

COVID-19 RELEVANT DATA SEGMENTS

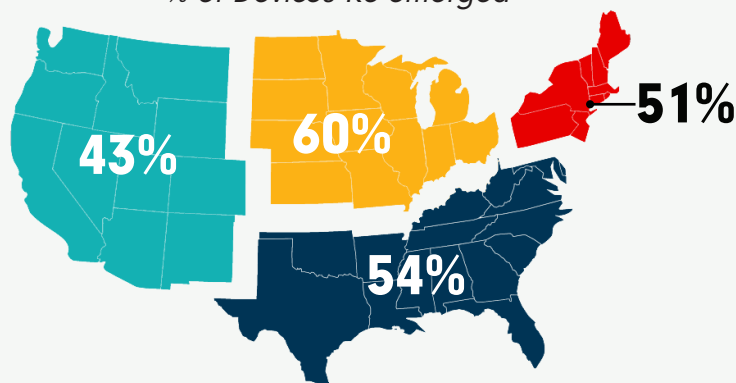
4FRONT's data management platform (DMP), **Oracle BlueKai**, houses 70+ data sources and 60,000+ data segments with unmatched targeting capabilities. Using **AnalyticsIQ**, 4FRONT's DMP has curated an audience called "**Quarantine Re-emergers**" based on geolocational pinpoints and online browsing behavior of registered devices.

Total Devices (U.S.):
~**921M Devices**

Quarantine Re-emergers (U.S.):
~**434M Devices**

Devices in households have recently and frequently visited dining, entertainment and retail locations.
(47% of Total Devices U.S.)

% of Devices Re-emerged



NASCAR Fans (U.S.): ~**109M Devices**
68M Devices Re-emerged: 62%



College Football Fans (U.S.): ~**327M Devices**
160M Devices Re-emerged: 49%



UFC Fans (U.S.): ~**40M Devices**
23M Devices Re-emerged: 59%



NBA Fans (U.S.): ~**409M Devices**
192M Devices Re-emerged: 47%



NFL Fans (U.S.): ~**497M Devices**
263M Devices Re-emerged: 53%



NHL Fans (U.S.): ~**188M Devices**
87M Devices Re-emerged: 47%



MLS Fans (U.S.): ~**105M Devices**
55M Devices Re-emerged: 52%



WNBA Fans (U.S.): ~**4.54M Devices**
2.1M Devices Re-emerged: 46%



College B-Ball Fans (U.S.): ~**303M Devices**
155M Devices Re-emerged: 51%



MLB Fans (U.S.): ~**245M Devices**
102M Devices Re-emerged: 42%



Esports Fans (U.S.): ~**98M Devices**
50M Devices Re-emerged: 51%



PGA Tour Fans (U.S.): ~**94M Devices**
19M Devices Re-emerged: 20%