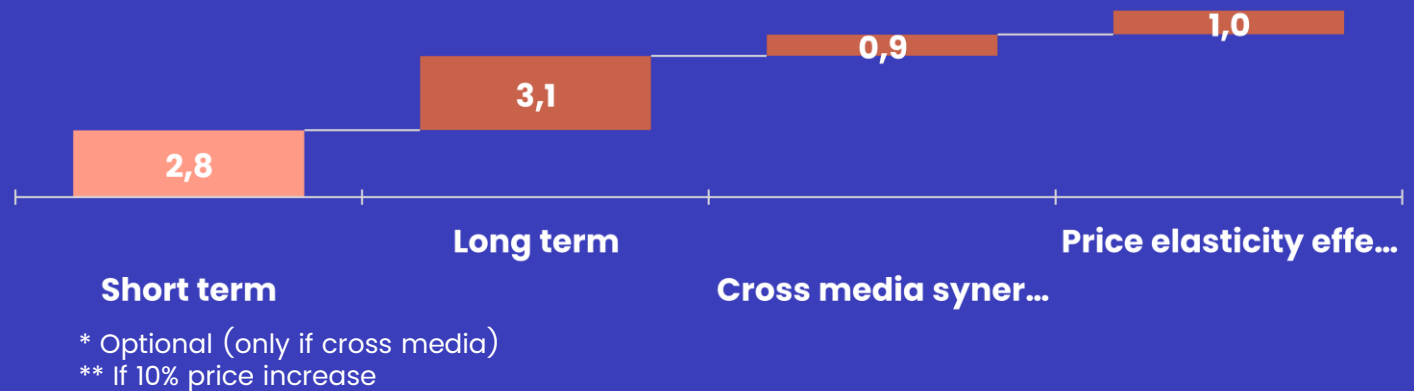


TV confirmed as a powerful sales driver

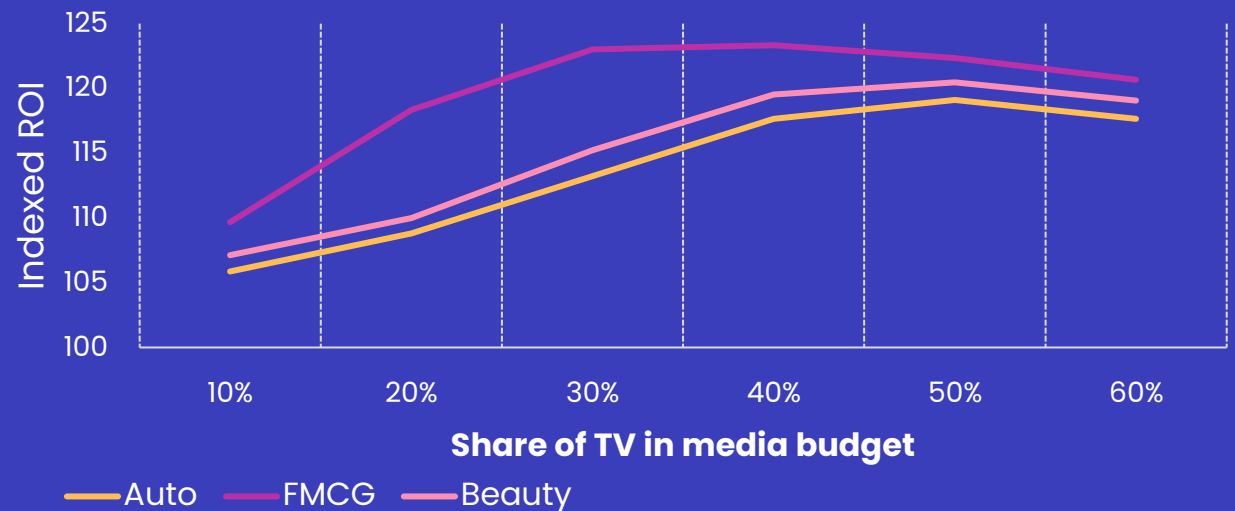


	TV ROI (€)	TV contribution to sales
Cross categories	5,9	45%
Financial services	3,7	33%
Premium cosmetics	2,1	49%
FMCG	3,0	49%
Auto	6,8	61%

Cross categories TV return on investment (€)



ROI optimization when 10% price increase



ROI = Return On Investment for 1 € invested

Source: SNPTV#ROITV5, November 2024.

