2015 in Review
The Insider loyalty program launched in January 2015 and ended the year in 26 markets (27 pubs)
Offering deals, events, and unique content, the Insider program has shown to be a great tool to help drive subscriber engagement, activation, and retention

Insider, by the Numbers

4.8MM
Total Insider PVs
11.2%
Insider Penetration

195k
Subs Visiting Insider
355k
Insider Unique Visitors

64%
Insiders Returning >1x a Month
33%
Insider Logins

Insiders Spend More Time on Site...

<table>
<thead>
<tr>
<th></th>
<th>Insiders</th>
<th>Non-Insiders</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-10 minutes</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>10-30+ minutes</td>
<td>32.5%</td>
<td>18%</td>
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...and Retain Better than Non-Insiders
10 percentage point increase in retention after 43 weeks in Phase 1 markets (Insiders vs. Insider look-alikes)

They're Telling Friends
Out of 7,250 Insider customer surveys received in 2015, over 47% of subscribers said they were very likely to recommend Insider to a friend (Insider Net Promoter Score)

DEALS
64% of Insiders say Deals appeal most to them, followed by Events (25%), and Extras (12%)

More Please! 64.7% of over 7,250 subscribers say Insider adds value to their news subscription

Launched Insider National in August 2015 in 58 markets, with 14k subs (2%) in those markets engaging with the program. Insider National email avg open rate 25%, click-to-open rate 20% (72% total clicks)

Insider newsletters and offer emails in 2016 averaged a 24% open rate, and 12% click-to-open rate (377K total clicks)

THANK YOU to everyone for making this program such a success in 2016! Here's to an even brighter 2016!

Yours truly,
The Insider Team