

Reach over 20M readers following this year's autumn budget

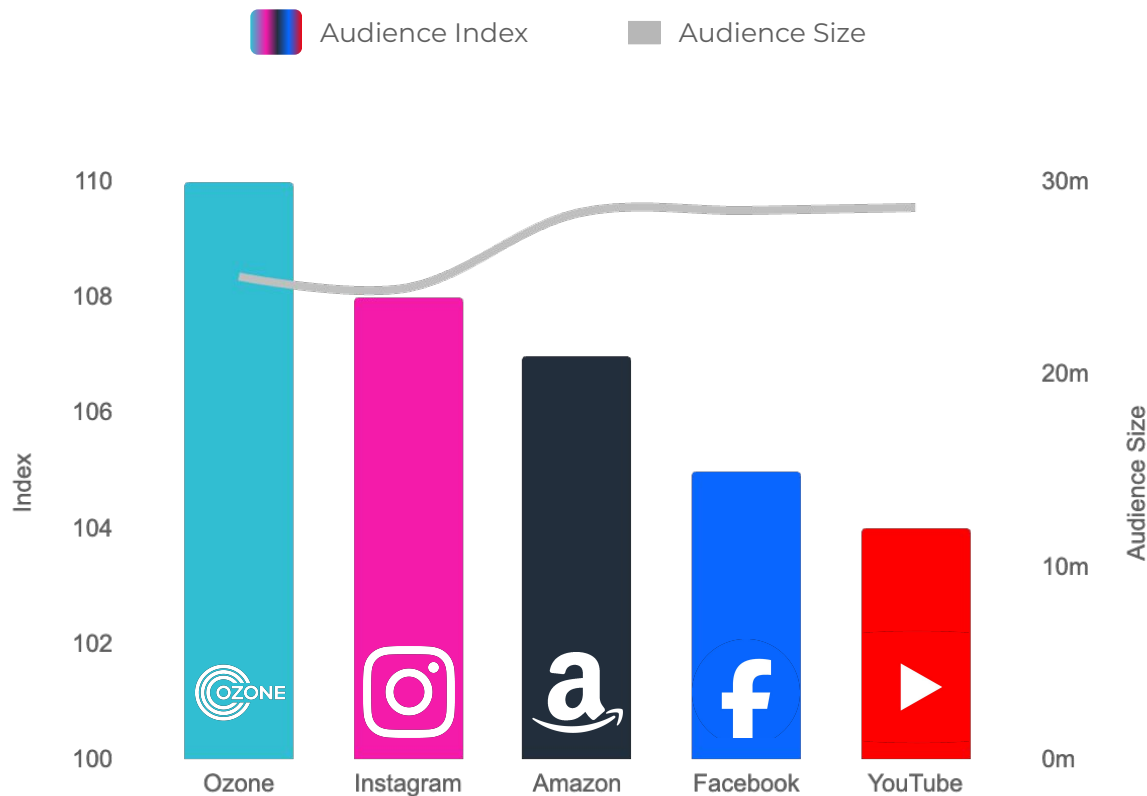
Get to know readers from the end of tax year to the autumn budget, and every key moment in between



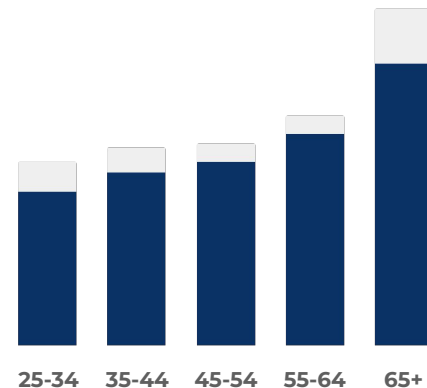
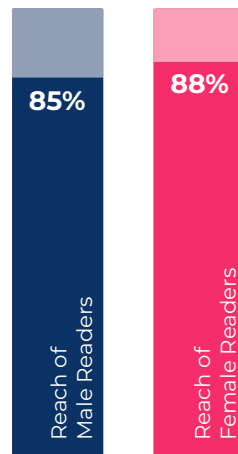
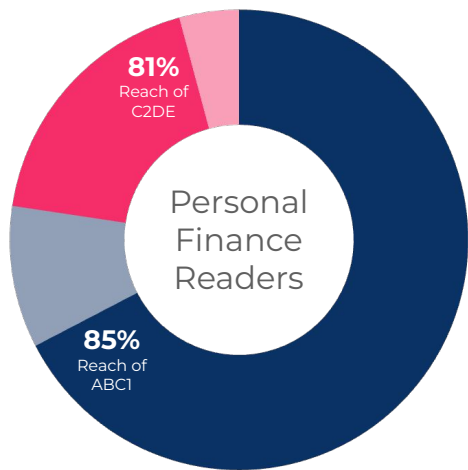
Reach finance readers at platform scale

Ozone is the platform where you are most likely to find moderate & heavy finance readers (i110), whilst also delivering platform scale.

This enables advertisers to build reach and frequency quickly and efficiently in Ozone's trusted, premium environments.



Get to know personal finance readers across the Ozone platform



22M
Personal Finance Readers Every Month

86%
Reach of UK population with a female skew

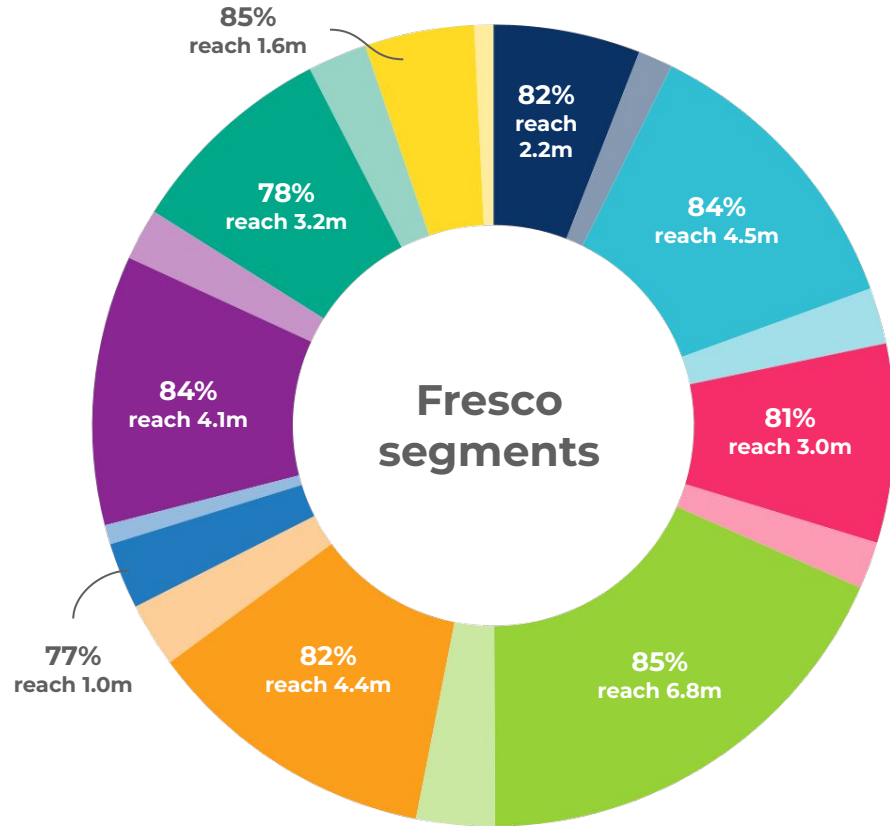
4 in 5
Reach over 80% of financially independent finance readers

Reach up to 85% of Fresco audiences

Fresco is a financially focused classification of the UK population, based on an individual's life stage, affluence, investment portfolio, attitude to money and channel usage.

The high level of reach amongst such a wide variety of Fresco segments demonstrates the breadth and richness of the Ozone personal finance audience.

Ozone can reach each of the Fresco audiences at significant scale.

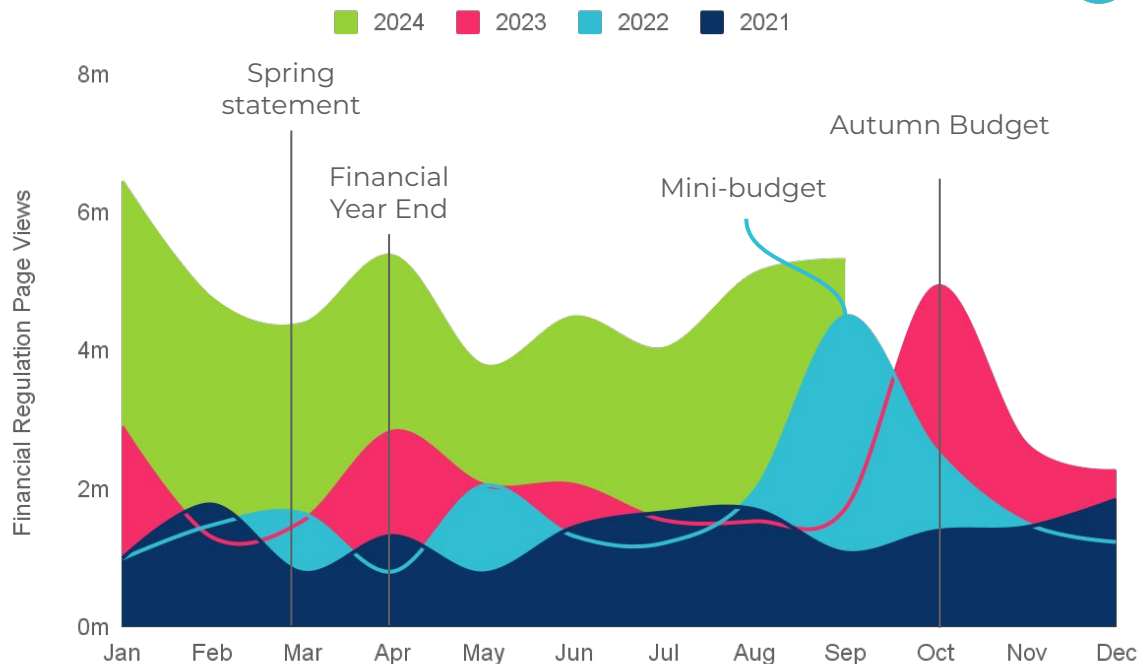


- High Income Professionals
- Road to Retirement
- Families Juggling Finances
- Asset Rich Greys
- Older Working Families
- Mid-Life Pressed Renters
- Secure Home Owners
- Constrained Parents
- Budgeting Elderly

Finance engagement is in huge growth

Since the cost of living crisis in November 2021, Ozone has seen 2.6x growth in average monthly page views for finance policy editorial. This growth is particularly evident around key seasonal moments, up +308% around financial year end in 2024 compared to 2021, and up +255% following the Autumn Budget in 2023 compared to 2021.

Brits are increasingly turning to Ozone publishers as a trusted source for analysis and guidance on financial matters.



TAKE ACTION

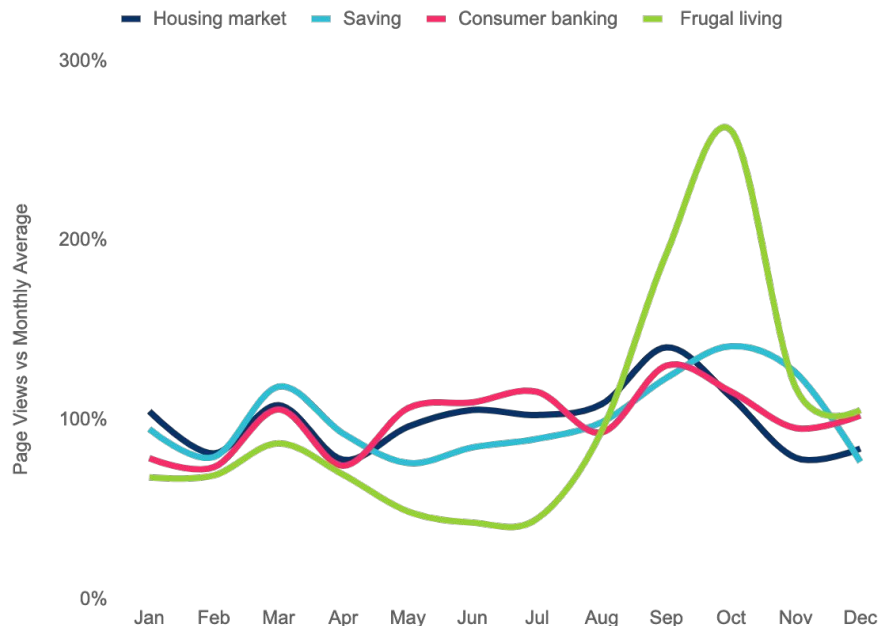
Moving forward, the Autumn Budget is set to grow in prominence as the new government moves to an amended schedule of a single annual budget in autumn with a minor statement in the spring. **Expect this budget announcement to grow audiences even more significantly in 2025**

Savvy consumers keep informed following Government updates

With major financial events over the previous few years, like the cost of living crisis and Liz Truss' mini-budget, readers have become savvier as to the impact that fiscal events have on their everyday lives.

Consequently, Ozone sees engagement with categories like the housing market, savings and consumer banking around these key seasonal moments, with the autumn budget becoming a particularly key moment.

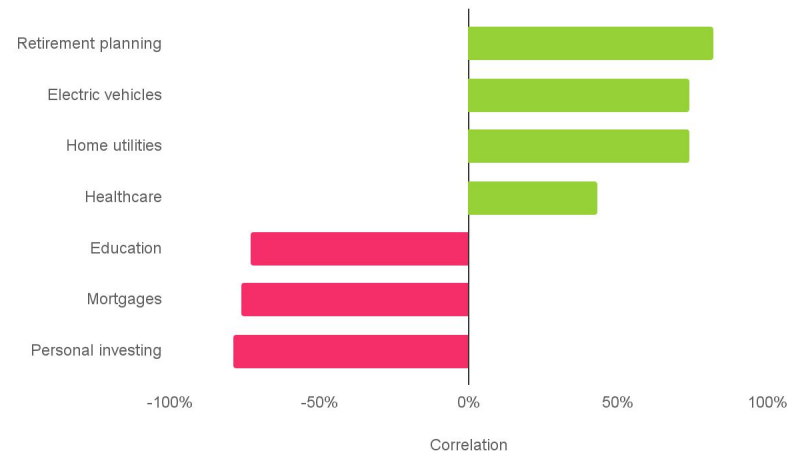
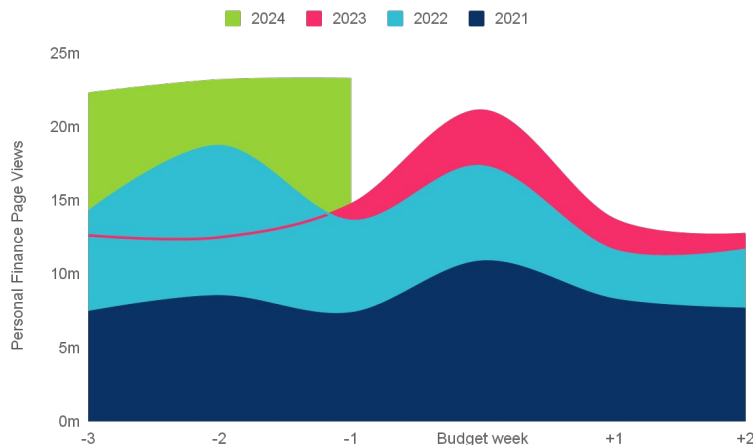
Additionally, the significant growth in engagement with frugal living editorial around the autumn budget is illustrative of the impact recent autumn budgets have had on personal finances, particularly those with less disposable income.



TAKE ACTION

As readers begin to take greater interest in a wide range of financial topics, benefit from Ozone's huge variety of personal finance segments - such as mortgages, government welfare, personal investing and insurance - and business finance topics - including angel investment, markets and currencies.

Reach over 20 million readers engaged with the budget as the story unfolds



Every year the autumn budget sees millions of readers flock to premium environments for the coverage and fall out; **on average the week of the budget sees engagement grow +38% WoW.**

2024 is already looking to be a record year for readership numbers, with audiences +10% greater in the build up compared to the week of the budget itself in 2023.

In 2023, the autumn budget drove significant growth in a broad range of categories, showcasing that more than ever savvy consumers are understanding the impact of the budget on their everyday lives.

For example, in the weeks leading up to and following the budget, retirement planning, EVs, utilities and healthcare all saw a strong or very strong correlation with the engagement patterns of personal finance.

Reaching finance audiences across the premium web

Cost of Living

Ozone first party data targeting the editorial relevant to the cost of living conversation

Own the relevant editorial and targeting users engaging with the the finance and cost of living editorial across Ozone's publishers.

Inflation

Home Utilities

Food Costs

Mortgages

Financial Assistance

Deals & Savings

Financial Crisis

16.2M unique readers/month

Constrained Young Adults

Ozone first party data targeting the editorial relevant to constrained 18-34s

Budget Travel

Career Planning

Consumer Electronics

Frugal Living

Music

7.9M
Unique readers per month

Budgeting Families

Ozone first party data targeting the editorial relevant to constrained 35-54s

Parenting

Education

Television

Frugal Living

Personal Tax

12.3M
Unique readers per month

Constrained Seniors

Ozone first party data targeting the editorial relevant to constrained 55+

Retirement

Senior Living

Sports

Frugal Living

Gardening

11.9M
Unique readers per month

Secure Seniors

Ozone first party data targeting the editorial relevant to secure 55+

Retirement

Events & Attractions

Luxury Goods

Personal Investing

Travel Destinations

4.0M
Unique readers per month