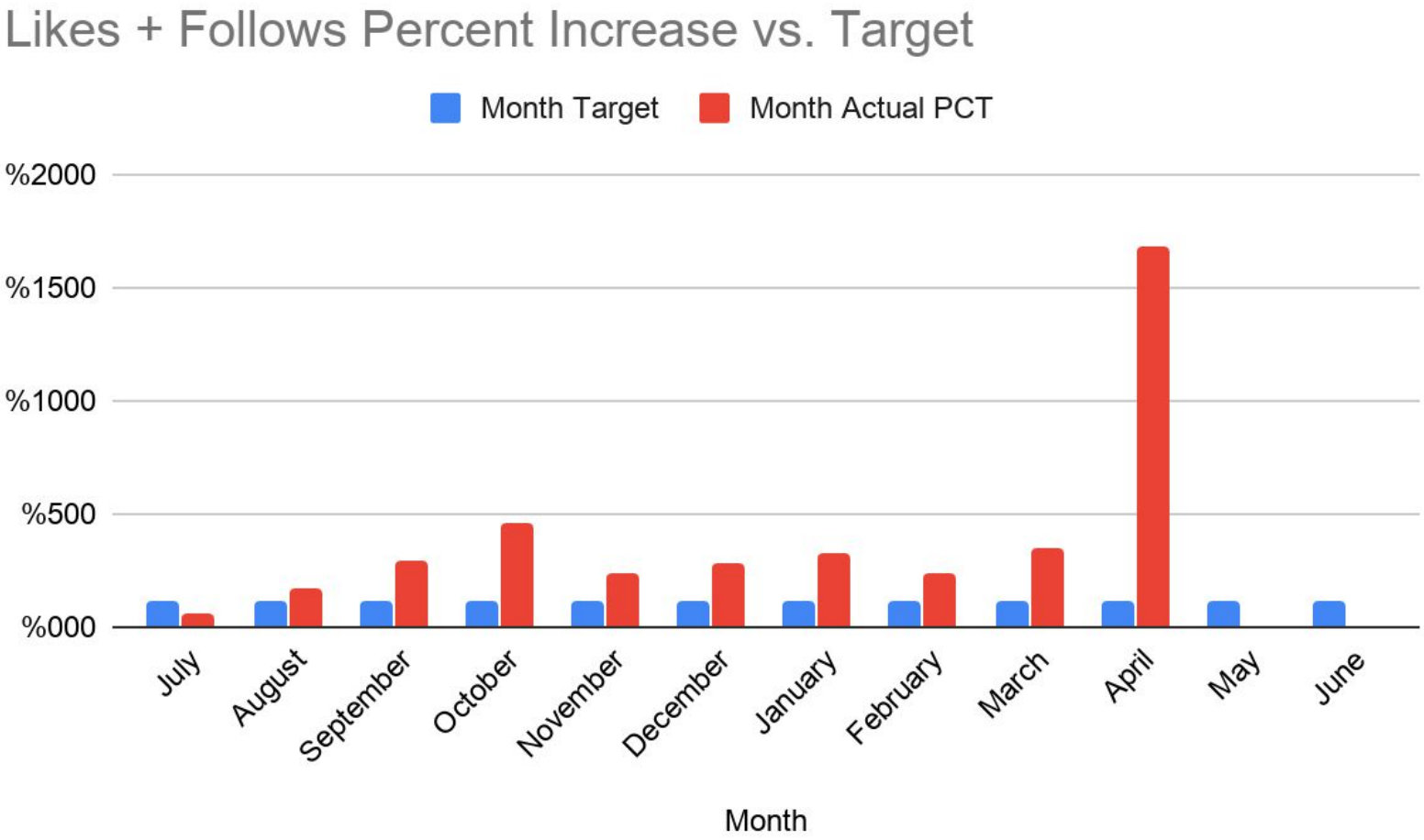
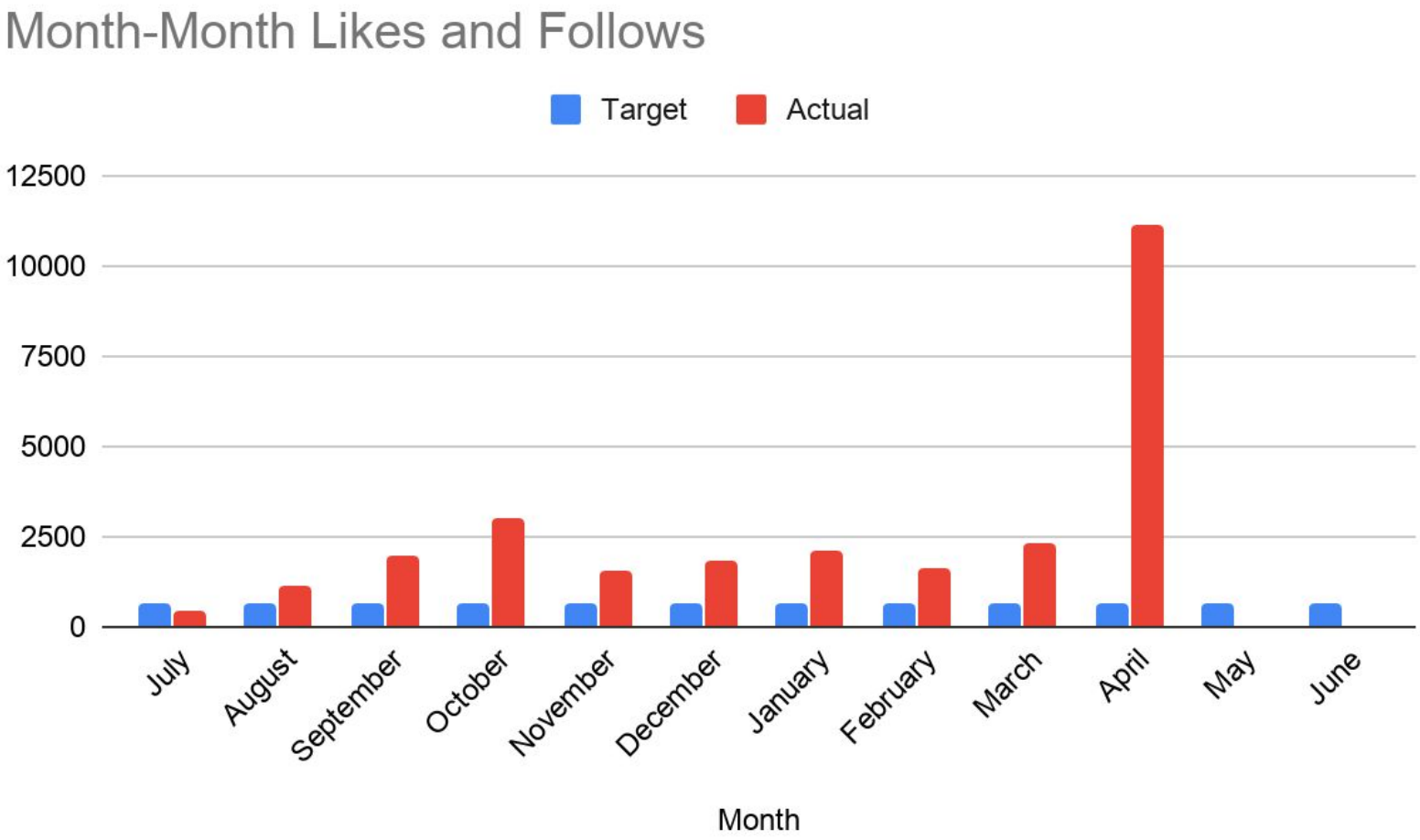
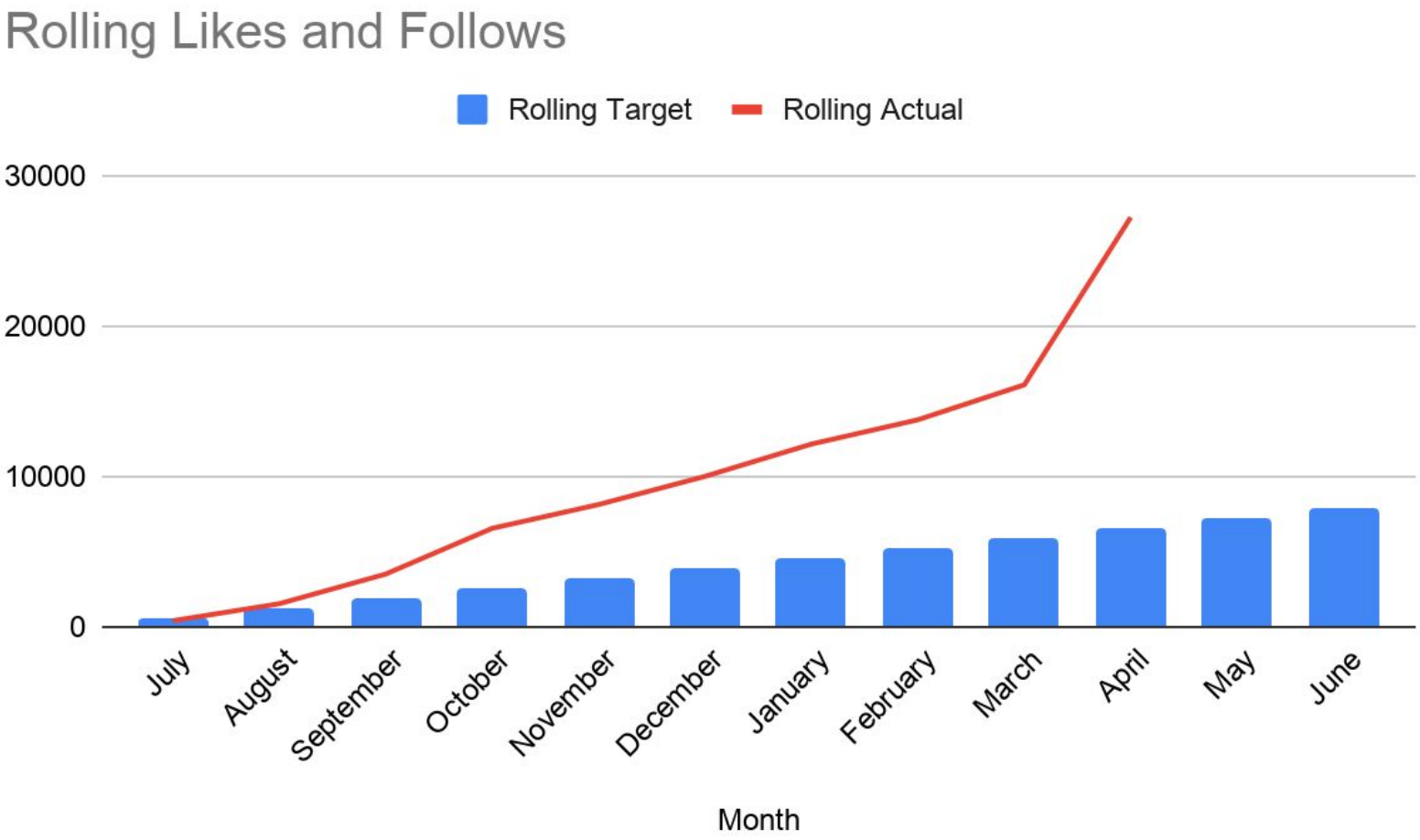
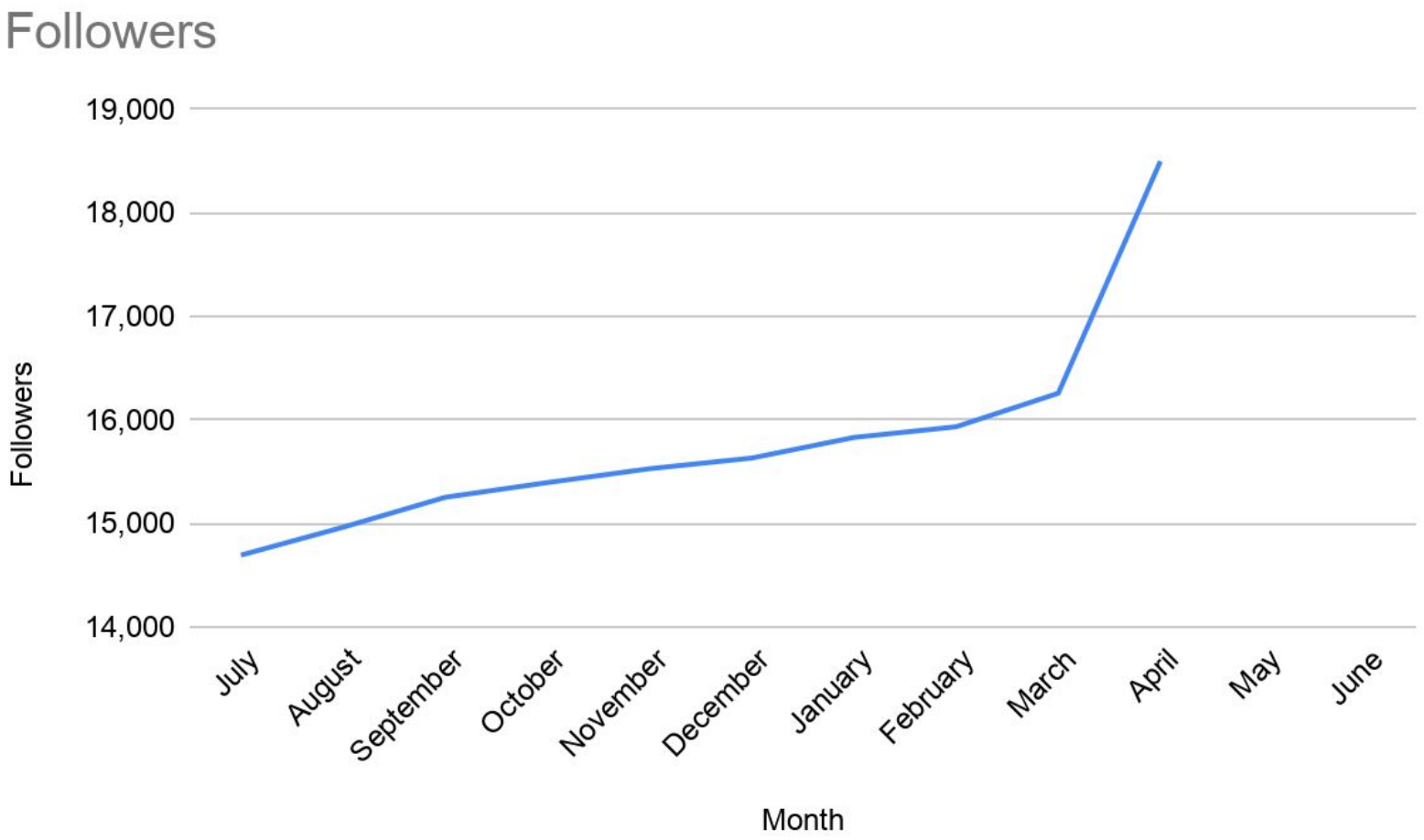
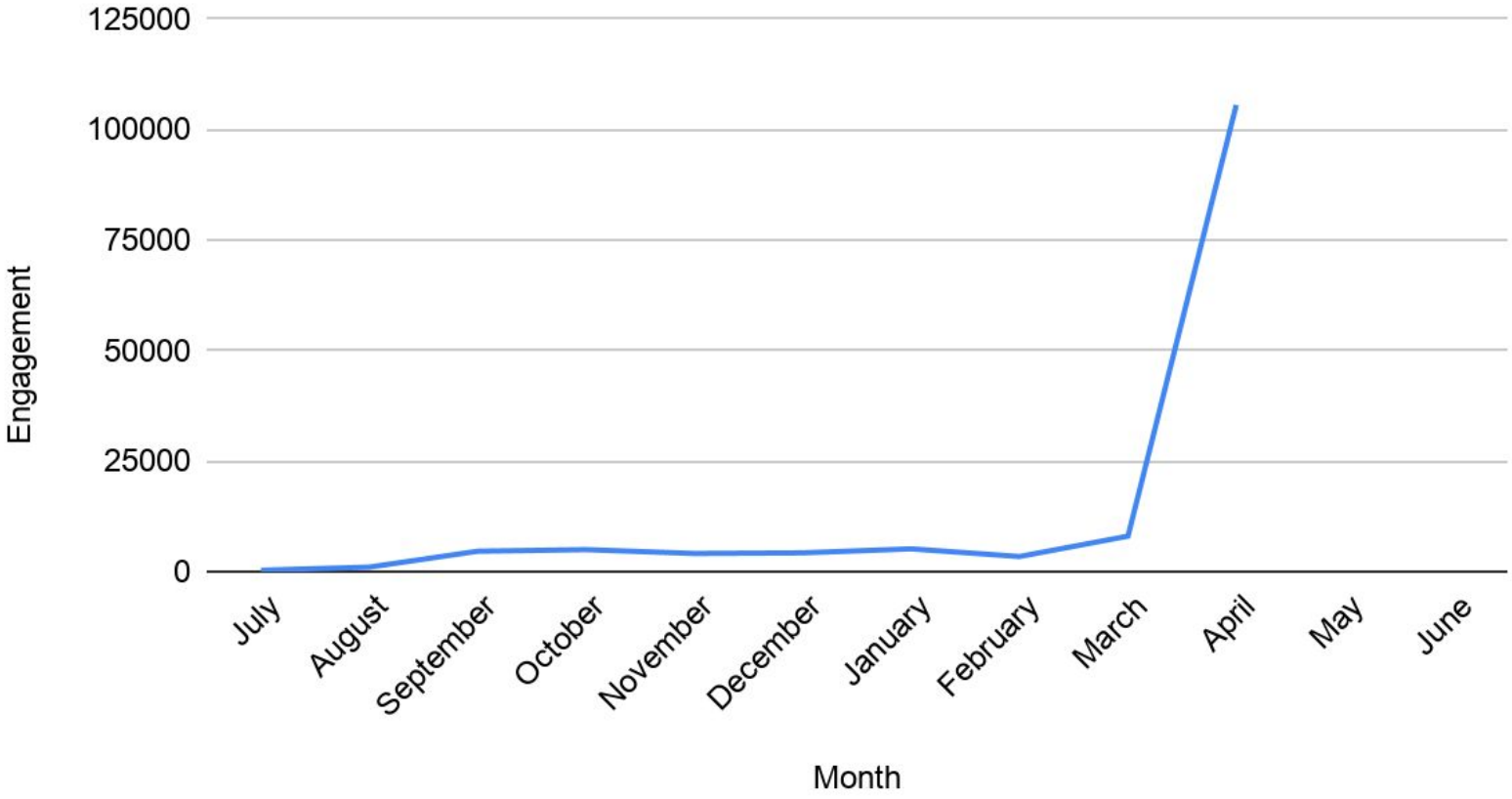

Likes + Follows Percent Increase vs. Target
Month Target
Month Actual PCT
%2000
%1500
%1000
%500
%000
July
August
September
October
November
December
January
February
March
April
May
June
Month


Month-Month Likes and Follows
Target
Actual
12500
10000
7500
5000
2500
0
July
August
September
October
November
December
January
February
March
April
May
June
Month

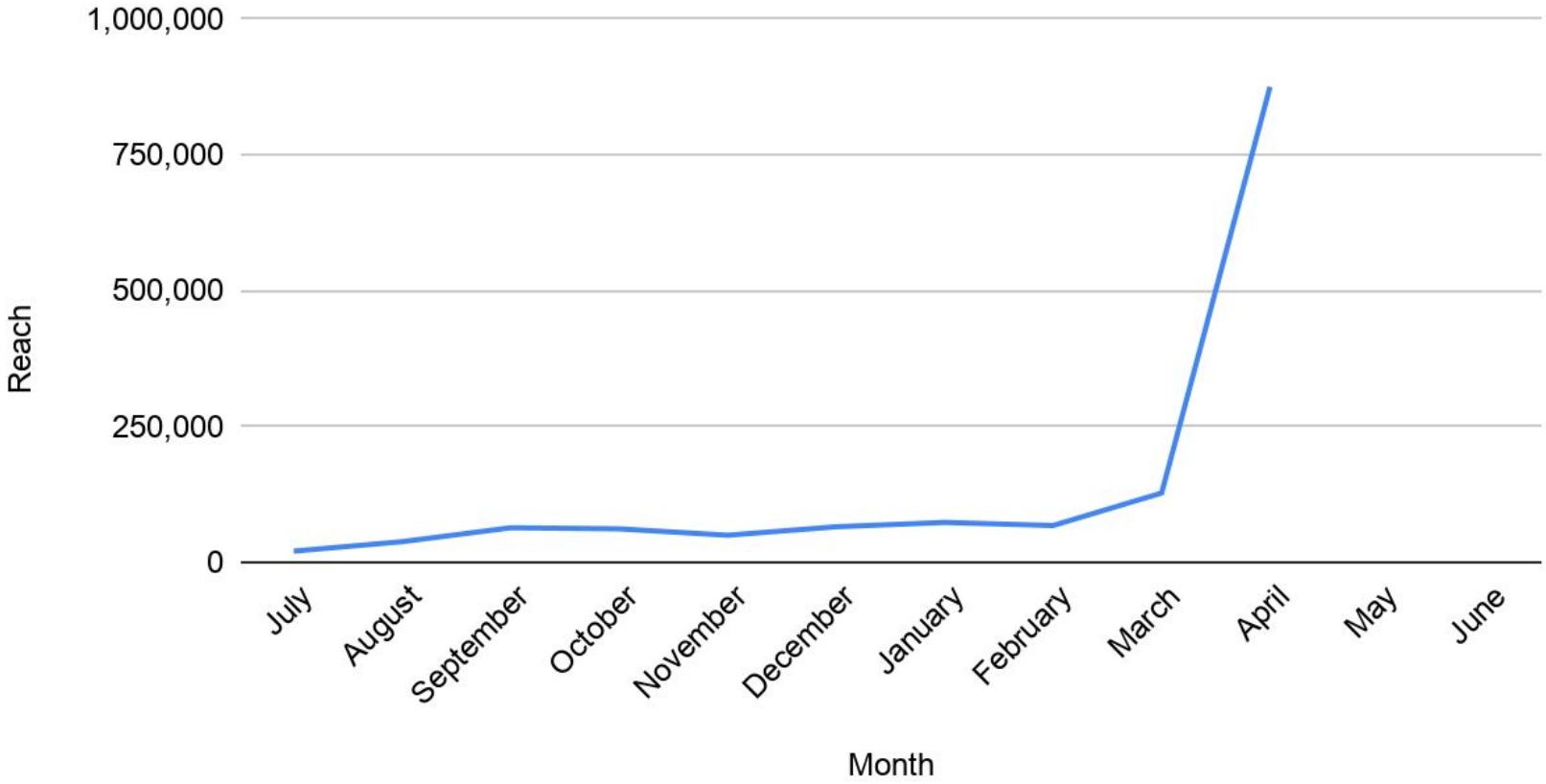

Rolling Likes and Follows
Rolling Target
Rolling Actual
30000
20000
10000
0
July
August
September
October
November
December
January
February
March
April
May
June
Month

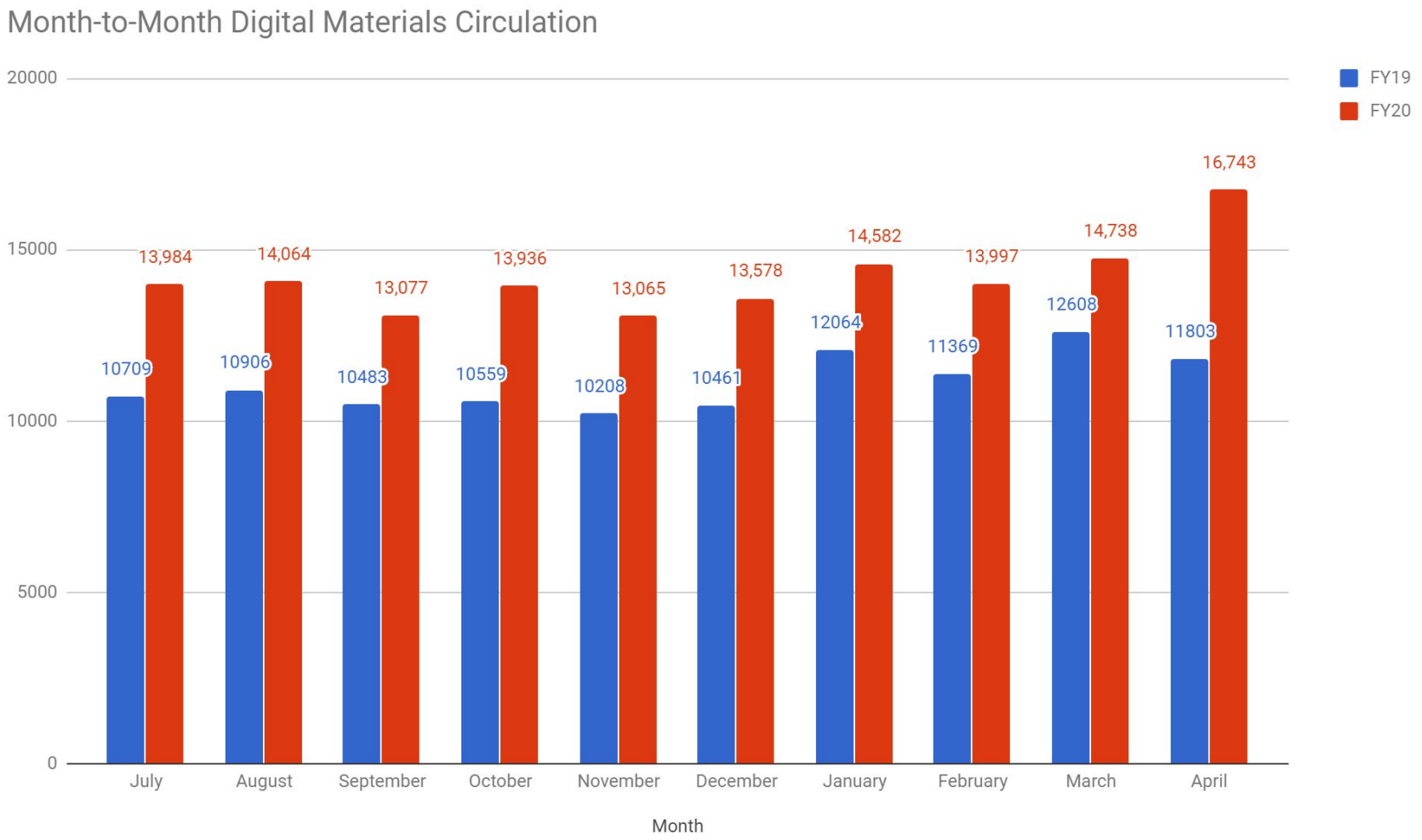

Followers
19,000
18,000
17,000
16,000
15,000
14,000
Followers
July
August
September
October
November
December
January
February
March
April
May
June
Month

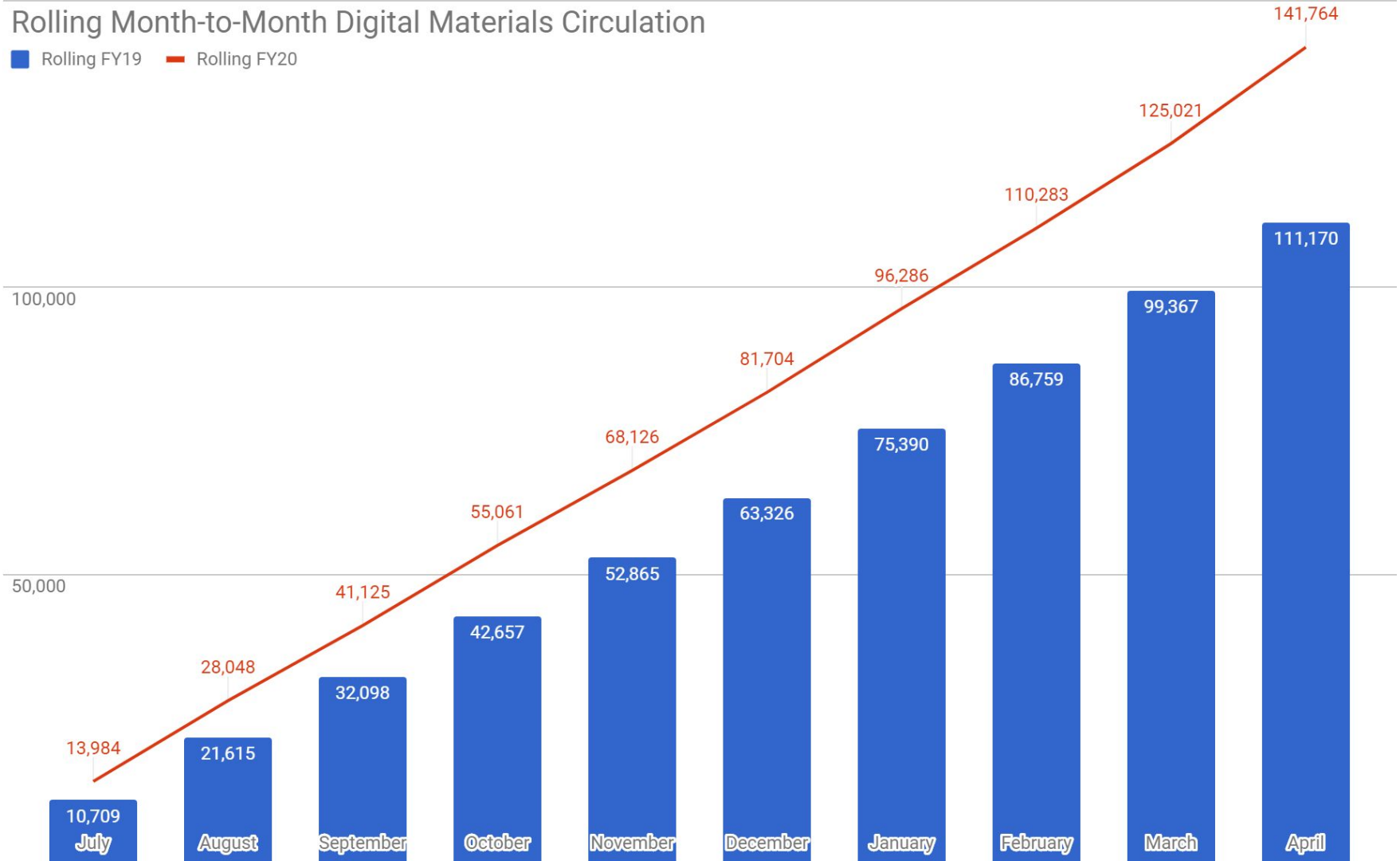
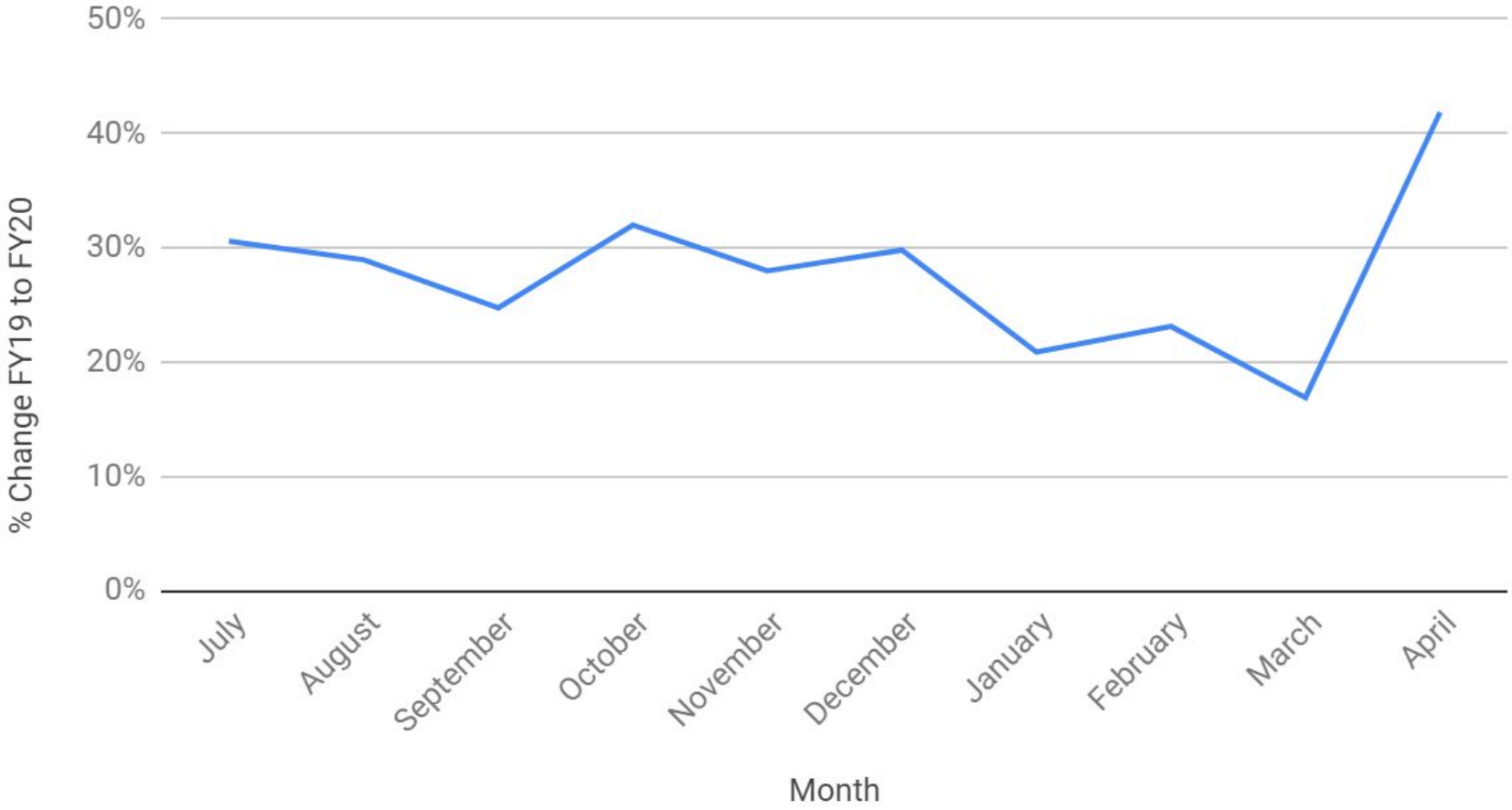
Engagement


125000
100000
75000
50000
25000
0
Engagement
July
August
September
October
November
December
January
February
March
April
May
June
Month

Reach


1,000,000
750,000
500,000
250,000
0
Reach
July
August
September
October
November
December
January
February
March
April
May
June
Month


Month-to-Month Digital Materials Circulation
20000
15000
10000
5000
0
FY19
FY20
10709
13,984
10906
14,064
10483
13,077
10559
13,936
10208
13,065
10461
13,578
12064
14,582
11369
13,997
12608
14,738
11803
16,743
July
August
September
October
November
December
January
February
March
April
Month


Rolling Month-to-Month Digital Materials Circulation
Rolling FY19
Rolling FY20
100,000
50,000
13,984
28,048
41,125
55,061
68,126
81,704
96,286
110,283
125,021
141,764
10,709
21,615
32,098
42,657
52,865
63,326
75,390
86,759
99,367
111,170
July
August
September
October
November
December
January
February
March
April

Digital Circulation FY20 Increase % by Month