Likes + Follows Percent Increase vs. Target

Month Target | Month Actual PCT

%2000
%1500
%1000
%500
%000

Month:
- July
- August
- September
- October
- November
- December
- January
- February
- March
- April
- May
- June
Month-Month Likes and Follows

- **Target**
- **Actual**

The chart shows the comparison between the target and actual likes and follows for each month from July to June. April has the highest actual value, significantly higher than the other months.
Rolling Likes and Follows

- Rolling Target
- Rolling Actual

Month
- July
- August
- September
- October
- November
- December
- January
- February
- March
- April
- May
- June
Rolling Month-to-Month Digital Materials Circulation

- Rolling FY19
- Rolling FY20

<table>
<thead>
<tr>
<th>Month</th>
<th>Rolling FY19</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>10,709</td>
</tr>
<tr>
<td>August</td>
<td>21,615</td>
</tr>
<tr>
<td>September</td>
<td>32,098</td>
</tr>
<tr>
<td>October</td>
<td>42,657</td>
</tr>
<tr>
<td>November</td>
<td>52,865</td>
</tr>
<tr>
<td>December</td>
<td>63,326</td>
</tr>
<tr>
<td>January</td>
<td>75,390</td>
</tr>
<tr>
<td>February</td>
<td>86,759</td>
</tr>
<tr>
<td>March</td>
<td>99,367</td>
</tr>
<tr>
<td>April</td>
<td>111,170</td>
</tr>
</tbody>
</table>

Graph shows the increasing trend of digital materials circulation from July to April.