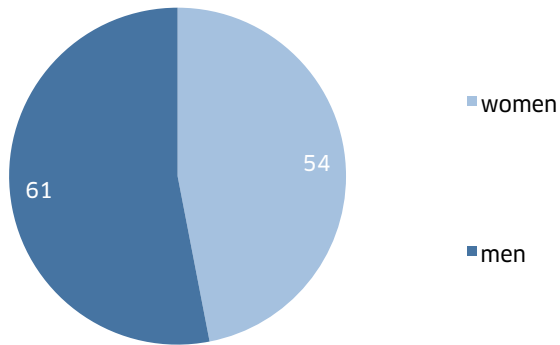
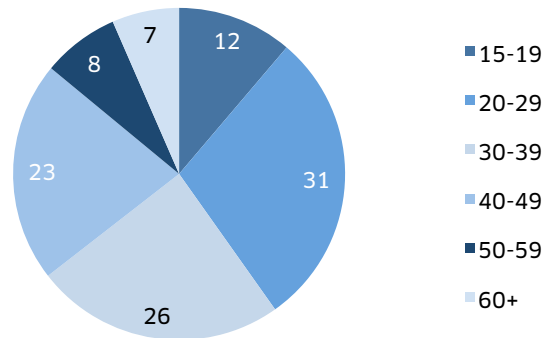


Mediapack

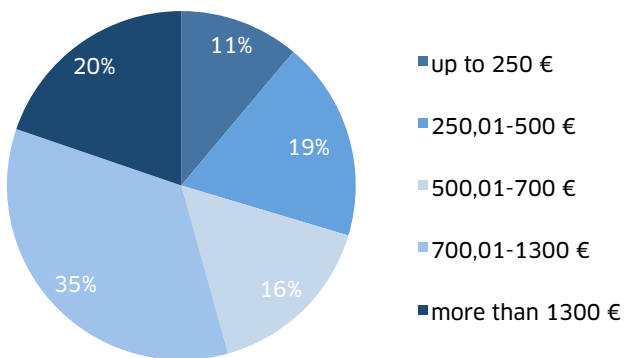
Users in the Breakdown of Gender (thousands)



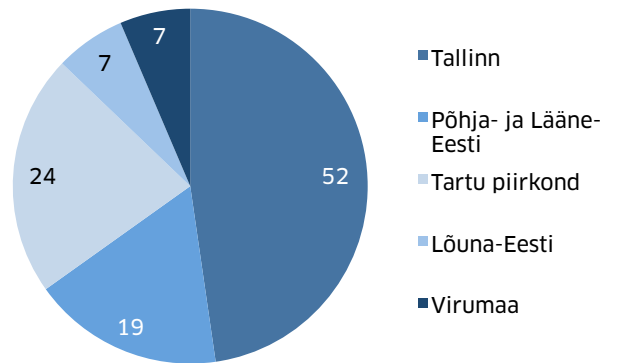
Users in the Breakdown of Age (thousands)



Users in the Breakdown of Personal Net Income



Users in the Breakdown of Region (thousands)



Thousands, users per day
Source: TNS Emor, TNSMetrix+, November 2015