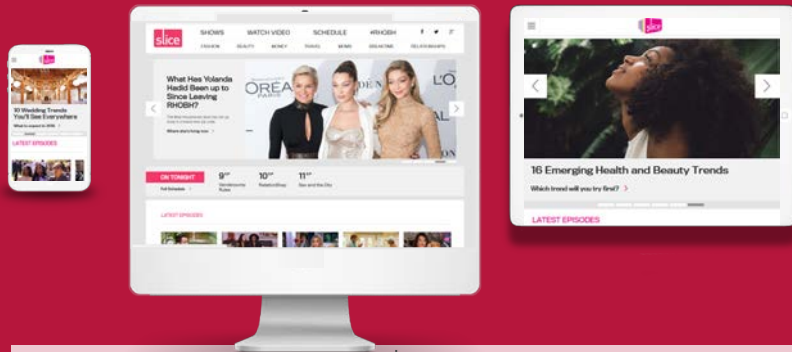


Slice.ca: Reaching Over 320 Thousand Canadians Monthly (+43% YoY)

The go-to destination for hit shows and relatable content that online audiences can't get enough of. Slice.ca is a favourite destination for all things, family, fashion, relationships, weddings, and money.

| | | |
|--|--|--|
| 14.3 Million Page Views Monthly | 778 Thousand Video Starts Monthly (+79% YoY) | 39 Avg. Minutes Per Visitor Monthly |
|--|--|--|



| | |
|--|---|
| 41 Thousand+ facebook likes To date | 26 Thousand+ twitter followers To date |
|--|---|

UV and Time Spent Source: comScore Media Metrix, Multi-platform data, 3-month avg, ending November 2017, Base: Total Canada, All Locations, 2+ digital audience; Page Views and Video Segment Views source: Adobe Analytics, 3-month average ending November 2017. Facebook source: <https://www.facebook.com/Slice>, Twitter source: https://twitter.com/slice_tv

18+ Audience Profile

40%
Index
77

60%
Index
124

| Age | % | Index |
|-------|-----|-------|
| 18-34 | 31% | 102 |
| 35-54 | 43% | 112 |
| 55+ | 26% | 93 |

| Region | % | Index |
|----------|------|-------|
| Atlantic | 2.5% | 38 |
| BC | 18% | 129 |
| Ontario | 55% | 146 |
| Prairies | 21% | 125 |
| Quebec | 4.0% | 16 |

Audience **Sweetspot**

| | | |
|---------------|------------|------------|
| F25-54 | 41% | 149 |
|---------------|------------|------------|

Source: comScore Media Metrix, Multi-platform data, November 2017, Base: Total Canada, All Locations, 2+ digital audience.