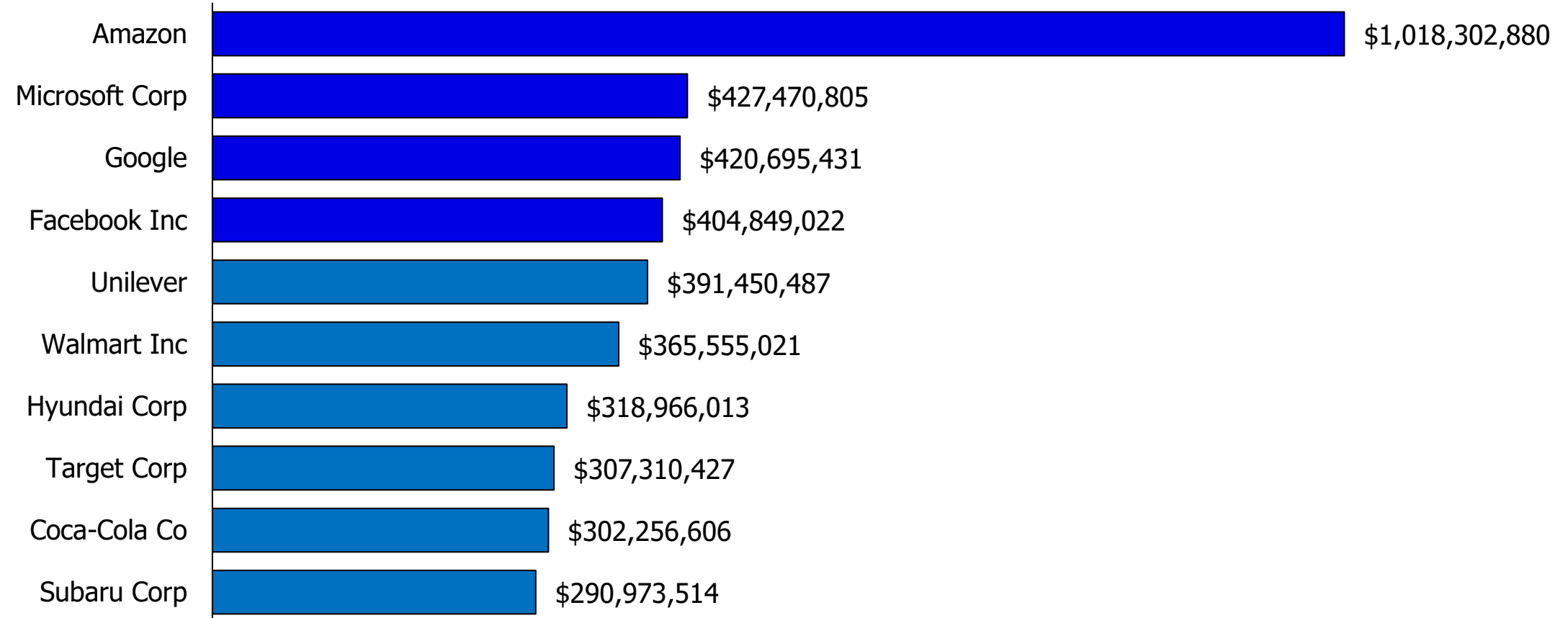


Amazon



Digital Companies Spend Significantly on TV Compared to Other Top Spenders

TV Total Dollars
April 2019 - March 2020



Source: Kantar Media, 4/1/2019-3/31/2020 Spend on TV = Network, Spot, Cable Network, Syndication and Spanish Language Network