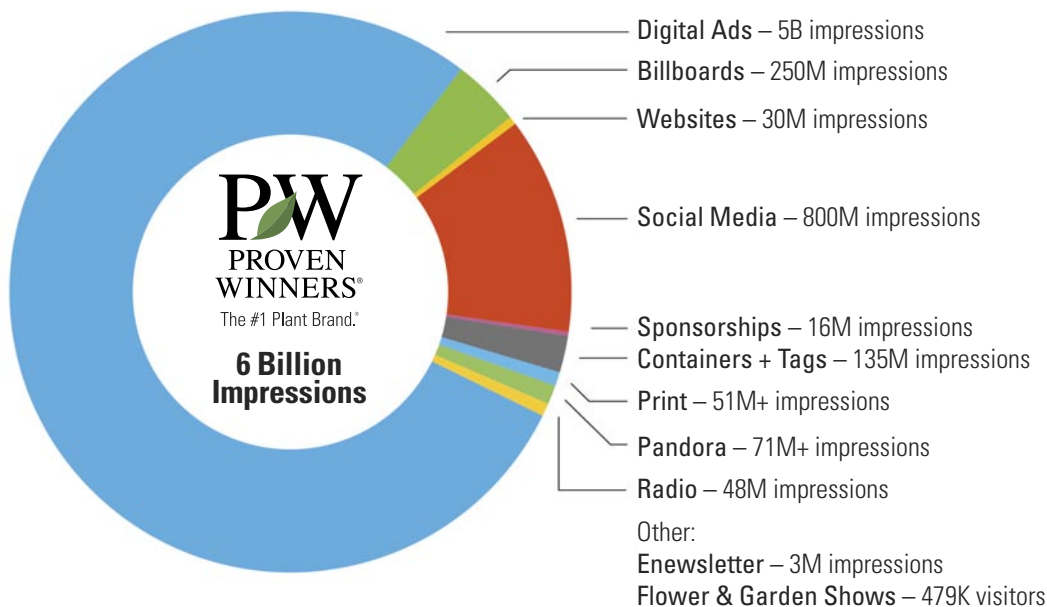


PROVEN WINNERS DELIVERS 6 BILLION IMPRESSIONS

Every single day, we're reaching out to consumers to communicate our brand promise and build the exposure that is so critical in our customers' success. Our broad reaching marketing campaign delivered over 6,000,000,000 impressions last year by harnessing the power of all the efforts you see pictured below.

These impressions serve as reminders and motivation for consumers who have never been exposed to the brand in addition to the loyal following we've worked to build. Though the campaign runs all year, it is most heavily weighted during peak selling seasons to help move product when store traffic is high.

Reaching Consumers from Every Angle



Digital Ads – Google advertising is a powerful tool for large scale reach out to the masses. Over five billion impressions were made last year through Google Display Retargeting. We strategically placed ads as consumers browsed Google or its partner websites, creating well-timed placements throughout the buying season.

Print – Print advertisements in U.S. and Canadian gardening and lifestyle magazines run from early spring to fall. In addition, a half million copies of our popular *Gardener's Idea Book* and 120,000 copies of *Gardening Simplified* are distributed by request each year.

Radio – Broadcast radio ads featuring Proven Winners ColorChoice shrubs run from Mother's Day to mid-June, targeting 48 million listeners.

Pandora – Pandora internet radio ad campaigns run from May through mid-July targeting 85% female and 15% male listeners, ages 35-64.

Websites – 30 million impressions were made in 2019 on provenwinners.com, nationalplantoftheyear.com, beauty.provenwinners.com and GardenDesign.com.

Containers + Tags – Consumers seek out our signature white branded container to know they are buying authentic Proven Winners annuals, perennials and shrubs at retail.

Social Media – We're engaging with consumers every day in the dynamic online communities we've built on social channels including Facebook, Instagram, Twitter, Pinterest and YouTube. In addition, spokeswoman Laura of @Garden Answer does a phenomenal job of highlighting our products while reaching her millions of fans daily.

Billboards – 90 U.S. and 61 Canadian billboard messages are displayed each spring along North America's busiest roadways remind consumers that it's time to shop for Proven Winners.

Sponsorships – Our GardenSmart PBS sponsorship reaches 92% of the country, hitting 96% of the top 25 markets with ads aired on 424 stations. That adds up to 2 million viewers per month, 81% of which are homeowners.