

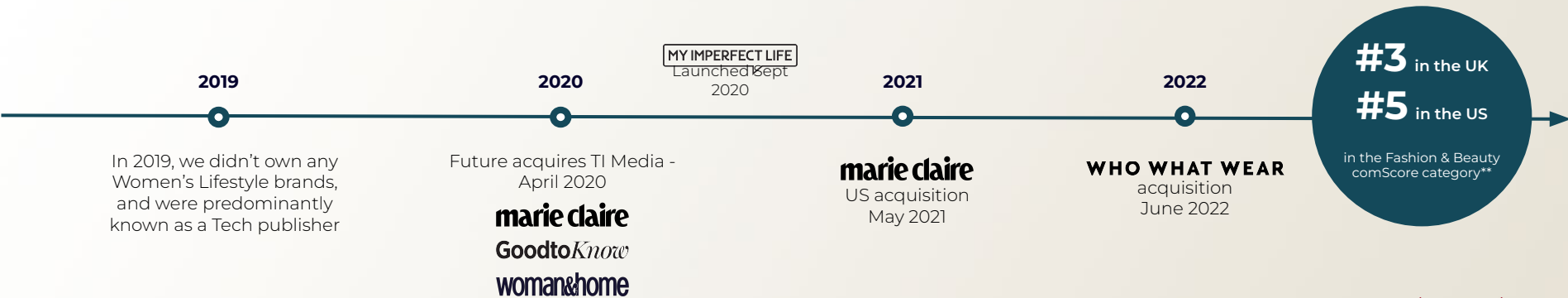


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SVP, Lifestyle, Knowledge & News

The Women's Lifestyle opportunity

Fastest Growing Women's Lifestyle Publisher

Since 2019, our Women's Lifestyle vertical has grown at an exponential rate due to Future's acquisitive strategy combined with our organic growth, and this is only set to expand further.



Women are active information seekers and drive 70-80% of purchase decisions*

Wanting inspiration, alongside practical information

Welcoming advice from peers and trusted 'authorities'

Using social media, alongside search to follow non-linear buying journeys



Media brands are critically important trusted sources

Media brands remain essential intermediaries, helping women navigate, providing inspiration and trusted recommendations

Editors pre-date influencers and still play this part - with authority and credibility

Marriage of social media community and authoritative Editor, with journeys between the two entirely fluid

┌ The Appeal of the Women's Lifestyle Market - long term growth drivers

Product categories of Beauty and Apparel/Fashion are in high online growth

A proven user experience, with more mobile online shopping: Tried & tested has moved from the 'beauty counter' to online trusted sources - with an easy path to online purchase

An attractive growth market with ample opportunities: Fashion & beauty are currently under-penetrated in terms of online sales and are forecast to be over-penetrated going from 20% of sales in 2021 to over 50% beyond 2026 (increasing from 20% to 25% represents \$30bn incremental opportunity)*

Digital advertising market set to continue to grow at pace

A \$7.5bn advertising market (Beauty and personal Luxury)**
Digital outpacing more traditional medium

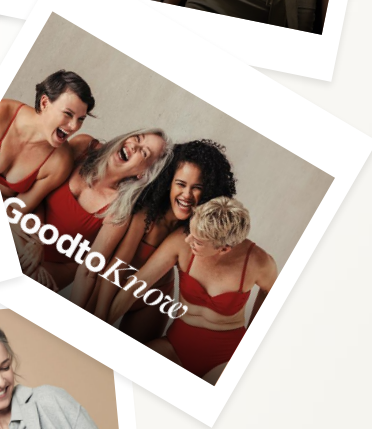
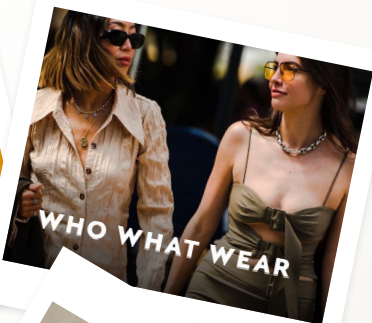
Fashion & Beauty online shopping penetration* predicted to go from 20% to **50% by 2026**



*Source JPM research 10 June 2022

**Statista's market estimates

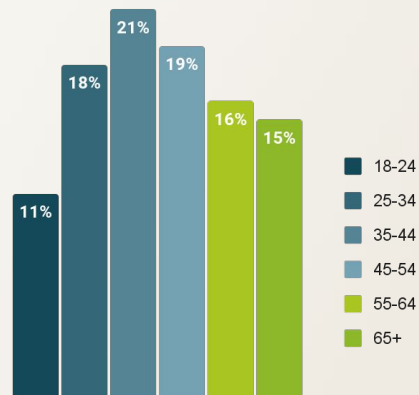
Future's Women's Lifestyle Brands, covering all age groups



Each of our Women's brands connects with valuable target groups, engaging their audiences through helpful *and* inspiring content.

Our audiences look to our expert content to inspire, entertain, and advise them at every life stage.

Future Women's Network, female audience by age group



Source: Google Analytics, Global, July 22.

┌ A proven playbook deployed to win in Women's lifestyle



Future is well-set to take share in the high-growth Beauty and Fashion category

The characteristics of the high-growth Women's Lifestyle market shares many characteristics with Tech & Gaming

Intent-led audience, looking for trusted advice

High disposable income

Direct sales capabilities

Common, end-to-end and modular tech stack

Podium-position strategy, replicated in a newer vertical

Expertise and scale to drive growth



Who What Wear brings direct sales capabilities and affiliate expertise with **a purchase every 30 seconds**

This creates a **multiplier effect** when applied to the **scale** of the Group Women's lifestyle vertical

Advertising

Growing the audience to achieve **leadership** position to **premiumise** the legacy Future portfolio in this vertical

Affiliates

Focus on **Beauty** for Who What Wear, leverage **Fashion** for existing portfolio and drive increase in basket size

Women's
lifestyle
online users*

35m+

Who What Wear
users make
a purchase every

30
seconds