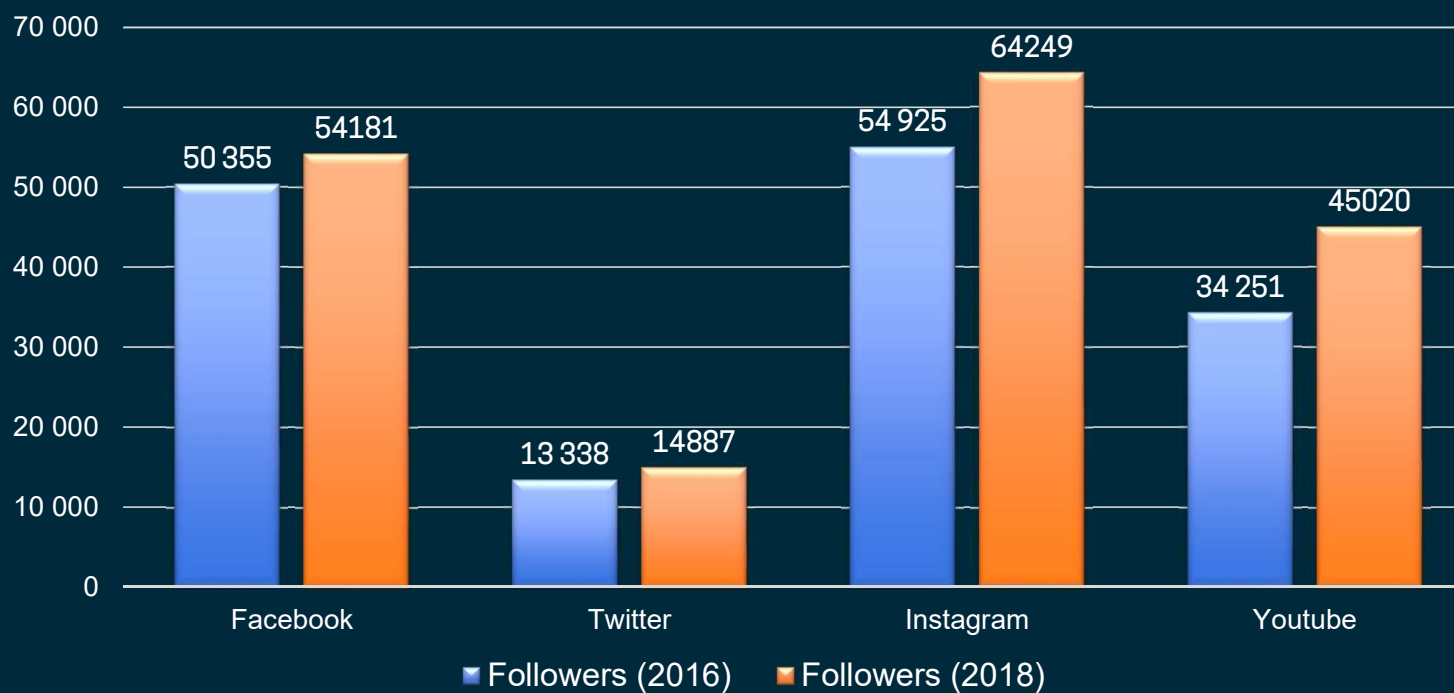


# IFF Social Media

APPENDIX 31

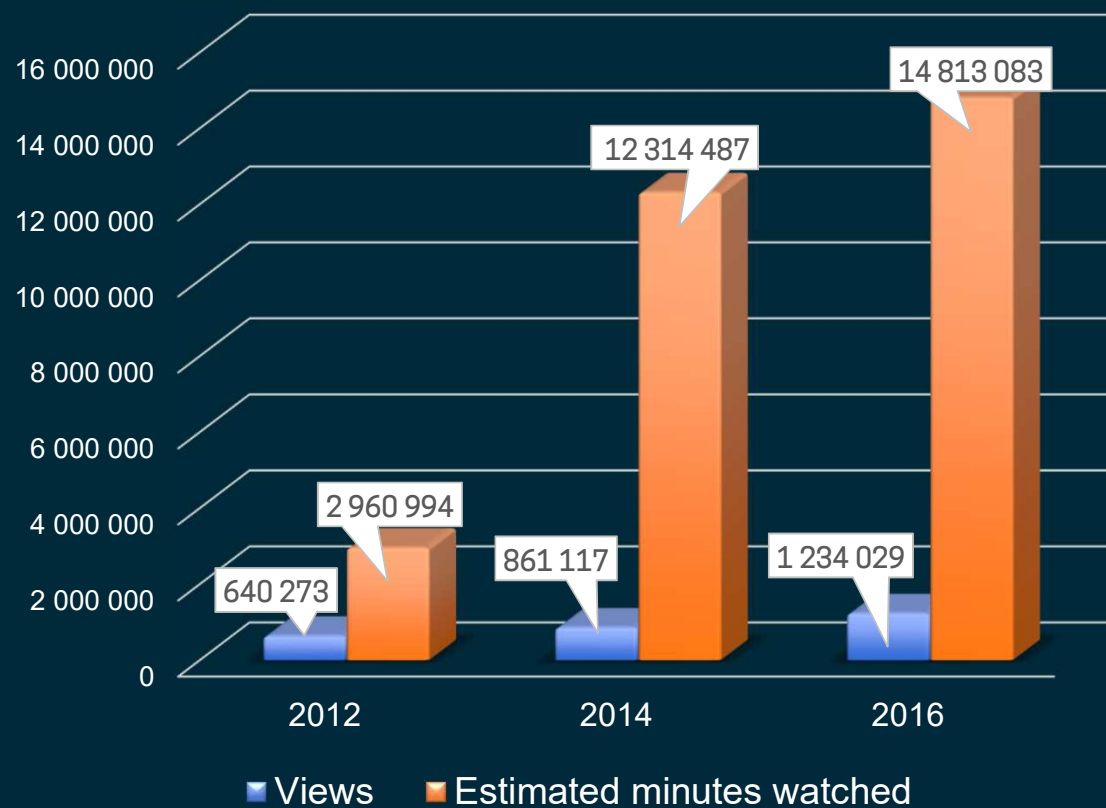
## Follower growth 2016-18 (by 17.5.2018)



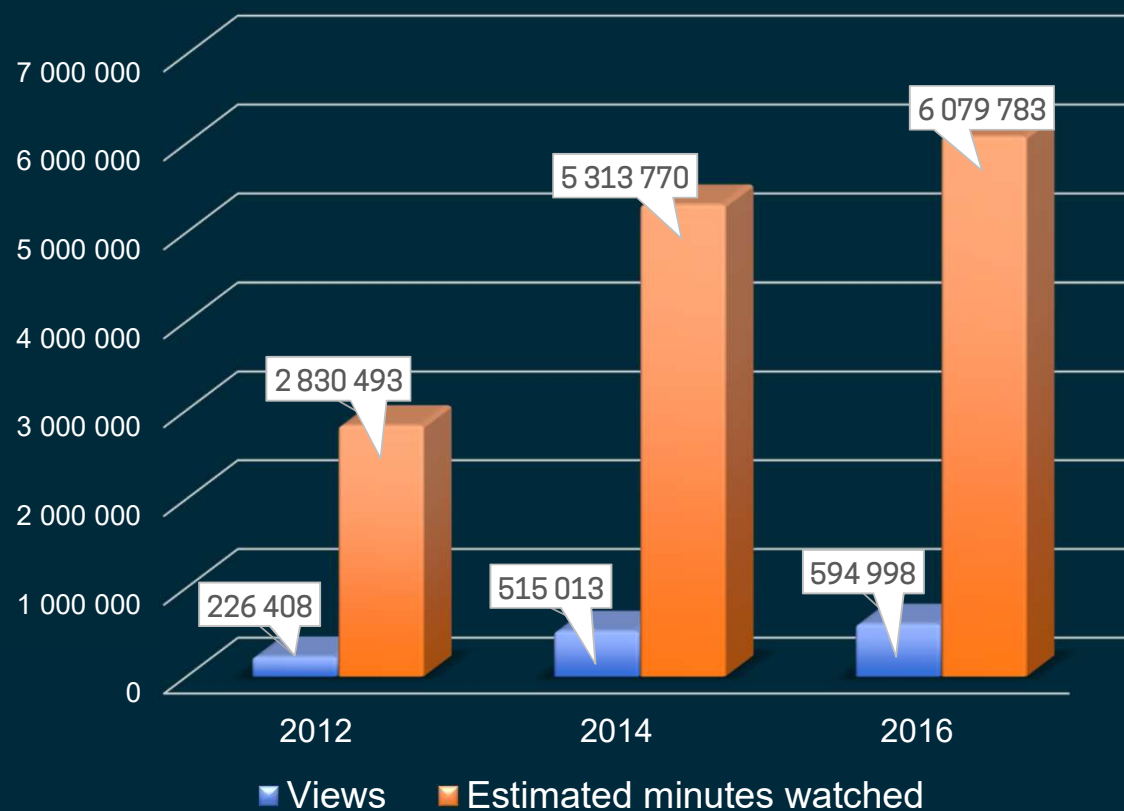
# IFF Social Media Growth

| Social channel | Followers (2016) | Followers (2018)      |
|----------------|------------------|-----------------------|
| Facebook       | 50 355           | 54 181 (+8%)          |
| Twitter        | 13 338           | 14 887 (+12%)         |
| Instagram      | 54 925           | 64 249 (+17%)         |
| Youtube        | 34 251           | 45 020 (+31%)         |
| <b>Total</b>   | <b>152 869</b>   | <b>178 337 (+17%)</b> |

# Youtube statistics: Men's WFC's



# Youtube statistics: Women's WFC's



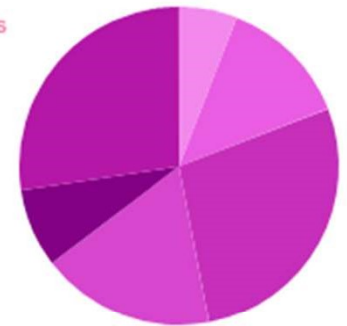
# The segment of 18-34

- With floorball the challenging target group of young adults can effectively be reached and interacted with
- The majority of floorball followers belong to the segment in which people are still forming their more permanent consuming habits
  - a big part of this group is reaching the age of big consuming decisions
  - as a consequence, the majority is still growing their value as customers with a potential to build an active loyalty
- Our followers are comparably very active, engaging people in the social media
  - the segment of 18-34 is the most active and familiar with all the stimulus via digital marketing

## FACEBOOK DEMOGRAPHICS

**30%**  
Female Fans

7% 13-17  
27% 18-24  
27% 25-34  
17% 35-44  
13% 45-54  
5% 55+



**70%**  
Male Fans

9% 13-17  
35% 18-24  
29% 25-34  
14% 35-44  
8% 45-54  
3% 55+

