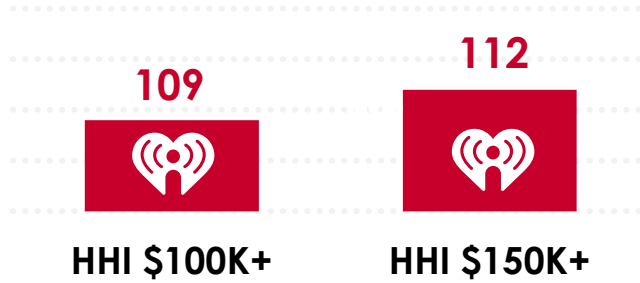


THE LUXURY IHEARTMEDIA CONSUMER

We reach 27M consumers with a household income of \$100K or more!

IHEARTMEDIA REACHES HIGH INCOME CONSUMERS

INDEX VS P18+



...WHO VALUE QUALITY

92%

OF IHEARTMEDIA LISTENERS, HHI \$150K+
are **willing to pay more for brand name & high quality items**

PARTNER WITH US TO REACH THE LUXURY CONSUMER

IHEARTMEDIA LISTENERS WITH HHI \$150K+

AUTO

Plans to buy new luxury vehicle next year

207

(Index vs P18+)

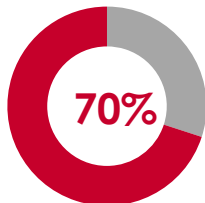
TRAVEL

2 OUT OF 3

agree ...

“ *It's worth it to me to pay more for high quality hotel accommodations* ”

TECHNOLOGY



agree ...

I'm willing to pay more for top quality electronics

RETAIL

155

(Index vs P18+)

My budget allows me to buy expensive designer clothes

IHEARTMEDIA CONSUMER EXPENDITURES

IHEARTMEDIA LISTENERS WITH HHI \$150K+

ONLINE SHOPPING SPENDING & SEGMENT

Spent \$2,500+ on internet
Purchases in the last year

232

(Index vs P18+)

1 IN 2

are considered
"Active Quality Seekers"

AVERAGE AMOUNT SPENT IN LAST YEAR

ACCESSORIES

FINE JEWELRY

\$532

137index

WATCHES

\$313

149index

AUTO

PURCHASE/LEASE

\$28,610

126 index

RETAIL

CLOTHING

\$604

130 index

TRAVEL

DOMESTIC VACATIONS:

\$2,511

131 index

FOREIGN VACATIONS:

\$3,284

121 index