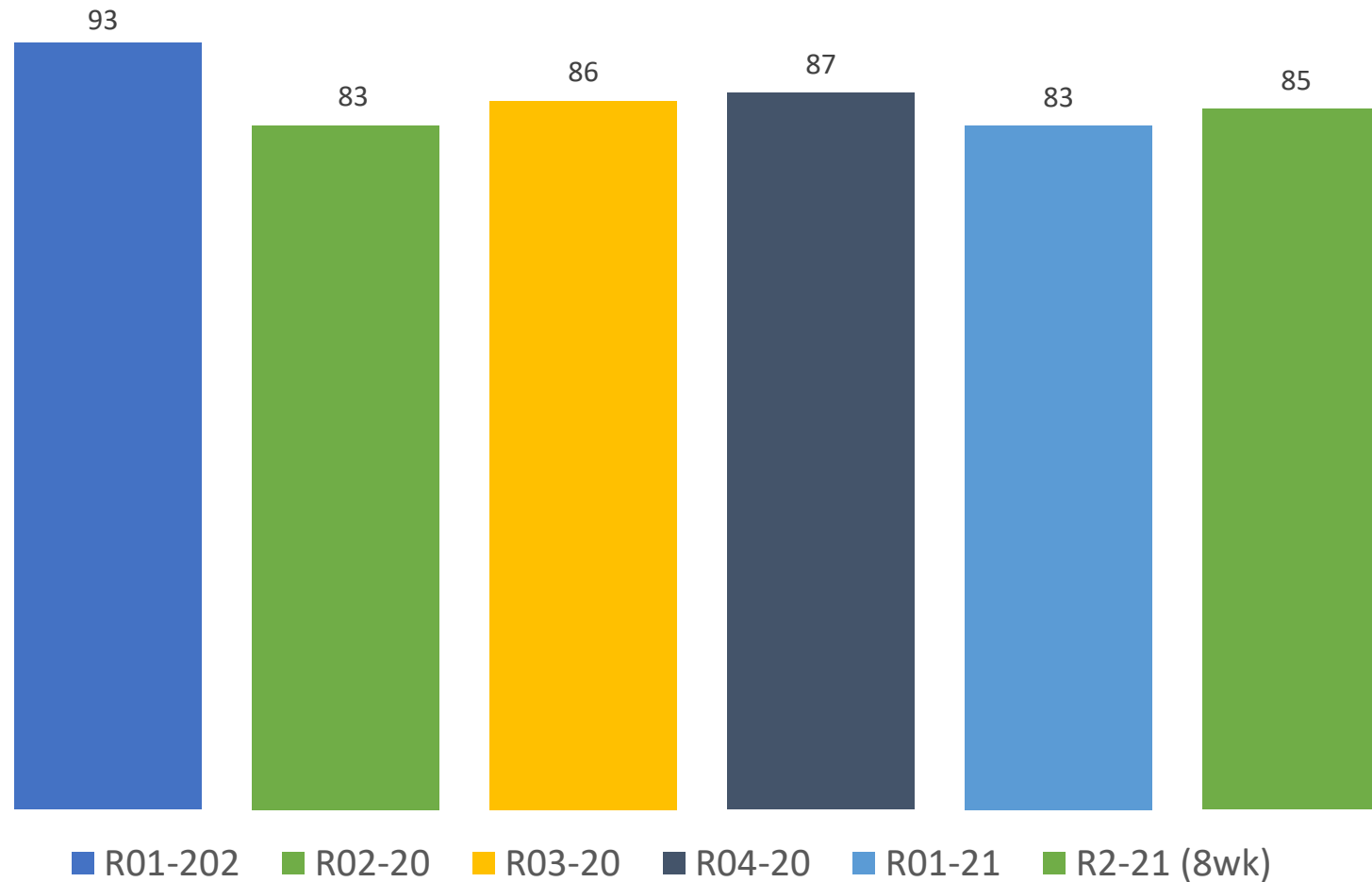


RADIO- Average Weekly Reach % - R2-2021 (8wk)

Radio continues to reach 85% of A25-54 despite the third wave of lockdowns across Canada.



RADIO is RESILIENT!

- The R2-21 8wk average is showing growth, 85% of Canadians 25-54 are tuning into radio weekly.
- Varying COVID-19 restrictions across Canada have had differing impacts on reach and hours tuned in the PPM markets.
- As vaccinations are becoming more available and restrictions are loosened, we expect growth to continue.

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

Release Dates: R1-20 (Dec/Jan/Feb), R2-20 (Mar/Apr/May), R3-20 (Jun/Jul/Aug), R4-20 (Sept/Oct/Nov), R1-21 (Dec/Jan/Feb), R2-21 (Mar/Apr/May)

Note: COVID lockdowns Wave 1-Mar 16, Apr 20 first full month of lockdown (R2-20); Wave 2-/3 Lockdown dates vary by market (R1 + R2)

