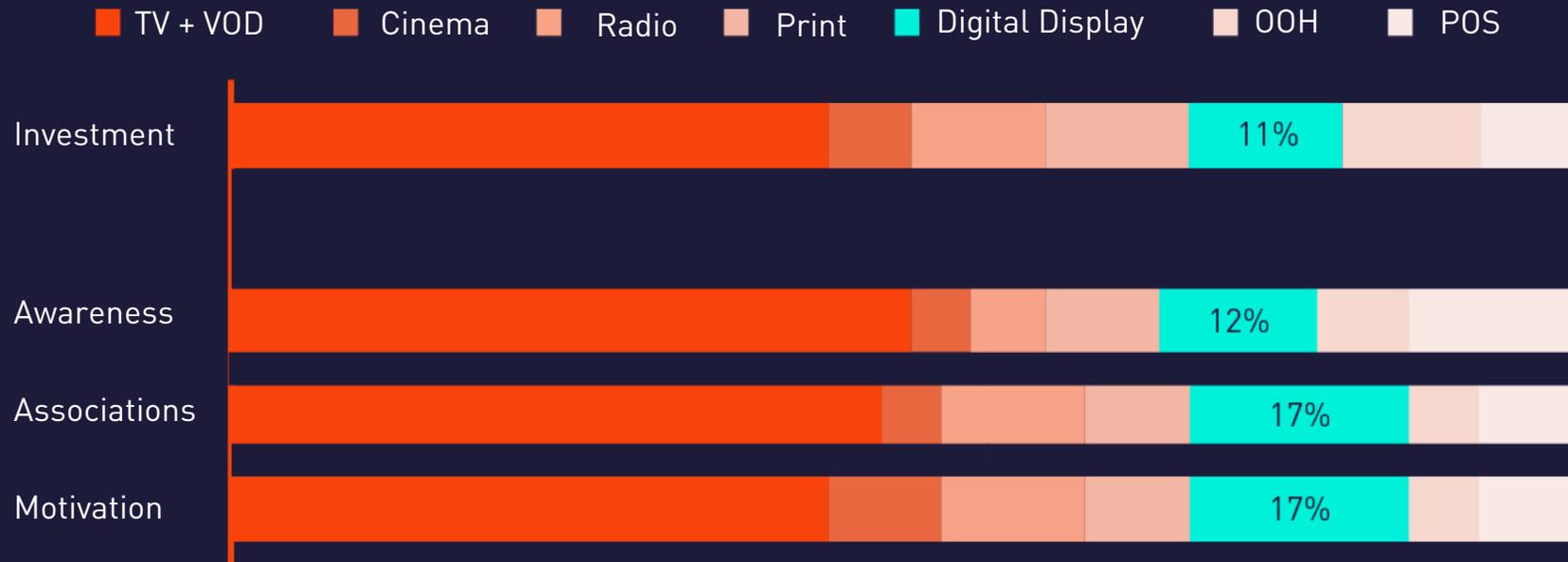




Digital advertising is
cost effective

Digital display outperforms in KPIs vs spend



This chart is based on analysis of 125 campaigns measured by Kantar, tending to be larger campaigns (over 5 million impressions). It does not necessarily represent all campaigns or reflect UK media ad spend.