

FLOWCHART

| PAID MEDIA CHANNELS | September | October | November | December | January | February | March | Total |
|----------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|---------------------|
| Programmatic (AXM) | \$12,857.14 | \$12,857.14 | \$12,857.14 | \$12,857.14 | \$12,857.14 | \$12,857.14 | \$12,857.14 | \$90,000.00 |
| Social | \$23,520.71 | \$23,520.73 | \$23,520.72 | \$23,520.72 | \$23,520.72 | \$23,520.70 | \$23,520.70 | \$164,645.00 |
| Facebook/Instagram | \$12,956.43 | \$12,956.44 | \$12,956.43 | \$12,956.43 | \$12,956.43 | \$12,956.42 | \$12,956.42 | \$90,695.00 |
| YouTube | \$10,564.28 | \$10,564.29 | \$10,564.29 | \$10,564.29 | \$10,564.29 | \$10,564.28 | \$10,564.28 | \$73,950.00 |
| Brand Study | \$10,000.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$0.00 | \$10,000.00 |
| Ad Serving | \$328.57 | \$328.58 | \$328.57 | \$328.57 | \$328.57 | \$328.57 | \$328.57 | \$2,300.00 |
| Double Verify | \$222.14 | \$222.15 | \$222.15 | \$222.14 | \$222.14 | \$222.14 | \$222.14 | \$1,555.00 |
| MMWW Commission | \$6,012.60 | \$4,247.90 | \$4,247.90 | \$4,247.90 | \$4,247.90 | \$4,247.90 | \$4,247.90 | \$31,500.00 |
| TOTAL GROSS PLANNED | \$52,941.17 | \$41,176.51 | \$41,176.48 | \$41,176.47 | \$41,176.47 | \$41,176.45 | \$41,176.45 | \$300,000.00 |