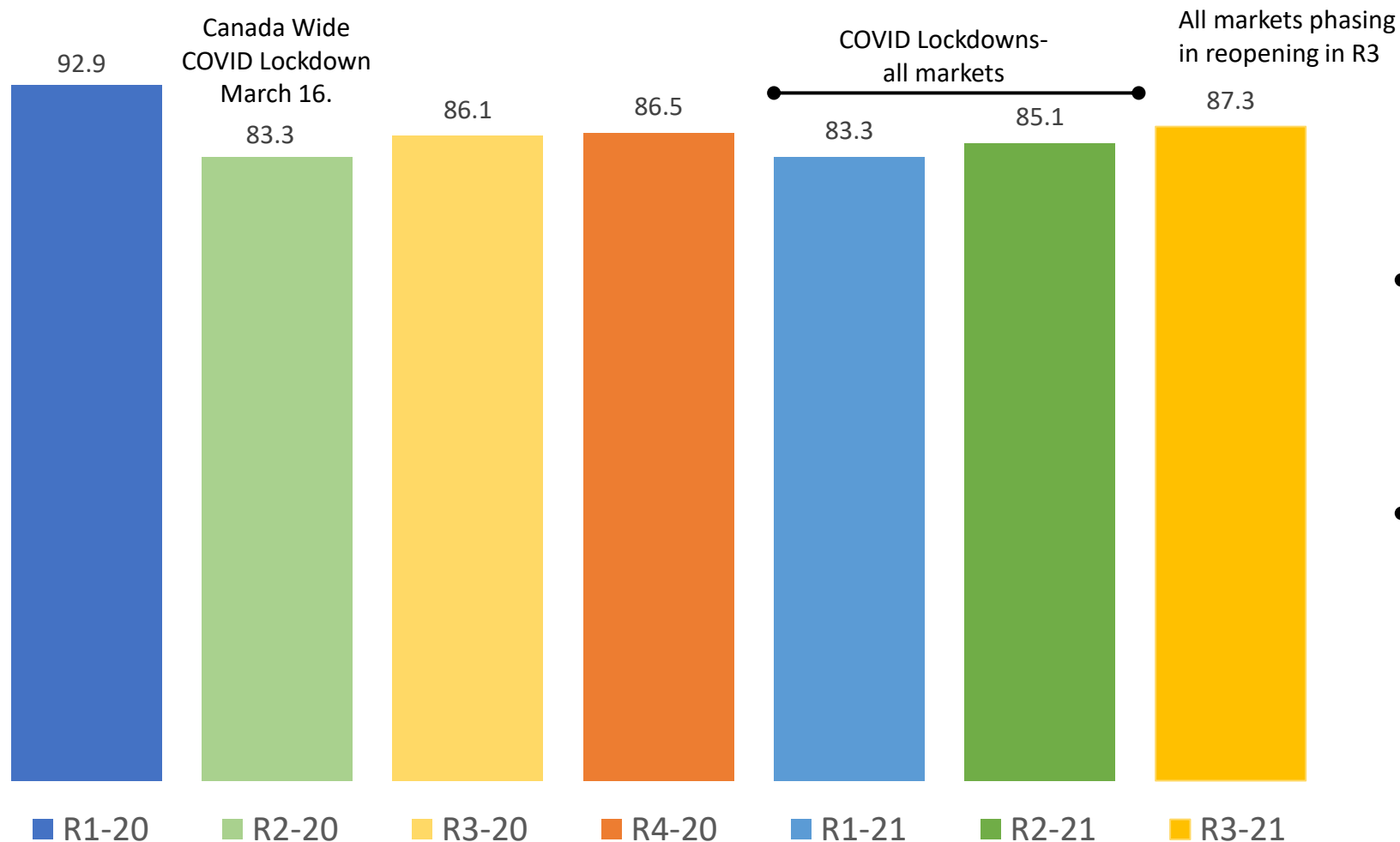


RADIO- Average Weekly Reach % - R3-2021

Reach has grown to over 87% indexing at 94 versus pre-Covid, and exceeding Summer 2020



- R3-2021 average is showing strong growth as all markets began reopening throughout this period.
- 87% of Canadians 25-54 tuned into radio on a weekly basis coming in at 94% of the R1-20 pre-Covid reach level.

Source: Numeris: PPM-Total Meter CTRL, Tor, MtlF, MtlA, 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), R3-21 (June/July/Aug)

Note: COVID lockdowns Wave 1-Mar 16, Apr 20 first full month of lockdown (R2-20); Wave 2-/3 Lockdown dates vary by market (R1/21 + R2/21); Phase 1 reopening- (Vancouver (5-25), Montreal, Calgary. Edmonton (5-31), Toronto (6-11).

