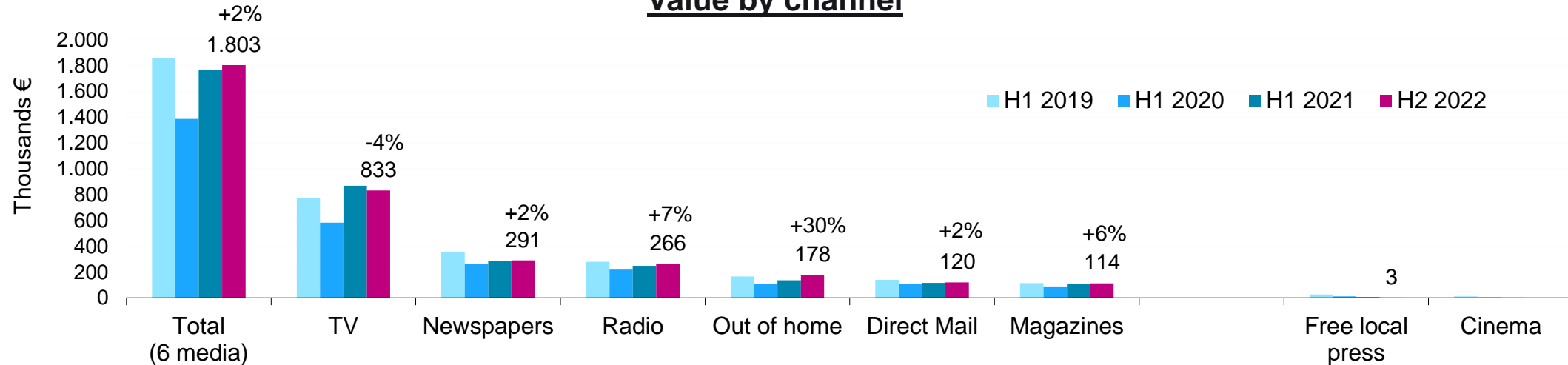


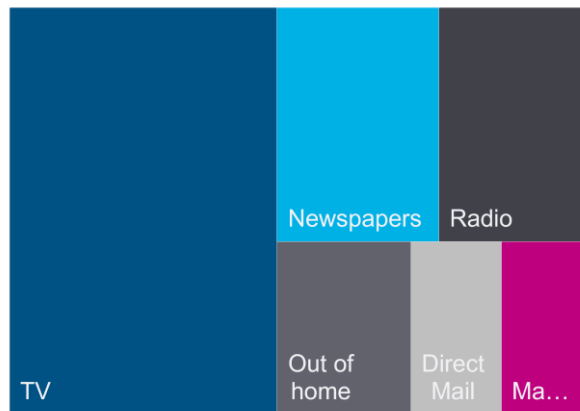
# Offline media value 1<sup>st</sup> half 2022

Post COVID, pre-crisis ?

## Value by channel



## Media shares (H1 2022)



## Top categories for difference H1 2022 vs H1 2021

Category	Share of total %	Contribution to growth 2021/2020
TOURISM SERVICES - LEISURE	3,0	93%
EVENTS - SHOWS	3,1	83%
BANKS CREDIT INSURANCE	5,1	52%
POINTS OF SALES	17,0	44%
TRANSPORTATION SERVICES	1,2	37%
PHARMACY	3,7	35%
NON-PROFIT ASSOCIATION - PUBLIC INITIATIVE	1,4	29%
HORECA	2,1	19%
TELECOM HARDWARE	1,2	13%
ASSOCIATED EVENT - SHOWS	0,6	11%