High Performance Audiences

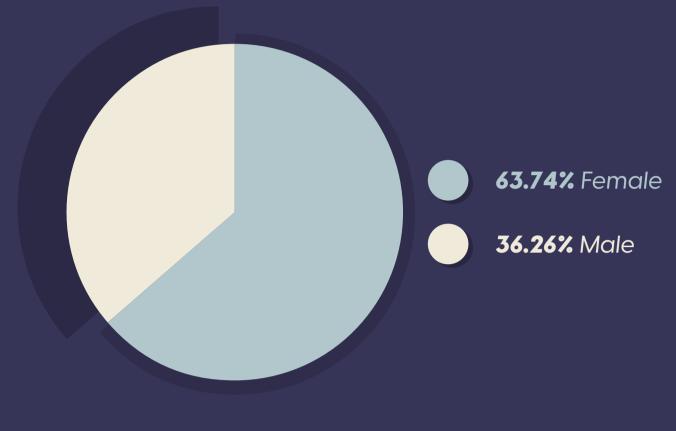
Whoop

ATHLEISURE CONSUMERS

powered by skydec Orange Theory Lululemon Peloton **Bombas**

Gender Breakdown

Skydeo Athleisure Audience Determinisitc Consumer Survey Panel



32.5%

4.5%

4.0%

60

58.4

56.9

54.5

50.9

50.3

46.8

41.1

40.9

35

14

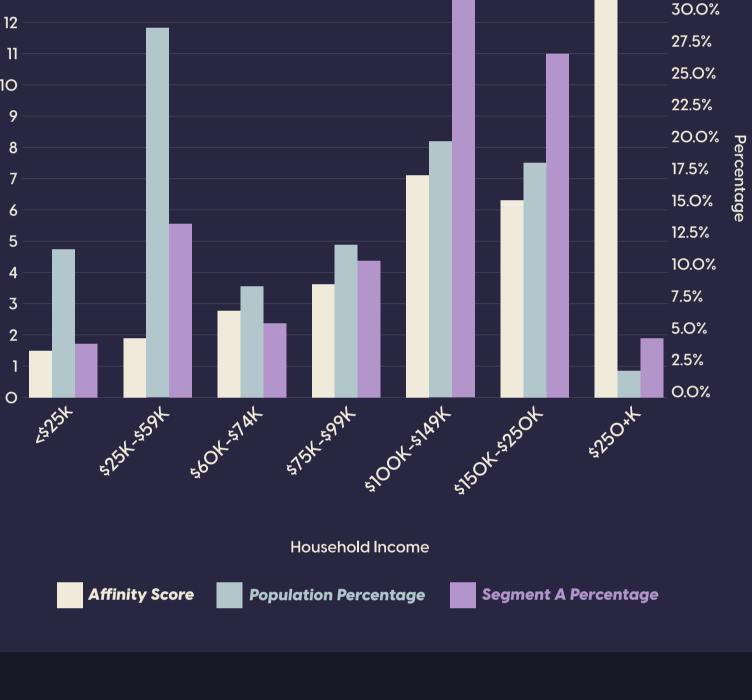
13

Affinity - X times more

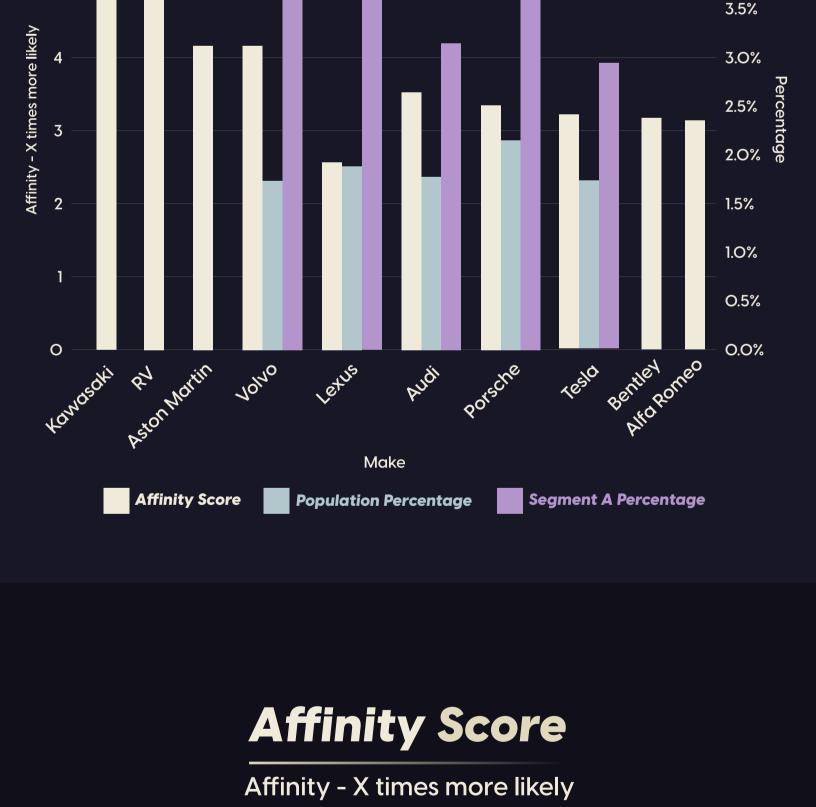
6

5

Household Income



Automobile Make



Specialty Retail > Sporting Goods Stores > Camping Store Shoppers > Spend > Heavy Spenders — Electronics Computing Home Office Products —

Specialty Retail > Sporting Goods Stores > Camping Store Shoppers > Frequency > Heavy Frequency -

Health & Wellness > Vitamins & Supplements > Online Vitamins & Supplement Buyers —

Restaurants > Sit Down Casual Dining > Lunch & Dinner Focused Restaurant Customers —

Skydeo > Transactional >

Entertainment > Movies > Movie Renters -

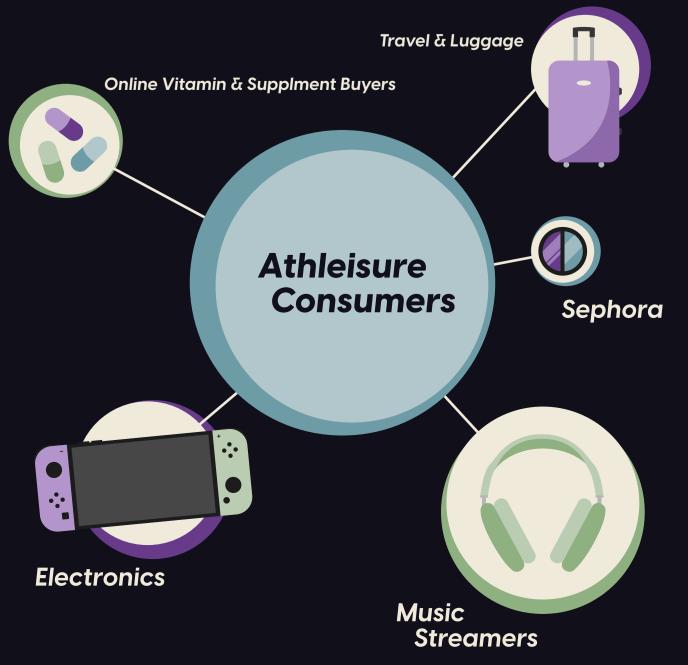
Entertainment > Streaming Music > Spend > Heavy Spenders -

Specialty Retail > Luggage Stores > Recency > Long term —



- 39.9 Travel > Airlines > Frequency > Light Frequency —
- 39.5 Travel > Hotel > Recency > Short Term —
- Entertainment > News/Magazine Customers 38.5 Specialty Retail > Online Merchandise Customers — **38.4**
- Retail > Apparel > Subscription Apparel Customers **37.4** Specialty Retail > Beauty Store Customer > Sephora 35.9
- Online Vitamin & Supplment Buyers





www.skydeo.com