Prosper MediaPlanIQ[™]: A Look at Hispanic Consumers

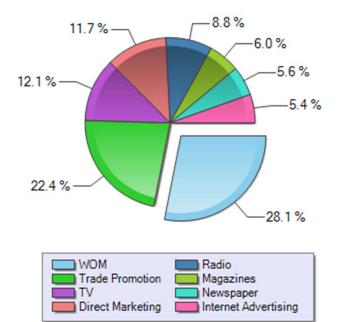




Prosper MediaPlanIQ[™] Hispanic Consumers 18+



Media* Allocation with WOM (Including Digital) Influence** Weighted by Consumption Overall Media Influence



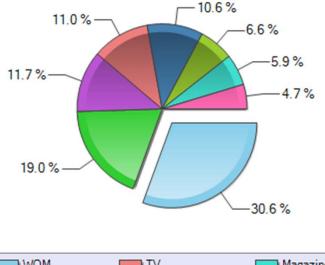
*Media includes: Word of Mouth (WOM), Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) **Overall media influence is an aggregate percentage of people who are influenced by various media to purchase: Electronics, Apparel, Grocery, Home Improvement, Car/Truck, Medicine, Telecom, Dining Out and Financial Services



Source: Prosper MediaPlanIQ[™], 6-2012

Prosper MediaPlanIQTM Hispanic Consumers 18+

Media* Allocation with WOM (Including Digital Media) Influence** Weighted by Consumption Influence on Electronics Purchases





*Media includes: Word of Mouth (WOM), , Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) **Please tell us which of the following media influences your **ELECTRONICS** purchases

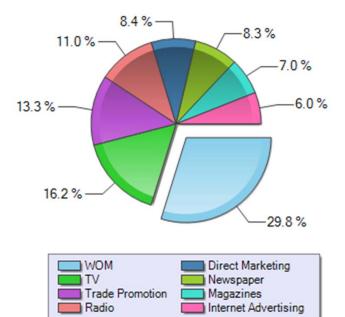


Source: Prosper MediaPlanIQ[™], 6-2012

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Hispanic Consumers 18+

Media* Allocation with WOM (Including Digital Media) Influence** Weighted by Consumption Influence on Car/Truck Purchases



*Media includes: Word of Mouth (WOM), Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) **Please tell us which of the following media influences your **CAR/TRUCK** purchases

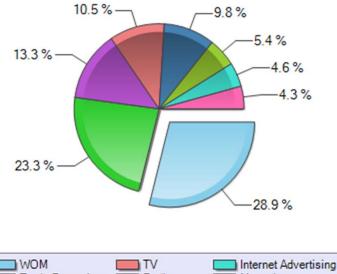


Source: Prosper MediaPlanIQ[™], 6-2012

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Hispanic Consumers 18+

Media* Allocation with WOM (Including Digital Media) Influence** Weighted by Consumption Influence on Dining Out Purchases





*Media includes: Word of Mouth (WOM), Trade Promotion, Direct Marketing, TV, Radio, Internet Advertising, Magazine and Newspaper (WOM includes: Face-to-Face, Social Media, Mobile, Text, Instant Messaging and Blogging) **Please tell us which of the following media influences your **DINING OUT** purchases



Source: Prosper MediaPlanIQ[™], 6-2012

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