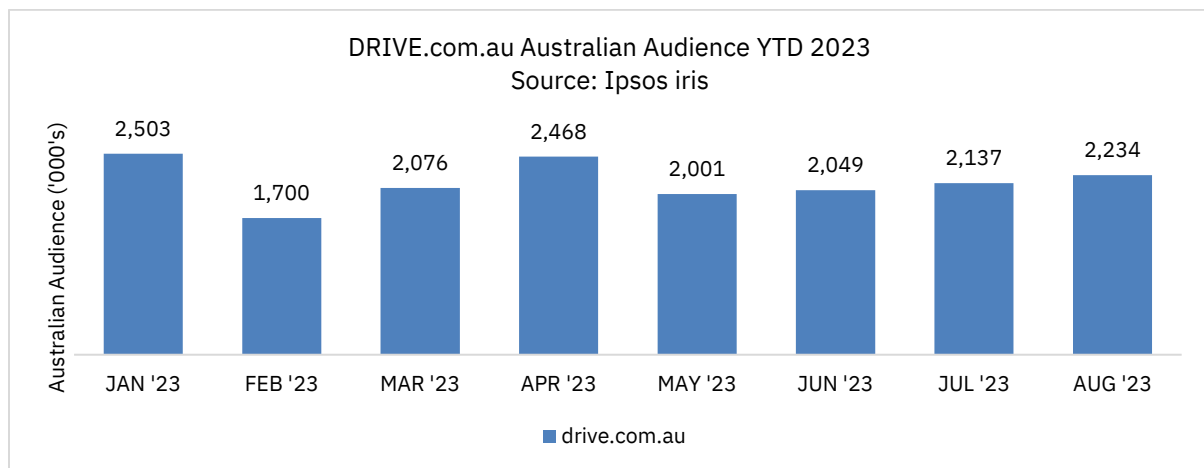


DRIVE LEADS THE WAY WITH ITS MUCH ANTICIPATED IPSOS IRIS AUSTRALIAN AUDIENCE DATA

Monday 9th October, 2023

As we approach the end of another busy year in the automotive media space, Drive is excited to be sharing, for the first time, Ipsos iris monthly Australian audience data for Drive.com.au, for the 2023 year to date.



Source; Ipsos iris Online Audience Measurement Service January to August 2023, Age 14+, PC/laptop/smartphone/tablet, Text only, Brand Group, Automotive Category, Audience (000s)

As you would be aware, Ipsos iris, the Australian Industry Standard for online audience measurement, is the IAB's exclusive endorsed supplier of audience measurement data.

Earlier this year I communicated to our valued industry partners how critically important it is to have an independent and rigorous audience measurement source for our industry, not only for your decision making, but for ours. As Ipsos iris puts it:

"Built from the ground up in collaboration with the IAB and the industry, Ipsos iris is a robust, transparent, and inclusive audience measurement currency for digital content. Since its launch in March, media owners, ad agencies and other industry stakeholders can now use this independent source of truth to understand comparable audience reach and characteristics, offering greater confidence for media

planning and other business decisions. We look forward to the continued evolution of Ipsos iris with an exciting roadmap of product enhancements to come.”

Gai Le Roy, CEO, IAB Australia

Given the central importance of trust and transparency to the Drive brand, we greatly value Ipsos iris data as the independent reference point for the industry.

Drive is the first major online Australian automotive editorial brand within its category to publicly release its Australian audience data for 2023, in alignment with Ipsos and the IAB.

Unfortunately, audience data for other major editorial brands within the Ipsos iris online automotive category is yet to be released, which currently prevents the ability for Ipsos to provide ranking results to the industry.

Over the last three years Drive has significantly and strategically invested in growing the quality and integrity of its audience and the results now speak for themselves. Drive reviews, advice, new car showrooms and Drive Car of the Year are great examples of Drive’s engaging content success in 2023, as is the relaunch of our [Electric Cars](#) guide and all new [Family Car](#) guide released last week.

The growing position of Drive as Australia’s leading automotive content network, with the support of the Nine Entertainment Group, is more evident when we add the growth of Drive TV to the mix, which has a unique audience of 3.7 million viewers reaching 1 in 5 Aussies across metro areas*. Drive's most recent TV special, [Drive Safer](#), which screened on Channel 9 in September, reached 432,000** viewers in both metro and regional markets on its first time airing. There is an exciting Drive TV roadmap planned for 2024 that will continue to take its reach to unprecedented levels.

For Drive, it is an exciting step forward to finally have Ipsos iris reporting in the public domain to validate our proposition as part of our relationship with you. We encourage the release of audience data for other members within our category in the near future.

Thank you for contributing to the success of the Drive brand journey so far. We look forward to sharing our 2024 plans with you at our upfronts in November.



CEO UPDATE

As always, feel free to get in touch if you have any questions in the meantime.

Regards,
Simon.

Simon Halfhide, CEO

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** Source: OzTAM Metro, Network Nine, 01/01/2022 - 09/08/2023 includes 'Drive TV', 'Drive TV - The Road to the Open', ' Drive Electric', Total People, Reach, Reach %, Con 7 as at 10/08/2023, Consolidated 7*

***Source: TVMAP VOZ Analyser, VOZ Data 5.0 © OzTAM Pty Limited [2023], NATIONAL, Nine Content, 23/03/2023 - 25/03/2023, Cumulative Reach, Drive Safer, Total People, Total TV, When Watched.*