

## SIZE & SCOPE

### 35 YEARS

The number of years Active has been in market helping their clients Achieve More.

### 71 CLIENTS

Purchased media for 71 clients and their portfolio of different brands in 2018.

### \$2 BILLION

The average volume of media purchased globally by Active International each year.

### 14 COUNTRIES

Active has offices in 14 countries around the globe.

### TEAM OF 50

Locally, Active has a team of 50 – making Active the largest corporate trade company in Canada.

### 1.6 MILLION PRODUCTS

Found brand-safe homes for 1.6 Million individual products across 152 SKUs in 2018.

### 420%+ DIGITAL GROWTH

Active Canada's digital media volume has grown over 420% since 2011, and tripled in the last 5 years.

### OVER \$100 MILLION IN ADDED MEDIA VALUE

Since 2002, Active Canada has delivered over \$100 million in added media value to brands.

### 62% TOP LINE GROWTH

3-year growth in net billings of 62% in Canada.

### \$63 MILLION IN RECOVERED ASSET VALUE

To date, they've helped Canadian companies recover an estimated \$63 Million in asset value.

## THE ACTIVE DIFFERENCE

### \$0

#### BUYING FEES

Active does not operate as a traditional agency, and do not charge buying fees. They earn profit through efficiencies unlocked in the trading process.

### 100% INDEPENDENT

Privately owned and not tied to any large agency hold-co, removing conflict of interest and better serving brands.

## ACHIEVING MORE

## HAPPY CLIENTS

### 90%

#### SATISFACTION WITH OUR PEOPLE

2017 Client Satisfaction Survey

### 7 MAJOR AGENCY PARTNERSHIPS

Agencies partner with Active to place quality media – they work closely with 7 agencies in the Canadian market (and growing quickly) and buy media for 45 of their brands.

### TOP INDUSTRIES WHO INNOVATE WITH ACTIVE:

- ▶ CPG: 37%
- ▶ Retail: 14%
- ▶ QSR/Restaurant: 8%

### GREAT PLACE TO WORK®

Active holds the Great Place to Work® certification, achieving an overall Trust Index® score of 92%

### EMPLOYEE RECOMMENDED WORKPLACE

Based entirely on feedback from employees, Active achieved this designation 3 years in a row: 2017, 2018, and 2019.

### 92% SATISFACTION

2018 Annual Employee Satisfaction Survey

## HAPPY EMPLOYEES

### LOW TURNOVER: 4%

Active employees stick around. Voluntary turnover rate is well below industry average at only 4% in 2018 – unheard of in the media industry.

#### CONTACT

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# SEE WHAT'S POSSIBLE