

1

Nearly 60% Of Ad Profit Comes Long-term

■ Immediate Payback ■ Carryover Payback ■ Sustained Payback

% of advertising driven profit volume (full effect)



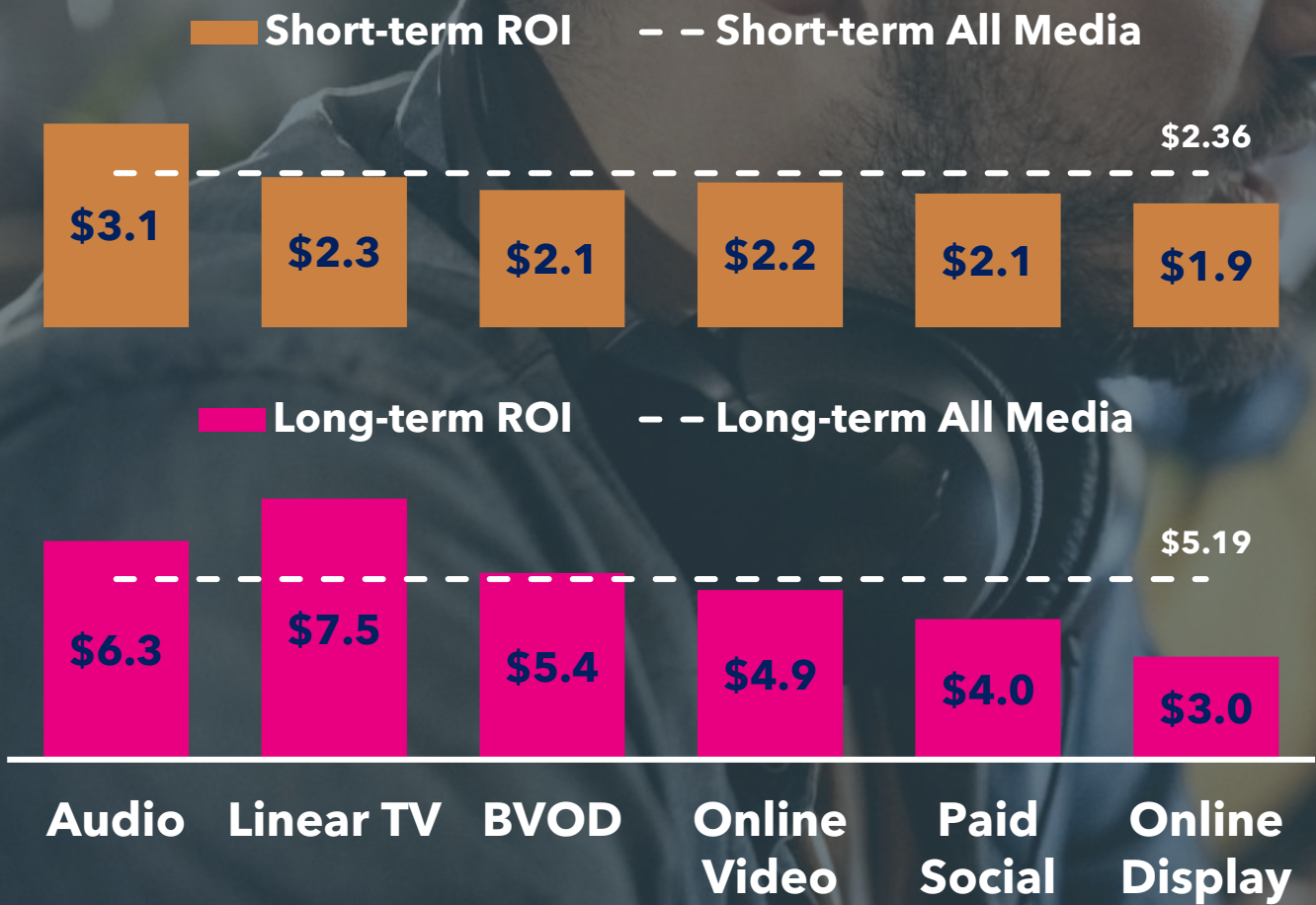
The 24%-18%-58% rule:

Specifically, 24% delivers immediate payoff, 18% between week two and week 13, and the remaining 58% between week 14 and two years.

Source: Profit Ability 2, April 2024. Short term benchmarks: Ebiquty, EssenceMediacom, Gain theory, Mindshare, Wavemaker UK. Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. ROI in British pounds converted to U.S. \$ as of April 27, 2024 *BVOD = Broadcast video on demand

2

Audio Generates Top ROIs Among Media



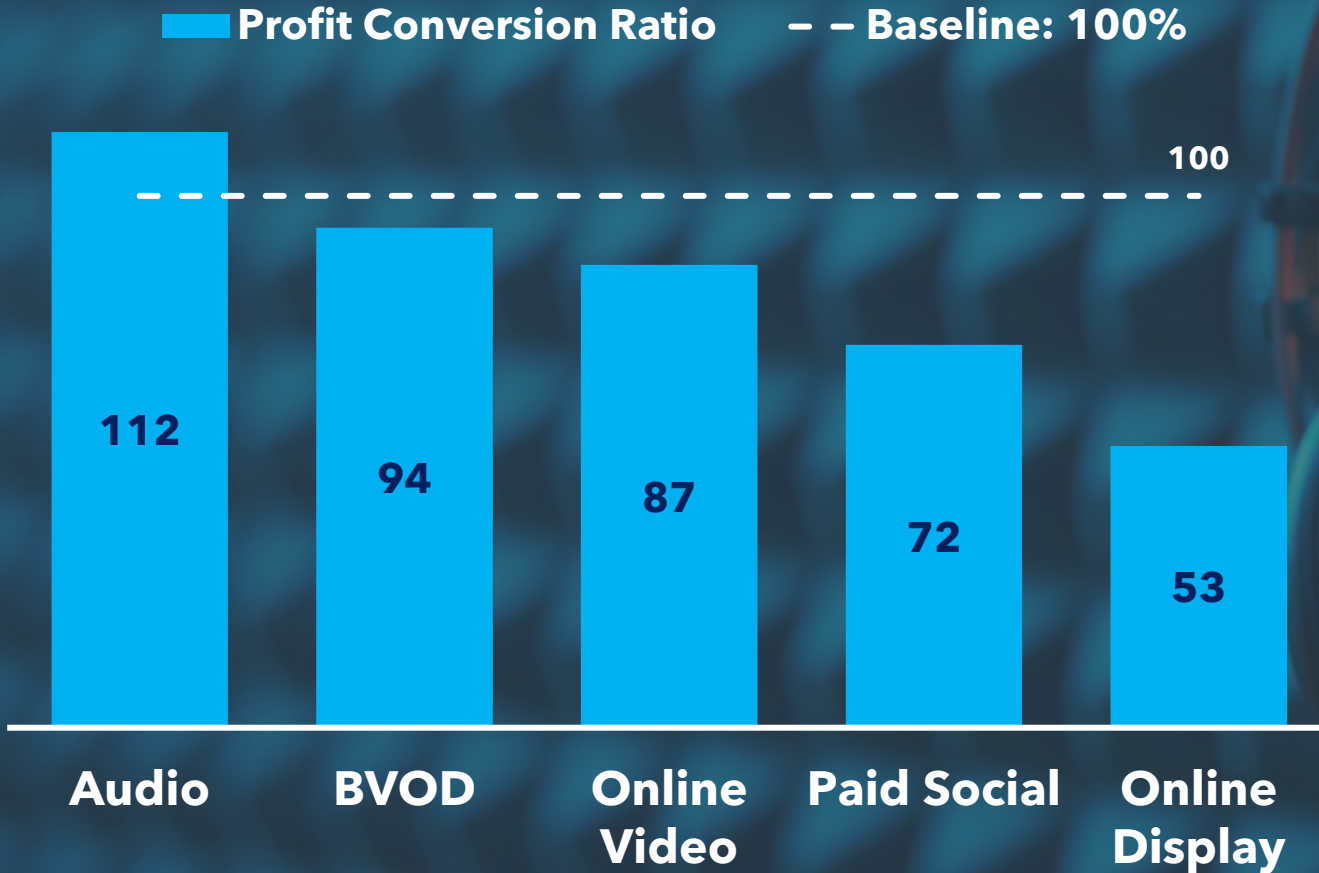
Audio's return on investment leads the pack in ROI, **outperforming other traditional media channels** in both short-term and long-term.

Source: Profit Ability 2, April 2024. Short term benchmarks: Ebiquity, EssenceMedia.com, Gain theory, Mindshare, Wavemaker UK. Long Term Multipliers: EssenceMedia.com, Gain Theory, Mindshare, Wavemaker UK. ROI in British pounds converted to U.S. \$ as of April 27, 2024 *BVOD = Broadcast video on demand



3

Audio Punches Above Its Weight



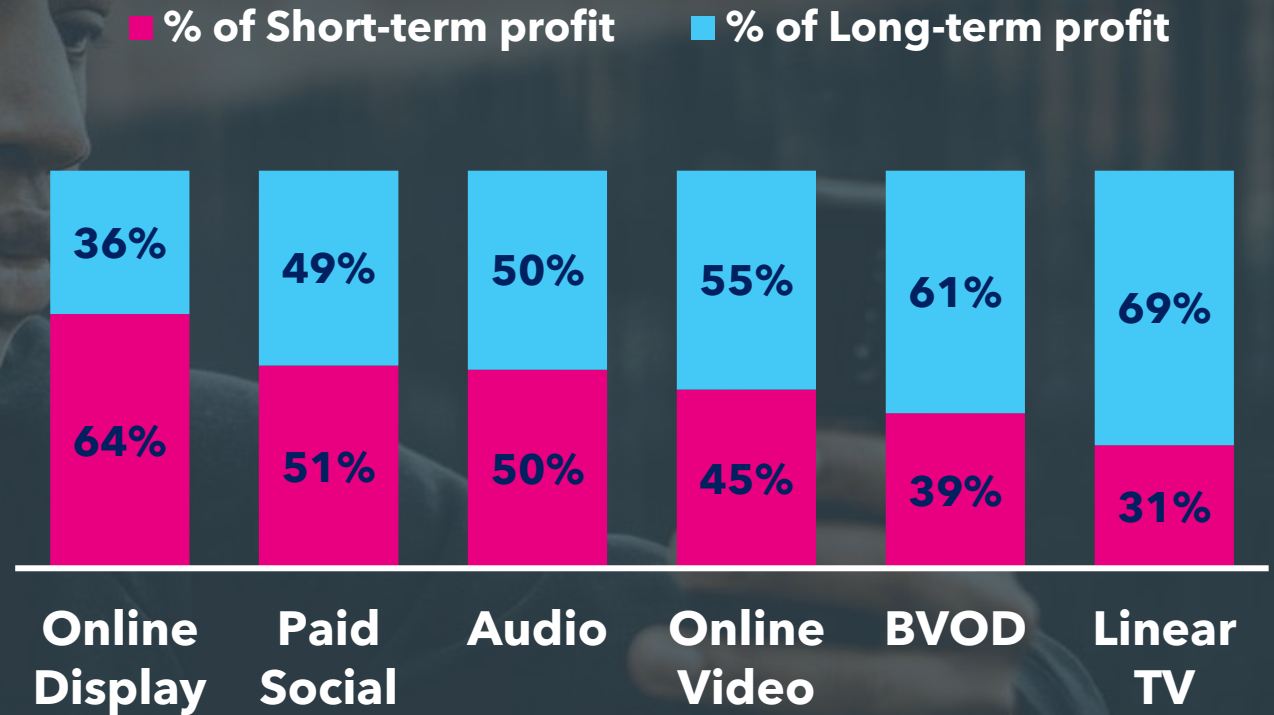
Audio outperforms expectations with **1% budget yielding 1.12% profits**, while some popular media lag behind.

Source: Profit Ability 2, April 2024. Short term benchmarks: Ebiquity, EssenceMediacom, Gain theory, Mindshare, Wavemaker UK. Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. ROI in British pounds converted to U.S. \$ as of April 27, 2024 *BVOD = Broadcast video on demand

4

Audio Delivers Balanced Profit Payoff

A balanced payoff ensures a **steady stream of profit** in the short term and the long term, providing stability and growth potential simultaneously.



Source: Profit Ability 2, April 2024. Short term benchmarks: Ebiquity, EssenceMediacom, Gain theory, Mindshare, Wavemaker UK. Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. ROI in British pounds converted to U.S. \$ as of April 27, 2024 *BVOD = Broadcast video on demand