Group Black’s average campaign value was $280,000.

- Group Black returned 88% of its revenue to Collective Members.
- Group Black’s collective and partnership programs provide unrivaled reach.

**MARKET INSIGHT**

- Black-owned media companies make up only 1.3% of all TV and radio station owners in the United States.

**MARKET INSIGHT**

- Participation by:
  - Group Black’s collective and partnership programs provide unrivaled reach.
  - More media value delivered by Black Lifestyle creators.

- Black-White Market Insight
  - Nielsen Report

**MARKET INSIGHT**

- Black-White Market Insight
  - Nielsen Report

**CASE STUDIES**

- In 2021, Hennessy and Group Black introduced a new generation of HBCU students to the genius of Jean-Michel Basquiat.
  - This show literally drove foot traffic to our gallery that we have never experienced before. Clark Atlanta has the largest institutional collection of Black artwork and it’s usually out on loan to galleries around the world. But nothing has compared to the success of the Basquiat as we mounted the largest show in house.
  - —Dean of the Arts Program at Clark Atlanta

- A leading female brand partnered with Group Black to drive brand relevance and affinity amongst black audiences.

- Participation by:
  - 10K Students
  - 6 HBCUs

- +++++
  - 10.5X
  - 57.5% US Hispanic Reach

- More media value delivered by Black Lifestyle creators:
  - $53,653
  - 69.7% US African American Reach

- 99% SOCIAL SENTIMENT SCORE (VS. 87% CPG BENCHMARK)

- +14.1%
  - LIFT IN AD RECALL (AD RECALL NORM: 2.55%)

**GROUP BLACK COLLECTIVE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Collective Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>185</td>
</tr>
<tr>
<td>2023</td>
<td>280</td>
</tr>
</tbody>
</table>

**GROUP BLACK MEDIA**

- Group Black has grown its Collective from 185 partners in 2022 to 280 today.
- Group Black returned 88% of its revenue to Collective Members.

**IMPRESSIONS**

<table>
<thead>
<tr>
<th>Month</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2022</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td></td>
</tr>
<tr>
<td>March 2023</td>
<td></td>
</tr>
</tbody>
</table>

**MARKET INSIGHT**

- Black-owned media companies make up only 1.3% of all TV and radio station owners in the United States.

**MARKET INSIGHT**

- Black-White Market Insight
  - Nielsen Report

**MARKET INSIGHT**

- Black-White Market Insight
  - Nielsen Report

**MARKET INSIGHT**

- Black-White Market Insight
  - Nielsen Report

**CASE STUDIES**

- In 2021, Hennessy and Group Black introduced a new generation of HBCU students to the genius of Jean-Michel Basquiat.
  - This show literally drove foot traffic to our gallery that we have never experienced before. Clark Atlanta has the largest institutional collection of Black artwork and it’s usually out on loan to galleries around the world. But nothing has compared to the success of the Basquiat as we mounted the largest show in house.
  - —Dean of the Arts Program at Clark Atlanta

- A leading female brand partnered with Group Black to drive brand relevance and affinity amongst black audiences.

- Participation by:
  - 10K Students
  - 6 HBCUs

- +++++
  - 10.5X
  - 57.5% US Hispanic Reach

- More media value delivered by Black Lifestyle creators:
  - $53,653
  - 69.7% US African American Reach

- 99% SOCIAL SENTIMENT SCORE (VS. 87% CPG BENCHMARK)

- +14.1%
  - LIFT IN AD RECALL (AD RECALL NORM: 2.55%)

**GROUP BLACK COLLECTIVE**

<table>
<thead>
<tr>
<th>Year</th>
<th>Collective Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>2022</td>
<td>185</td>
</tr>
<tr>
<td>2023</td>
<td>280</td>
</tr>
</tbody>
</table>