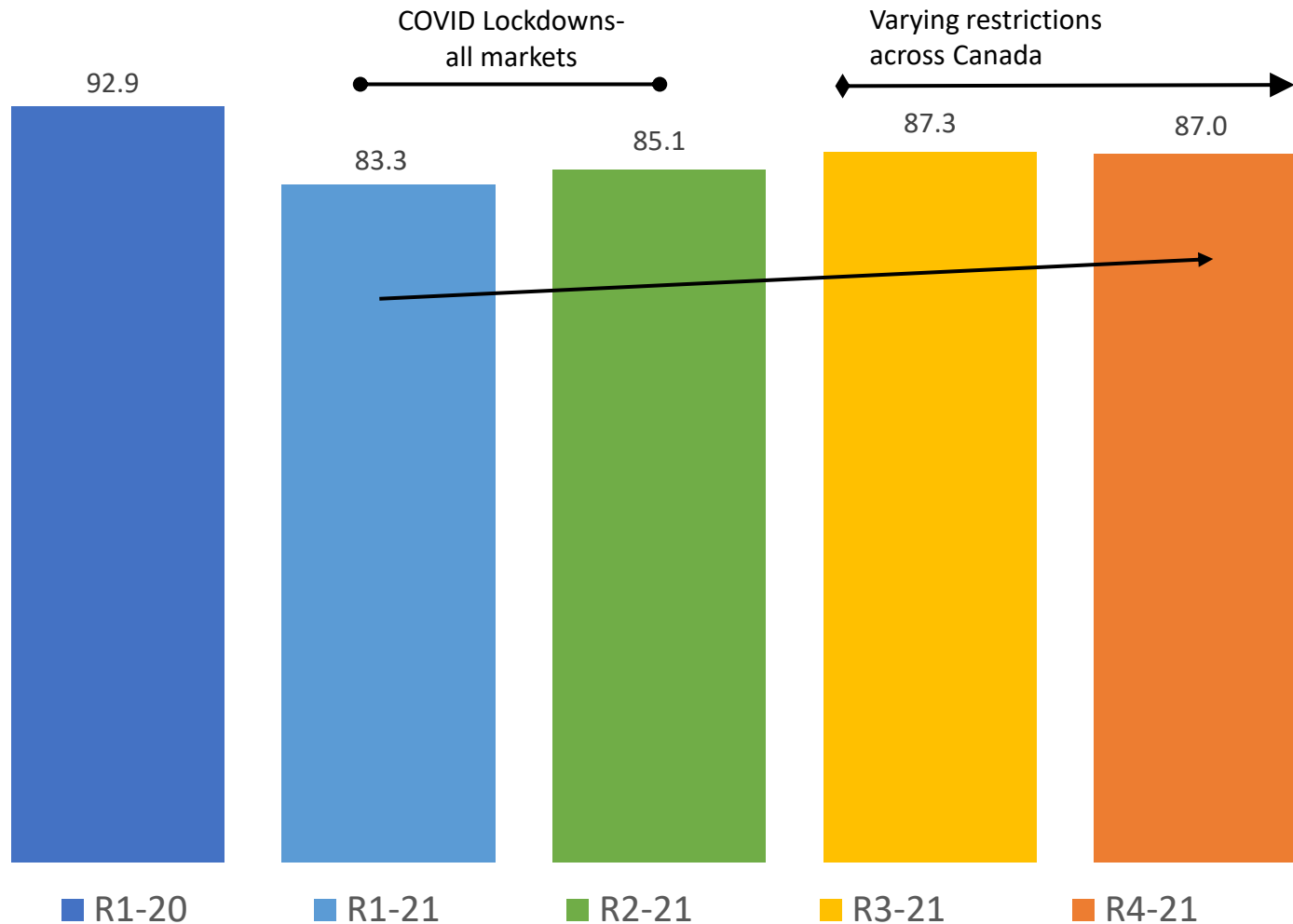


# RADIO- Average Weekly Reach % - R4-21

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



- RADIO is CONSISTENT despite changing provincial health restrictions.
- The R4-21 average maintained R3's strong growth, despite some markets seeing increasing infection rates and reinstatement of health restrictions.
- 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, MtIF, MtIA, Van, Cal, Edm- Mo-Su 5a-1a

Release Dates: R1 (Dec/Jan/Feb), R2 (Mar/Apr/May), R3 (June/July/Aug), R4 (Sept/Oct/Nov)

Note: COVID lockdowns Wave 1-Mar 16, Apr 20 first full month of lockdown (R2-20); Wave 2-/3/4 Lockdown dates vary by market (R1/21 + R2/21, R1/22).

Reopening 2021: (Vancouver (5-25), Montreal, Calgary, Edmonton (5-31), Toronto (6-11). December 2021: Restrictions reimplemented by provinces with Omicron wave.

