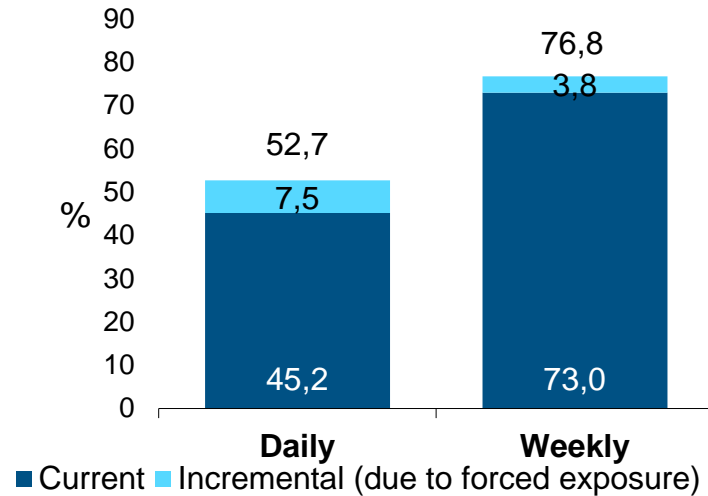
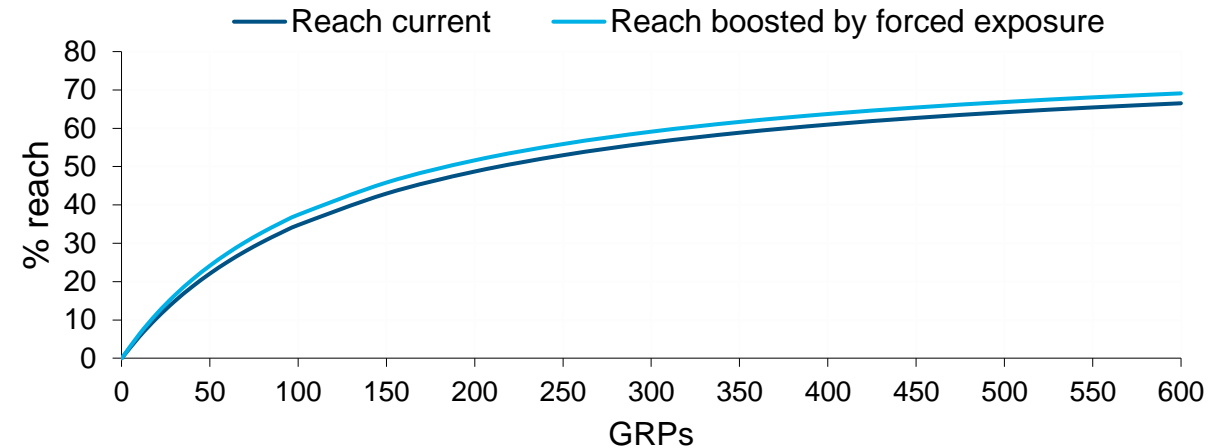


Forced advertising exposure: potential benefits in net reach

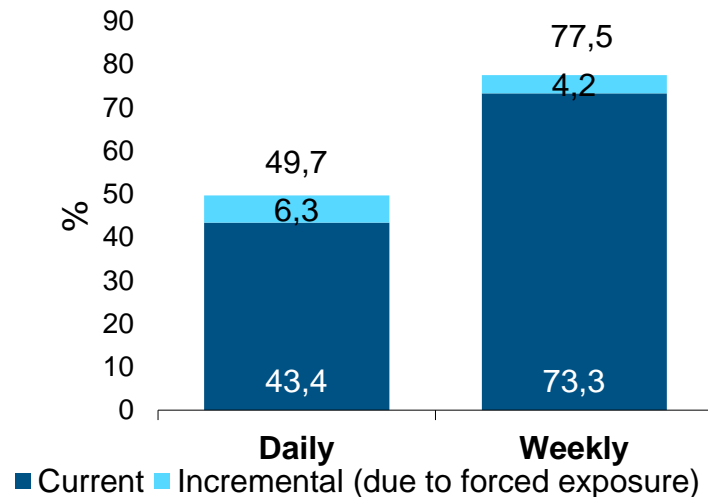
North: reach all breaks (potential)



North: estimated reach gains



South: reach all breaks (potential)



South: estimated reach gains

