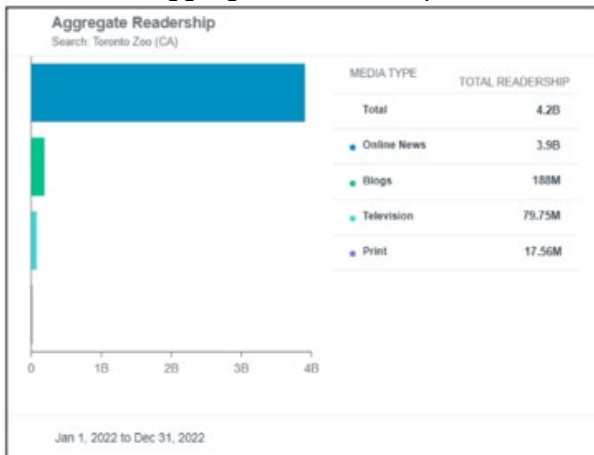


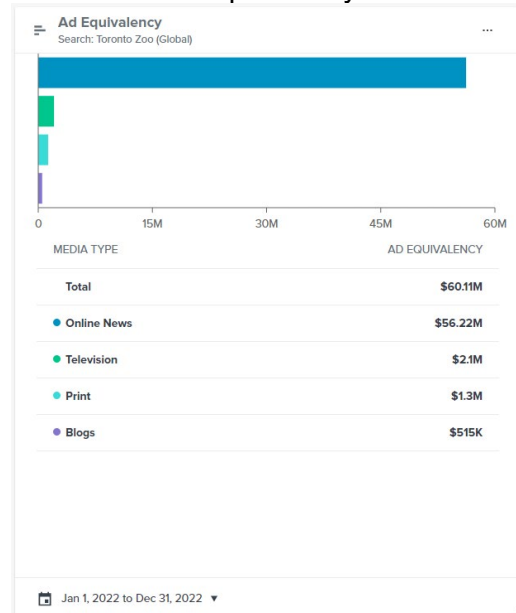
Report Attachment 3: Media Activities

1. Performance

1.1. Aggregate Readership



1.2. Ad Equivalency



2. Lunar New Year

2.1. Lunar New Year – launching Year of the Tiger

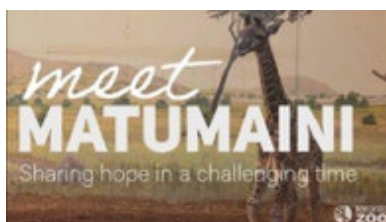


2.2. Lunar New Year – launching Year of the Tiger

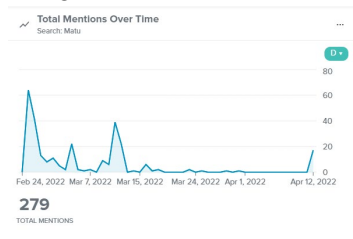


3. Masai Giraffe Calf Announcement

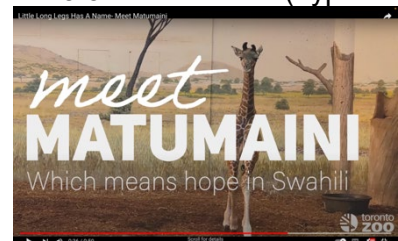
3.1.



3.2. Reach



3.3. YouTube (hyperlink)



4. Birth of Critically Endangered Sumatran Orangutan baby, Wali

- 4.1. Sumatran Orangutan baby - introduction and name reveal, with participation of the Indonesian Consulate



5. Terra Lumina re-opening media night/events

- 5.1. Re-launched for a successful Season 4 of Terra Lumina:

