

Welcome to

Summer Movement in Digital Media

BENCH

VM0

FOURSQUARE

Observations

#1 More people working from home

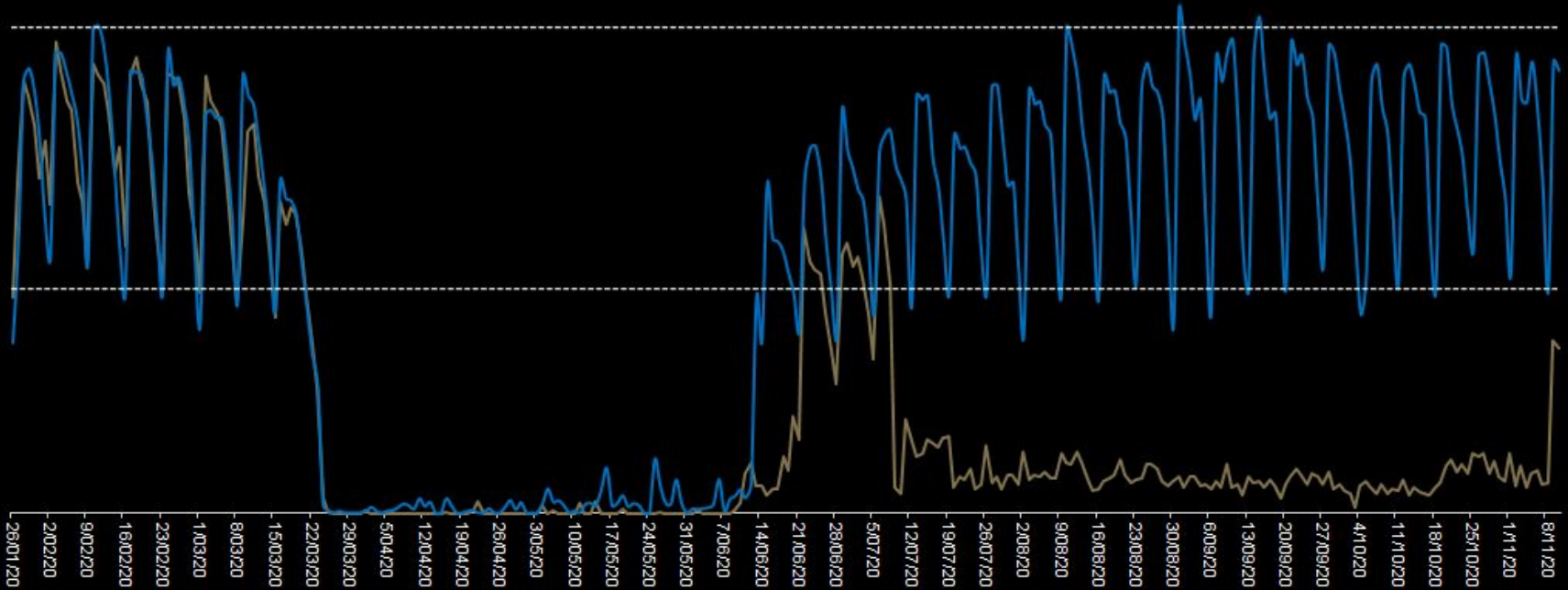
#2 Australia will be full of Australians this summer

#3 Some categories will be up, and some will be down

#4 Measurement and impact is key

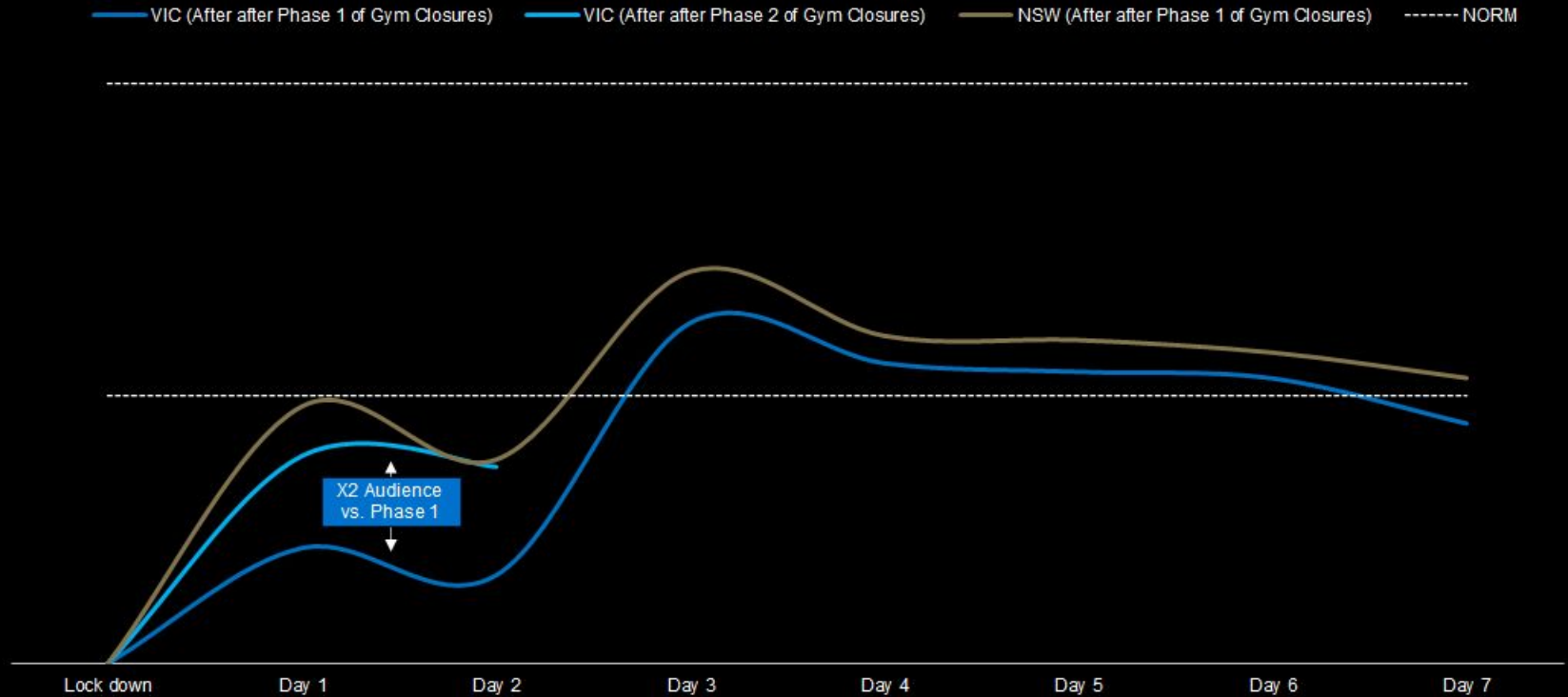
Gyms Traffic Trends

— VIC — NSW - - - - - NORM



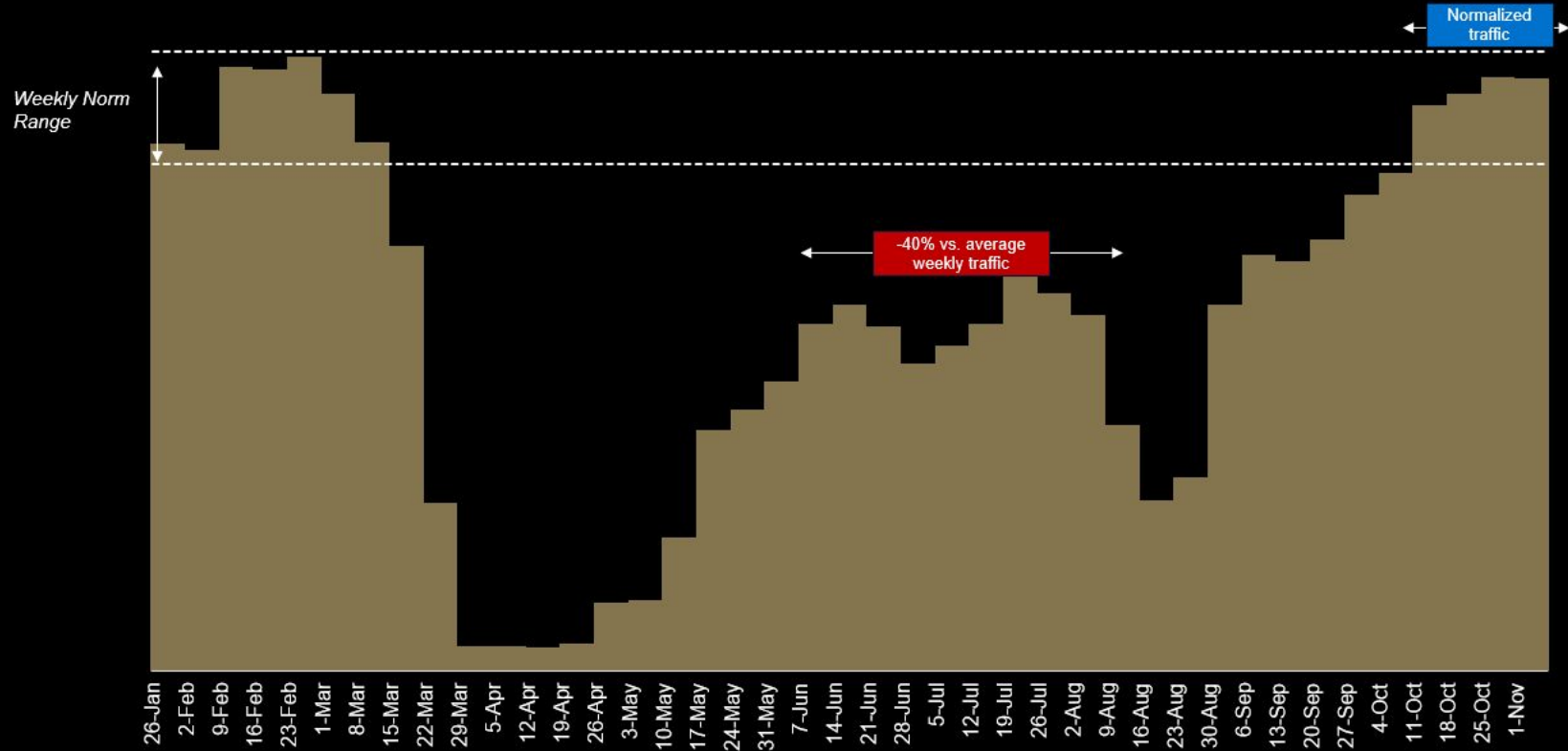
Source: Quidvid data analytics 36.3 Million contacts analysed from 26th Jan to 9th Nov

Gyms Audience Recovery NSW vs. Vic



Source: Quidvidi data analytics 36.3 Million contacts analysed from 26th Jan to 8th Nov

New Zealand Offices Audience Recovery



Source: Quidvidi data analytics 7.1 Million contacts analysed from 26th Jan to 8th Nov



Visits Have Fluctuated Across Categories **In Australia** Since the Pandemic Began

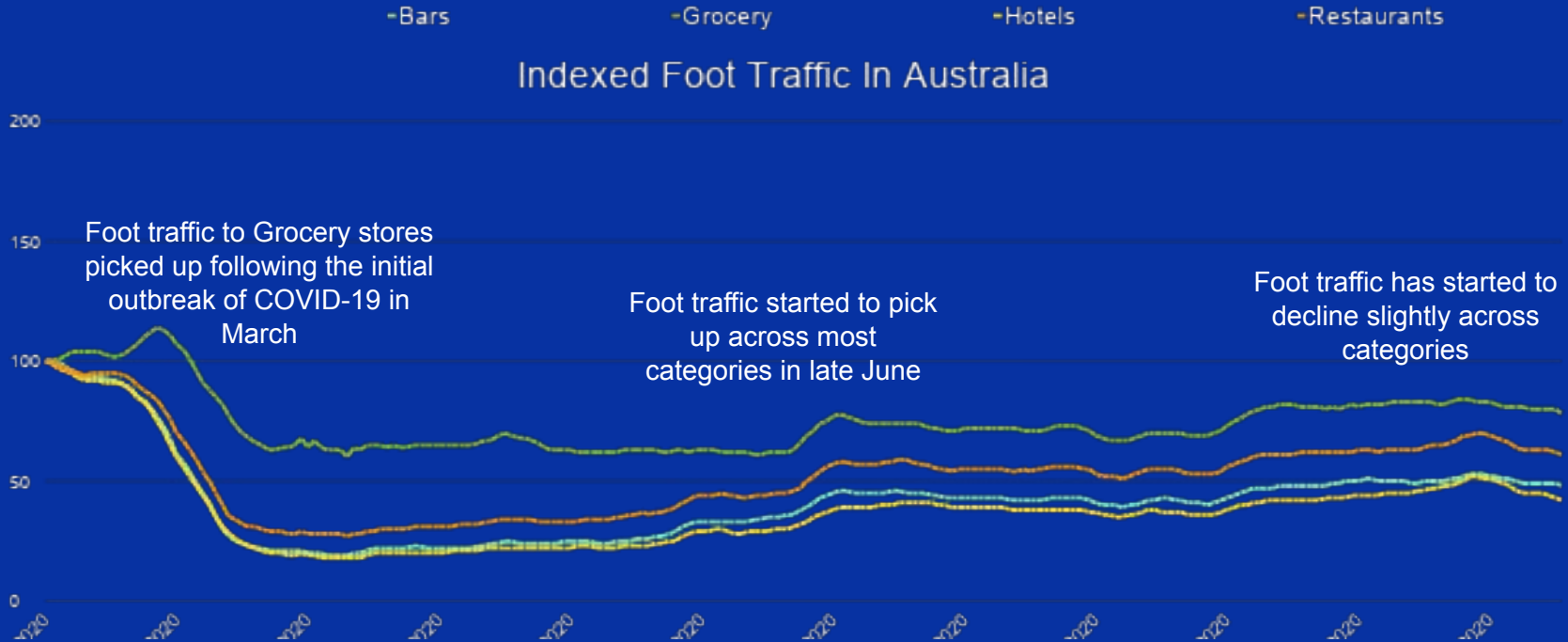
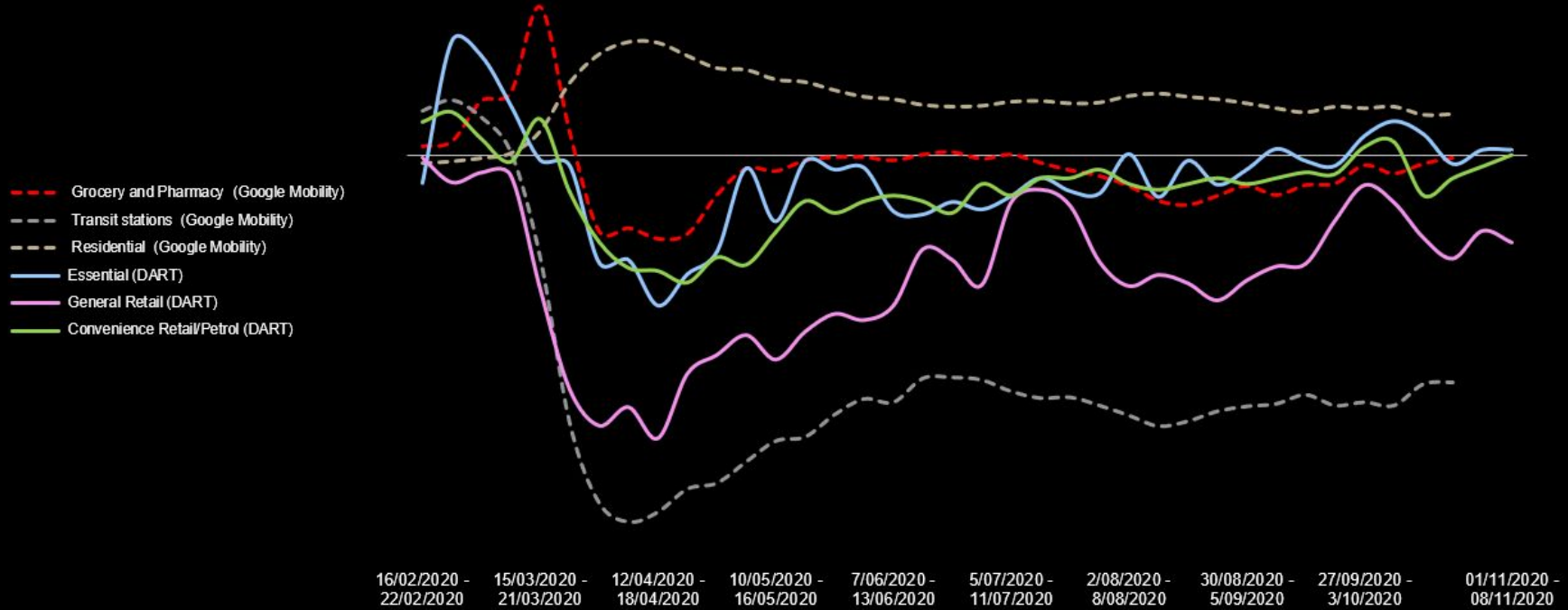


Chart illustrates indexed foot traffic to various categories in Australia, where visits on March 1, 2020 is 100. We've used rolling 7 day averages to account for fluctuations by day of the week.

Retail Traffic Trends

National excl. VIC

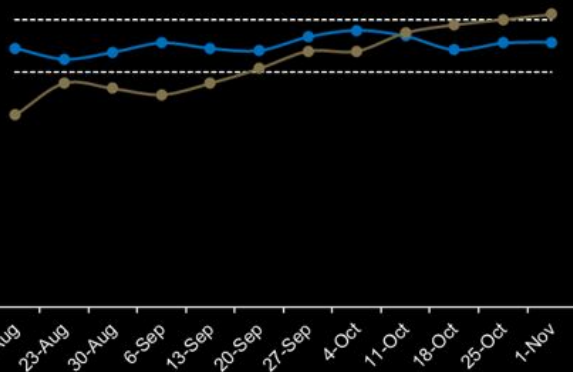


Source: Quividi data analytics 253 Million contacts analysed from 16th Feb to 8th Nov

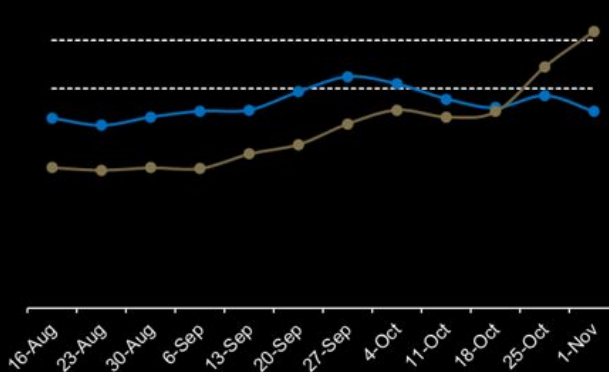
Retail Traffic Trend Comparison

National (excl. VIC) vs VIC

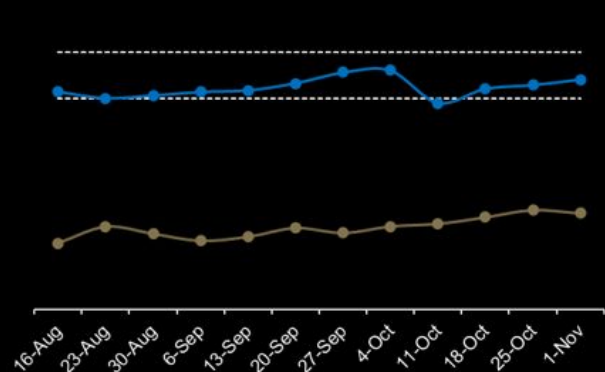
Essential Retail



General Retail



Convenience Retail/Petrol



— National Excl VIC — VIC Only

Source: Quidvidi data analytics 283 Million contacts analysed from 26th Jan to 8th Nov

Summer Movement in Digital Media

BENCH

VM0

FOURSQUARE

Observations

- #1 More people working from home
- #2 Australia will be full of Australians this summer
- #3 Some categories will be up, and some will be down
- #4 Measurement and impact is key