



Appendix

Statistics on Media Usage

K

20

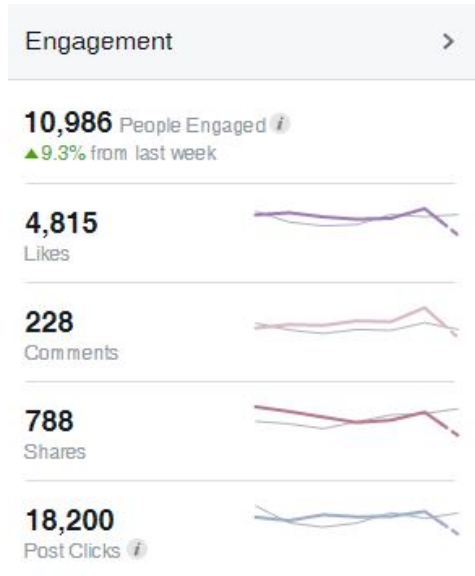
Brand Advocates – Our Loyal Audience

Our audience has wide and constantly growing interests and needs. They are active and innovative people aged 16 to 60. They admire the feeling of freedom and enthusiasm which they acquire from practicing outdoor sports.



Facebook Reach

- People reached monthly: **1 000 000+**
- People engaged monthly: **200 000+**
- Average daily post reach: **30 000 +**
- Average monthly clicks: **100 000+**
- Average monthly shares: **2 500+**
- Average monthly number likes: **20 000+**
- Average monthly number of posts: **1 0+**
- The highest post's reach: **100 000+**



Reach

March 22 - March 28 *i*

187,392

People Reached ▲19%



Post Engagements

March 22 - March 28 *i*

50,718

Post Engagement ▲30%



Messages

March 22 - March 28 *i*

100%

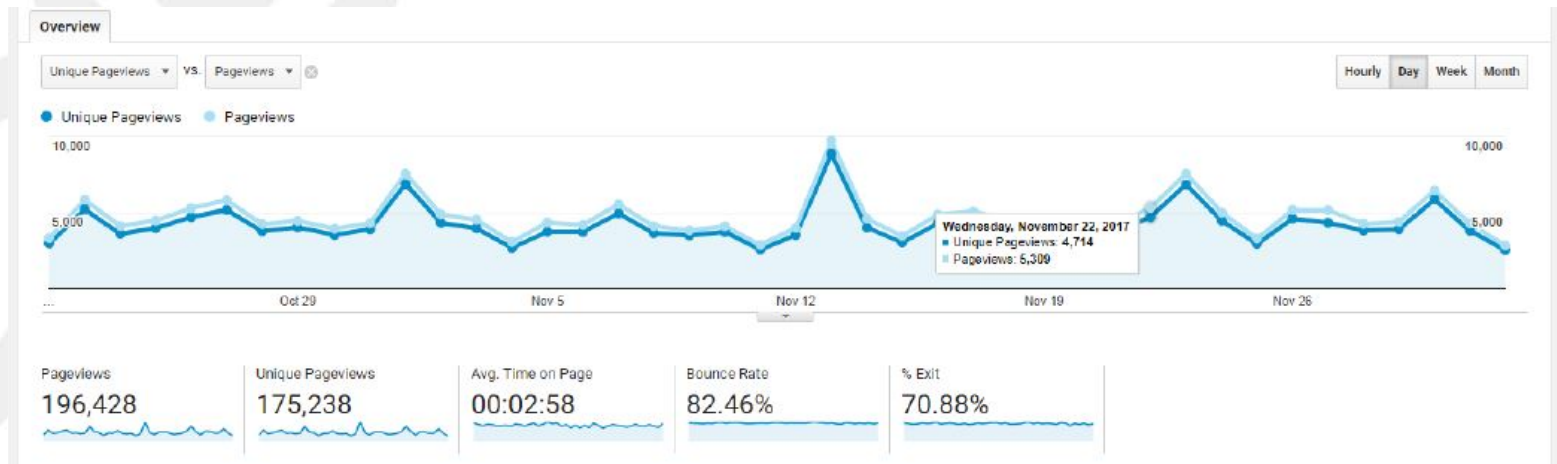
Response Rate ▲15%

39:20:06

Average Response Time ▲114%

Traffic & Users Activity on Web Site

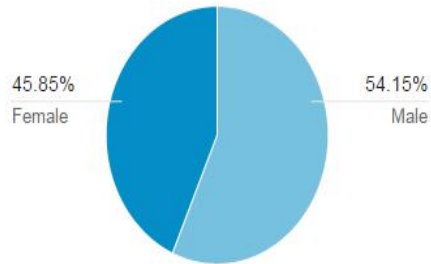
- Average monthly unique users on site: **100 000+**
- Average monthly pageviews/impressions: **150 000+**
- Average monthly number of articles on site: **150+**
- Time spent on site (Average): **3 min.+**
- Bounce Rate (Average): **78%**
- Number of posts/comments: **15 000+**
- Increase in the number of unique users and page views for the past 5 years – **00%** (*website exist since 20*)



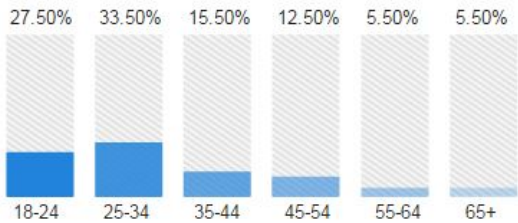
Web Site / Facebook – Audience

Web Site Audience Profile

Gender 100% of total sessions



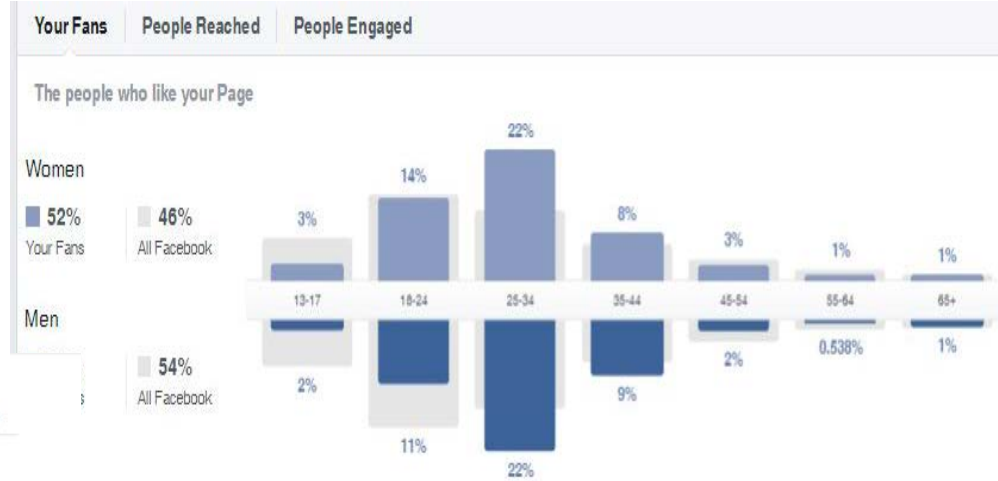
Age 100% of total sessions



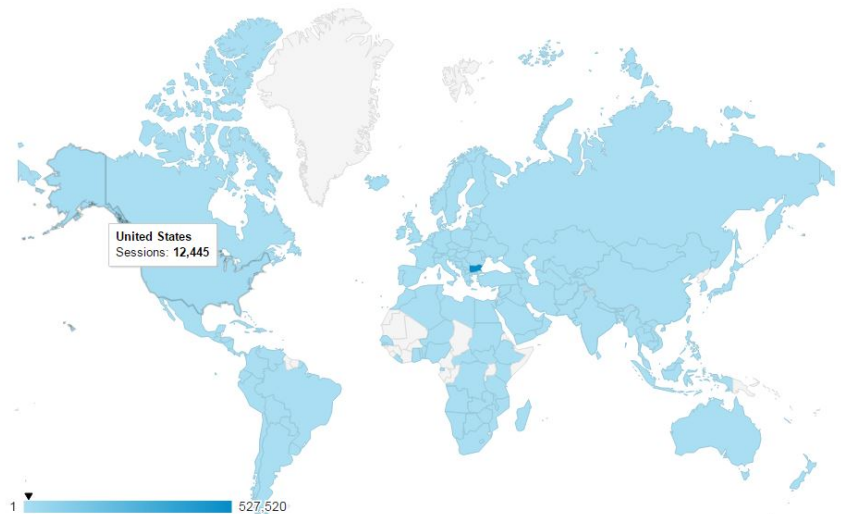
Interest Category 100% of total sessions



Facebook Audience Profile



Users Location





**Stay ready for
adventures**

and
Thank you for your time