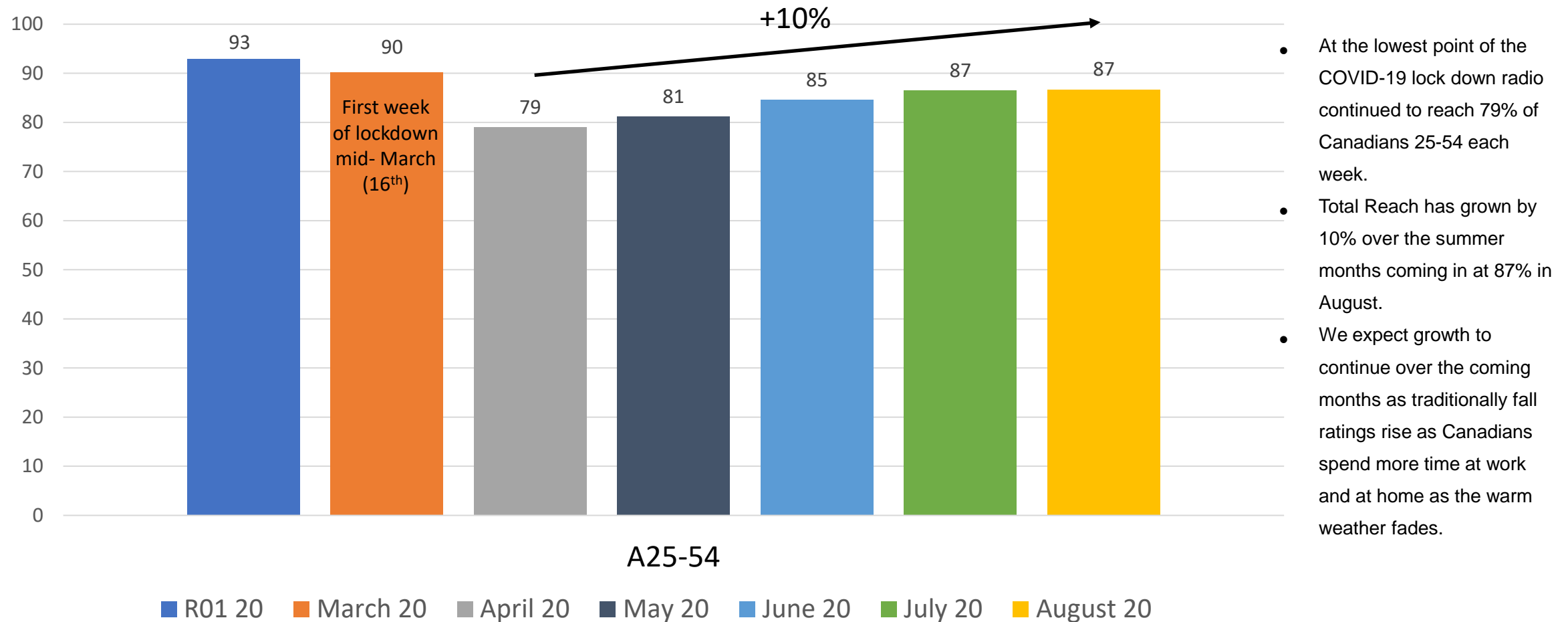


RADIO - Average Weekly Reach %

Radio reaches 87% of A25-54



- At the lowest point of the COVID-19 lock down radio continued to reach 79% of Canadians 25-54 each week.
- Total Reach has grown by 10% over the summer months coming in at 87% in August.
- We expect growth to continue over the coming months as traditionally fall ratings rise as Canadians spend more time at work and at home as the warm weather fades.

Source: Numeris: PPM-Total Meter CTRL, Tor, MtIF, MtIA, Van, Cal, Edm- Mo-Su 5a-1a -Average AMA Rtg %

Note: The COVID-19 virus was identified in Wuhan China in the first week of January 2020, with COVID lockdowns beginning March 16.

