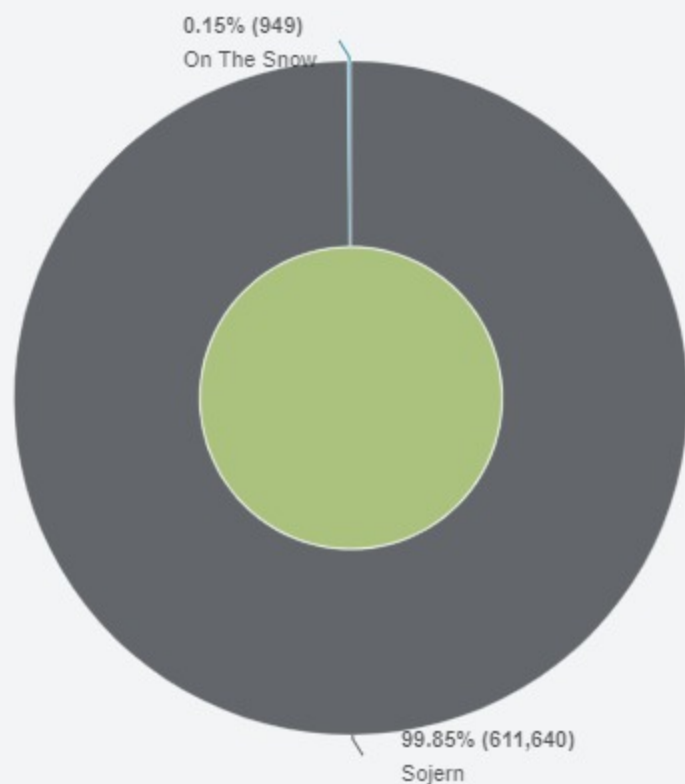


FY22 Winter Joint Venture - Example Dashboard

Impressions by Partner - Month of February

Impressions



Total Delivery: All Partners and Placements - Campaign to-date

Partner [...]	Media Ty...	target_de...	# Impressi... ↓	# Clicks	# CTR	# Media Sp...	# CPM
Sojern	All	All	3,010,151	3,538	0.12 %	\$14,972	\$5
	Banner Dis...	All	3,010,151	3,538	0.12 %	\$14,972	\$5
		winter-enth...	3,010,151	3,538	0.12 %	\$14,972	\$5
On The Snow	All	All	246,458	443	0.18 %	\$5,000	\$20
	Banner Dis...	All	246,458	443	0.18 %	\$5,000	\$20
		ros-national	126,819	94	0.07 %	\$2,500	\$20
		ros-national...	59,826	162	0.27 %	\$1,250	\$21
		ros-national...	59,813	187	0.31 %	\$1,250	\$21
Total			3,256,609	3,981	0.12 %	\$19,972	\$6

1 - 8 of 8 items



Notes on total campaign deliveries:

- 3.2 million impressions delivered to date.
- 3.9K clicks achieved at a 0.12% CTR.
- On The Snow placements extended into February delivered in full.