

| | | Q1 | | | | | |
|---------|---------------------|---------------------|------------------------|------------------------|-----------|---------------|----------|
| | | FEBRUARY | | | | | |
| | | W 5 | W 6 | W 7 | W 8 | W 9 | |
| | | 31/01 | 07/02 | 14/02 | 21/02 | 28/02 | |
| Digital | | Love Season | | | | Women | |
| | MyTarget | Description | Medium | Intensive Communicatio | Medium | Intensive Cor | |
| | | KPI (Imp) | 587,500 | 812,500 | 812,500 | 587,500 | 812,500 |
| | | Budget | € 470.00 | € 650.00 | € 650.00 | € 470.00 | € 650.00 |
| | Facebook Ads | Description | Medium | Intensive Communicatio | Medium | Intensive Cor | |
| | | KPI (Imp) | 683,333 | 791,667 | 791,667 | 683,333 | 791,667 |
| | | Budget | € 480.00 | € 550.00 | € 550.00 | € 480.00 | € 550.00 |
| | Admixer | Description | Medium | Intensive Communicatio | Medium | Intensive Cor | |
| | | KPI (Imp) | 444,444 | 576,471 | 576,471 | 444,444 | 576,471 |
| | | Budget | € 200.00 | € 330.00 | € 330.00 | € 200.00 | € 330.00 |
| | Prodigital | Description | Intensive Communicatio | | | Intensive Cor | |
| | | KPI (Imp) | 96,000 | | 96,000 | 96,000 | |
| | | Budget | € 120.00 | | € 120.00 | € 120.00 | |
| | SMM | IG & FB Posts Boost | Description | SMM IG&FB | | | |
| | | | Budget | € 700.00 | | | |
| PR | Commercial Articles | Description | 3 News Articles | | | | |
| | | Budget | € 360.00 | | | | |
| KOL | Influencers | Description | KOL | | KOL | | |
| | | Budget | € 300.00 | | € 300.00 | | |
| | Weekly Budget | ##### | ##### | ##### | ##### | ##### | |
| | Weekly Impressions | 1,715,277 | 2,276,638 | 2,276,638 | 1,715,277 | 2,276,638 | |

| | | Impressions | | | Avg. CPC/CPV | | Clicks | |
|--|--------------------------------|----------------|----------|-------------|--------------|--|--------------|--|
| | Vk.com | 125,000 | € | 0.32 | | | 313 | |
| | OK.ru | 150,000 | € | 0.32 | | | 375 | |
| | Mail.ru | 100,000 | € | 0.32 | | | 250 | |
| | Facebooks Ads | 187,500 | € | 0.23 | | | 656 | |
| | Instagram Ads (feed & stories) | 200,000 | € | 0.17 | | | 700 | |
| | Total Digital | 762,500 | € | 0.25 | | | 2,294 | |

| | Impressions | Avg. CPC/CPV | Clicks |
|--------------------------------|------------------|---------------|--------------|
| Vk.com | 187,500 | € 0.32 | 469 |
| OK.ru | 250,000 | € 0.32 | 625 |
| Mail.ru | 150,000 | € 0.32 | 375 |
| Facebooks Ads | 350,000 | € 0.23 | 1,225 |
| Instagram Ads (feed & stories) | 333,333 | € 0.12 | 1,667 |
| Admixer (Numbers) | 444,444 | € 0.64 | 311 |
| Total Digital | 1,715,278 | € 0.25 | 4,672 |

| | Impressions | Avg. CPC/CPV | Clicks |
|--------------------------------|------------------|---------------|--------------|
| Vk.com | 250,000 | € 0.32 | 625 |
| OK.ru | 375,000 | € 0.32 | 938 |
| Mail.ru | 187,500 | € 0.32 | 469 |
| Facebooks Ads | 375,000 | € 0.23 | 1,313 |
| Instagram Ads (feed & stories) | 416,667 | € 0.17 | 1,458 |
| Admixer (Numbers) | 400,000 | € 0.64 | 280 |
| Admixer (Local Platforms) | 176,471 | € 0.17 | 882 |
| Prodigital | 96,000 | € 0.63 | 192 |
| Total Digital | 2,276,637 | € 0.27 | 6,156 |

| MARCH | | | | APRIL | | | | MAY | | |
|-----------------|-----------|-----------|----------|-----------------|-------------------------|-------------------------|-------------------------|-----------|-----------|----------|
| W 10 | W 11 | W 12 | W 13 | W 14 | W 15 | W 16 | W 17 | W 18 | W 19 | |
| 07/03 | 14/03 | 21/03 | 28/03 | 04/04 | 11/04 | 18/04 | 25/04 | 02/05 | 09/05 | |
| Good Friday | | | | Easter | | | | | | |
| Communication | Medium | Medium | Minimal | Minimal | Medium | Intensive Communication | | | Medium | |
| 812,500 | 587,500 | 587,500 | 375,000 | 375,000 | 587,500 | 812,500 | 812,500 | 812,500 | 587,500 | |
| € 650.00 | € 470.00 | € 470.00 | € 300.00 | € 300.00 | € 470.00 | € 650.00 | € 650.00 | € 650.00 | € 470.00 | |
| Communication | Medium | Medium | Minimal | Minimal | Medium | Intensive Communication | | | Medium | |
| 791,667 | 683,333 | 683,333 | 387,500 | 387,500 | 683,333 | 791,667 | 791,667 | 791,667 | 683,333 | |
| € 550.00 | € 480.00 | € 480.00 | € 270.00 | € 270.00 | € 480.00 | € 550.00 | € 550.00 | € 550.00 | € 480.00 | |
| Communication | Medium | Medium | | | | Medium | Intensive Communication | | | Medium |
| 576,471 | 444,444 | 444,444 | | | | 444,444 | 576,471 | 576,471 | 576,471 | 444,444 |
| € 330.00 | € 200.00 | € 200.00 | | | | € 200.00 | € 330.00 | € 330.00 | € 330.00 | € 200.00 |
| Communication | | | | | Intensive Communication | | | | | |
| 96,000 | | | | | 96,000 | 96,000 | 96,000 | | | |
| € 120.00 | | | | | € 120.00 | € 120.00 | € 120.00 | | | |
| SMM IG&FB | | | | SMM IG&FB | | | | SMM | | |
| € 700.00 | | | | € 700.00 | | | | € 70 | | |
| 3 News Articles | | | | 3 News Articles | | | | | | |
| € 360.00 | | | | € 360.00 | | | | | | |
| KOL | | KOL | | KOL | | KOL | | KOL | | |
| € 300.00 | | € 300.00 | | € 300.00 | | € 300.00 | | € 300.00 | | |
| ##### | ##### | ##### | € 870.00 | ##### | ##### | ##### | ##### | ##### | ##### | |
| 2,276,638 | 1,715,277 | 1,715,277 | 762,500 | 762,500 | 1,715,277 | 2,276,638 | 2,276,638 | 2,276,638 | 1,715,277 | |

| Weekly mediaplan Minimal | | | | | | |
|--------------------------|--------------|----------|------|-----------|--------------|--------|
| Views | Avg. CTR/VTR | Avg. CPM | | Frequency | Unique Reach | Budget |
| | 0.25% | € | 0.80 | 5.0 | 25,000 | € |
| | 0.25% | € | 0.80 | 5.0 | 30,000 | € |
| | 0.25% | € | 0.80 | 5.0 | 20,000 | € |
| | 0.35% | € | 0.80 | 5.0 | 37,500 | € |
| | 0.35% | € | 0.60 | 5.0 | 40,000 | € |
| 0 | 0.30% | € | 0.75 | 7.0 | 108,929 | € |

| Weekly mediaplan Medium | | | | | | |
|-------------------------|--------------|----------|-------------|------------|----------------|----------|
| Views | Avg. CTR/VTR | Avg. CPM | | Frequency | Unique Reach | Budget |
| | 0.25% | € | 0.80 | 5.0 | 37,500 | € |
| | 0.25% | € | 0.80 | 5.0 | 50,000 | € |
| | 0.25% | € | 0.80 | 5.0 | 30,000 | € |
| | 0.35% | € | 0.80 | 5.0 | 70,000 | € |
| | 0.50% | € | 0.60 | 5.0 | 66,667 | € |
| | 0.07% | € | 0.45 | 5.0 | 88,889 | € |
| 0 | 0.27% | € | 0.67 | 8.0 | 214,410 | € |

| Weekly mediaplan Intensive | | | | | | |
|----------------------------|--------------|----------|-------------|------------|----------------|----------|
| Views | Avg. CTR/VTR | Avg. CPM | | Frequency | Unique Reach | Budget |
| | 0.25% | € | 0.80 | 5.0 | 50,000 | € |
| | 0.25% | € | 0.80 | 5.0 | 75,000 | € |
| | 0.25% | € | 0.80 | 5.0 | 37,500 | € |
| | 0.35% | € | 0.80 | 5.0 | 75,000 | € |
| | 0.35% | € | 0.60 | 5.0 | 83,333 | € |
| | 0.07% | € | 0.45 | 5.0 | 80,000 | € |
| | 0.50% | € | 0.85 | 5.0 | 35,294 | € |
| | 0.20% | € | 1.25 | 5.0 | 19,200 | € |
| 0 | 0.27% | € | 0.72 | 9.0 | 252,960 | € |

Q2

4Y

| | | | JUNE | | | | JULY | | |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| W 20 | W 21 | W 22 | W 23 | W 24 | W 25 | W 26 | W 27 | W 28 | W 29 |
| 16/05 | 23/05 | 30/05 | 06/06 | 13/06 | 20/06 | 27/06 | 04/07 | 11/07 | 18/07 |

Summer Mixology

| Medium | Minimal | Minimal | Medium | Medium | Minimal | Minimal | Medium | Medium | Minimal |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 587,500 | 375,000 | 375,000 | 587,500 | 587,500 | 375,000 | 375,000 | 587,500 | 587,500 | 375,000 |
| € 470.00 | € 300.00 | € 300.00 | € 470.00 | € 470.00 | € 300.00 | € 300.00 | € 470.00 | € 470.00 | € 300.00 |

| Medium | Minimal | Minimal | Medium | Medium | Minimal | Minimal | Medium | Medium | Minimal |
|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| 683,333 | 387,500 | 387,500 | 683,333 | 683,333 | 387,500 | 387,500 | 683,333 | 683,333 | 387,500 |
| € 480.00 | € 270.00 | € 270.00 | € 480.00 | € 480.00 | € 270.00 | € 270.00 | € 480.00 | € 480.00 | € 270.00 |

| Medium |
|----------|
| 444,444 |
| € 200.00 |

| Medium | Medium |
|----------|----------|
| 444,444 | 444,444 |
| € 200.00 | € 200.00 |

| Medium | Medium |
|----------|----------|
| 444,444 | 444,444 |
| € 200.00 | € 200.00 |

| IG&FB | SMM IG&FB | SMM IG&FB |
|-------|-----------|-----------|
| 0.00 | € 700.00 | € 700.00 |

3 News Articles
€ 360.00

| KOL |
|----------|
| € 300.00 |

| KOL |
|----------|
| € 300.00 |

| KOL |
|----------|
| € 300.00 |

| KOL |
|----------|
| € 300.00 |

| KOL |
|----------|
| € 300.00 |

| | | | | | | | | | |
|-----------|----------|---------|-----------|-----------|----------|----------|-----------|-----------|----------|
| ##### | € 870.00 | ##### | ##### | ##### | € 870.00 | € 570.00 | ##### | ##### | € 870.00 |
| 1,715,277 | 762,500 | 762,500 | 1,715,277 | 1,715,277 | 762,500 | 762,500 | 1,715,277 | 1,715,277 | 762,500 |

Net

| |
|--------|
| 100.00 |
| 120.00 |
| 80.00 |
| 150.00 |
| 120.00 |

570.00



Net NET

| |
|--------|
| 150.00 |
| 200.00 |
| 120.00 |
| 280.00 |
| 200.00 |
| 200.00 |

1,150.00



Net NET

| |
|--------|
| 200.00 |
| 300.00 |
| 150.00 |
| 300.00 |
| 250.00 |
| 180.00 |
| 150.00 |
| 120.00 |

1,650.00

Q3

| AUGUST | | | | | SEPTEMBER | | | | |
|------------------------|---------------|----------------|----------------|---------------|--------------------------------|------------|-----------|----------------|----------|
| W 30 | W 31 | W 32 | W 33 | W 34 | W 35 | W 36 | W 37 | W 38 | W 39 |
| 25/07 | 01/08 | 08/08 | 15/08 | 22/08 | 29/08 | 05/09 | 12/09 | 19/09 | 26/09 |
| | | | | | Family Events | | | | |
| Minimal | Medium | Minimal | Minimal | Medium | Intensive Communication | | | Minimal | |
| 375,000 | 587,500 | 375,000 | 375,000 | 587,500 | 812,500 | 812,500 | 812,500 | 812,500 | 375,000 |
| € 300.00 | € 470.00 | € 300.00 | € 300.00 | € 470.00 | € 650.00 | € 650.00 | € 650.00 | € 650.00 | € 300.00 |
| Minimal | Medium | Minimal | Minimal | Medium | Intensive Communication | | | Minimal | |
| 387,500 | 683,333 | 387,500 | 387,500 | 683,333 | 791,667 | 791,667 | 791,667 | 791,667 | 387,500 |
| € 270.00 | € 480.00 | € 270.00 | € 270.00 | € 480.00 | € 550.00 | € 550.00 | € 550.00 | € 550.00 | € 270.00 |
| Medium | | Medium | | | Intensive Communication | | | | |
| 444,444 | | 444,444 | | | 576,471 | 576,471 | 576,471 | 576,471 | |
| € 200.00 | | € 200.00 | | | € 330.00 | € 330.00 | € 330.00 | € 330.00 | |
| | | | | | Intensive Communication | | | | |
| | | | | | 96,000 | 96,000 | 96,000 | 96,000 | |
| | | | | | € 120.00 | € 120.00 | € 120.00 | € 120.00 | |
| SMM IG&FB | | | | | SMM IG&FB | | | | |
| € 700.00 | | | | | € 700.00 | | | | |
| 3 News Articles | | | | | | | | | |
| € 360.00 | | | | | | | | | |
| KOL | | KOL | | KOL | | KOL | | KOL | |
| € 300.00 | | € 300.00 | | € 300.00 | | € 300.00 | | € 300.00 | |
| € 570.00 | ##### | € 570.00 | ##### | ##### | ##### | ##### | ##### | ##### | € 870.00 |
| 762,500 | 1,715,277 | 762,500 | 762,500 | 1,715,277 | 2,276,638 | 2,276,638 | 2,276,638 | 2,276,638 | 762,500 |

DECEMBER

| W 50 | W 51 | W 52 | |
|--------------------------------|------------------------|-----------|-------------|
| 12/12 | 19/12 | 26/12 | |
| & Xmas | | | |
| Intensive Communication | | | |
| 812,500 | 812,500 | 812,500 | 29,687,500 |
| € 650.00 | € 650.00 | € 650.00 | € 23,750.00 |
| Intensive Communication | | | |
| 791,667 | 791,667 | 791,667 | 31,387,499 |
| € 550.00 | € 550.00 | € 550.00 | € 21,920.00 |
| Intensive Communication | | | |
| 576,471 | 576,471 | 576,471 | 18,688,887 |
| € 330.00 | € 330.00 | € 330.00 | € 9,610.00 |
| Intensive Communication | | | |
| 96,000 | 96,000 | 96,000 | 1,632,000 |
| € 120.00 | € 120.00 | € 120.00 | € 2,040.00 |
| SMM IG&FB | | | |
| € 700.00 | | | € 7,700.00 |
| | 3 News Articles | | |
| | € 360.00 | | € 2,660.00 |
| | KOL | | |
| | € 900.00 | | € 7,500.00 |
| ##### | ##### | ##### | € 75,180.00 |
| 2,276,638 | 2,276,638 | 2,276,638 | 81,395,886 |

