



The Value Of Audience In A Specialist Platform

Investor webinar
8 October 2021

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FUTURE
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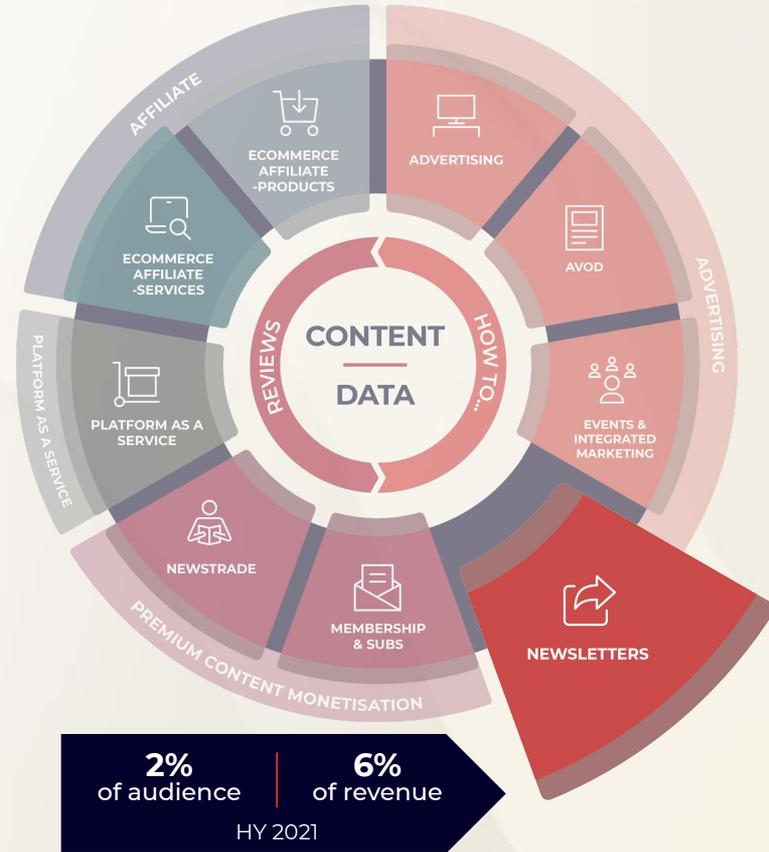
Executive summary

Not all audience is equal - important to understand the categorisation with high intent driving higher yield

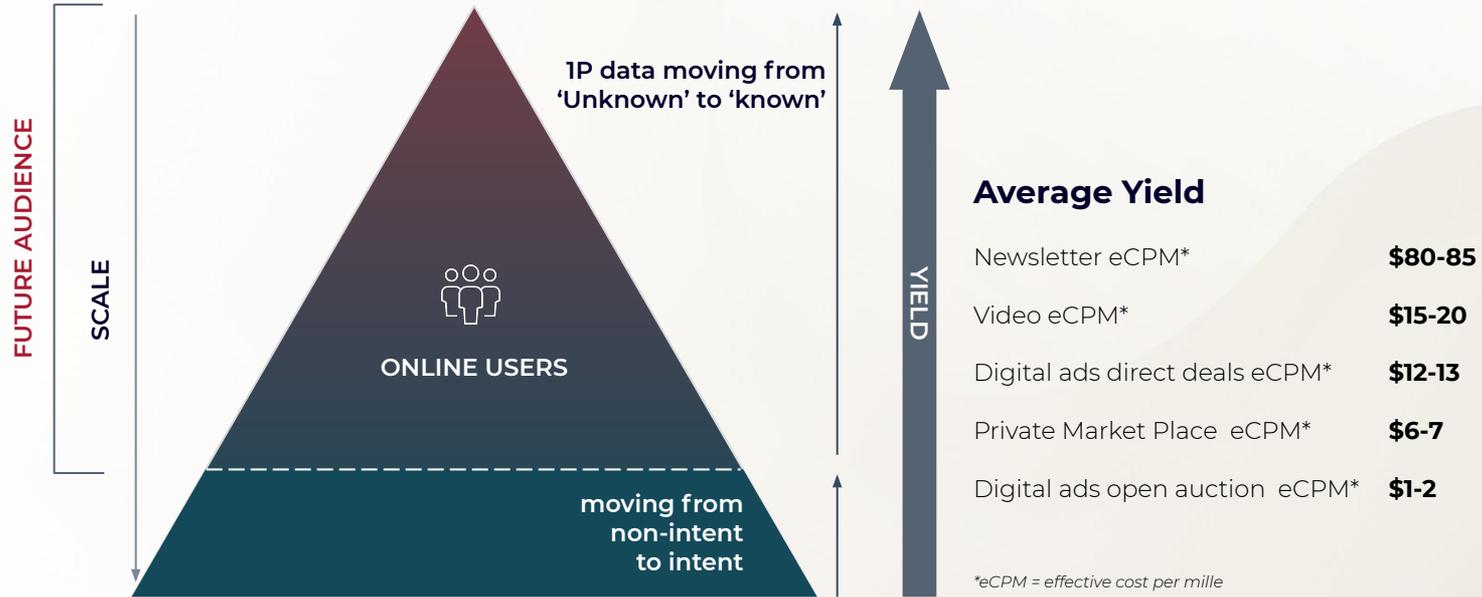
Importance of first-party data to enhance Aperture - our audience data platform - which enables us to segment our audience and provide value to advertisers and clients resulting in improved yield.

There is opportunity for yield expansion by **monetising our audience** through other capability such as newsletters.

Example of how the Group creates unique value through acquisition.



Knowing your audience



Future understands very well the value of endemic audiences and has a well-documented track record of attracting high-intent audiences to our platforms.

We help people do the things that matter to them in their lives through our quality content.

Our specialist and endemic audiences are made yet more valuable to by moving from 'unknown' to 'known'. The more we can enrich our audience data, the better we can serve their needs and generate diversified revenues from customers.

How do we do this?

Taking the B2B model of highly-enriched data to drive valuable customer relationships, fuelled by the acquisition of Smartbrief and our B2B businesses and applying this to B2C.

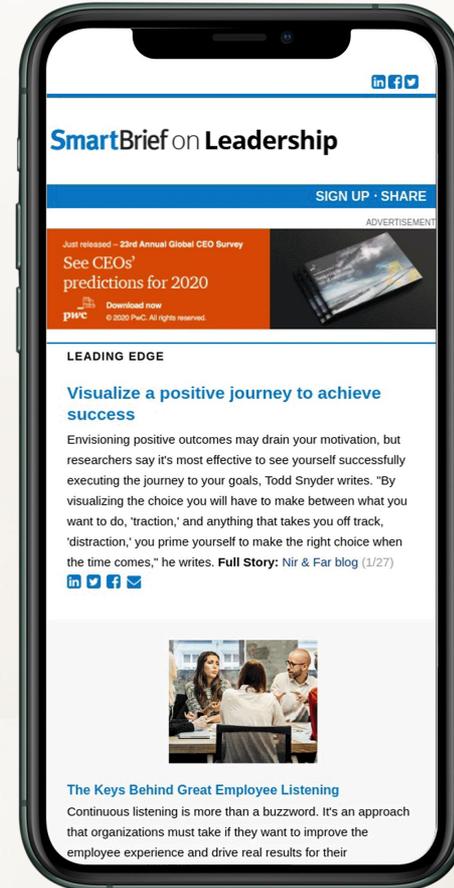
By bringing together B2B audience enrichment principles with Future's B2C DNA:



SmartBrief

The leading digital media publisher of targeted business news and information by industry.

Our mission is to equip B2B marketers, trade associations, and influential professionals with the technology, content, and data they need to succeed.

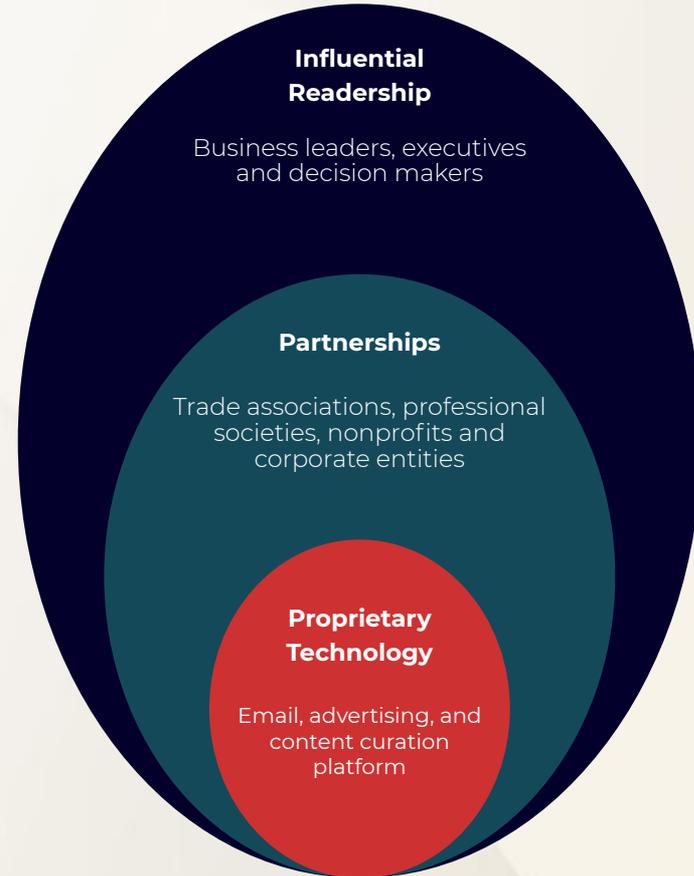




The SmartBrief Value

Combining technology & editorial expertise to deliver relevant industry news.

For over 20 years, SmartBrief has been refining its proprietary email technology platform to ensure the successful delivery of valuable curated news to an individual's inbox.



Introduction to Smartbrief



7m

Business leaders & professionals



250+

Publications



180+

Exclusive partnerships



1m+

New subscribers annually



34%

VP Level or Above

SmartBrief covers 15 B2B verticals



AVIATION
& AEROSPACE



BUSINESS
SERVICES



EDUCATION



ENERGY &
CHEMICALS



FINANCE



FOOD &
BEVERAGE



HEALTHCARE



INFRASTRUCTURE



LIFE SCIENCES
& TECHNOLOGY



MARKETING
& ADVERTISING



RETAIL



TECH



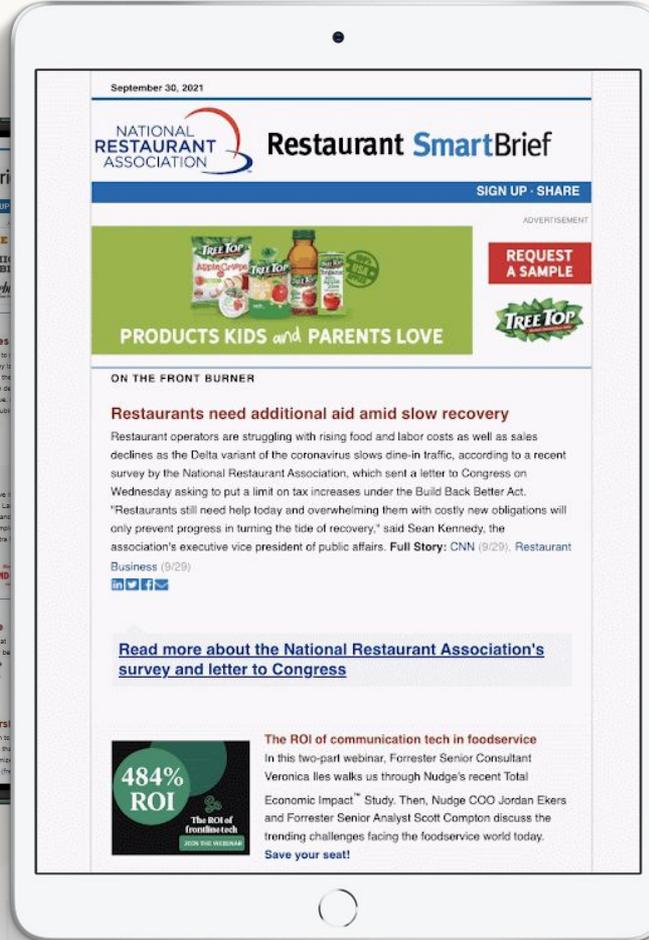
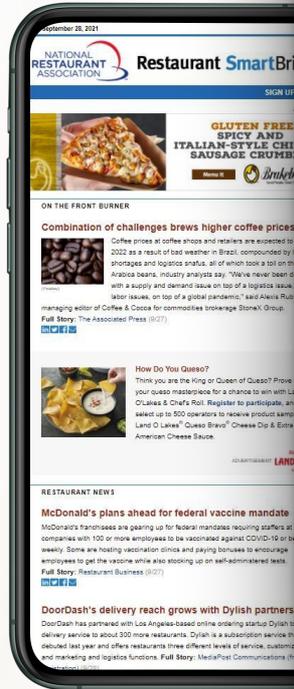
TELECOM



TRAVEL &
HOSPITALITY



NEW: MEDIA &
ENTERTAINMENT



Caribou Coffee debuts drink delivery subscriptions



In a bid to boost its presence beyond its Midwest stores, Caribou Coffee unveiled a delivery subscription service this week that is available weekly, biweekly or monthly and includes around coffee

Future Synergies - Paid Entry Awards

Paid Entry Awards

SmartBrief
Innovation Awards
FOODSERVICE

in partnership with



SmartBrief
Innovation Awards
WORKPLACE

in partnership with

AMTECHNOLOGY



- Utilising the Future wheel to create a new B2B product
- Enhanced relationship with top-tier SmartBrief association partner, introduced a new partner revenue opportunity
- Increased SmartBrief brand awareness among reputable product entrants and judging companies
- Introduced new upsell opportunities and new sales leads into the pipeline

Summits and Podcasts

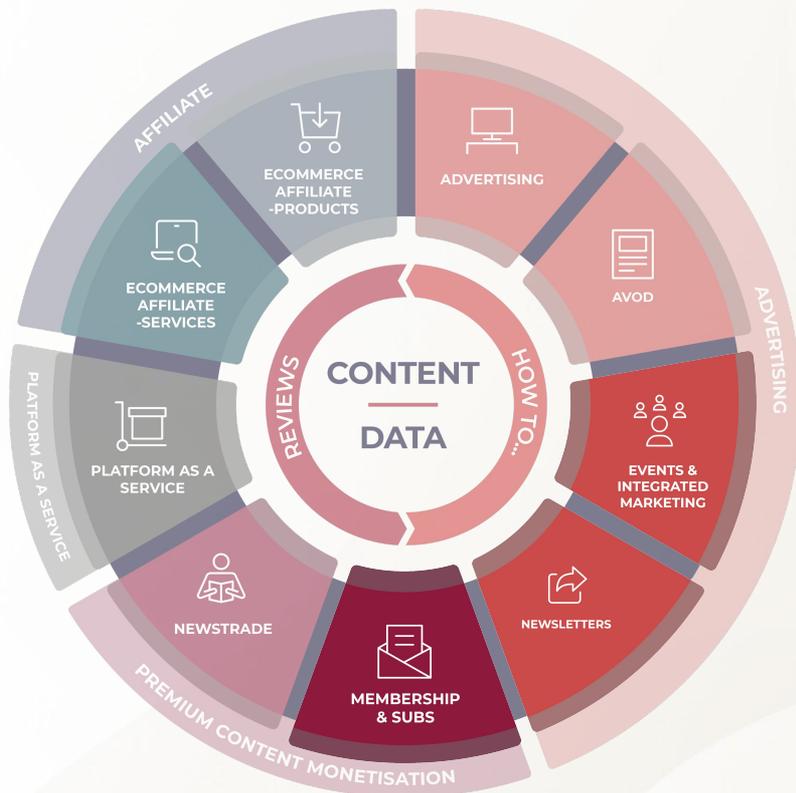


16
Virtual events

21
Sponsors

7,000+
Registrants

- SmartSummits: 16 SmartBrief virtual events produced with 21 sponsors, 7,000+ registrants
- Spanning Health Care, Education, Business Services, Retail, Food & Travel
- Podcast: EDF Renewables
- Touchpoints Podcast in Health Care is launching this month
- Niche B2B Podcasts ranking in the top 10% of all podcasts based on Episode Downloads*



The SmartBrief operating model

This balance is what allows us to deliver industry leading engagement rates, while diversifying the revenue stream with new product lines.

SmartBrief average engagement is above industry average:

23%
Unique open rates*
(industry benchmark*18%)

3.5%
CTR**
(industry benchmark 2.6%)

Driving high value yield with average eCPM of \$80-85 for newsletter ads.***

*OpenRate Calculated as Unique Emails Opens divided by Total Sends

**CTR calculated as number of clicks divided by number of emails sent.

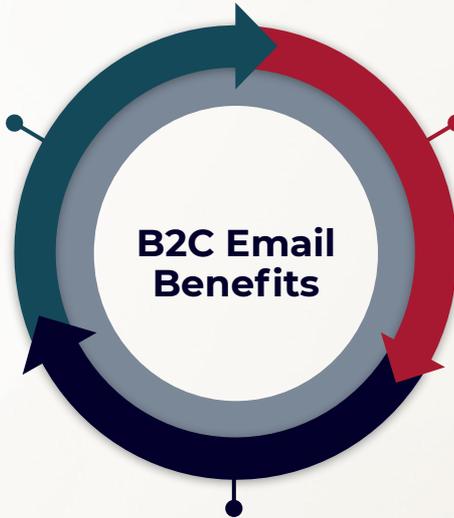
***This does not include Dedicated Sends. This only includes eNewsletter section ads.

The B2C opportunity, enabled by Smartbrief

B2C Newsletters are an important part of our media mix.

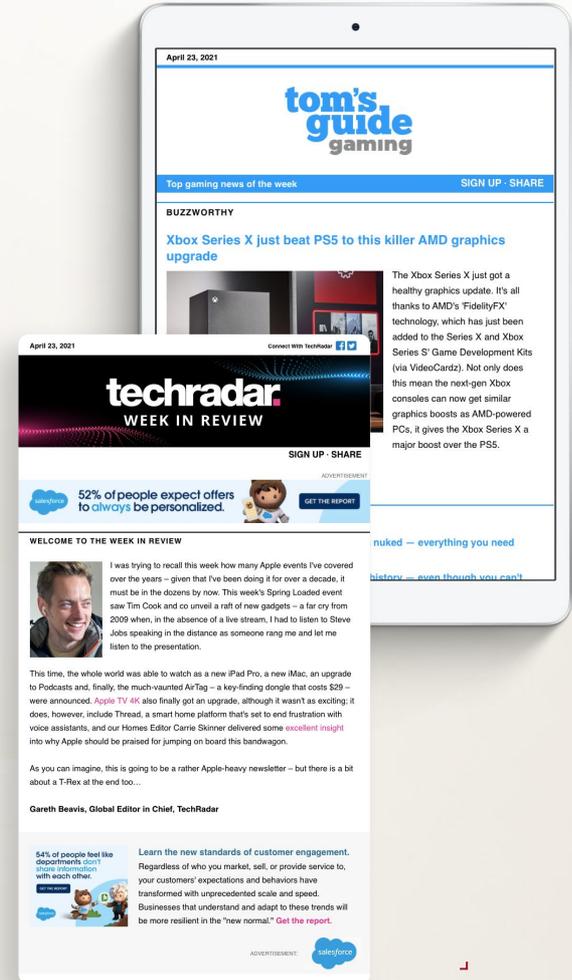
Email, as a channel, is experiencing a renaissance, and is an important channel to grow first party data. Growing and enriching our own B2C first party data has multiple benefits, from improving Ad Effectiveness to selling subscriptions

Email Newsletters drive traffic back to websites
Current FYTD referral volumes = 12M sessions



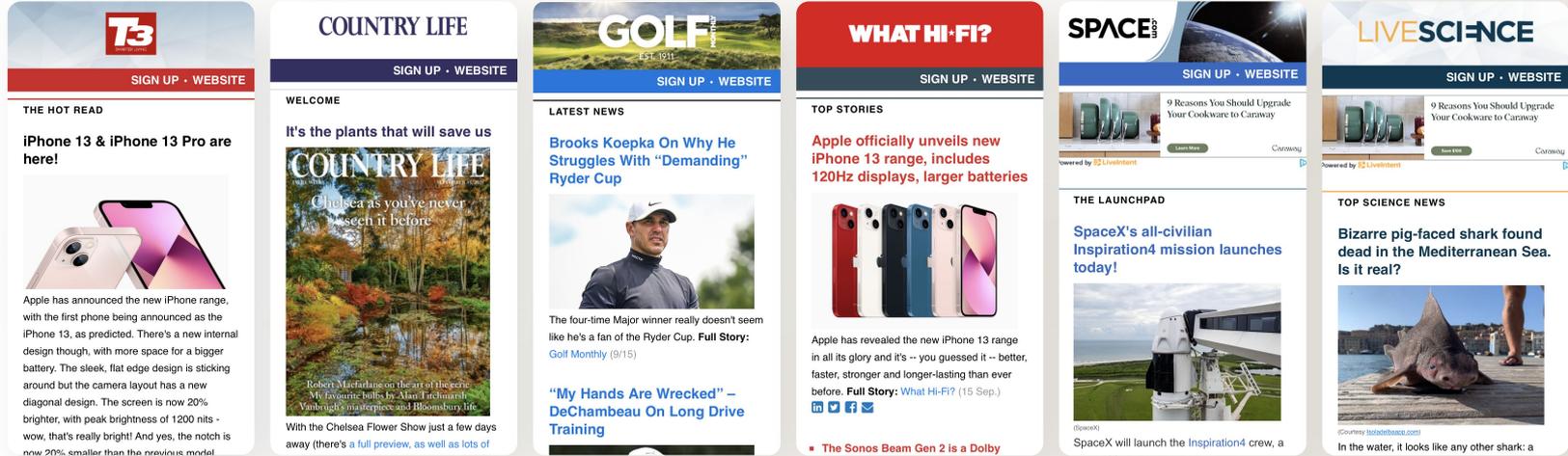
Email database growth and enrichment
Current database c. 10m

In-Email advertising (plus dedicated sends) reaches engaged data
Current FY21 revs c. £2m



Rolling out a programme of B2C Newsletters, using SmartBrief tech and expertise

Since migrating B2C newsletters to SmartBrief templates and tech, we have seen **significant engagement uplifts**.



OR	+7.77%	-3%	+4.5%	-1.67%	+5.5%	2.3%
CTR	+36.05%	+43.75%	+115.3%	+21.7%	+33.9%	+20%
Clicks	+18.55%	+33.04%	+88.9%	+53.1%	+27.7%	+21.1%



Marie Claire Beauty Drawer

is a sampling service which requires customers to tell us about their skin types and beauty interests, in exchange for free beauty samples

The image shows a laptop displaying the Marie Claire Beauty Drawer website. The website layout includes a large circular image of a woman's face with a beauty product being applied to her cheek. To the right of this image, the text reads 'Editorially approved' in a large, bold font, followed by a paragraph: 'All of the products have been curated by our award-winning beauty editors. You'll receive skincare, hair, makeup and fragrance samples from tried and tested brands, completely free.' Below the laptop screen, there is a pink overlay box with the text 'marie claire BEAUTY DRAWER' at the top, followed by 'Discover personalised beauty products direct to your door' in a large, white, serif font. At the bottom of the pink box, it says 'COMPLETELY FREE. NO SUBSCRIPTION.' and a white button with the text 'GET FREE SAMPLES'.



Activation



- Gender
- Relationship status
- Family status
- Occupation
- Email
- Income
- Car Make
- Car Model
- Credit score
- Home status
- Home details
- Mortgage
- Postcode



- Make
- Model
- Year
- Article type
- Category
- Section
- Free tags
- URL
- Price
- Star rating
- Scroll depth (engagement)
- Hawk click
- Falcon data collection
- Ads viewed
- Writer
- Publication date
- Visit count
- Page impression count

About the car

Car details

KM69 FYP

AUDI Q5 S LINE QUATTRO 45 TFSI 245
2017-2020, 1984cc, 5 Door SUV, Automatic, Petrol

[This isn't the right car](#)

[Find a different car](#)

This car:

- ✓ is right-hand drive (UK standard)
- ✓ has 5 seats
- ✓ has no tracking device
- ✓ has a manufacturer-fitted alarm and/or immobiliser
- ✓ is not imported
- ✓ the car's estimated market value is £28,840

For the first time at scale we now have the opportunity to combine Future's high value intent based contextual and behavioural data with the rich and detailed demographic permissioned data collected through our services sites such as [gocompare.com](#).

There are a number of tactics and strategies we will need to use to collect demographic data on our users in territories where we don't have access to so much refreshed user data such as the US.



Enhancing our capabilities - Dennis acquisition

We look to accelerate the execution of our strategy through acquisitions.

The recent Dennis acquisition will enhance the Future platform by adding **rich first-party data** whilst Future will bring **further diversification to the monetisation** of the Dennis content:

MoneyWeek and Kiplinger provide a highly complementary and scale presence in this vertical both in the US and UK, enhancing our ability to broaden its monetisation channels

Leverage our technology platforms and centres of excellence approach to these brands



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