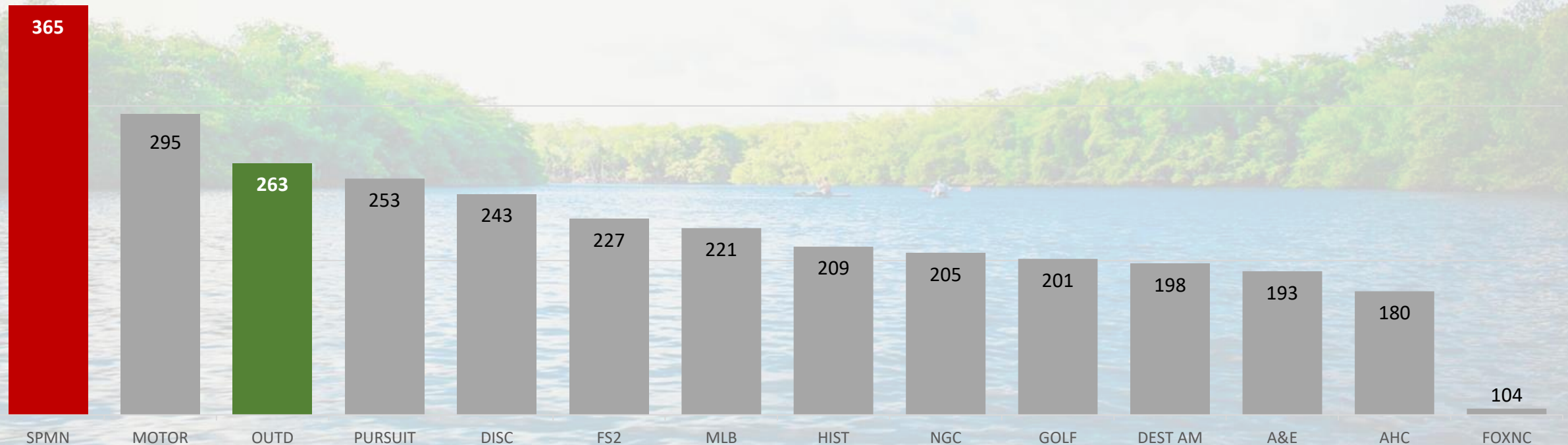


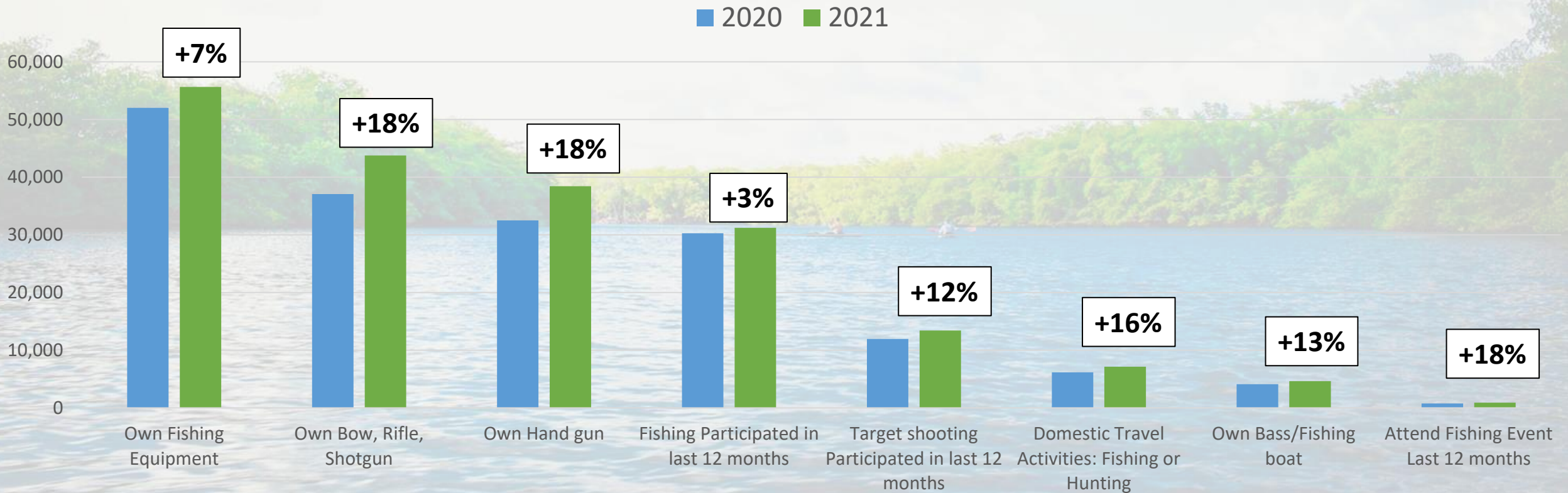
## OSG IS THE PLACE TO REACH MEN

We Have a Higher Concentration of M25-54 Viewers Than Competitors  
3Q'21 M25-54 VPVH Rank vs. Competitive Set



# Interest in Hunting & Fishing Continues To Rise!

Number of U.S. Adults Who Own, Participate or Attend  
MRI Doublebase 2021 vs. 2020

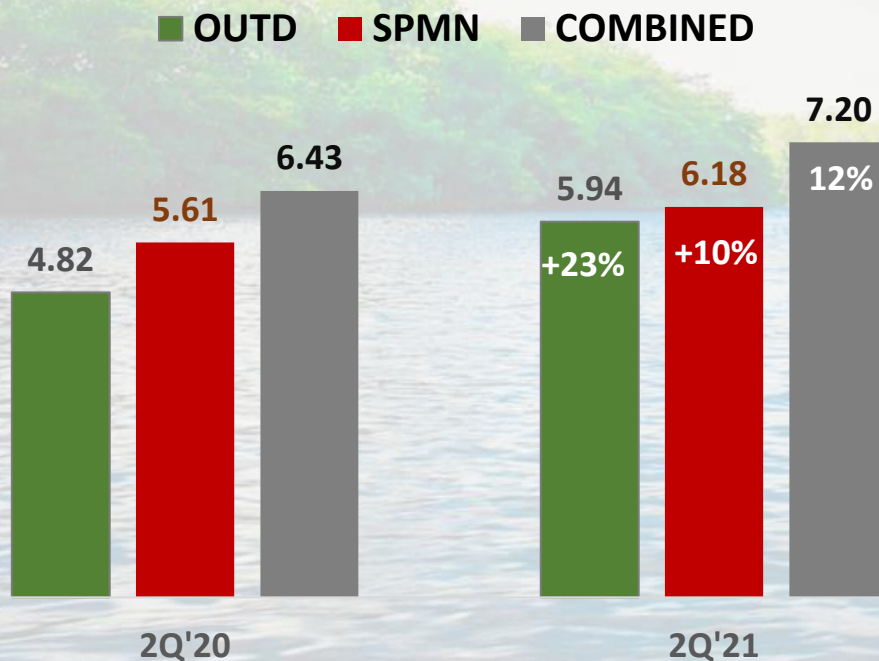


## OSG Viewers Continue To Be More Engaged

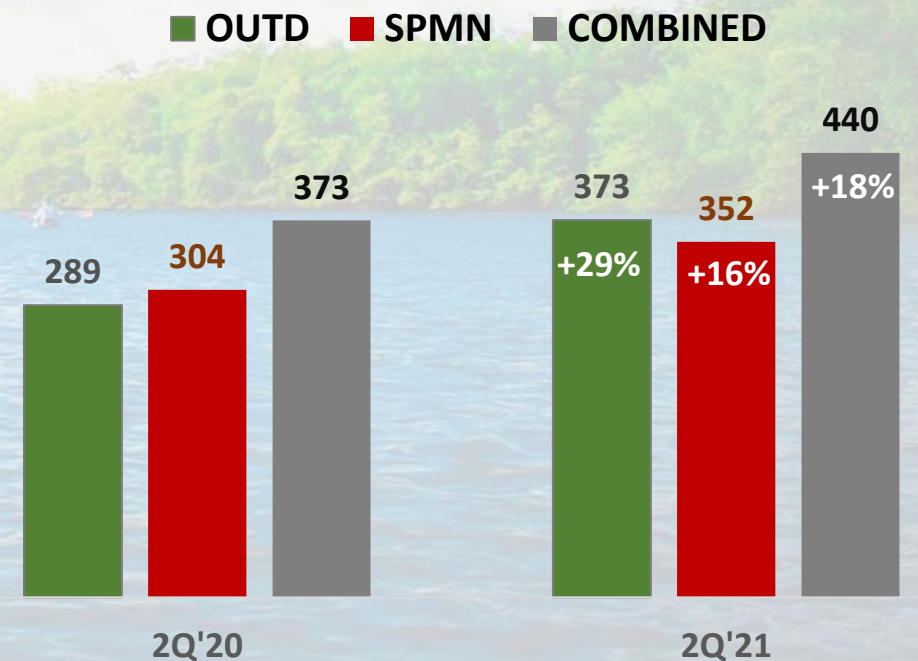
*Even Compared to Viewership Peaks Due to Covid in 2020, OUTD and SPMN Viewers Continue to Watch More Often and For Longer Periods of Time*

In 2Q'21, Viewers Tuned Into OUTD/SPMN more than 7 times and viewed for almost 7 ½ hours (440 Minutes)

Average Frequency % Increase Vs. Prior Year



Minutes Viewed % Increase Vs. Prior Year



## OSG DELIVERS MORE VIEWERS THAN PURSUIT AND MOST OF THESE VIEWERS ARE ONLY WATCHING US, NOT PURSUIT



- Delivers almost 5 Times More Viewers than Pursuit
- Only 14% of OUTD Viewers Watch Pursuit but 40% of Pursuit Viewers Watch OUTD

OSG's audience is much larger than Pursuit's and while most OSG viewers are not watching Pursuit, Pursuit viewers are watching us - so advertisers can easily reach them on our networks!



- Delivers almost 2 Times More Viewers than Pursuit
- Only 28% of SPMN viewers Watch Pursuit but almost 40% of Pursuit Viewers Watch SPMN



- Delivers almost 1.5 Times More Viewers than Pursuit
- Low Duplication Between Networks

### PURSUIT

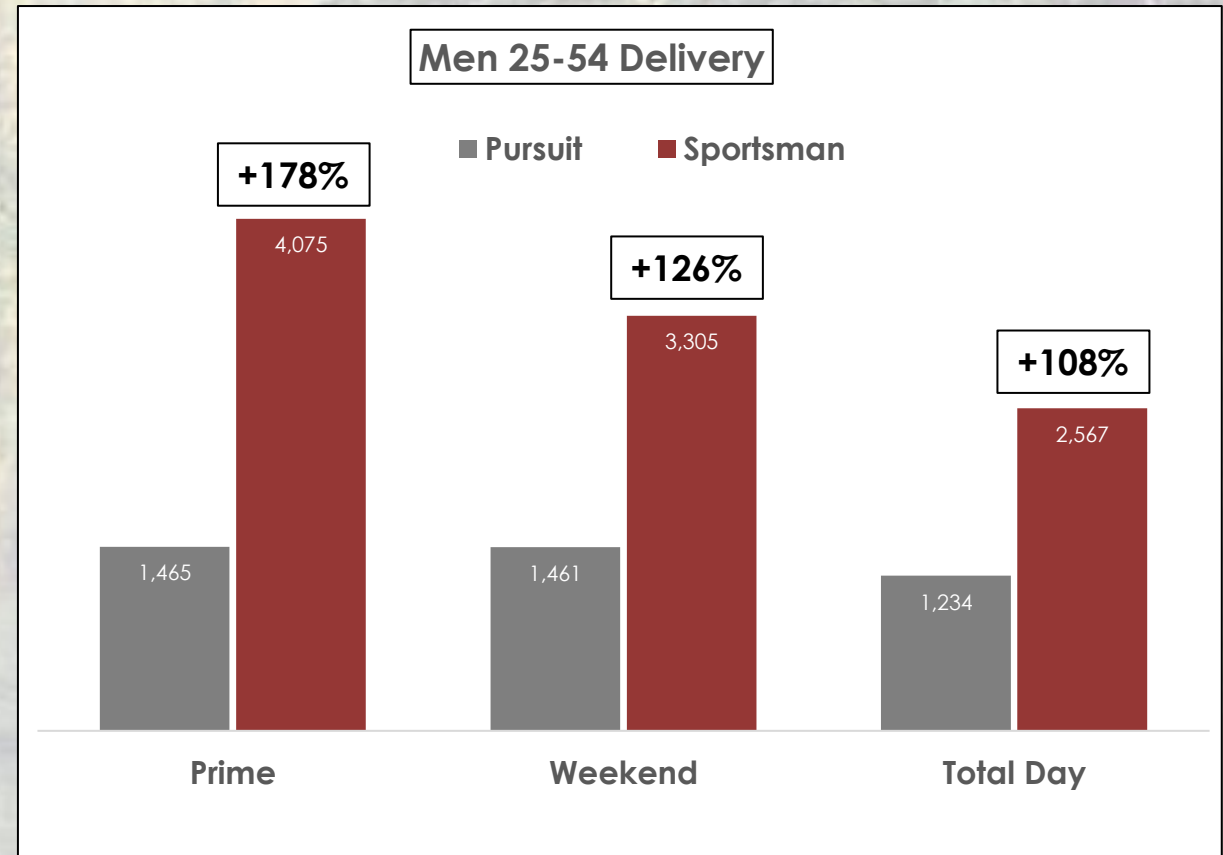
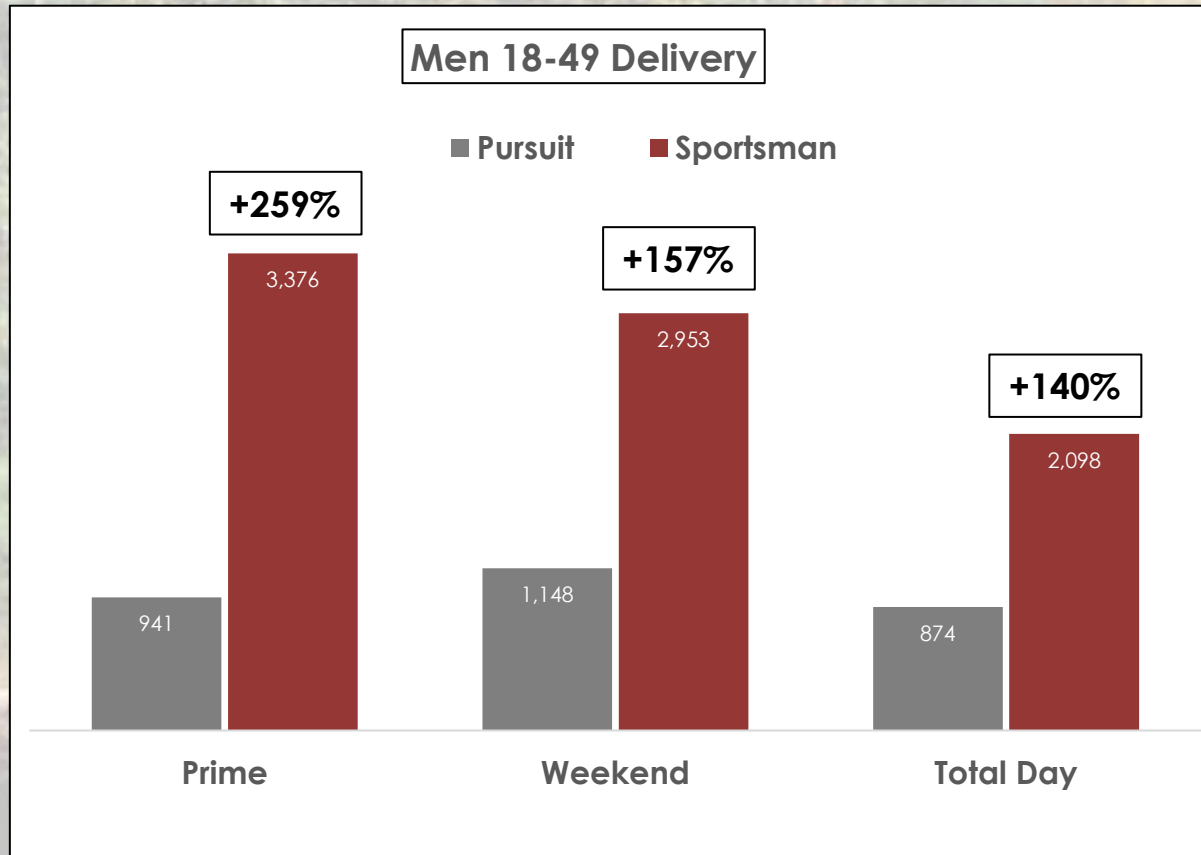
- Small Audience
- Many of their Viewers are Watching OSG

*Circle size closely reflects average audience size*

# DID YOU KNOW?

## SPMN Continues To Dominate Pursuit in May'21

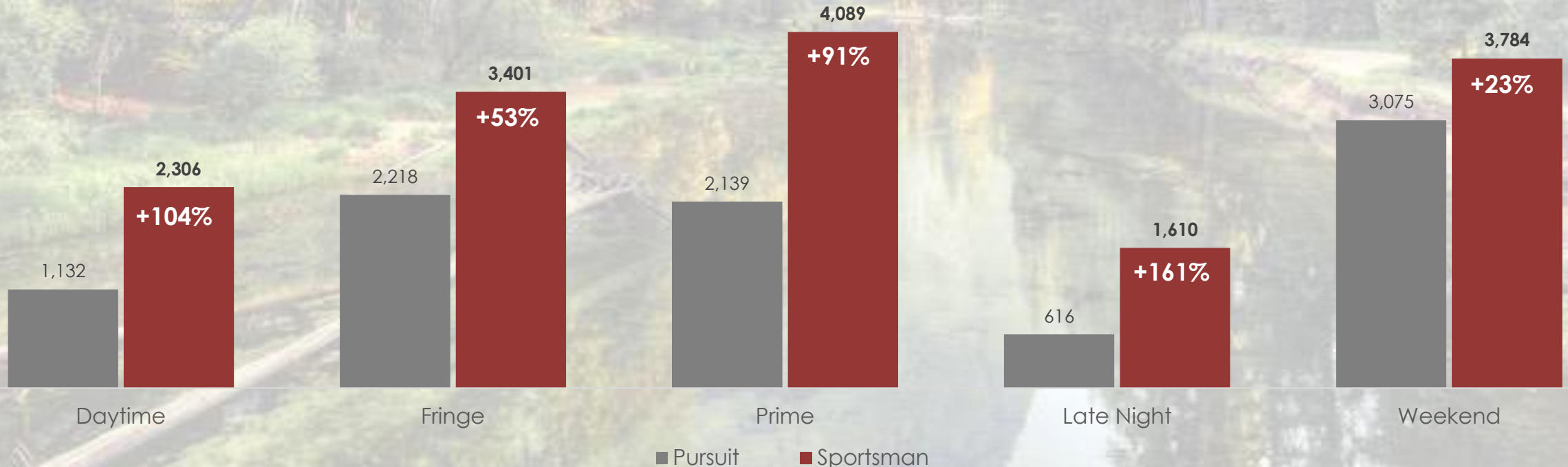
By Triple-Digits Among M18-49 and M25-54 In Key Dayparts



# DID YOU KNOW?

## SPMN Continues To Deliver More M25-54 Viewers Than Pursuit Across All Dayparts in 1Q'21

Live +7 Average Audience  
Men 25-54 Delivery



Source: Nielsen, 1Q'21 (12/28/20-3/28/21) Live +7, AA Viewing, Daytime M-F 6A-3P; Fringe: M-F 3P-7P; Prime: M-Sun 7P-12A; Late Night M-Su 12A-6A; Weekend: Sa-Sun 6A-7P

# DID YOU KNOW?

## SPORTSMAN beats PURSUIT by +509% with Men 25-54

For every 1 Male 25-54 watching Pursuit, Sportsman Channel had 6 Men 25-54 watching.

