

FACT SHEET

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.

HAPPY CLIENTS

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.

90%

SATISFACTION WITH OUR PEOPLE

2017 Client Satisfaction Survey

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%

MOST ADMIRABLE CORPORATE CULTURES

Active won the Canada's Most Admired™ Corporate Cultures award in 2019, presented by Waterstone Human Capital.

92% SATISFACTION

2018 Annual Employee Satisfaction Survey

EMPLOYEE RECOMMENDED WORKPLACE

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

TURNOVER: 0%

Active employees stick around. Voluntary turnover rate is well below industry average at 0% in 2019 – unheard of in the media industry.

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.

OVER \$100 MILLION IN ADDED MEDIA VALUE

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

ACHIEVING MORE

\$63 MILLION IN RECOVERED ASSET VALUE

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

75% TOP LINE GROWTH

3-year growth in net billings of 75% in Canada.

#LIFEATACTIVE



HAPPY EMPLOYEES

CONTACT

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SEE WHAT'S POSSIBLE