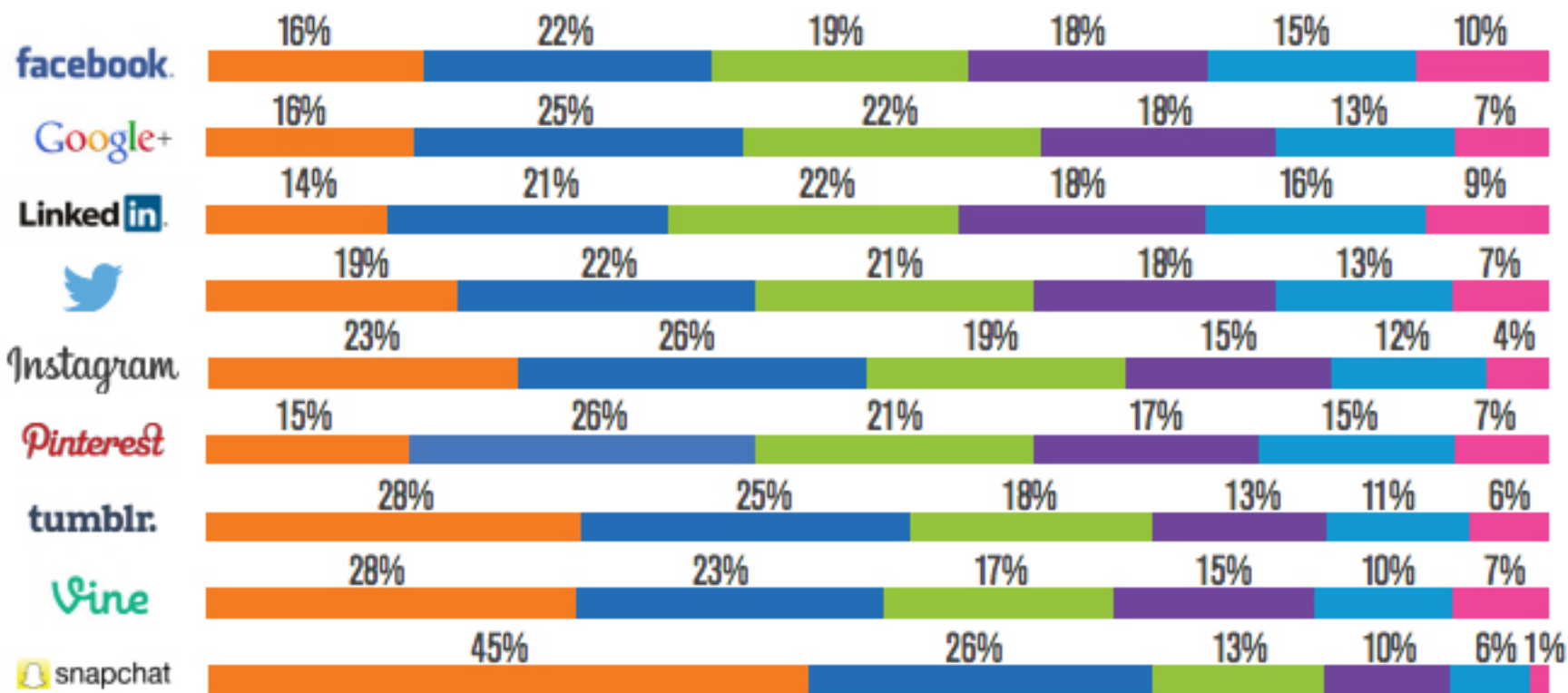


Demographic Composition % of Leading Social Networks

Source: comScore Media Metrix Multi-Platform, U.S., Age 18+, Dec 2014



Age 18-24 Age 25-34 Age 35-44 Age 45-54 Age 55-64 Age 65+