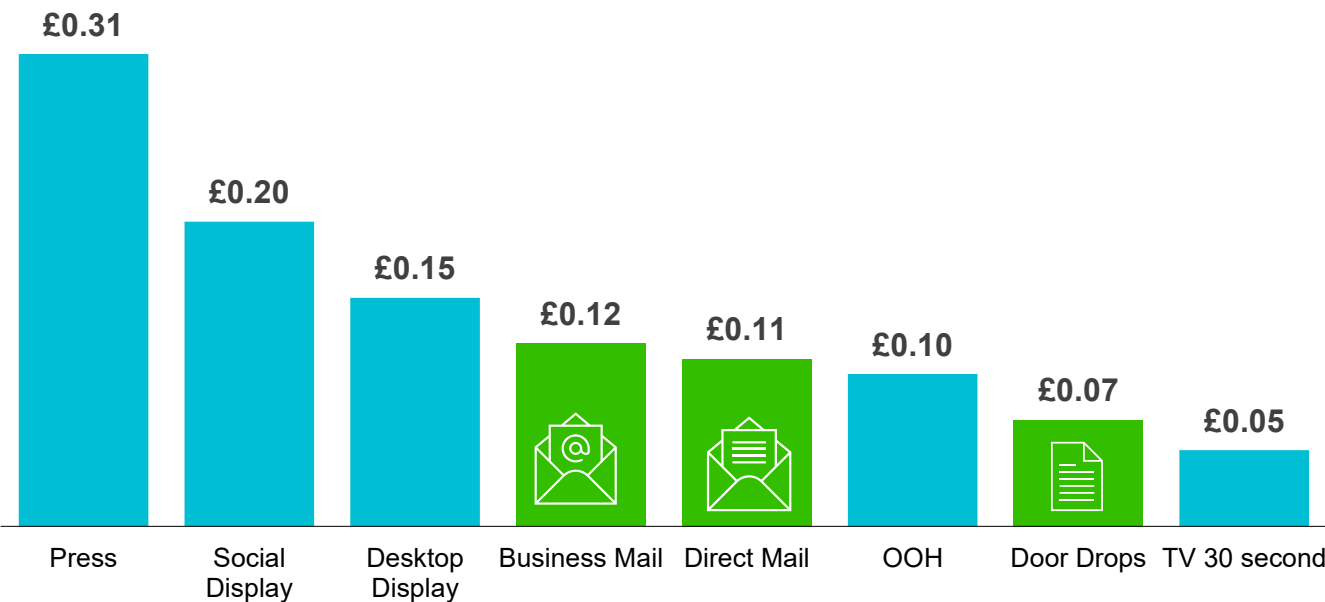


4. Door Drop attention is cost-effective



Door Drops are about as attention efficient as Super Touchpoints come

Cost per Minute of Attention as of Q1 2024 (ABC1 Adults)



Source: JICMAIL Item Data Q1 2024.; Lumen; TVision; 7Stars 2023 CPM data. Note: Attention is measured using an eye-tracking methodology for all channels apart from mail. Mail attention is a claimed metric measured using the JICMAIL diary survey and verified by observed video analytics data. Viewability and % Viewed metrics have not been taken into account as standard across this analysis. OOH data based on roadside only.