

A silhouette of a woman running, captured in profile against a bright, hazy sunset. Her hair is tied in a ponytail and is blowing in the wind. The background shows a city skyline and hills under a warm, orange sky. The overall mood is energetic and inspiring.

US Insert Program 2018

THG

IDEAS WITH MOMENTUM®

US Insert Summary

THG Media can target 150,000 US customers per month from our Kentucky US warehouse via Myprotein, Skinstore, Lookfantastic, Glossy Box, Ideal Shape, Ideal Fit and Ideal Raw.

| Dispatch Channel | Health | Beauty | Beauty Subscription | Diet & Nutrition |
|------------------|--|--|--|--|
| Volume (Max) | 30,000 | 30,000 | 30,000 | 60,000 |
| Associated Sites | Myprotein | SkinStore / Lookfantastic | Glossy Box | Ideal Shape, Ideal Fit & Ideal Raw |
| Customer Profile | 87% Male 25-34 Primary Age (44%) | 70% Female 25-34 Primary Age (29%) | 89% Female 25-34 Primary Age (32%) | 89% Female 25-34 Primary Age (36%) |

Additional Information

Insert Rate Card \$80 cpm

Minimum Order: 30,000

Max Insert Size: A5 (210x148), Max Weight: 14g

Sampling Rate Card \$175 cpm

Minimum Order: 10,000

NB: Sample/Proof Required

MYPROTEIN®



MYPROTEIN

Myprotein is the world's leading online sports nutrition brand. With a range of over 2,500 high quality products and an expanding collection of active wear and accessories, the brand has become one of the most trusted destinations for customers worldwide.

US Audience Summary

- Monthly Visitors 5,800,000
- M/F Split % 62 /38%
- Primary Age 25-34 (36.35%)
- Monthly Customers 261,500
- M/F Split % 87.1/12.9%
- Primary Age 25-34(43.55%)

MYPROTEIN

Feb 1, 2017 - Jan 31, 2018

US User Demographics

Data From Google Analytics

Visitors on Myprotein.com

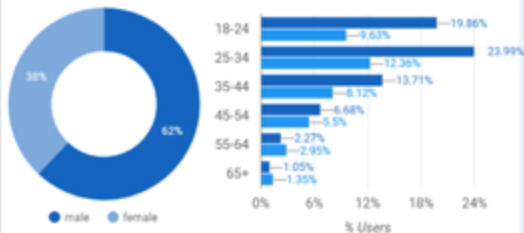
Showing the total number of users over the LTM

5.8M

↑ 20%

Visitors by Age & Gender

Showing the percentage of users over the LTM



Customers on Myprotein.com

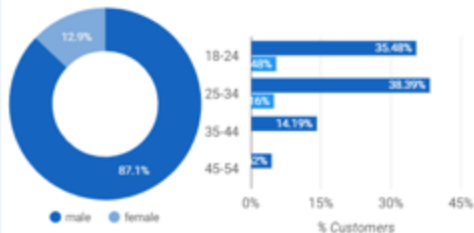
Showing the number of purchasing users over the LTM

261.5K

↑ 49%

Customers by Age & Gender

Showing the percentage of purchasing users over the LTM



MYPROTEIN

ACCOUNT

Try Our Search

40% OFF PROTEIN

+ 30% OFF EVERYTHING ELSE
+ FREE UK DELIVERY OVER £30
+ CHOOSE YOUR FREE GIFT OVER \$60

SHOP PROTEIN

SHOP BESTSELLERS



WHAT'S YOUR FLAVOUR?



CARAMEL NUT

BUY NOW



STRAWBERRY CHEESECAKE

BUY NOW



DARK CHOCOLATE AND SEA SALT

BUY NOW

NEW TO SUPPLEMENTS?
FIND YOUR PERFECT PRODUCTS

START NOW



EXCEPTIONAL QUALITY

...IS AT THE HEART OF WHAT WE DO



£20 OFF YOUR FIRST SHOP
*£40 MINIMUM SPEND



WHAT PEOPLE ARE BUYING RIGHT NOW



Myprotein Lean Six Pack Starter Kit



Impact Whey Protein



Myprotein Six Pack Starter Kit



BCAA

THG MEDIA

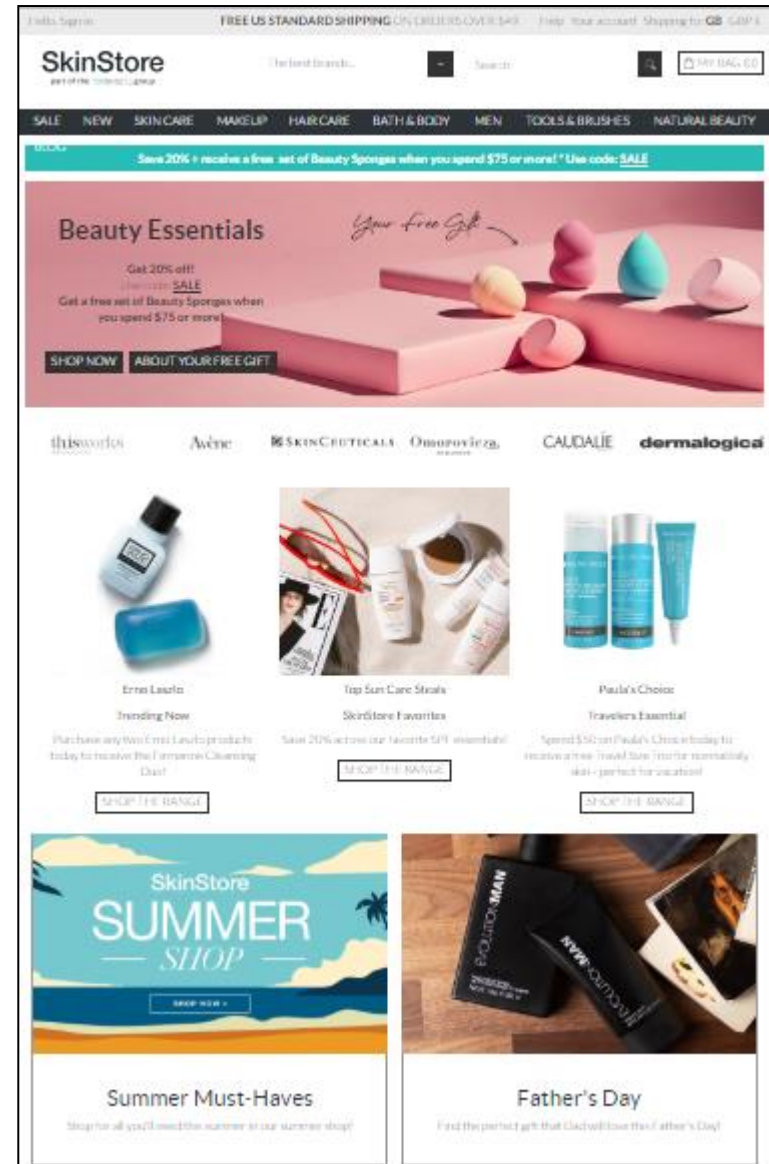
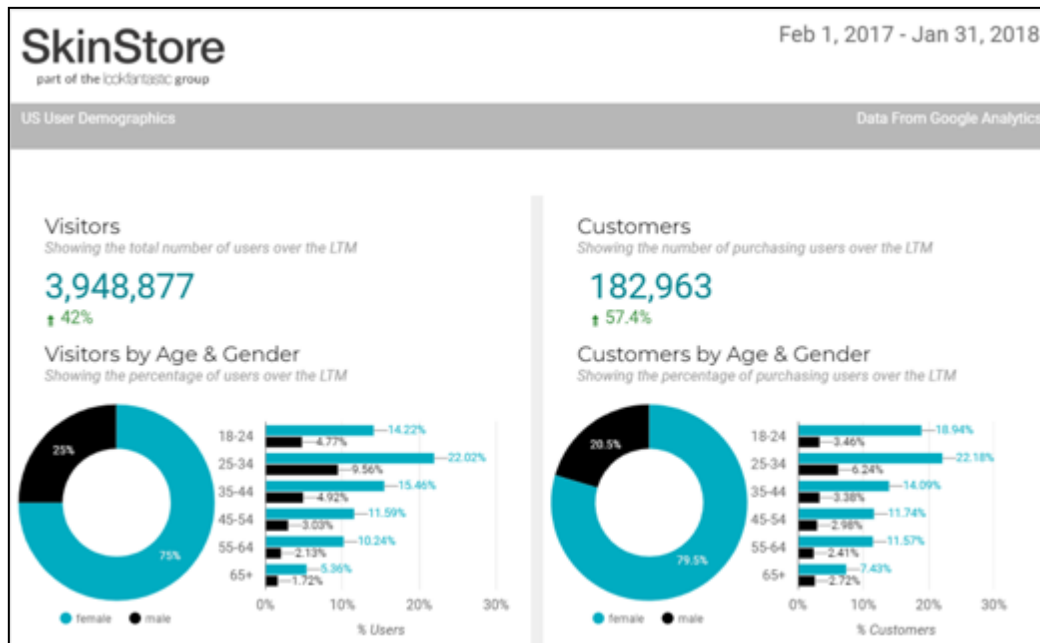


SkinStore®.com

Acquired in 2016, SkinStore is a major online destination for premium beauty in America and Australia. With over 250 brands in stock, including SkinCeuticals, NuFace, SkinMedica, Anastasia Beverly Hills, Clarisonic and Erno Laszno, the website offers so much more than just skincare products.

US Audience Summary

- Monthly Visitors 3,948,877
- M/F Split % 25/75%
- Primary Age 25-34 (31.58%)
- Monthly Customers 182,963
- M/F Split % 20.5/79.5%
- Primary Age 25-34 (28.42%)



lookfantastic®

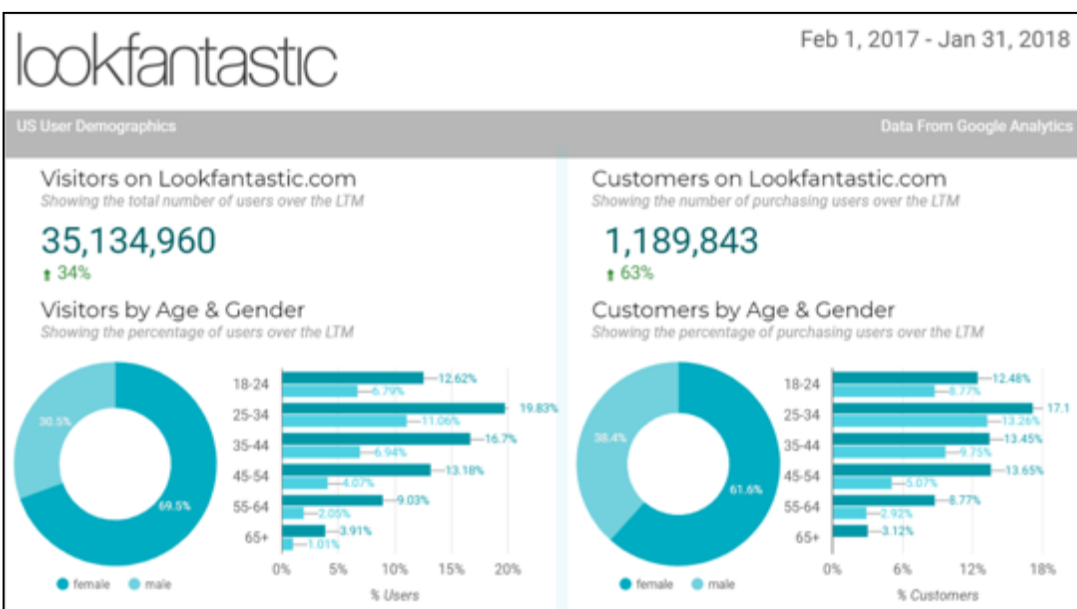


lookfantastic

lookfantastic.com is the leading online destination for premium beauty, offering over 400 cosmetic brands. The range includes bestsellers from Redken, Benefit, Dermalogica, Estee Lauder, NARS, Elemis and bareMinerals, as well as grooming products for men.

US Audience Summary

- Monthly Visitors 35,134,960
- M/F Split % 30.5/ 69.5%
- Primary Age 25-34(30.89%)
- Monthly Customers 1,189,843
- M/F Split % 38.4/61.6 %
- Primary Age 25-34(30.36%)



lookfantastic

FREE WORLDWIDE DELIVERY | ORDER BY 10.30PM FOR NEXT DAY DELIVERY | 11 HRS 52 MIN 12 SECS

Help Sign In My Account GB - £

HAIR MAKEUP SKIN BODY FRAGRANCE MEN DERMATOLOGICALS

Try Our Search... My Wishlist

30... 0% off your order... Exclusions Apply

Summer BLOW OUT

Hydrate, style and go. Shop the best hair products for Summer.

SHOP THE EDIT

Indulge Yourself IN FOUR DAYS OF LUXURY

Premium Beauty Heroes

Discover our expertly curated selection of Summer beauty essentials.

SHOP NOW

Exclusive Beauty Bundle

Discover your premium beauty gift, complimentary when you spend £100.

INSIDE YOUR GIFT

CLINIQUE GLAMGLOW ESTÉE LAUDER ORIGINS BENTON AVEDA

Take Your Pick

Just For You This Weekend

Spend £80 or more across any of our hero premium beauty brands below and you can choose your complimentary gift from a selection of 10 different full size beauty treats. The perfect opportunity to stock up on your most loved beauty favourites and try something new.

SHOP NOW

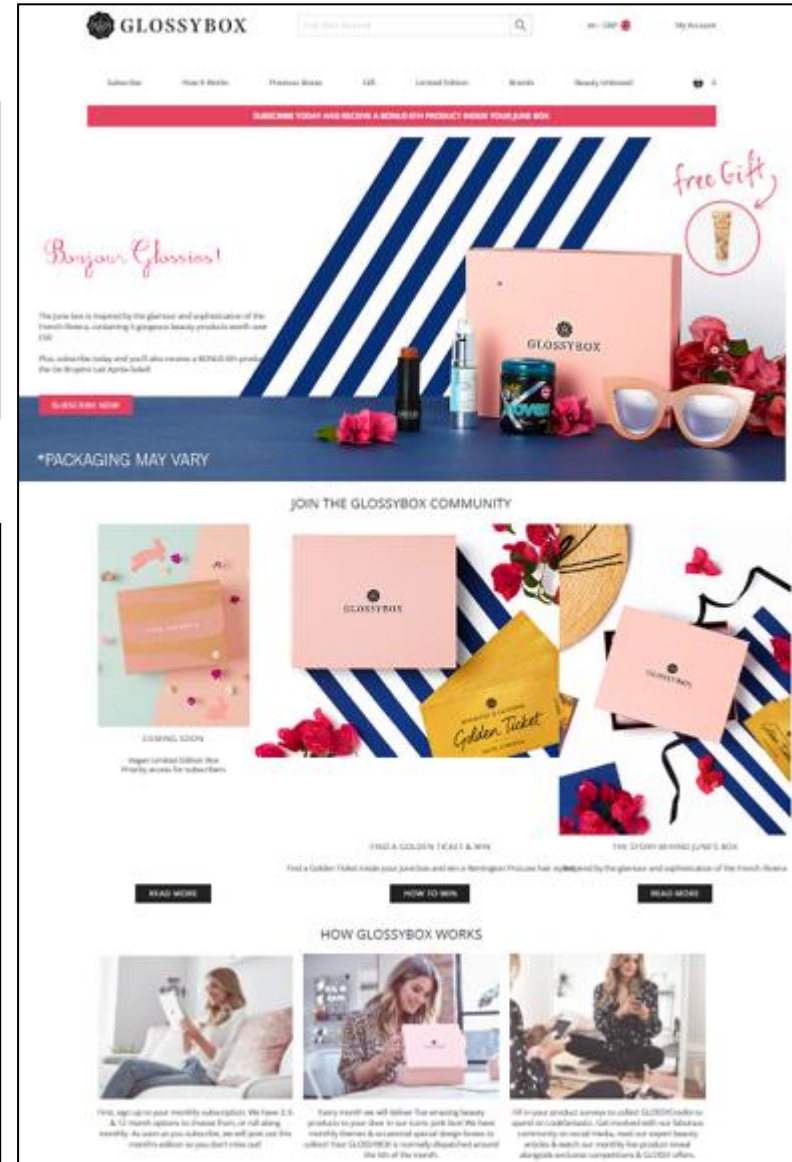
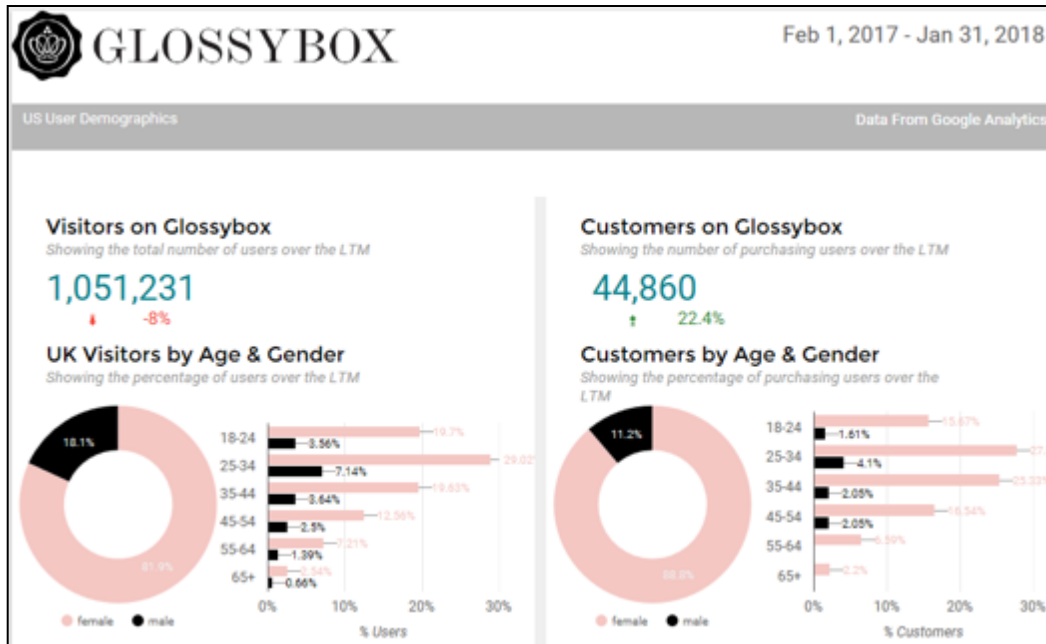




Discover the very best in beauty every month with GlossyBox; the world's best and most trusted beauty box subscription service. Every month our subscribers receive 5 products, carefully curated by our global team of beauty enthusiasts here in Manchester, Paris, Berlin, Tokyo, New York & beyond who work with over 100 premium and niche brands.

US Summary

- Monthly Visitors 1,051,231
- M/F Split % 18.1 / 81.9
- Primary Age 25-34 (36.16%)
- Monthly Customers 44,860
- M/F Split % 11.2 / 88.8
- Primary Age 25-34 (31.92%)





DELICIOUS, EFFECTIVE WEIGHT LOSS PRODUCT LINE

THG MEDIA



Leader in taste &
flavors with a
unique customer-
centric support
platform

924 K

FOLLOWERS
ACROSS SOCIAL
MEDIA

50+

PRODUCTS

35 K

MEMBERS IN
ONLINE PRIVATE
COMMUNITY

6-8

NEW PRODUCT
LAUNCHES
QUARTERLY

2.7 M

UNITS SOLD IN
2016

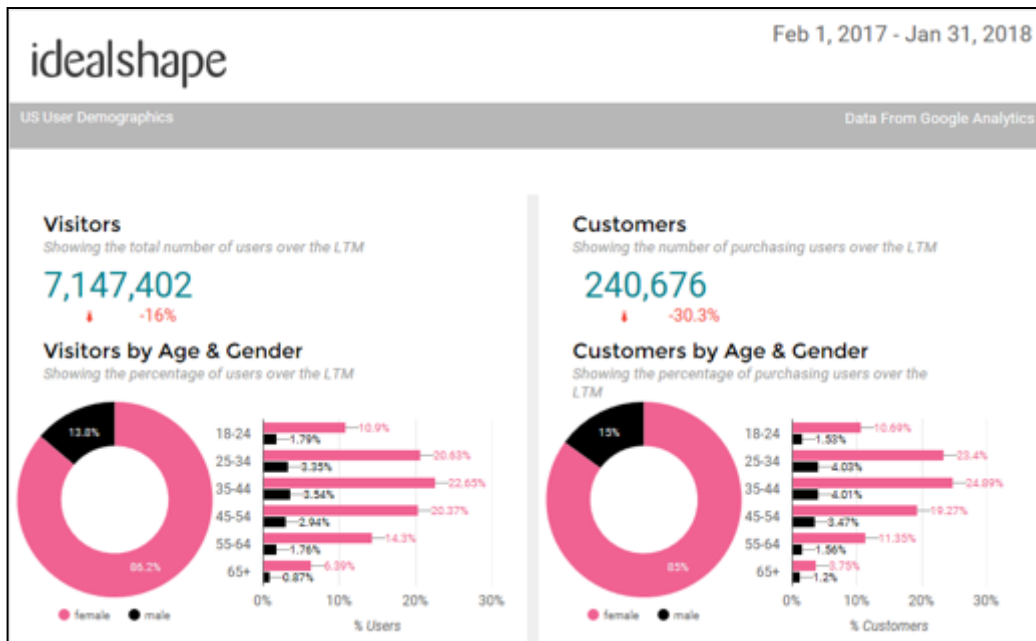
THG MEDIA



IdealShape is the leading meal replacement and weight loss service in the US. Our passion is to transform and improve lives. Our goal is to be the simplest and easiest weight loss solution in order to help one million people achieve their ideal shape.

US Audience Summary

- Monthly Visitors 7,147,402
- M/F Split % 13.8 / 86.2%
- Primary Age 35-44 (26.19%)
- Monthly Customers 240,676
- M/F Split % 15 / 85%
- Primary Age 35-44(28.9%)



Introducing The Wellness Journal
Available now at an exclusive discount! Developing healthy habits has never been easier.

yourideal TRANSFORMATION
The Ideal Live Event
May 19th (London, UT)
THE LIVE EVENT DAY
8:00 am - 10:00 am: Advanced Seminar
10:00 am - 12:00 pm: Interactive Live Seminar

50% Off Your Fave Supplements
Supplements can be powerful aids in your weight loss journey. They're designed to make the process even healthier and more effective.
For a limited time, get 50% off on IdealForm, IdealBlock, and IdealFit!

Meal Replacement Shakes
Delicious Taste
Cravings Control
Weight Loss Support

Weight Loss Drinks
Clean Energy
Suppresses Hunger
Refreshing Taste

Delicious Snack Bars
Hunger Blocking
On-the-Go Snack
Healthy & Nutritious

Weight Loss Plans
Complete Plan
Simple & Easy
Delicious Recipes

SPORTS NUTRITION PRODUCTS MADE FOR WOMEN BY WOMEN



THG MEDIA



#1

FASTEST GROWING
WOMEN'S
NUTRITION BRAND

3

NEW MARKETS
LAUNCHING IN Q4
- CANADA,
FRANCE & JAPAN
IN Q4

100+

PRODUCTS

600

K+

UNITS
IN 2016

6+

NEW PRODUCT
LAUNCHES
QUARTERLY

45

AMBASSADORS



IDEALFIT CLOTHING



- High quality fabric and meticulous construction
- Detail oriented with a focused on fit
- \$100,000 in sales within 1st quarter of debut
- Less than 5% return rate and 1.2% written complaint rate
- Growing B2B strategy

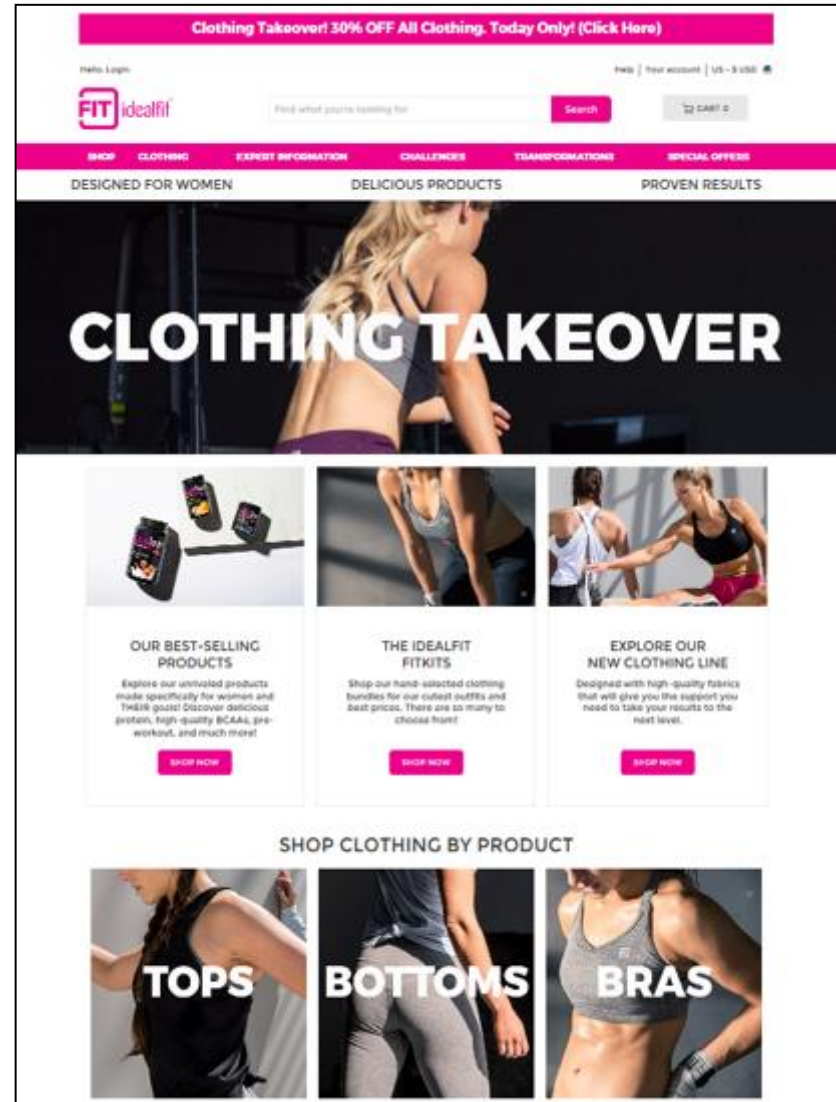




IdealFit is a sports nutrition brand, designed by women, for women. We empower real women to achieve their goals and earn their ideal body by offering expert advice, workout challenges, and quality sports nutrition.

US Audience Summary

- Monthly Visitors 7,761,811
- M/F Split % 10.7 / 89.3%
- Primary Age 25-34 (30.01%)
- Monthly Customers 226,988
- M/F Split % 11.7 / 88.3%
- Primary Age 25-34(33.63%)



Feb 1, 2017 - Jan 31, 2018

US User Demographics

Data From Google Analytics

Visitors

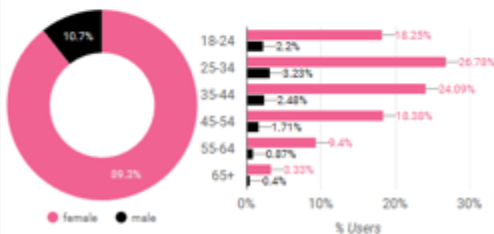
Showing the total number of users over the LTM

7,761,811

-5%

Visitors by Age & Gender

Showing the percentage of users over the LTM



Customers

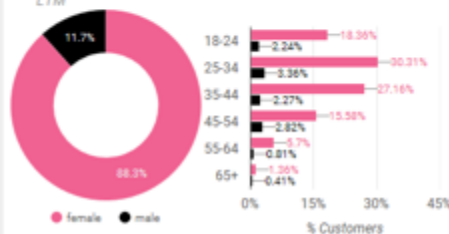
Showing the number of purchasing users over the LTM

226,988

17.2%

Customers by Age & Gender

Showing the percentage of purchasing users over the LTM





**ORGANIC SUPPLEMENTS DESIGNED TO HELP YOU LOOK
AND FEEL YOUR BEST**



- Launched Q1 2017
 - Leader in taste and flavor options.
-

15+ Unique Products

2 Unique products launched a month

23+ Partners/Ambassadors

100k+ Units Sold in 2017

113% Growth from Q1 to Q4 2017



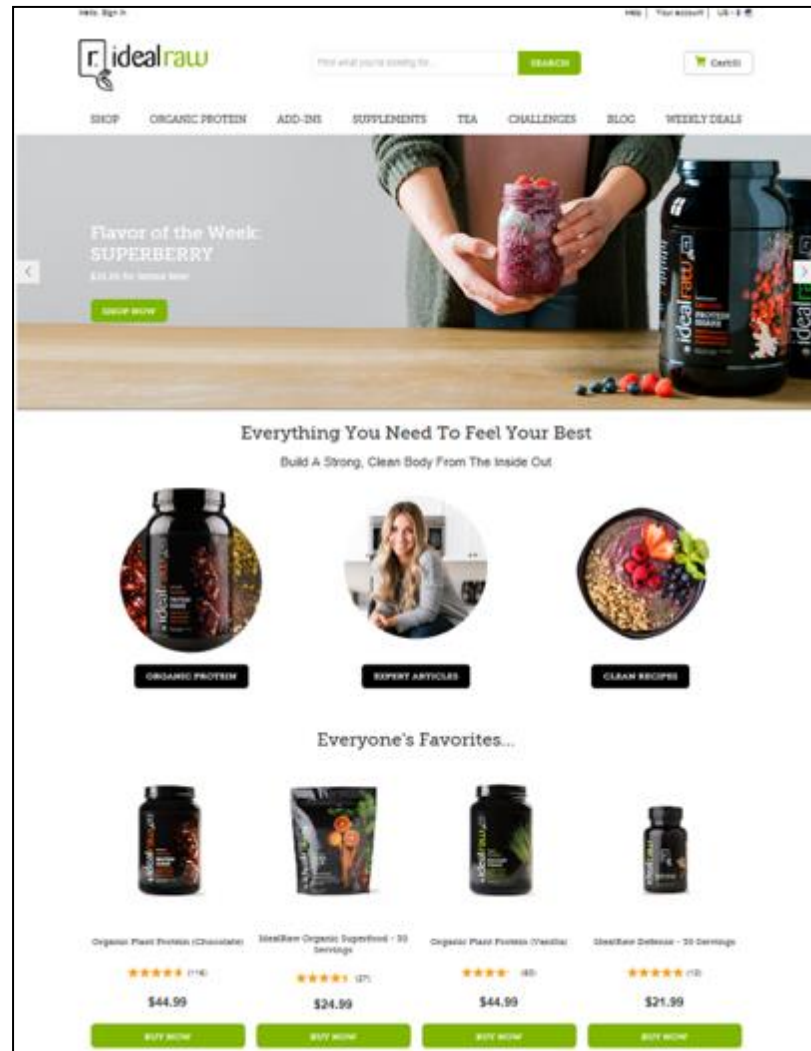
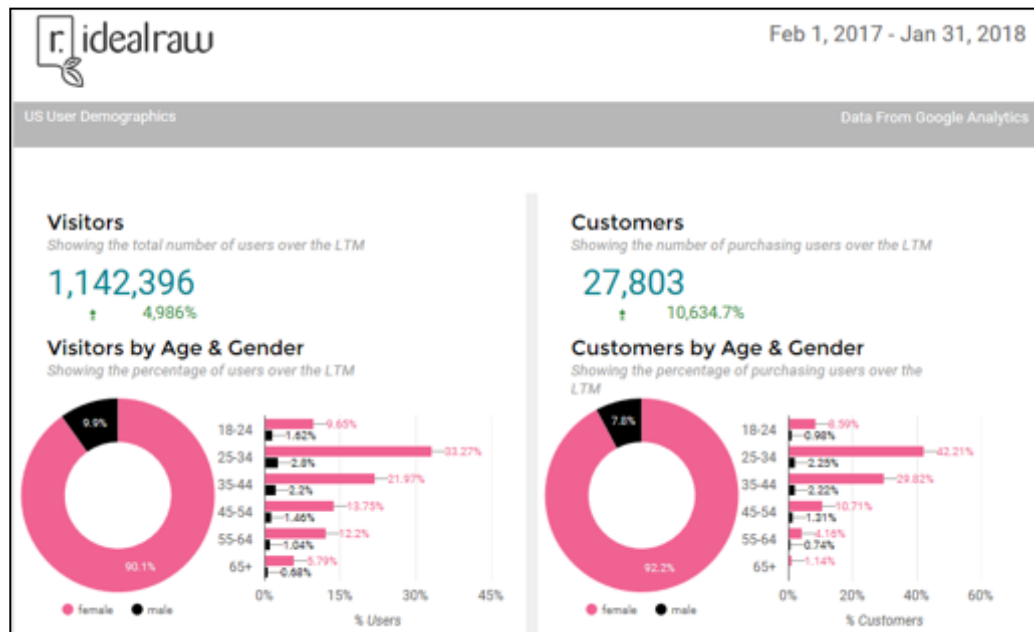
THC MEDIA



IdealRaw enables you to build a strong, clean body, from the inside out through a range of organic protein, superfoods, supplements, and workout programs. From delicious and effective products to support from certified trainers and more, IdealRaw makes living a healthy lifestyle convenient and affordable.

US Summary

| | |
|---------------------|----------------|
| • Monthly Visitors | 1,142,396 |
| • M/F Split % | 9.9 / 90.1% |
| • Primary Age | 25-34 (36.07%) |
| • Monthly Customers | 27,803 |
| • M/F Split % | 7.8 / 92.2% |
| • Primary Age | 25-34(44.46%) |



**For more details on US insert opportunities
please contact:**

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Managing Director – THG Media

THG
IDEAS WITH MOMENTUM®