

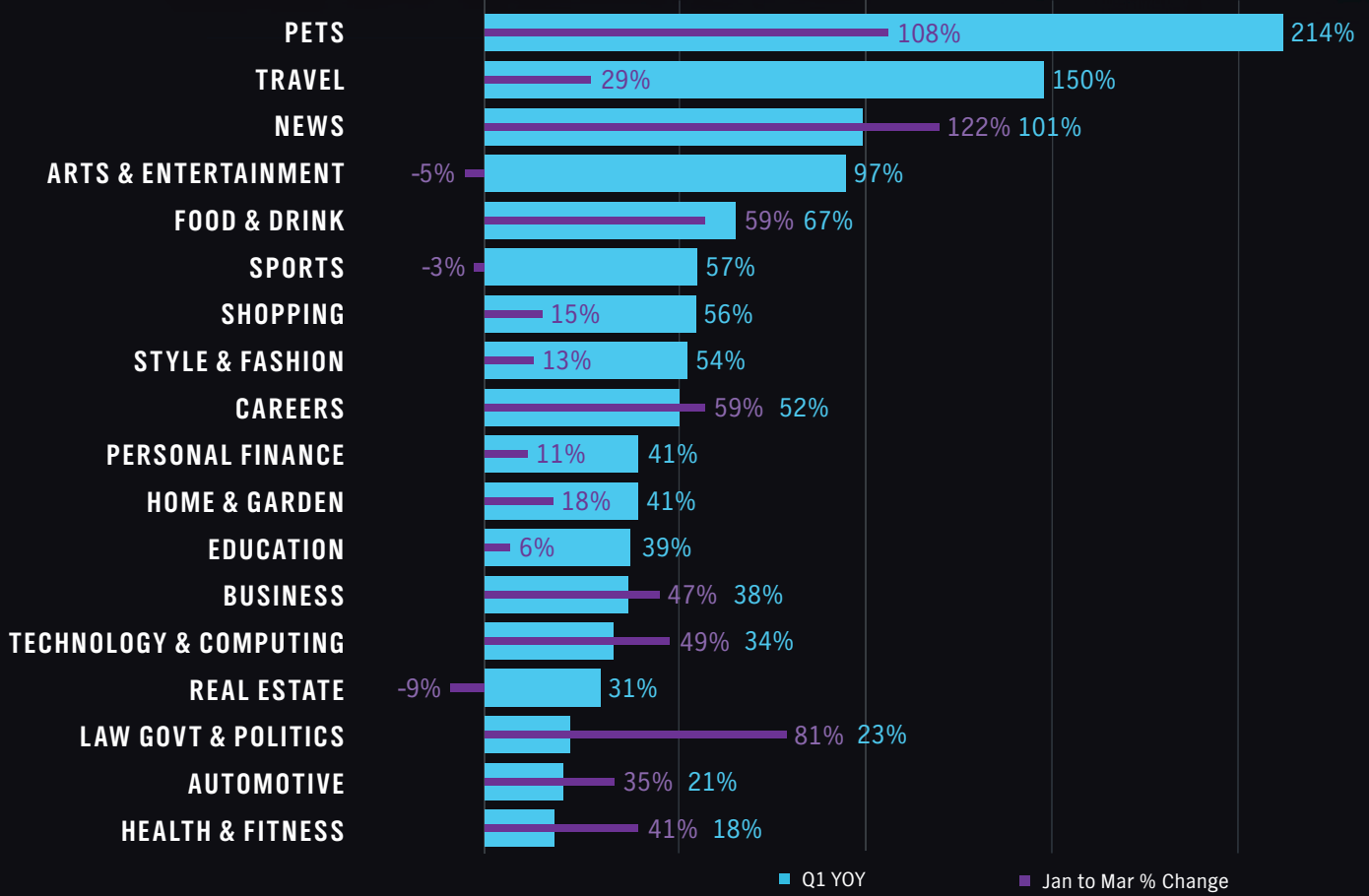
GLOBAL ADVERTISER AD SPEND

Q1 2022

AD SPEND CHANGE BY ADVERTISER CATEGORY

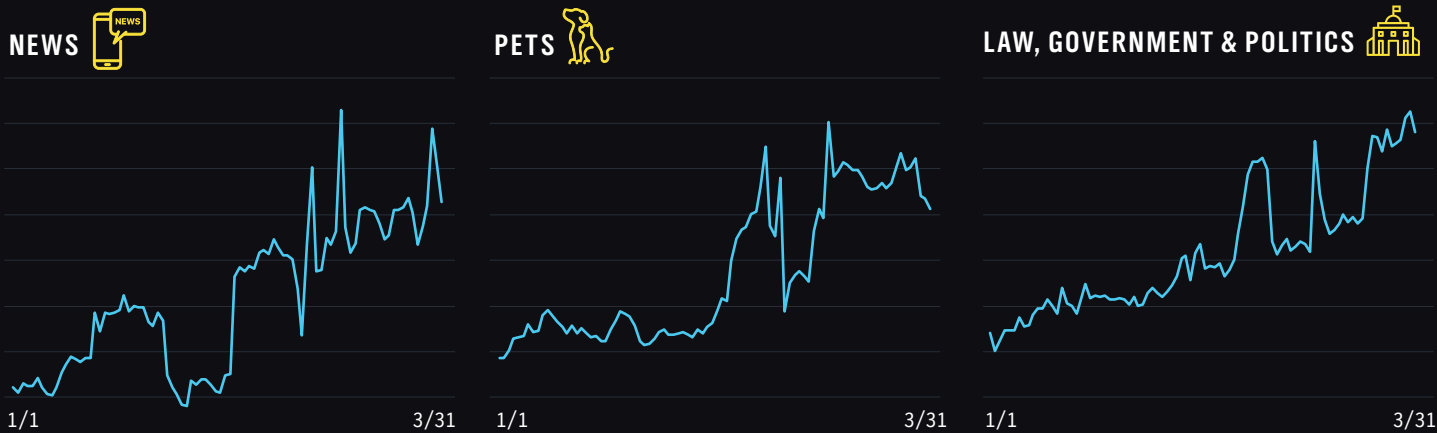
Q1 2022, YOY

Q1 global ad spend grew 47% over last year and expanded in every advertiser category. Pets surpassed Travel ad spending for the first time since Q2 2021, almost tripling its size over last year while still growing rapidly within the quarter.



LARGEST ADVERTISER AD SPEND INCREASES DURING Q1, BY CATEGORY

Both News and Pets doubled their ad spending between January to March. While Law, Government & Politics saw one of the weakest YoY growths, ad spending spiked within Q1. The dramatic in-quarter growth for both News and Law, Government & Politics are likely related to the onset of the Russian/Ukrainian war.



SMALLEST ADVERTISER AD SPEND INCREASES DURING Q1, BY CATEGORY

Real estate ad spending saw the steepest in-quarter decline while still growing 31% YoY. Arts & Entertainment also softened within the quarter while growing strong YoY; aside from Travel, Arts & Entertainment remains one of the few categories that consistently nearly doubled its ad spending YoY every quarter from Q2 2021 until Q1 2022. Sports ad spending stayed relatively flat within Q1.

