

| Date                                 | Event  | Target  | Venue   | QTY      |
|--------------------------------------|--|---|---|----------|
| Dates of your choice throughout 2025 | Everyone Active Gym & Health Club Solus & Smart Sampling         | 89% ABC1, 44% Male, 56% Female, Age 20+, Health & Fitness Enthusiasts | Everyone Active Gyms & Leisure Centres Throughout the UK                        | 10K-500K |
| Dates of your choice throughout 2025 | Little Swimmers Solus & Smart Sampling                           | Parents with Children aged between 3 months - 10 years old            | Everyone Active Leisure Centres Throughout the UK                               | 10K-300K |
| Dates of your choice throughout 2025 | University Student Sampling                                      | Gen-Z, University Students  | Universities throughout the UK  | 5K - 1M  |
| Dates of your choice throughout 2025 | University Digital Screen Advertising                            | Gen-Z, University Students  | Universities throughout the UK  | 5K - 1M  |
| Dates of your choice throughout 2025 | Grassroots Football Centre Sampling & Digital Screen Advertising | 79% ABC1, Football Enthusiasts<br>Age range 16-34                     | 135 Venues throughout the UK  | 30K-300K |
| Dates of your choice throughout 2025 | UK Office Space Sampling   | Young Professionals<br>20 – 40 years old<br>Predominantly Female      | London, Manchester, Sheffield, Birmingham, Preston, Altrincham, Newcastle       | 10k-250k |
| 16th May – 5th October 2025          | Warners Group Motorhome Shows                                    | 75% ABC1, Male & Female, Average age 55                               | 7 Shows throughout the UK   | 51.5K    |
| 5th September 2025 - 26th April 2026 | The Baby & Toddler Shows   | ABC1 new & expectant parents, 72% first time parents                  | 5 Shows throughout the UK   | 16K      |
| 12th-15th June 2025                  | BBC Good Food Show Summer  | ABC 1 Adults 35-55  | Birmingham NEC  | 90K      |
| 12th-15th June 2025                  | BBC Gardeners World Live   | ABC 1 Adults 35-55  | Birmingham NEC  | 90K      |
| July 2025                            | Everyone Active Gym Member goody bags                            | 89% ABC1, 44% Male, 56% Female, Age 20+, Health & Fitness Enthusiasts | Everyone Active Gyms throughout the UK  | 200K     |
| July 2025                            | Little Swimmers member goody bags                                | Parents with Children aged between 3 months - 12 years old            | Everyone Active Leisure Centres throughout the UK                               | 50K      |
| September 2025                       | University Freshers Week Welcome Box                             | University Freshers   | Universities throughout the UK  | 200K     |
| September – November 2025            | I Do Wedding Exhibitions & Fayres                                | ABC1 70% 25-34 years old  | 2 Wedding Exhibitions and 47 Wedding Fayres throughout the Midlands & Yorkshire | 10K      |
| 4th-5th October 2025                 | The National Wedding Show Autumn                                 | ABC1 70% 25-34 years old  | Birmingham NEC  | 14K      |

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|---------------------------|---|---|---|--------------------------|
| October 2025              | Everyone Active Gym Member goody bags                       | 89% ABC1, 44% Male, 56% Female, Age 20+, Health & Fitness Enthusiasts     | Everyone Active Gyms throughout the UK            | 200K                     |
| October 2025              | Little Swimmers member goody bags                           | Parents with Children aged between 3 months - 12 years old                | Everyone Active Leisure Centres throughout the UK | 50K                      |
| 18th-19th October 2025    | Home, Life & You Live                                       | ABC1 Millennials, 78% Female, 22% Male                                    | London Excel                                      | 20K                      |
| 18th-19th October 2025    | The National Wedding Show Autumn                            | ABC1 70% 25-34 years old  | London Excel                                      | 8K                       |
| 25th-26th October 2025    | The National Wedding Show Autumn                            | ABC1 70% 25-34 years old  | Manchester Central                                | 8K                       |
| 12th – 15th November 2025 | Good Housekeeping Live with Country Living Christmas Market | 95% Female<br>Average Age 56 years<br>68% ABC1                            | Business Design Centre London                     | 18k standard<br>4.5k VIP |
| 20th-23rd November 2025   | BBC Good Food Show Winter                                   | ABC1 Adults 25-55   | Birmingham NEC                                    | 70K                      |
| January 2026              | Everyone Active Gym Member goody bags                       | 89% ABC1, 44% Male, 56% Female, Age 20+, Health & Fitness Enthusiasts     | Everyone Active Gyms throughout the UK            | 200K                     |
| March 2026                | Little Swimmers member goody bags                           | Parents with Children aged between 3 months - 12 years old                | Everyone Active Leisure Centres throughout the UK | 50K                      |
| March 2026                | The National Wedding Show Spring                            | ABC1 70% 25-34 years old  | Birmingham NEC                                    | 14K                      |
| 20th – 22nd March 2026    | Move It Dance Festival                                      | 70% between 14-24 years old<br>70% AB1 audience<br>Male & Female audience | London ExCeL                                      | 35K Standard<br>1K VIP   |
| April 2026                | The National Wedding Show Spring                            | ABC1 70% 25-34 years old  | London ExCeL                                      | 8K                       |
| April 2026                | Everyone Active Gym Member goody bags                       | 89% ABC1, 44% Male, 56% Female, Age 20+, Health & Fitness Enthusiasts     | Everyone Active Gyms throughout the UK            | 200K                     |