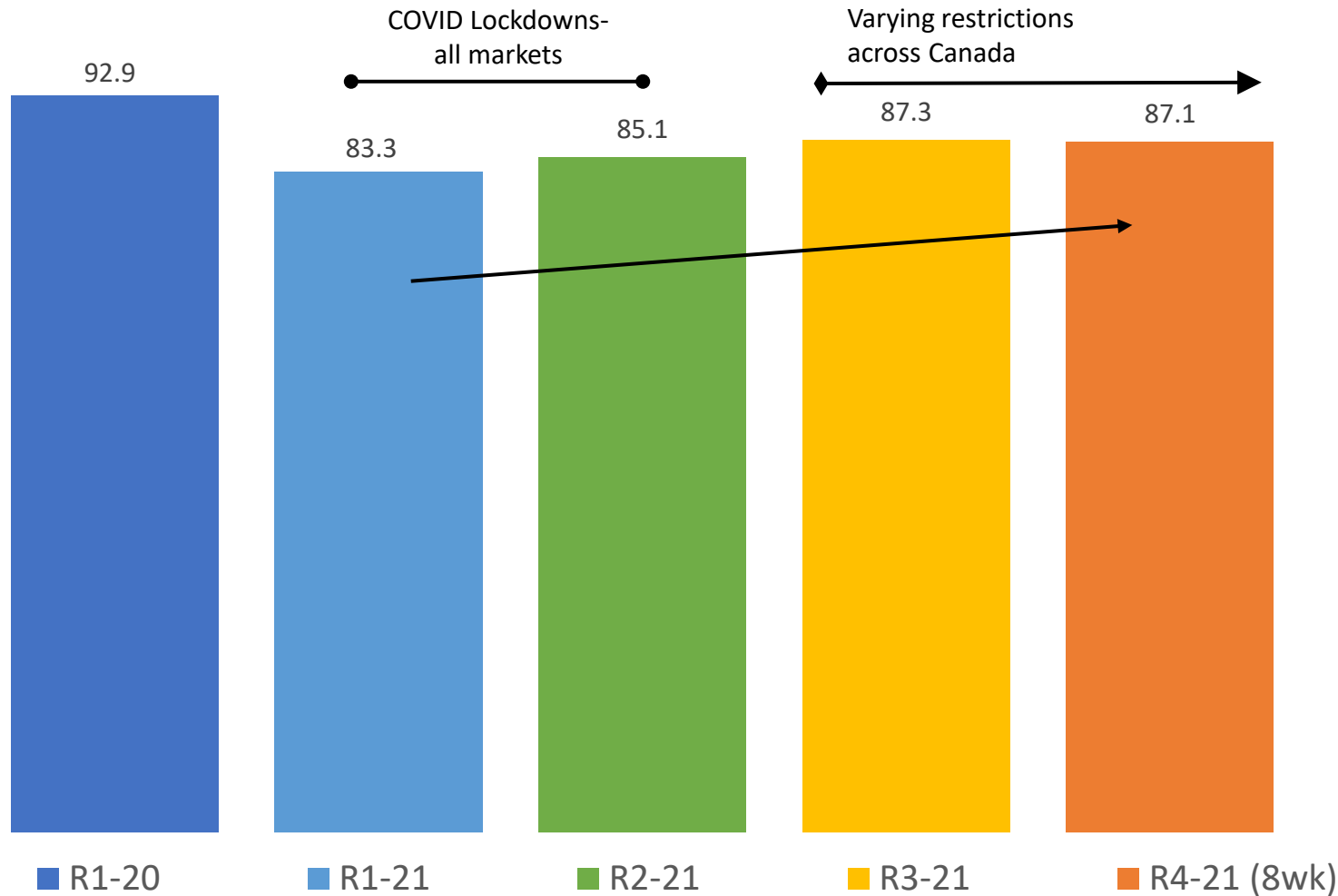


RADIO- Average Weekly Reach % - R4-21 (8wks)

Reach has grown to over 87% indexing at 94 versus pre-Covid R1-20 totals



- R4-21 (8wks) average is maintaining R3's strong growth despite some markets seeing increasing infection rates and reinstatement of health restrictions in some markets.
- 87% of Canadians 25-54 tuned into radio on a weekly basis indexing 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, R2-20, R3-20, R4-20, R1-21 (Dec/Jan/Feb), R2-21 (Mar/Apr/May), R3-21 (June/July/Aug), R4-20 (Sept/Oct/Nov)

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)).

