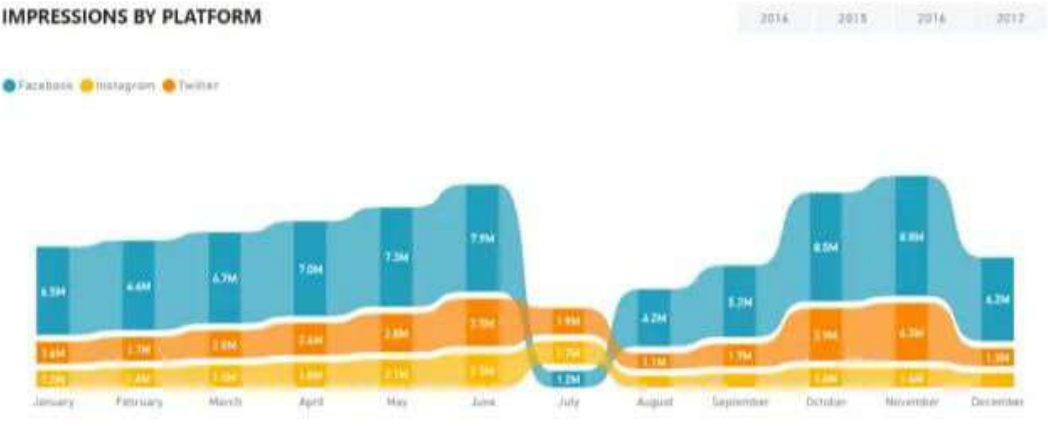


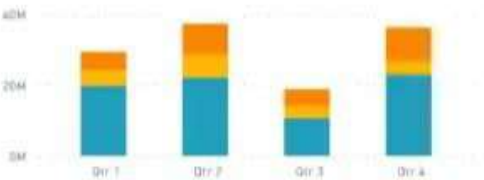
IMPRESSIONS BY PLATFORM



CONTENT TYPE PERFORMANCE

Platform	Full Type	Impressions
Facebook	Facebook Video Views	71,863,900
Twitter	Twitter Total Engagements	28,093,958
Instagram	Instagram Likes	15,862,340
Facebook	Facebook Post Engagements	3,576,378
Instagram	Instagram Story Opens	1,968,000
Instagram	Instagram Comments	254,580

PLATFORM IMPRESSIONS BY QUARTER



TOTAL PLATFORM IMPRESSIONS



PLATFORM IMPRESSIONS SPLIT

