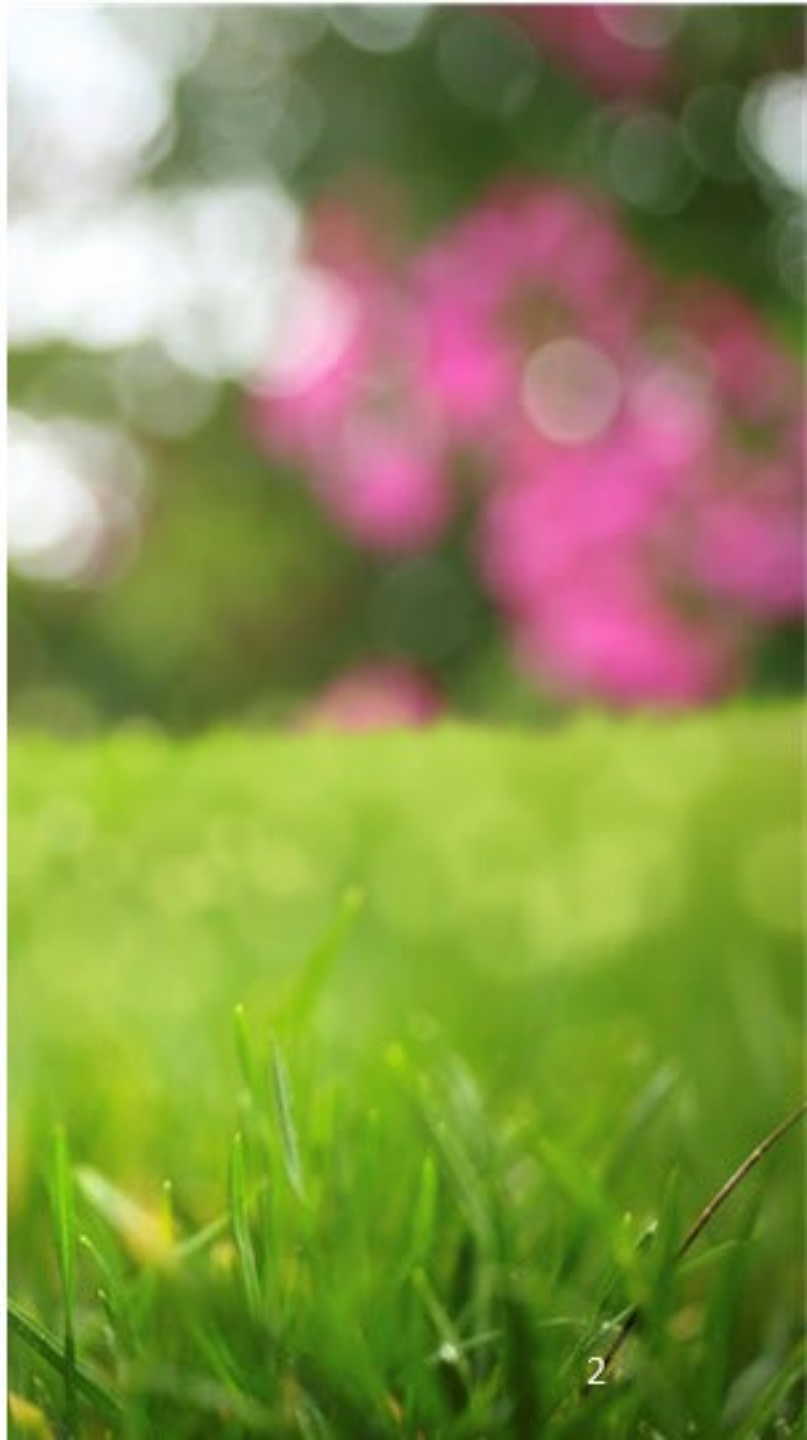


A person wearing a light blue long-sleeved shirt and green pants is kneeling in a garden. They are wearing colorful, patterned gardening gloves and holding a grey plastic pot containing a small green plant. In the foreground, there is a bright green watering can, a terracotta pot with a basil plant, and another grey pot. The background shows a lush green lawn and a bed of pink flowers. A large, dark, diagonal shape is overlaid on the left side of the image.

RADIO GROWS SITE TRAFFIC FOR LAWN AND GARDEN

Lawn and Garden

- During lockdowns, people turned to gardening for various reasons
 - 54% wanted to stay busy
 - 49% felt a sense of accomplishment
 - 48% said it reduced stress
 - 33% stated it provided them with fresh food
- 55% of adults spent time outdoors to care for their gardens, lawns, etc.
 - 33% were already growing plants pre-pandemic
 - 22% started gardening
- Americans also began to grow food
 - 20 million first-time gardeners planted a vegetable garden for the first time
- 67% of adults planned to grow edible plants including vegetables, herbs and fruit



Gardening – A Trend That's Here to Stay

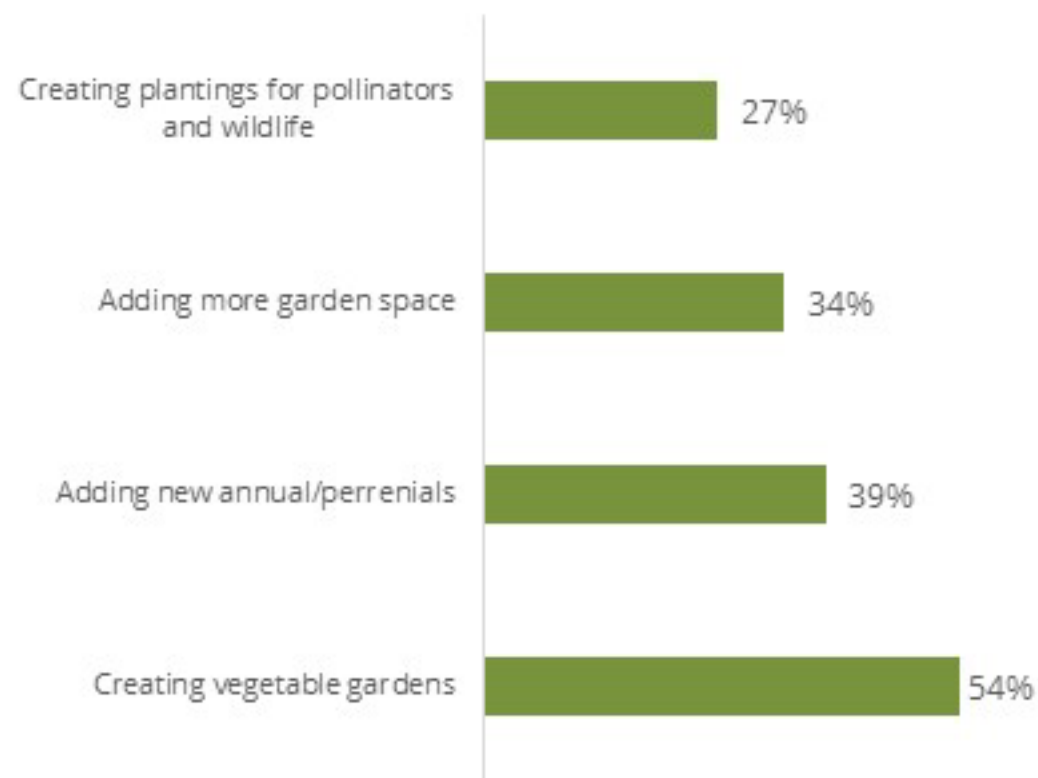
- 84% of homeowners felt successful with their gardening in 2021
 - 90% of millennials felt their efforts were successful
 - A signal of potential long-term growth
- Reasons for interest in gardening
 - Lowering stress
 - Spending time with family outdoors
 - Create a sense of health and well-being
- 62% of adults stated that they will be planting more in 2022
 - 76% of millennials will be planting more
 - 68% of Gen X will be planting more

Gardening – A Trend That's Here to Stay

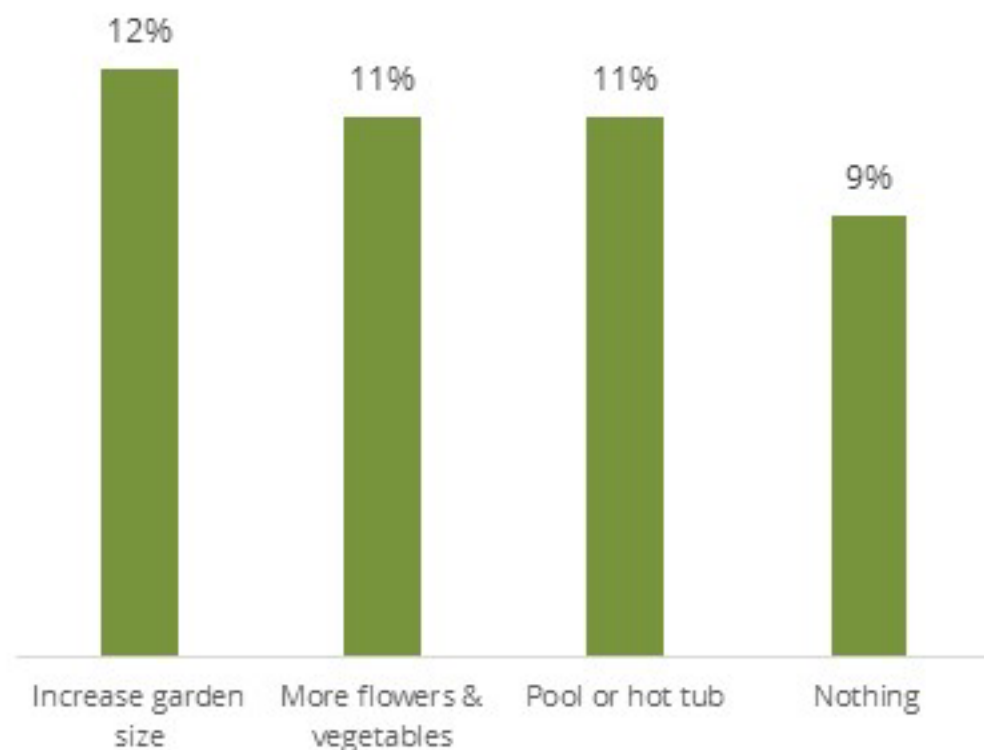
- 44% of gardeners will spend more time gardening
- 68% of gardeners will spend the same amount of money on gardening as they did in 2021
 - 28% will spend more
- Independent garden centers/nurseries rank highest (21.9%) for where to learn about new plants, gardening supplies and outdoor living products
 - Big-box retailers rank second (18.1%) followed by websites (14.2%)

What Will Their Garden Grow

What types of gardening projects are you likely to complete during 2022?



If money was no object, what gardening or outdoor living project would you do?



RADIO REACHES LAWN AND GARDEN SHOPPERS

Total Population

- 88% plan to landscape this year
- 85% have done any gardening this year
- 84% have shopped at any hardware/lawn/garden store

African Americans

- 91% plan to landscape this year
- 87% have done any gardening this year
- 86% have shopped at any hardware/lawn/garden store

Hispanics

- 82% plan to landscape this year
- 86% have done any gardening this year
- 85% have shopped at any hardware/lawn/garden store

Source: Scarborough USA+ 2021 Release 1 Total (Jan 2020 – May 2021)

BACKGROUND DATA

Jan 2021 – Dec 2021

92,800 Radio Ads

105 Advertisers

25.98M Total Sessions

SITE TRAFFIC GROWTH FROM RADIO

Radio campaigns spike traffic as consumers develop their green thumbs.

92,800 radio ads	JAN – DEC 2021
Increased visitor lift average	4%
New site Visits per Airing™	4.0
Total new site users from ads	370.9K
On-air vs. Off-air traffic	21% inc. new users

Source: NumericOwl Landscaping/Lawn & Garden, 2021

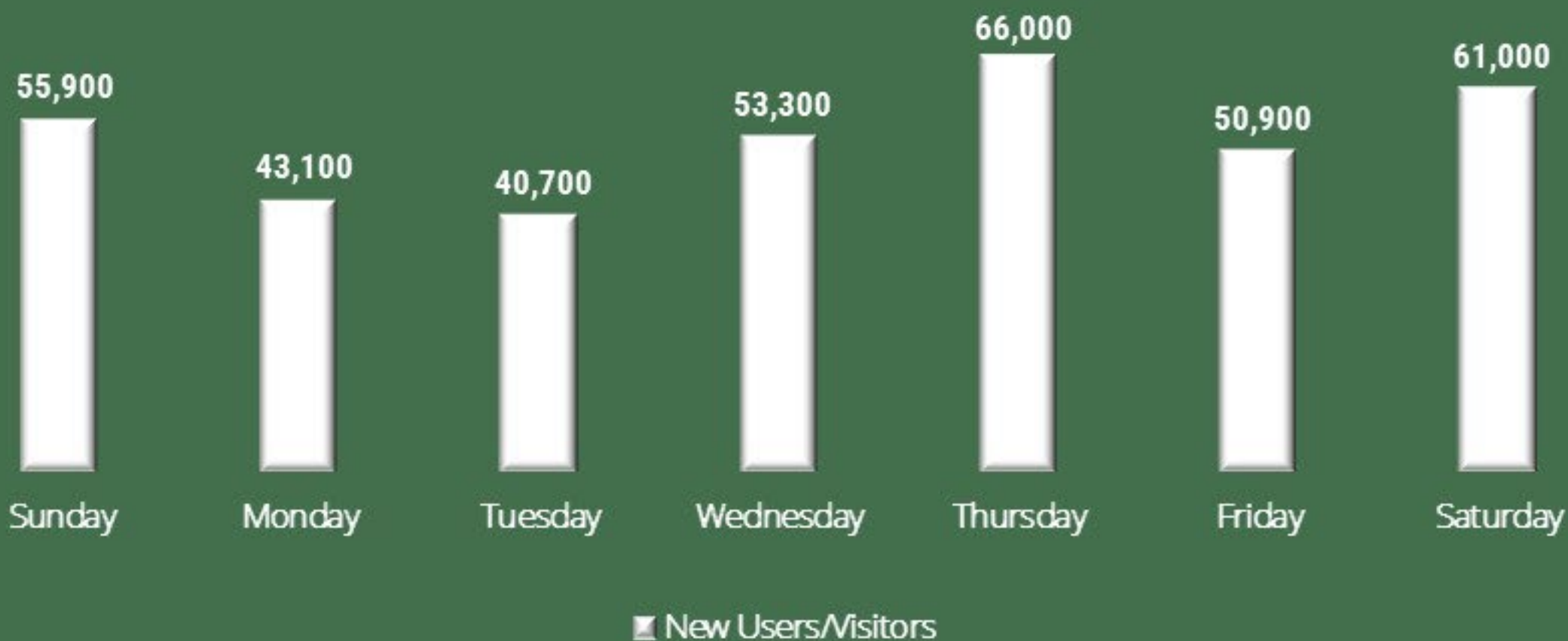


AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU™

Radio Drove Higher Web Traffic From New Users on Thursdays

Uptick in site activity continued during weekends.



MIDDAY DRIVES GREATEST VISITS PER AIRING™

VPA™ - AVERAGE NUMBER OF NEW USER RESPONDING PER AD SPOT



Midday

(10 a.m. - 3 p.m.)
Highest number
of new visits
per airing



Afternoon

(3 p.m. - 7 p.m.)
91% of Midday



Evening

(7 p.m. - 12 a.m.)
Delivered half
new users as
Midday



Morning

(6 a.m. - 10 a.m.)
Comparable new visits
as Evening



Overnight

(12 a.m. - 6 a.m.)
Delivered 4,500
new users

Insight: While Midday and Afternoon have greatest influence on site traffic, activity from Evening daypart is significant and should be maximized.

Source: NumericOwl Landscaping/Lawn & Garden, 2021



AnalyticOwl

RAB RADIO
ADVERTISING
BUREAU™

From Bud to Bloom Radio Grows Site Traffic for Lawn and Garden Retailers

- Throughout 2020, people turned to gardening to help reduce stress, spend time with family, etc.
- Adults felt successful with their gardening efforts, especially millennials
- Gardening is a trend that is here to stay with adults stating that they will continue with this hobby and spend about the same or more time and/or money doing it
- Vegetables, followed by flowers, are what most gardens will consist of in 2022
- Many gardeners will increase their garden size

From Bud to Bloom

Radio Grows Site Traffic for Lawn and Garden Retailers

- Radio reaches 82%+ of adults that plan on landscaping, gardening or shopping at a lawn and garden retailer
- Radio boosts site traffic for landscaping/lawn and garden by 4%
- Radio influences consumer behavior
 - 21% increase in new users when radio ads were on air versus off air
- In an analysis of over 92,000 radio ads:
 - Thursday experienced the highest lift in site traffic followed by Saturday
 - Midday generates the highest number of new visits per airing
 - Evening is effective at increasing site traffic as people are home and discover new garden products