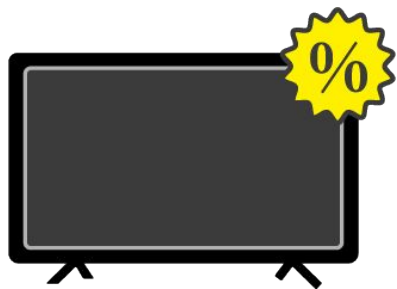




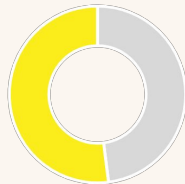
Don't Change the Channel: TV Sales Are on the Rise



10%

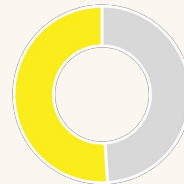
more KCL users are converting on TV deals year over year. Sales per pageview is up 99% since 2019.

In Q4 2021, traffic to TV deals increased 671% compared to Q3. Of the KCL users who purchased a TV in 2021:



52%

had a budget of \$200 or more.



51%

purchased a TV between 50" and 59".