

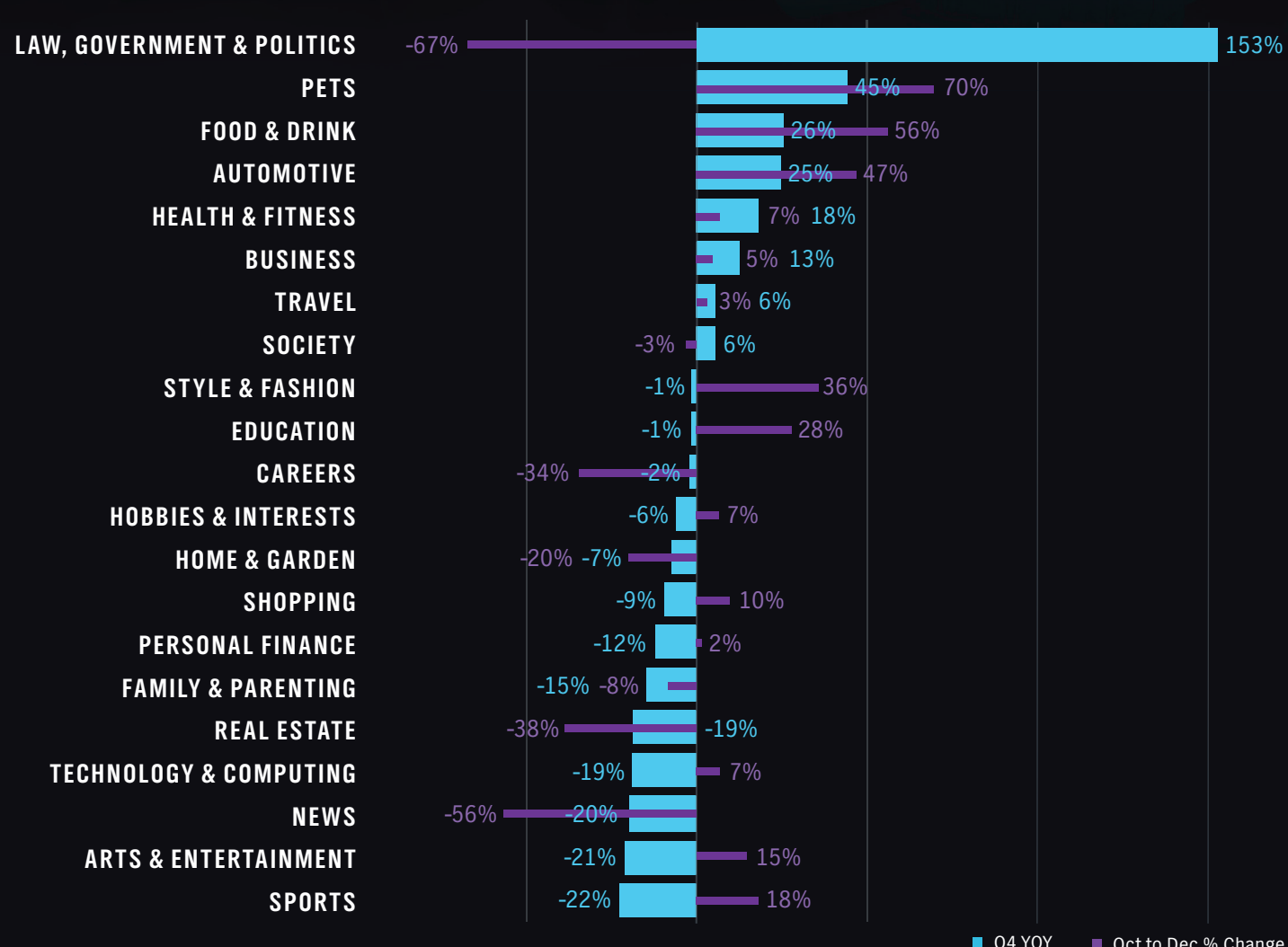
# GLOBAL ADVERTISER AD SPEND

## Q4 AND 2022 FULL YEAR SUMMARY

### AD SPEND CHANGE BY ADVERTISER CATEGORY

Q4 2022, YOY

Q4 global ad spend stayed relatively flat over last year, and grew 7% within the quarter. Law, Government & Politics, topped the list again by more than doubling last year's ad spending. Pets, one of the few categories that has continued to grow throughout the course of the global health pandemic, reignited its growth after a more tempered increase last quarter.



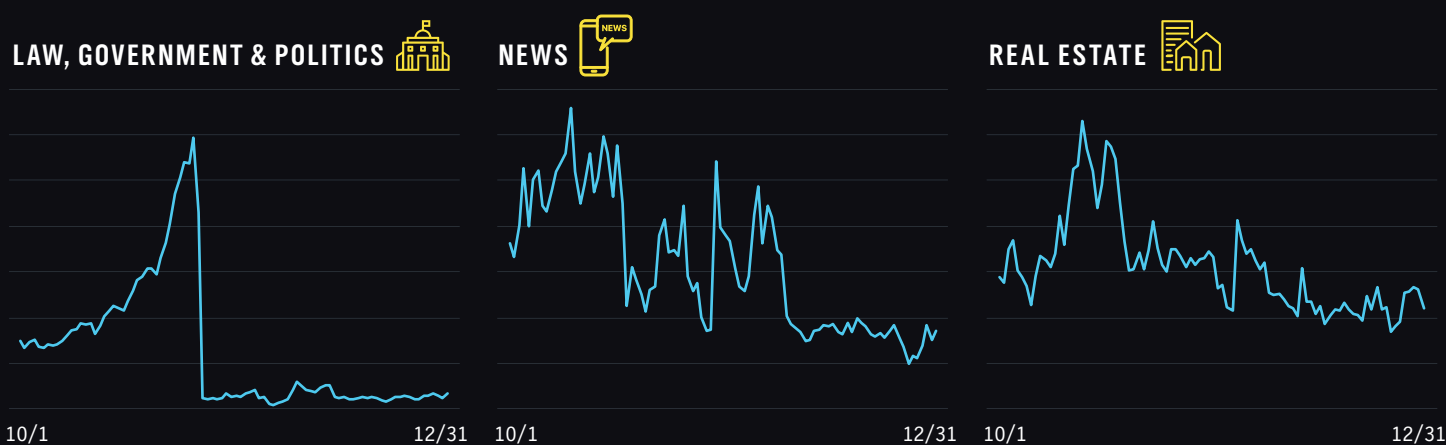
### LARGEST ADVERTISER AD SPEND INCREASES DURING Q4, BY CATEGORY

Global ad spending for Pets, Food & Drink, and Automotive categories saw consistent growth approaching the end of year holidays. However, Pets saw a dramatic spike in ad spending during the week of Black Friday sales in the US.



### SMALLEST ADVERTISER AD SPEND INCREASES DURING Q4, BY CATEGORY

After the US Midterm elections, Law, Government & Politics, and News categories saw quick drop offs in ad spending. The Real Estate market continues to cool off with elevated mortgage rates.



### AD SPEND CHANGE BY ADVERTISER CATEGORY

2022 YOY

In 2022, ad spending grew 22% year-over-year. Almost all advertiser categories saw double digit growth rates. Law, Government and Politics nearly doubled in ad spending fueled by the U.S. midterm elections. Both Travel and Sports had unpredictable trajectories at the onset of the global pandemic, but while Travel saw continuous strong growth in 2022, Sports continued to waver and ended the year almost flat against the previous year.

