

| DATE       | ADS  | REACH     | AMOUNT SPENT |
|------------|--|-----------|--------------|
|            |  |           |              |
| 06-28-2024 | LEADS - TIP - Lead Generation - 75% VV, Alumni, Followers, Cold - Web Leads - Female > 1 ad set > 12 ads | 30,379    | 24,087       |
|            |  |           |              |
| 06-26-2024 | LEADS - TIP - Lead Generation - 75% VV, Alumni, Followers, Cold - Web Leads > 2 ad sets > 10 ads         | 73,859    | 45,423       |
|            |  |           |              |
| 06-26-2024 | AWARENESS - TIP - Thru Plays - Video Variants > 3 ad sets > 27 ads                                       | 155.5K    | 39,089       |
|            |  |           |              |
| 05-29-2024 | LEADS - TIP - Lead Generation - 75% VV, Alumni, Followers, Cold > 2 ad sets > 13 ads                     | 510.2K    | 210,027      |
|            |  |           |              |
| 05-28-2024 | AWARENESS - TIP - Brand Awareness - Video Variants > 3 ad sets > 16 ads                                  | 2.5m      | 62,629       |
|            |  |           |              |
|            |  |           |              |
| TOTAL      | Amount spent shown here is exclusive of tax.   | 3,269,738 | 381,253      |