Advertising Category Growth: FY 16



General Display

\$2.5bn

+43% on FY2015



Search and Directories

\$3.1bn

+24% on FY2015



Classifieds

\$1.2bn

+21% on FY2015



Mobile

\$1.9bn

+72% on FY2015



Video

\$0.6bn

+55% on FY2015

General Display gains segment share from Search & Directories S&D grows dollars but is outpaced by General Display growth rate

Classifieds shows strong growth and maintains steady segment share Mobile keeps
driving growth in
both the Search
and General
Display segments

Significant year on year growth shows continued popularity of video