

The Brand

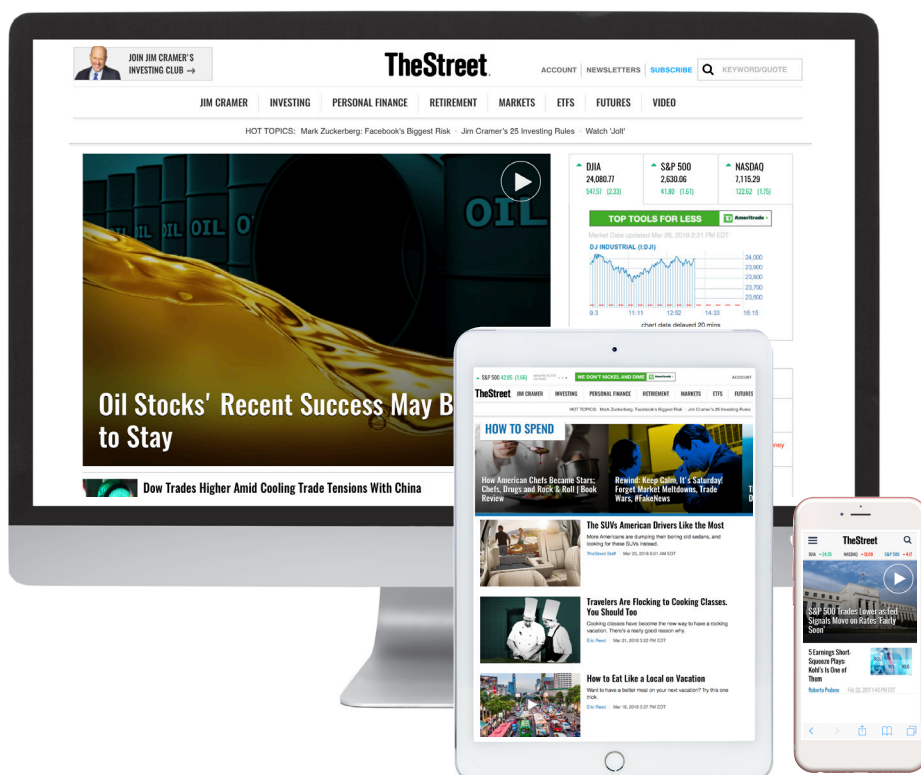
TheStreet provides actionable ideas with an unbiased approach.

WHO WE ARE

Since its inception in 1996, TheStreet has distinguished itself as a trusted and reliable source for financial news and information with an unbiased approach and interactive, multimedia coverage of the financial markets, economy, sector trends, investing and financial planning.

MISSION

TheStreet breaks down information barriers, levels the playing field and helps both individual investors and organizations grow their wealth by providing financial news, data and analysis across every platform. Our robust suite of services provides the tools and insight to help our audience of affluent, active investors make sound decisions about earning, saving (and spending!) money.



AUDIENCE DEMOGRAPHICS

MONTHLY USERS*

10.2M

ADVANCED DEGREE**

Index 169

MALE****

90%

FEMALE****

10%

C-LEVEL EXECUTIVE**

Index 411

AVERAGE AGE***

50

HHI \$200K+**

Index 153

LIVES IN U.S.*

80%

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet

The Audience

Reach your target audience via TheStreet's affluent, active and influential investors and business professionals to drive your brand's ROI.



10.2M
MONTHLY USERS*

33%
DESKTOP*

61%
MOBILE*

6%
TABLET*

AFFLUENT AND EDUCATED INVESTORS

| | |
|---------------------------------------|--------|
| Average Age*** | 50 |
| Average HHI**** | \$116K |
| Average Investment Portfolio Size**** | \$1.1M |

ACTIVE INVESTORS

| | |
|---|-----------|
| Heavy stock trading volume in last 6 months** | Index 185 |
| Perform 50+ online transactions on brokerage account in the past 6 months** | Index 194 |
| Years experience actively investing**** | 16 years |
| Consider myself an "Active Investor"**** | 92% |

INFORMED FINANCIAL PROFESSIONALS

| | |
|---|-----------|
| Certified Financial Advisor** | Index 184 |
| Frequently advise others on financial information** | Index 268 |
| Check stock quotes multiple times a day** | Index 128 |
| Researched IRA/401k online in past 6 months** | Index 205 |

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

Our Competitive Advantage

TheStreet is a leading financial media site for reaching sophisticated and active investors and traders.

EDUCATED & SOPHISTICATED PROFESSIONALS

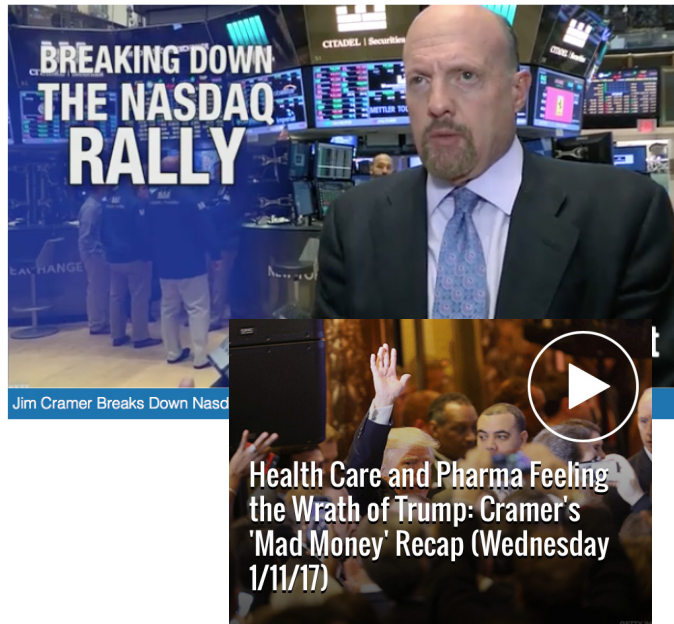
| C-LEVEL EXECUTIVE | INDEX |
|----------------------------|------------|
| TheStreet.com | 411 |
| SeekingAlpha.com | 390 |
| Bloomberg.com | 257 |
| NASDAQ.com | 250 |
| CNBC.com | 238 |
| Yahoo Finance | 204 |
| Forbes.com | 200 |
| MarketWatch.com | 185 |
| Fool.com | 176 |
| BusinessInsider.com | 142 |
| WSJ.com | 140 |
| Investors.com | 41 |

| ADVANCED DEGREE | INDEX |
|----------------------------|------------|
| TheStreet.com | 169 |
| MarketWatch.com | 134 |
| Bloomberg.com | 131 |
| SeekingAlpha.com | 127 |
| WSJ.com | 126 |
| BusinessInsider.com | 117 |
| Fool.com | 116 |
| NASDAQ.com | 115 |
| CNBC.com | 110 |
| Yahoo Finance | 106 |
| Forbes.com | 93 |
| Investors.com | 82 |

ACTIVE TRADERS

PERFORM 50+ ONLINE TRANSACTIONS ON BROKERAGE ACCOUNT IN PAST 6 MONTHS

| INDEX | |
|----------------------------|------------|
| Investors.com | 254 |
| TheStreet.com | 194 |
| WSJ.com | 148 |
| MarketWatch.com | 130 |
| SeekingAlpha.com | 127 |
| NASDAQ.com | 103 |
| Forbes.com | 94 |
| Yahoo Finance | 84 |
| Bloomberg.com | 84 |
| BusinessInsider.com | 80 |
| CNBC.com | 78 |
| Fool.com | 76 |



FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

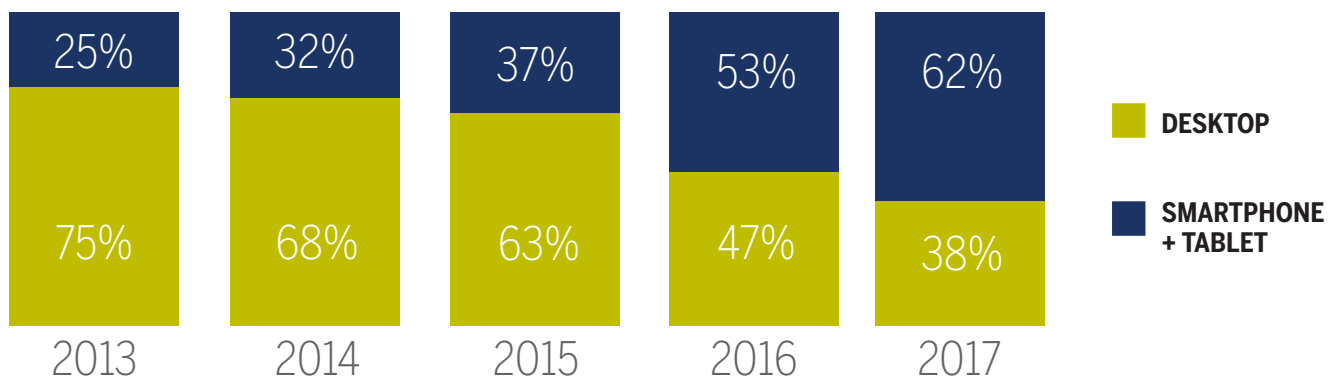
24/7 Engagement

TheStreet's visitors are shifting toward a more integrated viewership experience.

THESTREET CONTENT IS CONSUMED CROSS-CHANNEL FROM MORNING TO NIGHT



MOVING TO MOBILE



FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

Channel Co-Sponsorship

Contextually target your brand message to drive ROI.

TARGET YOUR BRAND MESSAGE TO AN AUDIENCE ACTIVELY CONSUMING THE MOST RELEVANT CONTENT.

• Channels **include but are not limited to:**

MARKETS
INVESTING
ETFs
FUTURES
CRAMER
RETIREMENT

FINANCIAL ADVISOR CENTER
PERSONAL FINANCE
OPTIONS
FIXED INCOME
BANKS
TAX CENTER

RETAIL
HOW TO SPEND
TECHNOLOGY
BIOTECH
VIDEO
AUTOS

OPPORTUNITY

Receive a banner roadblock on section article pages and index page.

- Brand logo adjacent to the channel headline on the homepage and landing page
- Banner roadblock on channel landing page and article pages:

Desktop/Tablet: Leaderboard (728x90) | Billboard (970x250);
Medium Rectangle (300x250) | Half Page (300x600)

Smartphone: Standard Unit (300x250);
Mobile Adhesion (320x50 | 300x50)

The screenshot shows the TheStreet website interface. At the top, there's a navigation bar with 'TheStreet' logo and various menu items like 'JIM CRAMER', 'INVESTING', 'PERSONAL FINANCE', etc. Below the navigation, there's a 'SPONSORED BY BRAND LOGO' banner roadblock. The main content area features several article cards with headlines such as 'Watch Adobe Stock as Buyers Defend It Against Downgrade', 'Don't Sell Advanced Micro Devices Despite Tough Crypto-Based Downgrade', and 'Be Super Careful in This Stock Market or Risk Getting Your Face Ripped Off'. There are also financial charts and a 'LATEST NEWS' section on the right side of the page.

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

Financial Advisor Center Co-Sponsorship

Reach financial advisors and professionals seeking trusted investment information and strategies in an environment designed to drive results.

OVERVIEW

The *Financial Advisor Center* is a central hub for all editorial and event-related content developed specifically for TheStreet's strong financial advisor audience.

THESTREET VISITORS ARE **84% more likely** TO BE CERTIFIED FINANCIAL ADVISORS (Index 184)

The Center provides financial professionals with actionable investing advice, conveying all they need to know regarding the new fiduciary regulation and its implementation timetable.

Content includes:

- Dedicated columns and videos
- Original news and curated stories
- Professional resource center, featuring the latest research and interviews with leading investor advocates and experts

AS AN INDEPENDENT, unbiased news publication, THESTREET OFFERS THE BROADEST EDITORIAL IMPACT AND AUDIENCE REACH.

OPPORTUNITY

A sponsorship of the *Financial Advisor Center* enables your brand to contextually target our highly coveted audience of financial advisors and professionals in an engaging, interactive environment.

Program features include:

- Brand logo adjacent to the channel headline on the homepage and landing page
- Banner roadblock on channel landing page and article pages:
 - Desktop/Tablet: Leaderboard (728x90) | Billboard (970x250); Medium Rectangle (300x250) | Half Page (300x600)
 - Smartphone: Standard Unit (300x250); Mobile Adhesion (320x50 | 300x50)

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

How to Spend

Connect with affluent professionals who invest in the good life.



OVERVIEW

How to Spend, TheStreet's lifestyle channel, provides our audience with tips, stories and information on products and services that will help them live their best life.

Connect your brand message with business professionals looking for and engaging with extravagant lifestyle content. After all, TheStreet site visitors are not only investors, they're affluent spenders.

AVERAGE HHI**

\$116K

| | |
|---|-----------|
| Average investment portfolio value** | \$1.1M |
| Spent \$2,500+ online on travel in past 6 months* | Index 145 |
| Value of primary residence \$500K+—\$999,999* | Index 139 |
| Own a prestige luxury vehicle* | Index 347 |

OPPORTUNITIES

This comprehensive program provides sponsorship and advertising opportunities to deliver positive ROI to your brand:

- Brand sponsorship with prominent logo placement on the How to Spend channel
- Ad units on *How to Spend* article pages

Desktop/Tablet: Leaderboard (728x90) | Billboard (970x250); Medium Rectangle (300x250) | Half Page (300x600)

Smartphone: Standard Unit (300x250); Mobile Adhesion (320x50 | 300x50)

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

How to Spend

TheStreet is a leading financial media site that delivers an audience of high net-worth consumers.



HHI \$200K+

INDEX

| | |
|----------------------------|------------|
| Investors.com..... | 180 |
| TheStreet.com | 153 |
| NASDAQ.com | 142 |
| BusinessInsider.com..... | 142 |
| MarketWatch.com..... | 136 |
| Fool.com..... | 132 |
| WSJ.com | 123 |
| Forbes.com | 123 |
| CNBC.com | 121 |
| Bloomberg.com | 121 |
| Yahoo Finance | 118 |
| SeekingAlpha.com..... | 101 |

PRIMARY RESIDENCE VALUE \$500,000-\$999,999

INDEX

| | |
|----------------------------|------------|
| TheStreet.com | 139 |
| Bloomberg.com | 114 |
| Fool.com..... | 109 |
| BusinessInsider.com..... | 109 |
| SeekingAlpha.com | 98 |
| Yahoo Finance | 96 |
| CNBC.com | 94 |
| MarketWatch.com..... | 90 |
| Forbes.com | 82 |
| WSJ.com | 60 |
| NASDAQ.com | 59 |
| Investors.com..... | 28 |

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

Road Warrior

Target in-market consumers on our platform for trusted and actionable business travel content. Engage with *road warriors*. Be a *brand warrior*.



OVERVIEW

Road Warrior, our business travel channel, provides our audience with travel tips, airline stories, hotel information, and much more.

The *Road Warrior* program aligns your brand with our trusted travel content featured on our *Road Warrior* channel, enabling you to target an audience of active business travelers. TheStreet.com

INDEX

| | |
|---|-----|
| Had heavy foreign air travel in the last 3 years | 194 |
| Stayed 3-4 weeks on business trip in past year | 186 |
| Taken 20+ international business trips in past 3 years | 174 |
| Used airline for business/international trips in the last 3 years | 149 |

OPPORTUNITIES

This comprehensive program provides sponsorship and advertising opportunities to deliver positive ROI to your brand:

- Brand sponsorship with prominent logo placement on Road Warrior channel
- Ad units on Road Warrior article pages:

Desktop/Tablet: Leaderboard (728x90) | Billboard (970x250); Medium Rectangle (300x250) | Half Page (300x600)

Smartphone: Standard Unit (300x250); Mobile Adhesion (320x50 | 300x50)

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

Road Warrior

TheStreet is a leading financial media site that delivers an audience of frequent, high-spending business travelers.



5-6 DOMESTIC BUSINESS TRIPS IN PAST YEAR INDEX

| | |
|----------------------------|------------|
| TheStreet.com | 227 |
| Investors.com..... | 156 |
| WSJ.com | 124 |
| MarketWatch.com..... | 119 |
| SeekingAlpha.com | 109 |
| Yahoo Finance | 106 |
| BusinessInsider.com..... | 98 |
| NASDAQ.com | 93 |
| Bloomberg.com | 86 |
| Fool.com..... | 82 |
| Forbes.com | 79 |
| CNBC.com | 78 |

20+ INTERNATIONAL BUSINESS TRIPS IN PAST 3 YEARS INDEX

| | |
|----------------------------|------------|
| Investors.com..... | 197 |
| TheStreet.com | 174 |
| Yahoo Finance | 154 |
| CNBC.com | 154 |
| SeekingAlpha.com | 136 |
| Bloomberg.com | 132 |
| BusinessInsider.com..... | 118 |
| MarketWatch.com..... | 106 |
| WSJ.com | 106 |
| Forbes.com | 92 |
| Fool.com..... | 71 |
| NASDAQ.com | 68 |

STAYED SEVERAL DAYS ON BUSINESS TRIP IN PAST YEAR INDEX

| | |
|----------------------------|------------|
| TheStreet.com | 130 |
| SeekingAlpha.com | 115 |
| CNBC.com | 103 |
| MarketWatch.com..... | 96 |
| Yahoo Finance | 94 |
| Forbes.com | 92 |
| WSJ.com | 87 |
| BusinessInsider.com..... | 84 |
| Bloomberg.com | 80 |
| Investors.com..... | 76 |
| Fool.com..... | 74 |
| NASDAQ.com | 47 |

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.

Tax Strategies Center

Engage financial professionals and sophisticated investors throughout the year with TheStreet's new Tax Strategies Center.



THESTREET DELIVERS NEWS AND INFORMATION TO FEED AMERICANS YEAR-ROUND OBSESSION WITH TAXES.

In **January and February**, coverage focuses on **active investors, business owners and financial professionals** who are on top of their taxes, ahead of the game and looking for economic outlook stories related to liabilities, deadlines and planning.

From **late February through mid-April**, coverage for **consumers, independent investors and small-business owners** who do their own taxes or use a tax preparation service or software is added to the Center. And for the procrastinators out there, a last-minute survival guide.

Knowing that tax season is year-round for independent investors, financial professionals and small-business owners, the Center will be regularly updated with news, analysis and columns about tax-related legislation, tax-prep resources, key dates/deadlines and strategies for tax-advantaged investing.

TAX STRATEGIES CENTER FEATURES

SECTION FRONT PAGE, updated daily, with tax information and related news stories

"TOP 10 TAX STORIES THIS WEEK" list

RESOURCE CENTER with how-to information, tax preparation resources and critical IRS information

WEEKLY COLUMNS by Tracy Byrnes, specializing in accounting and financial services; and Robert Powell, well-known investing and retirement columnist

DAILY SOCIAL MEDIA coverage of TheStreet's best-of tax news

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com

TheStreet.