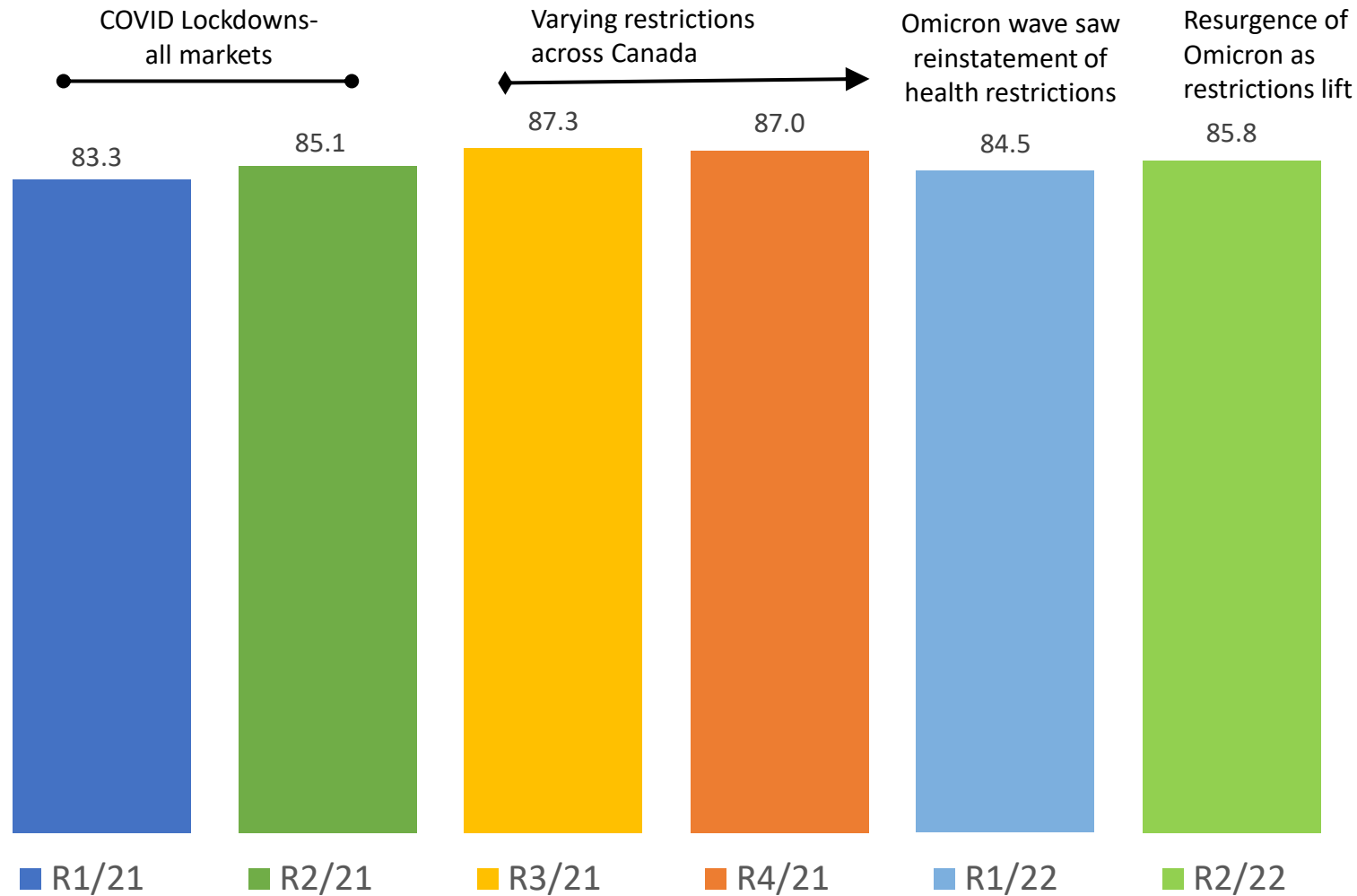


RADIO- Average Weekly Reach % - R2-22

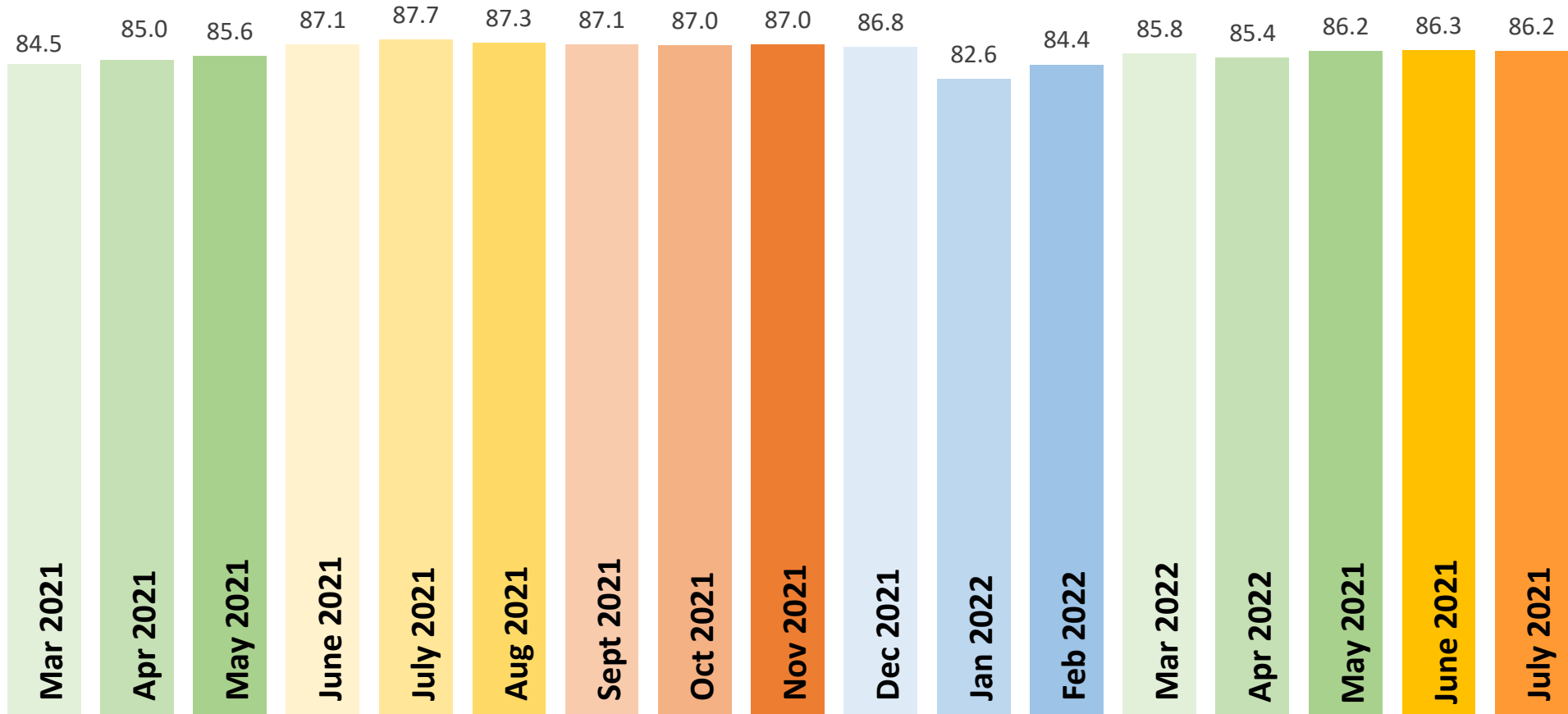
Reach levels are consistently high despite consecutive waves of COVID.



- RADIO REACH is CONSISTENT
- 86% of Canadians 25-54 tuned into radio on a weekly basis, indexing at 92 of the R1-20 pre-Covid reach level.

RADIO- Average Weekly Reach %- Monthly

Radio reach has remained consistent despite slight fluctuations throughout the pandemic.



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)

