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

Source: *Google Analytics, 2H 2017; **comScore Plan Metrix, Oct 2017; ***comScore Media Metrix, October 2017; ****Investment Trends 2017
# The Audience

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

## Affluent and Educated Investors

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Age</td>
<td>50</td>
</tr>
<tr>
<td>Average HHI</td>
<td>$116K</td>
</tr>
<tr>
<td>Average Investment Portfolio Size</td>
<td>$1.1M</td>
</tr>
</tbody>
</table>

## Active Investors

<table>
<thead>
<tr>
<th>Metric</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heavy stock trading volume in last 6 months</td>
<td>185</td>
</tr>
<tr>
<td>Perform 50+ online transactions on brokerage account in the past 6 months</td>
<td>194</td>
</tr>
<tr>
<td>Years experience actively investing</td>
<td>16 years</td>
</tr>
<tr>
<td>Consider myself an “Active Investor”</td>
<td>92%</td>
</tr>
</tbody>
</table>

## Informed Financial Professionals

<table>
<thead>
<tr>
<th>Metric</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certified Financial Advisor</td>
<td>184</td>
</tr>
<tr>
<td>Frequently advise others on financial information</td>
<td>268</td>
</tr>
<tr>
<td>Check stock quotes multiple times a day</td>
<td>128</td>
</tr>
<tr>
<td>Researched IRA/401k online in past 6 months</td>
<td>205</td>
</tr>
</tbody>
</table>

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Source: *Google Analytics, 2H 2017; **comScore Plan Metrix, October 2017; ***comScore Media Metrix, October 2017; ****Investment Trends 2017

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For more information, contact James R. Freiman, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com
Our Competitive Advantage

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

EDUCATED & SOPHISTICATED PROFESSIONALS

<table>
<thead>
<tr>
<th>C-LEVEL EXECUTIVE INDEX</th>
<th>ADVANCED DEGREE INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>TheStreet.com ........... 411</td>
<td>TheStreet.com .......... 169</td>
</tr>
<tr>
<td>SeekingAlpha.com .......... 390</td>
<td>MarketWatch.com ......... 134</td>
</tr>
<tr>
<td>Bloomberg.com ............ 257</td>
<td>Bloomberg.com ........... 131</td>
</tr>
<tr>
<td>NASDAQ.com ................ 250</td>
<td>SeekingAlpha.com ......... 127</td>
</tr>
<tr>
<td>CNBC.com .................. 238</td>
<td>WSJ.com .................. 126</td>
</tr>
<tr>
<td>Yahoo Finance ............. 204</td>
<td>BusinessInsider.com ...... 117</td>
</tr>
<tr>
<td>Forbes.com ............... 200</td>
<td>Fool.com .................. 116</td>
</tr>
<tr>
<td>MarketWatch.com .......... 185</td>
<td>NASDAQ.com ............. 115</td>
</tr>
<tr>
<td>Fool.com .................. 176</td>
<td>CNBC.com ................ 110</td>
</tr>
<tr>
<td>BusinessInsider.com ...... 142</td>
<td>Yahoo Finance .......... 106</td>
</tr>
<tr>
<td>WSJ.com .................. 140</td>
<td>Forbes.com ............... 93</td>
</tr>
<tr>
<td>Investors.com ............. 41</td>
<td>Investors.com .......... 82</td>
</tr>
</tbody>
</table>

ACTIVE TRADERS

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

<table>
<thead>
<tr>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investors.com ................ 254</td>
</tr>
<tr>
<td>TheStreet.com ............... 194</td>
</tr>
<tr>
<td>WSJ.com ..................... 148</td>
</tr>
<tr>
<td>MarketWatch.com .............. 130</td>
</tr>
<tr>
<td>SeekingAlpha.com ............ 127</td>
</tr>
<tr>
<td>NASDAQ.com .................. 103</td>
</tr>
<tr>
<td>Forbes.com ................... 94</td>
</tr>
<tr>
<td>Yahoo Finance ............... 84</td>
</tr>
<tr>
<td>Bloomberg.com ................ 84</td>
</tr>
<tr>
<td>BusinessInsider.com .......... 80</td>
</tr>
<tr>
<td>CNBC.com .................... 78</td>
</tr>
<tr>
<td>Fool.com ..................... 76</td>
</tr>
</tbody>
</table>

Source: comScore Plan Metrix, October 2017

FOR MORE INFORMATION, CONTACT

JAMES R. FREIMAN, Senior Vice President of Media Revenue + Strategy // James.Freiman@thestreet.com
24/7 Engagement

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

THESTREET CONTENT IS CONSUMED CROSS-CHANNEL FROM MORNING TO NIGHT

MORNING: DATA GATHERING
TheStreet's content prepares visitors for the market day
• Pre-market
• Researching things to know before market opens
• Checking stock futures
• Viewing analysts' actions
• Researching morning movers (RealMoney)

MARKET DAY: DECISION-MAKING
TheStreet arms visitors to make informed decisions throughout the day
• Opening bell
• Searching breaking news
• Checking top stocks and investing insights
• Viewing stock movements

EVENING: RESULTS ASSESSMENT
TheStreet provides key insights to assist in the next day's action plan
• Closing bell
• Examining look-ahead investing insights
• Researching foreign markets and international developments impacting U.S. markets
• Viewing tech roundup

MOVING TO MOBILE

<table>
<thead>
<tr>
<th>Year</th>
<th>DESKTOP</th>
<th>SMARTPHONE &amp; TABLET</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>2014</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>2015</td>
<td>63%</td>
<td>37%</td>
</tr>
<tr>
<td>2016</td>
<td>47%</td>
<td>53%</td>
</tr>
<tr>
<td>2017</td>
<td>38%</td>
<td>62%</td>
</tr>
</tbody>
</table>

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

Source: Google Analytics 2017
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)

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

Source: comScore Plan Metrix, October 2017
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

<table>
<thead>
<tr>
<th>Average investment portfolio value**</th>
<th>$1.1M</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent $2,500+ online on travel in past 6 months*</td>
<td>Index 145</td>
</tr>
<tr>
<td>Value of primary residence $500K+—$999,999*</td>
<td>Index 139</td>
</tr>
<tr>
<td>Own a prestige luxury vehicle*</td>
<td>Index 347</td>
</tr>
</tbody>
</table>

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)

Source:*comScore Plan Metrix, October 2017; **Investment Trends 2017

FOR MORE INFORMATION, CONTACT

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

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

<table>
<thead>
<tr>
<th>PRIMARY RESIDENCE VALUE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>HHI $200K+</td>
<td>INDEX</td>
</tr>
<tr>
<td>TheStreet.com</td>
<td>153</td>
</tr>
<tr>
<td>Investors.com</td>
<td>180</td>
</tr>
<tr>
<td>NASDAQ.com</td>
<td>142</td>
</tr>
<tr>
<td>Business Insider.com</td>
<td>142</td>
</tr>
<tr>
<td>MarketWatch.com</td>
<td>136</td>
</tr>
<tr>
<td>Fool.com</td>
<td>132</td>
</tr>
<tr>
<td>WSJ.com</td>
<td>123</td>
</tr>
<tr>
<td>Forbes.com</td>
<td>123</td>
</tr>
<tr>
<td>CNBC.com</td>
<td>121</td>
</tr>
<tr>
<td>Bloomberg.com</td>
<td>114</td>
</tr>
<tr>
<td>Fool.com</td>
<td>109</td>
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<td>Seeking Alpha.com</td>
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<td>96</td>
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<td>CNBC.com</td>
<td>94</td>
</tr>
<tr>
<td>MarketWatch.com</td>
<td>90</td>
</tr>
<tr>
<td>Forbes.com</td>
<td>82</td>
</tr>
<tr>
<td>WSJ.com</td>
<td>60</td>
</tr>
<tr>
<td>NASDAQ.com</td>
<td>59</td>
</tr>
<tr>
<td>Investors.com</td>
<td>28</td>
</tr>
</tbody>
</table>

Source: comScore Plan Metrix, October 2017

For more information, contact

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

Source: comScore Plan Metrix, October 2017
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

Source: comScore Plan Metrix; October 2017
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.

FOR MORE INFORMATION, CONTACT

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

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