



FUTURE

STORY

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Future is a global media company

We produce, websites, TV shows, social content, events and, magazines.

We combine engaging content with cutting-edge data — as our audience is at the heart of what we do.



Future is on a stunning trajectory

20%

Direct Ad Revenues
up **YoY**

4.7B

Ad Impressions
(+695%)

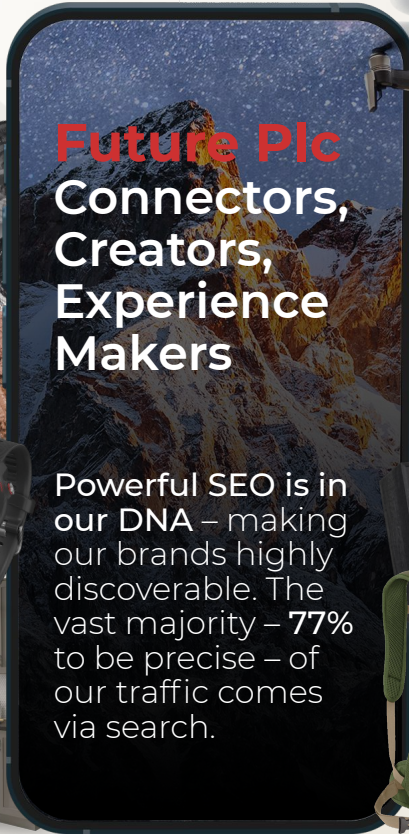
9

Acquisitions over the
last 2 years

120

New journalists hired
in last 6 months





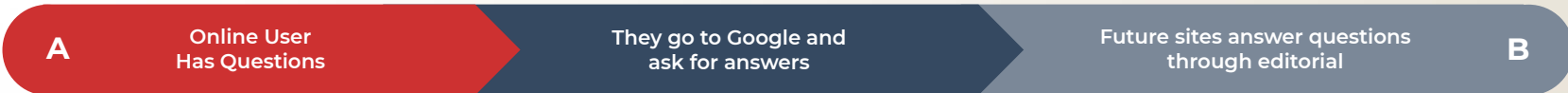
Future Plc Connectors, Creators, Experience Makers

Powerful SEO is in our DNA – making our brands highly discoverable. The vast majority – **77%** to be precise – of our traffic comes via search.



Future's Path of least resistance

Because **77%** of our traffic is from **organic search**, we have pre-qualified leads to our sites. For consumers, it feels like the **path of least resistance** getting what they need from **A to B**.



A

Online User Has Questions

They go to Google and ask for answers

Future sites answer questions through editorial

B

- I want to
- How can I do?
- How does it work?
- Can I do?
- Should I buy?
- What is the best?
- Is it worth it?
- Does it work with?
- Do I need?
- This or this?
- What is the best price?
- Help me setup
- How do I make it better?

We **connect** with people as they follow their **passions** – and they **trust us**.

Future makes it easy and fun for them to do what they want.

For you, this means a highly engaged audience for your campaigns.



People use our sites beyond mere **enjoyment** of the subject matter – it's about having a place to research, shop and **get more** from their products.

For example, **researching** best road bikes, comparing prices and **purchasing**, then reading our **how-to guides** on bike fit, maintenance and future upgrades.

The exact same thing applies for audio, TV, golf, laptops and so much more.





The brands we
own and the
content we create
are inherently
BRAND SAFE.



Over the past year,
we have acquired and
integrated **TI Media**
and **GoCo Group**

**Bigger audiences, stronger verticals
and new opportunities.**



TI Media

**GO CO
GROUP**

With these acquisitions
Future is now...

2,000+
People

245
Brands



Future in numbers

6.5bn

Page views



1 in 3

People online in the UK and US reached by our content



#1

Tech, Homes, Games, Cycling & Photography online publisher, UK



98.7m

Social media followers



100k

Event attendees in 2020



£2.7m

of products **per day** sold through ecommerce (£1.9k per minute)
£600,000 per day UK



The Future Strategy



Key Companies

We've seen the road ahead and brought key companies into the fold.



Scale & Strength

Our scale and strength is underpinned by data.



Connect

We connect people, products and services.



Future Proofed

We are future proofed with our 1st party data offering.

Everything we do has a **purpose.**

The **Future Wheel** puts Content and Data at the heart of our business.

As the market evolves, we are prepared.



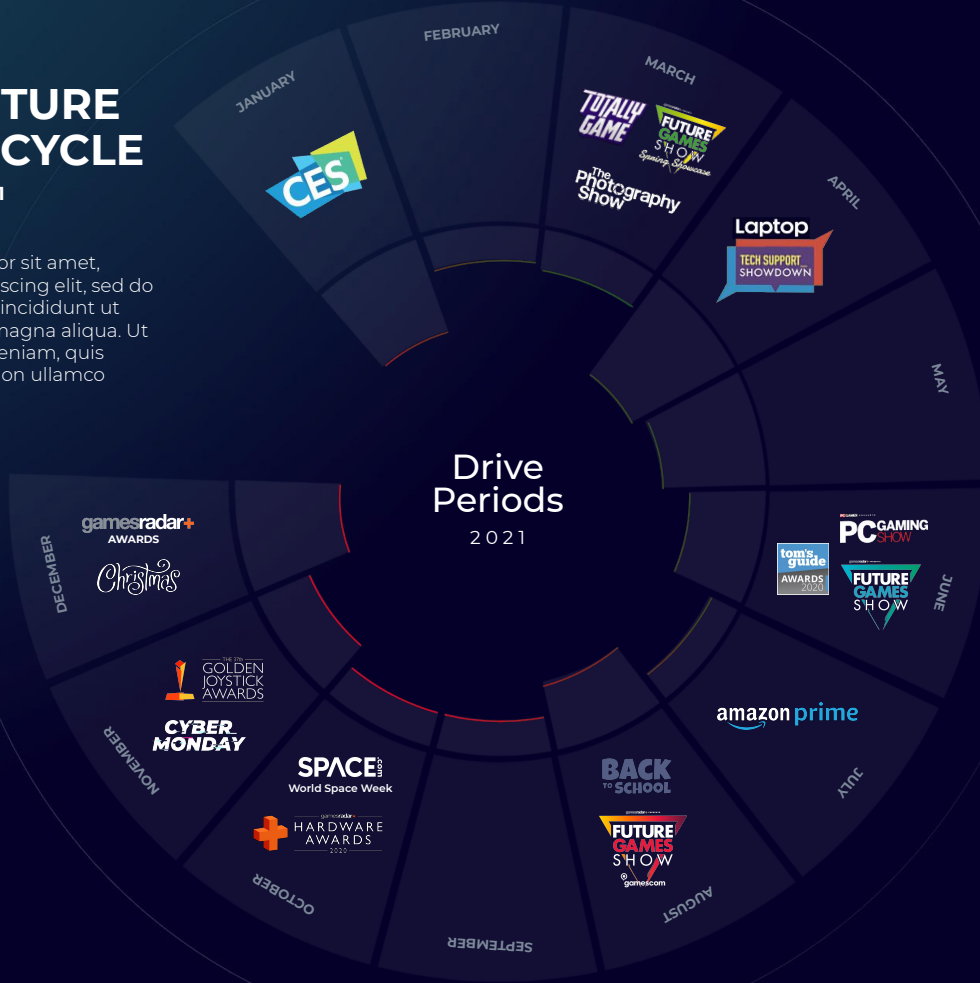


Thank you

THE FUTURE EVENT CYCLE

2021

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Industry Lead Events

- January: CES
- February: Presidents Day
- March: SXSW
- April: Oscars
- June: Pax East, Computex, E3
- July: Prime Day
- August: Gamescom
- September: Pax West
- November: Black Friday
- December: Christmas



The Leading Tech News Publisher

