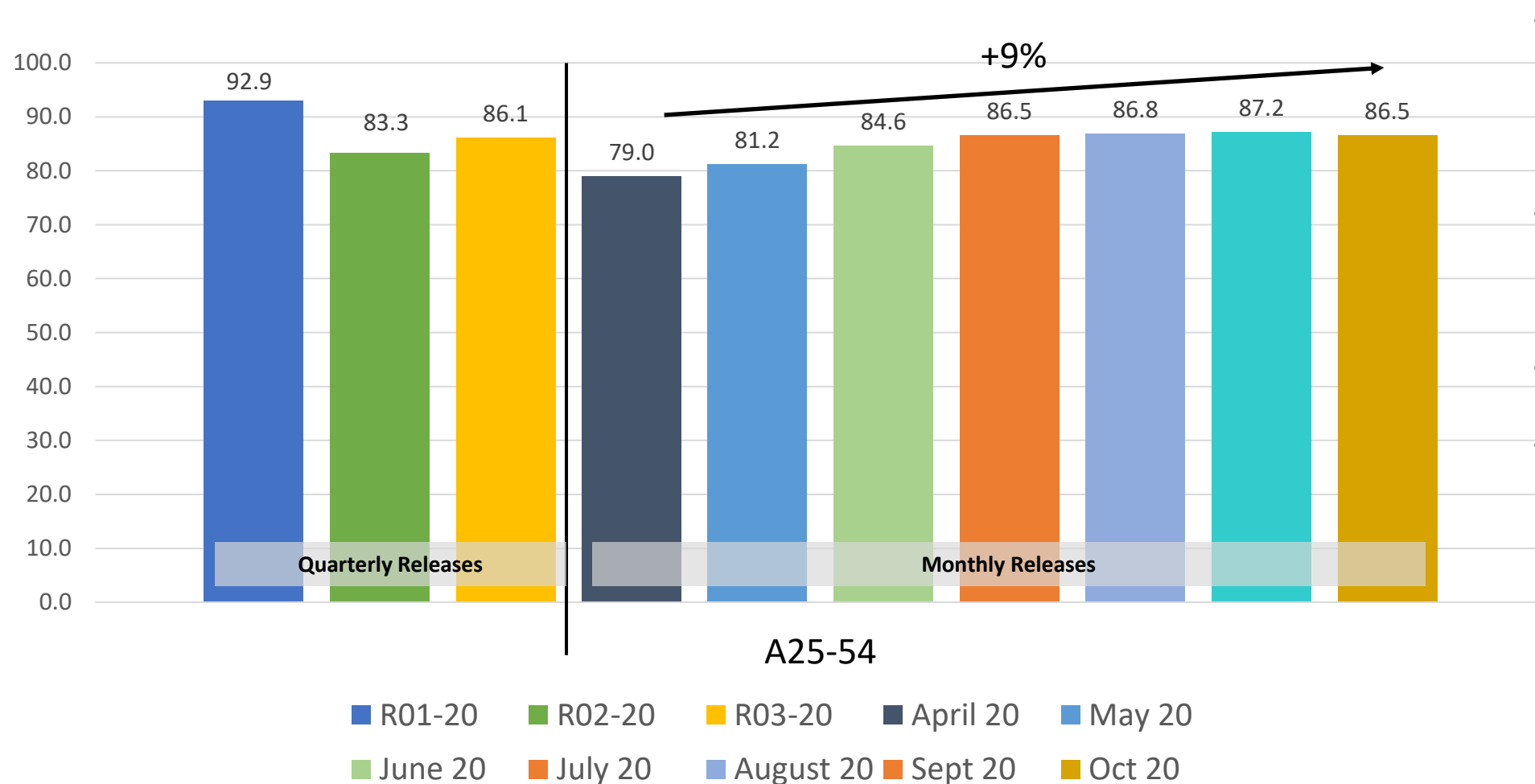


RADIO - Average Weekly Reach %

Radio reaches 87% of Canadian A25-54 each week



- 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 9% over the past 6 months coming in at 87% in October.
- Total reach is only 7% below the R1-20 pre-COVID level.
- We expect growth to continue over the coming months as traditionally fall ratings rise as Canadians spend more time listening to radio in the run up to Christmas.

Source: Numeris: PPM-Total Meter CTRL, Tor, MtlF, MtlA, Van, Cal, Edm- Mo-Su 5a-1a -Average Weekly Reach%

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

