Brand Awareness
THE UNITED STATES OF AMERICA

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL POPULATION: 327.9 million
Urbaniation: 82%

MOBILE SUBSCRIPTIONS: 347.4 million
vs. Population: 106%

INTERNET USERS: 312.3 million
Penetration: 95%

ACTIVE SOCIAL MEDIA USERS: 230.0 million
Penetration: 70%

MOBILE SOCIAL MEDIA USERS: 200.0 million
Penetration: 61%

Sources: Population: United Nations, U.S. Census Bureau; Mobile: GSMA Intelligence; Internet: Internet World Stats, ITU, World Bank, CIA World Factbook, EuroStat; Local Government Bodies and Regulatory Authorities; MiddleEastMedia.Org; Reports in Reputable Media; Social Media: Platforms' Self-Serve Advertising Tools; Press Releases and Investor Earnings Announcements; Arab Social Media Report; TechRasa; Niki Aghaei; Rose KU. (All latest available data in January 2019).

15th Annual Conference
Las Vegas, Nevada
TIME SPENT WITH MEDIA

AVERAGE DAILY TIME SPENT CONSUMING AND INTERACTING WITH MEDIA [SURVEY BASED]

AVERAGE DAILY TIME SPENT USING THE INTERNET VIA ANY DEVICE

6H 31M

AVERAGE DAILY TIME SPENT USING SOCIAL MEDIA VIA ANY DEVICE

2H 04M

AVERAGE DAILY TV VIEWING TIME (BROADCAST, STREAMING AND VIDEO ON DEMAND)

4H 14M

AVERAGE DAILY TIME SPENT LISTENING TO STREAMING MUSIC

1H 25M

SOURCE: GLOBALWEBINDEX (Q2 & Q3 2018). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16-64. TIMES ARE DAILY AVERAGES, REPORTED IN HOURS AND MINUTES. NOTE: SOME ACTIVITIES MAY TAKE PLACE CONSECUTIVELY.
DAILY TIME USING THE INTERNET: MOBILE PHONES

AVERAGE AMOUNT OF TIME PER DAY SPENT USING THE INTERNET VIA MOBILE PHONES (IN HOURS AND MINUTES), WITH YEAR-ON-YEAR CHANGE

<table>
<thead>
<tr>
<th>Year</th>
<th>Time</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1H 38M</td>
<td>+24%</td>
</tr>
<tr>
<td>2015</td>
<td>2H 02M</td>
<td>+16%</td>
</tr>
<tr>
<td>2016</td>
<td>2H 21M</td>
<td>+7.1%</td>
</tr>
<tr>
<td>2017</td>
<td>2H 31M</td>
<td>+23%</td>
</tr>
<tr>
<td>2018</td>
<td>3H 06M</td>
<td>+4.3%</td>
</tr>
<tr>
<td>2019</td>
<td>3H 14M</td>
<td></td>
</tr>
</tbody>
</table>

SOCIAL MEDIA OVERVIEW
BASED ON MONTHLY ACTIVE USERS OF THE MOST ACTIVE SOCIAL MEDIA PLATFORMS

TOTAL NUMBER OF ACTIVE SOCIAL MEDIA USERS
230.0 MILLION

ACTIVE SOCIAL MEDIA USERS AS A PERCENTAGE OF TOTAL POPULATION
70%

TOTAL NUMBER OF ACTIVE SOCIAL USERS ACCESSING VIA MOBILE DEVICES
200.0 MILLION

ACTIVE MOBILE SOCIAL USERS AS A PERCENTAGE OF THE TOTAL POPULATION
61%

SOURCES: LATEST DATA PUBLISHED BY SOCIAL MEDIA PLATFORMS VIA PRESS RELEASES, INVESTOR EARNINGS ANNOUNCEMENTS, AND IN SELF-SERVE ADVERTISING TOOLS; ARAB SOCIAL MEDIA REPORT; TECHRASA; NIKI AGHAEE; ROSE; KEPLOS ANALYSIS.
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SOCIAL MEDIA ADVERTISING AUDIENCES
A COMPARISON OF THE TOTAL ADDRESSABLE ADVERTISING AUDIENCE* OF SELECTED SOCIAL MEDIA PLATFORMS

<table>
<thead>
<tr>
<th>Platform</th>
<th>Total Advertising Audience</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>210.0 Million</td>
<td>46%</td>
<td>54%</td>
</tr>
<tr>
<td>Instagram</td>
<td>120.0 Million</td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Twitter</td>
<td>47.05 Million</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>93.25 Million</td>
<td>43%</td>
<td>56%</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>150.0 Million</td>
<td>52%</td>
<td>48%</td>
</tr>
</tbody>
</table>

*Note: Figures represent addressable advertising audiences only, and may not reflect total active users or member bases. Advisory: Figures for LinkedIn represent registered members, so are not directly comparable to figures for other platforms.
<table>
<thead>
<tr>
<th>Companies</th>
<th>facebook</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDonalds</td>
<td>21.7 million followers</td>
</tr>
<tr>
<td>Skittles</td>
<td>22.7 million followers</td>
</tr>
<tr>
<td>Oreo</td>
<td>27.2 million followers</td>
</tr>
<tr>
<td>Red Bull</td>
<td>29.6 million followers</td>
</tr>
<tr>
<td>Starbucks</td>
<td>31.3 million followers</td>
</tr>
<tr>
<td>Converse</td>
<td>32.7 million followers</td>
</tr>
<tr>
<td>Disney</td>
<td>37.8 million followers</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>47.6 million followers</td>
</tr>
<tr>
<td>Companies</td>
<td>Instagram Followers</td>
</tr>
<tr>
<td>--------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Eminem</td>
<td>87 million followers</td>
</tr>
<tr>
<td>Leo Messi</td>
<td>90 million followers</td>
</tr>
<tr>
<td>Vin Diesel</td>
<td>97 million followers</td>
</tr>
<tr>
<td>Shakira</td>
<td>101 million followers</td>
</tr>
<tr>
<td>FC Barcelona</td>
<td>103 million followers</td>
</tr>
<tr>
<td>Coca-Cola</td>
<td>107 million followers</td>
</tr>
<tr>
<td>Cristiano Ronaldo</td>
<td>122 million followers</td>
</tr>
<tr>
<td>Facebook</td>
<td>214 million followers</td>
</tr>
</tbody>
</table>
LINKEDIN USE
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**LINKEDIN AUDIENCE OVERVIEW**
Based on LinkedIn’s Total Addressable Advertising Audience

- **Number of people that LinkedIn reports can be reached with adverts on LinkedIn:** 150.0 million
- **Percentage of adults aged 18+ that can be reached with adverts on LinkedIn:** 59%
- **Quarter-on-quarter growth in LinkedIn advertising reach:** 0%
- **Percentage of its ad audience that LinkedIn reports is female:** 48%
- **Percentage of its ad audience that LinkedIn reports is male:** 52%

**Source:** LinkedIn (January 2019), Kepios Analysis. *Note: LinkedIn’s advertising audience figures are based on total members, not monthly active users. LinkedIn does not report advertising audience figures for genders other than ‘male’ or ‘female’. Gender data have been extrapolated based on available data.*
<table>
<thead>
<tr>
<th>Companies</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>TED Conferences</td>
<td>13.1 million</td>
</tr>
<tr>
<td>Google</td>
<td>12.6 million</td>
</tr>
<tr>
<td>Amazon</td>
<td>8.6 million</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>8.2 million</td>
</tr>
<tr>
<td>Microsoft</td>
<td>7.8 million</td>
</tr>
<tr>
<td>Apple</td>
<td>7.4 million</td>
</tr>
<tr>
<td>Nestle</td>
<td>6.6 million</td>
</tr>
</tbody>
</table>
Update Your Profile

1) Photo
   - Keep it professional
   - No family photos
   - No vacation photos
   - No group photos
   - No fishing photos

2) Education
   - Keep it relevant
   - Keep it Updated

3) Experience
   - Add a description of your job responsibilities
   - Keep it updated

4) Memberships & Volunteering
   - Include memberships
   - Add volunteer activities and short description
Alex Passini
Business Development Manager at AWC Water Solutions
British Columbia, Canada • 500+ connections

AWC Water Solutions Ltd.
University of Phoenix

About

Experienced Business Development Manager and Water Treatment Specialist, with a focus on heavy metals, uranium, arsenic and fluoride filtration. With projects in over 55 countries.

AWC Solutions offers a unique approach to wastewater filtration with modular wastewater treatment plants including MBR, MBBR and DAF.
Experience

AWC Water Solutions Ltd.

Business Development Manager
Business Development Manager for the South East and Midwest. We provide turnkey modular water and wastewater treatment plants. Working with our local agents including Principle Environmental in Atlanta, Fluid Process Equipment in the Midwest, FJ Nugent in Florida and Daparak in Virginia.

Regional Sales Manager
Vancouver, Canada
Regional Sales Manager for the Pacific Northwest and LATAM, supplying modular water and wastewater treatment plants. Specializing in arsenic, uranium and lead filtration. AWC Water Solutions designs and builds complete packaged and modular water and wastewater treatment systems.

Director
ARCSA | American Rainwater Catchment Systems Association ®
Nov 2015 – Present · 4 years 1 month
Promote sustainable rainwater harvesting practices to help solve potable, non-potable, stormwater and energy challenges.
AWC Solutions is looking at pilot testing a PFAS water treatment plant. With new regulations set by the US Environmental Protection Agency (EPA) at 70ppt for both PFOS and PFOA, while each state is setting their own regulatory standard.
Average social media connections = 300

1 post

- 20 likes
- 5 shares
- 1000 views

3,500 total impressions

3,500 views x 52 weeks = 182,000
Personal story

In 2015 I had a beer with Mrs Smith in Los Angeles, we exchanged business cards and she adds me on LinkedIn. Once per week she posted on new projects and activities.

For 4 years I see her business grow with new projects and contracts.

1\textsuperscript{st} 20 posts built brand awareness
2\textsuperscript{nd} 20 posts built brand trust
3\textsuperscript{rd} 20 posts built brand loyalty

Four years later I’ve seen 200+ posts of Mrs Smith.

Now, whenever I have projects in Texas I send it to him, any tank related business in Texas I send her way.

Let me show you how far Vancouver is from Houston.
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2,465 miles
BRAND AWARENESS

BRAND LOYALTY

BRAND PREFERENCE

BRAND ASSOCIATION

PERCEIVED QUALITY

BRAND EXPERIENCE

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Questions??