

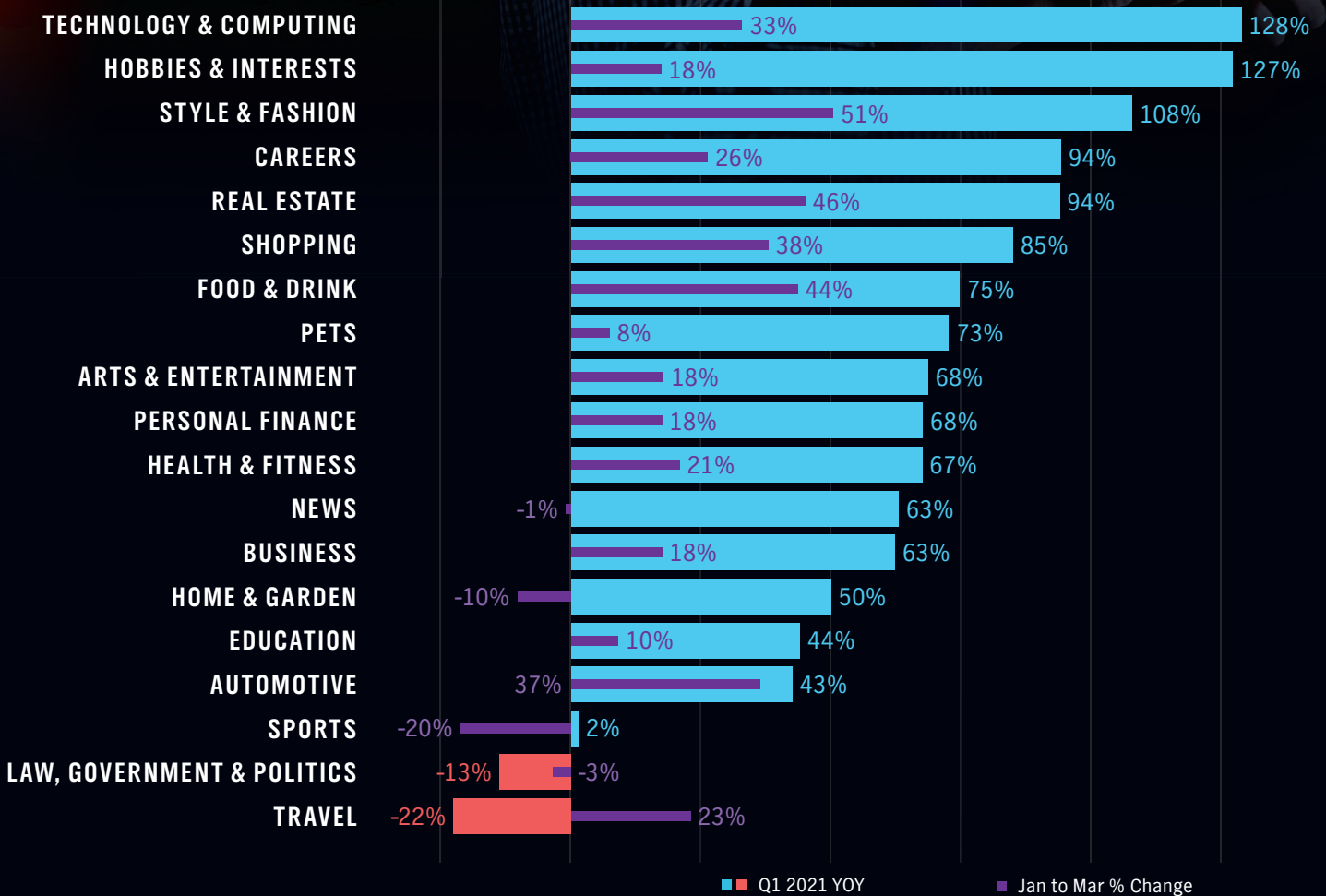
GLOBAL ADVERTISER AD SPEND

Q1 2021

AD SPEND CHANGE BY ADVERTISER CATEGORY

Q1 2021, YOY

With the exception of Law, Government & Politics and Travel, all industry verticals have surpassed last year's ad spending. Some industries that were significantly impacted early in the pandemic have already started to accelerate its ad spending; in the first quarter, we saw significant increases in spend in the Style & Fashion, Real Estate, Food & Drink, Shopping, and Automotive verticals. Travel, while is down over last year, saw significant growth within the quarter.



LARGEST ADVERTISER AD SPEND INCREASES IN Q1, BY CATEGORY

Style & Fashion, Real Estate, Food & Drink saw the largest increases from January to March in 2021.

STYLE & FASHION



REAL ESTATE



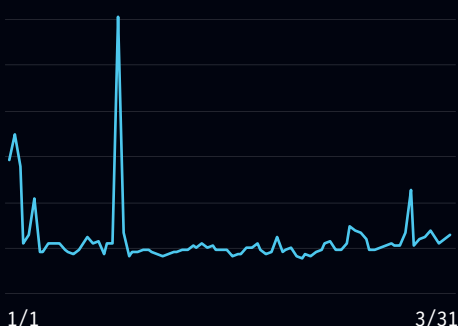
FOOD & DRINK



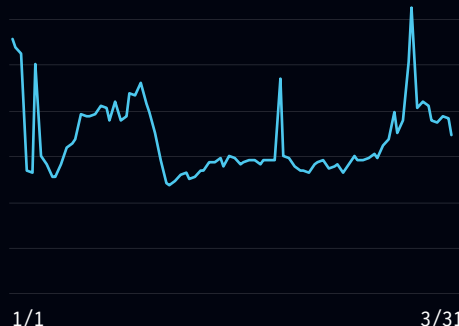
LARGEST ADVERTISER AD SPEND DECLINES IN Q1, BY CATEGORY

As the pandemic continued to persist, Sports, Home & Garden, and Law, Government & Politics ad spending saw the largest declines during the quarter.

SPORTS



HOME & GARDEN



LAW, GOVERNMENT & POLITICS

