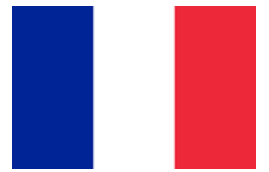
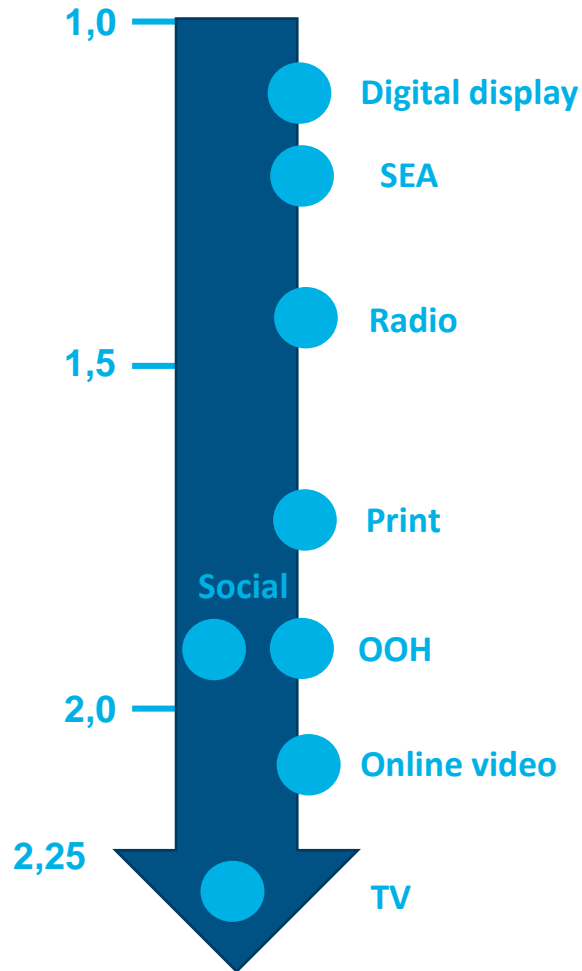


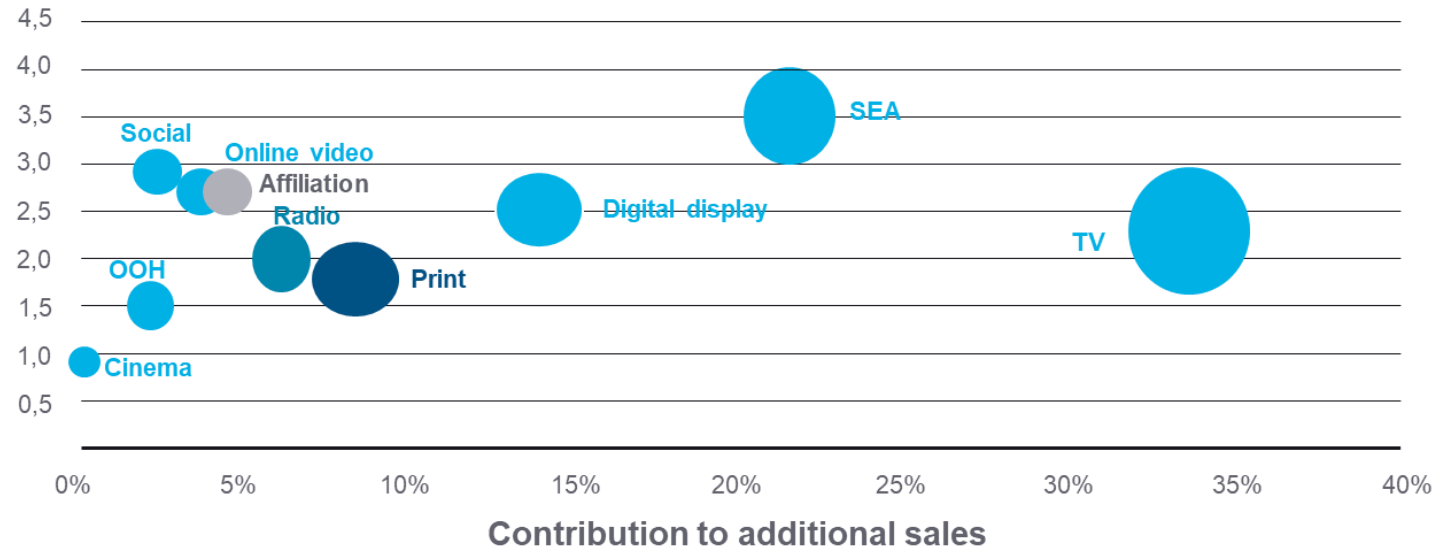
Media return, the long & the short, according to SNPTV



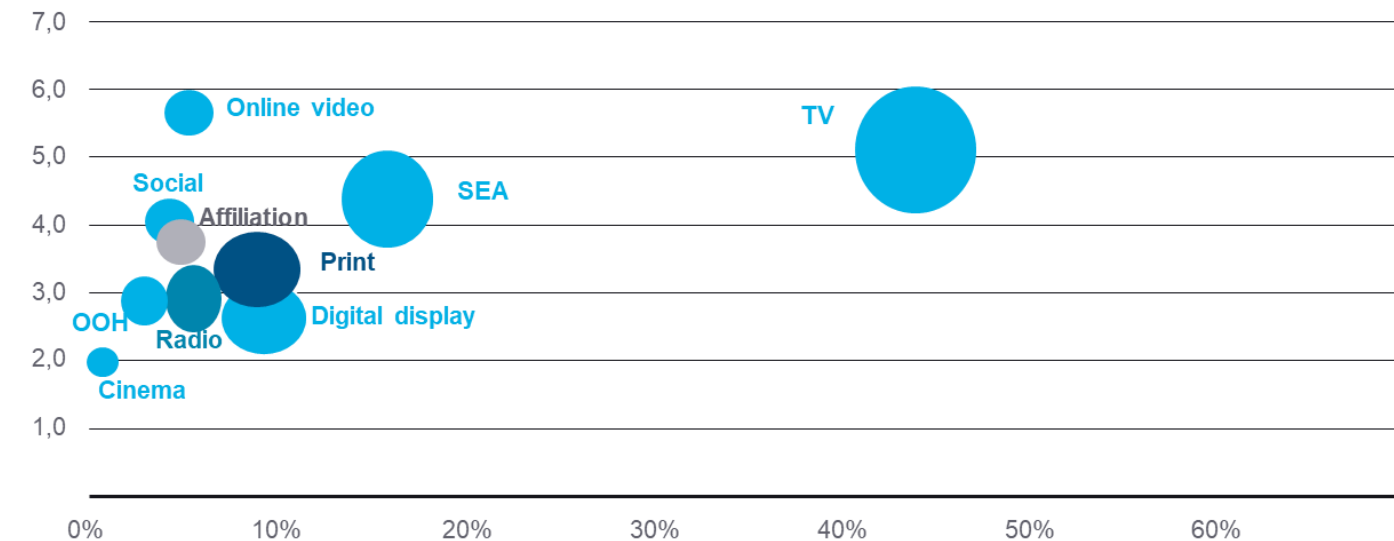
Long term multiplier:



Short term ROI



Total ROI



Source: SNPTV #ROITV2 Oct 2020. Bubble sizes indexed to investments in corresponding media categories.