

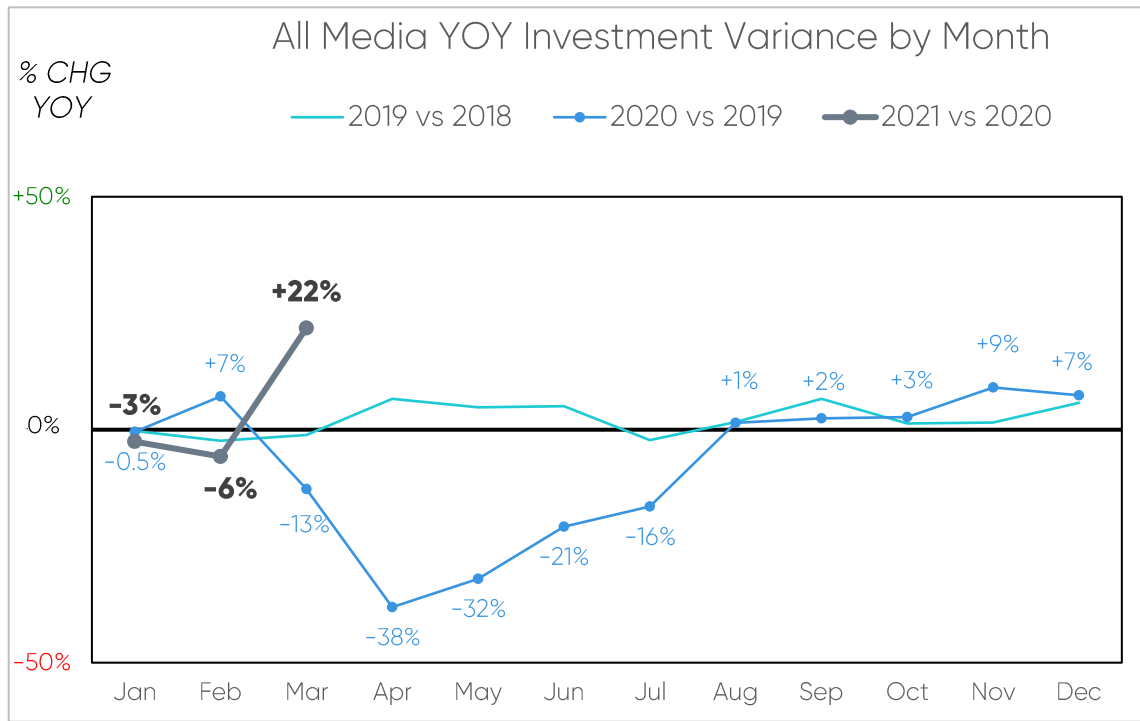
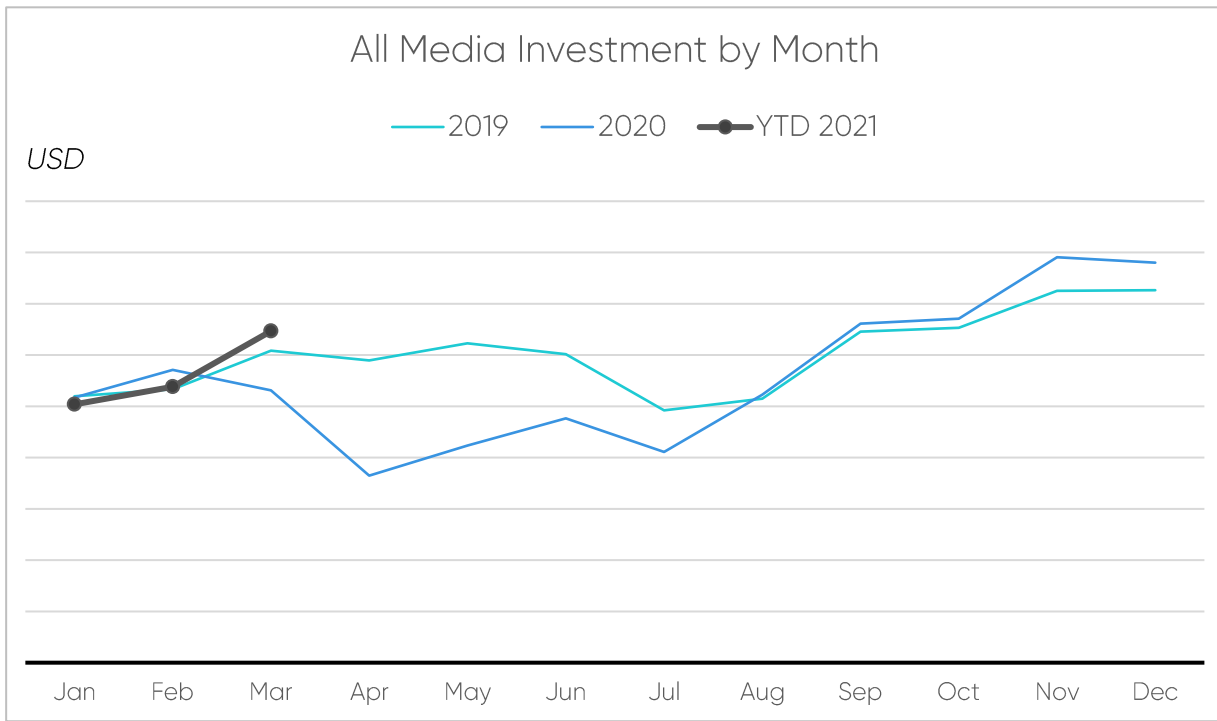
**Standard
Media
index**

SMI MARCH 2021 PERFORMANCE

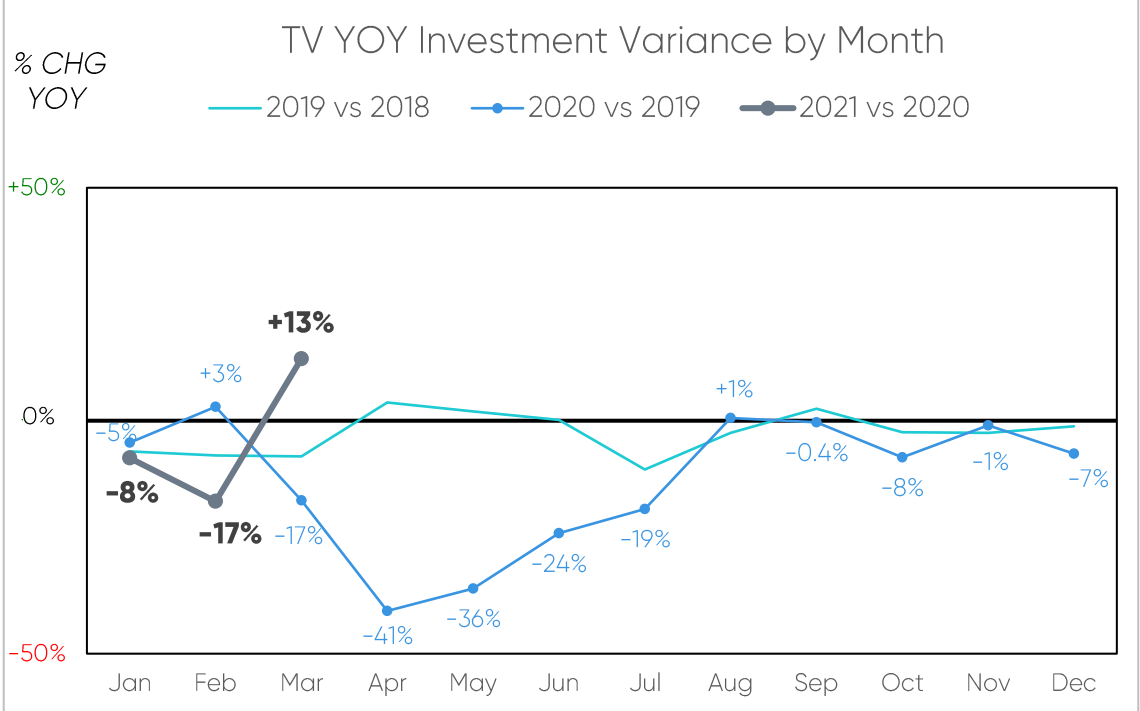
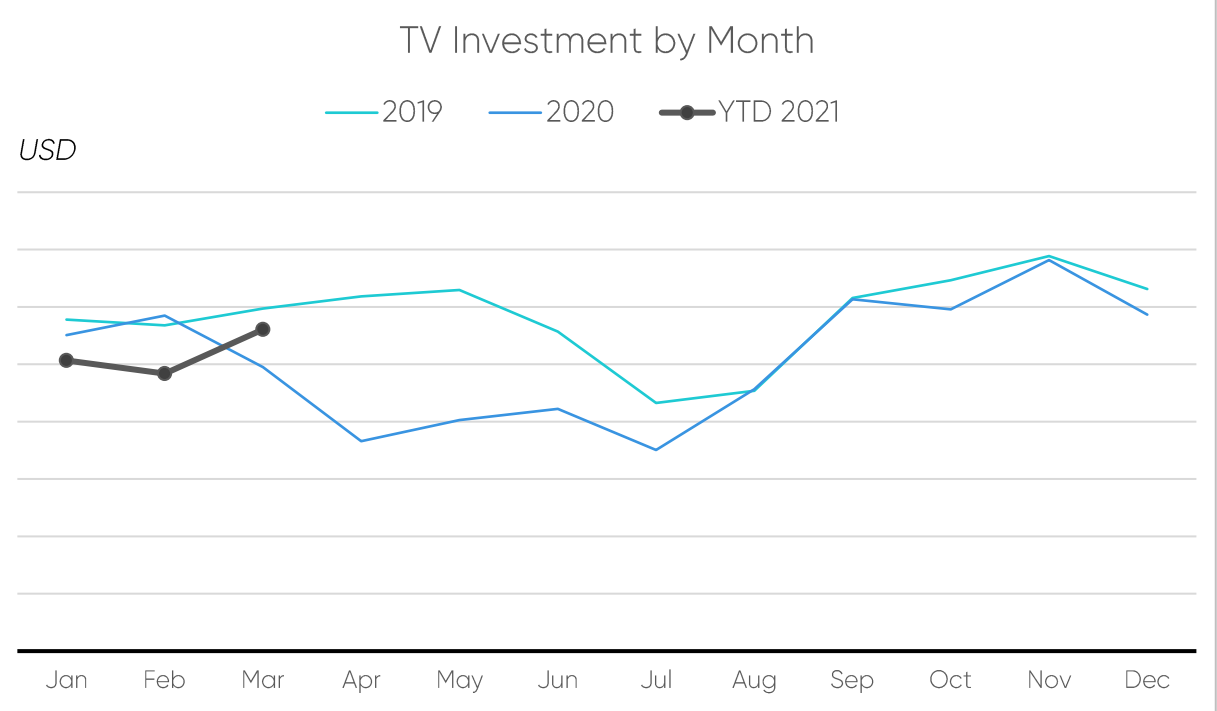
APRIL 2021



MARCH 2021 INVESTMENT HAS REACHED A THREE-YEAR PEAK, TRENDING +22% WHEN COMPARING TO MARCH 2020 & +6% WHEN COMPARING TO MARCH 2019.

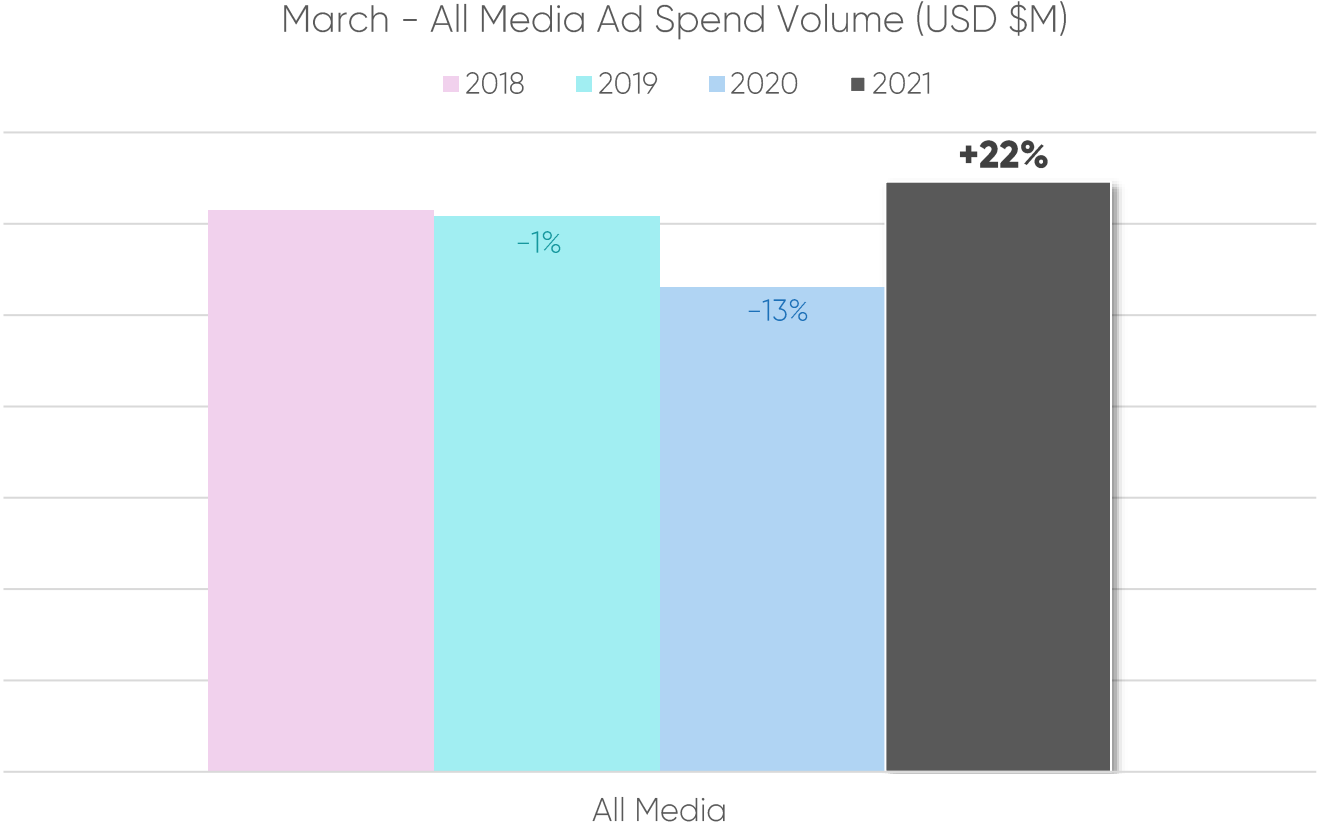


MARCH 2021 TV INVESTMENT CLOSED THE GAP VS MARCH 2019, GROWING +13% COMPARED TO MARCH 2020 WHEN COVID-19 IMPACTS BEGAN.



Source: SMI Core

MARCH 2021 ALL MEDIA AD SPEND IMPROVED +22% VS LAST YEAR'S LOW POINT AS COVID-19 DYNAMICS STARTED TO TAKE HOLD.



TELEVISION AD SPEND GREW +13% IN MARCH 2021, ALMOST RETURNING TO MARCH 2019 LEVELS WITH ONLY A -6% SHORTFALL.

