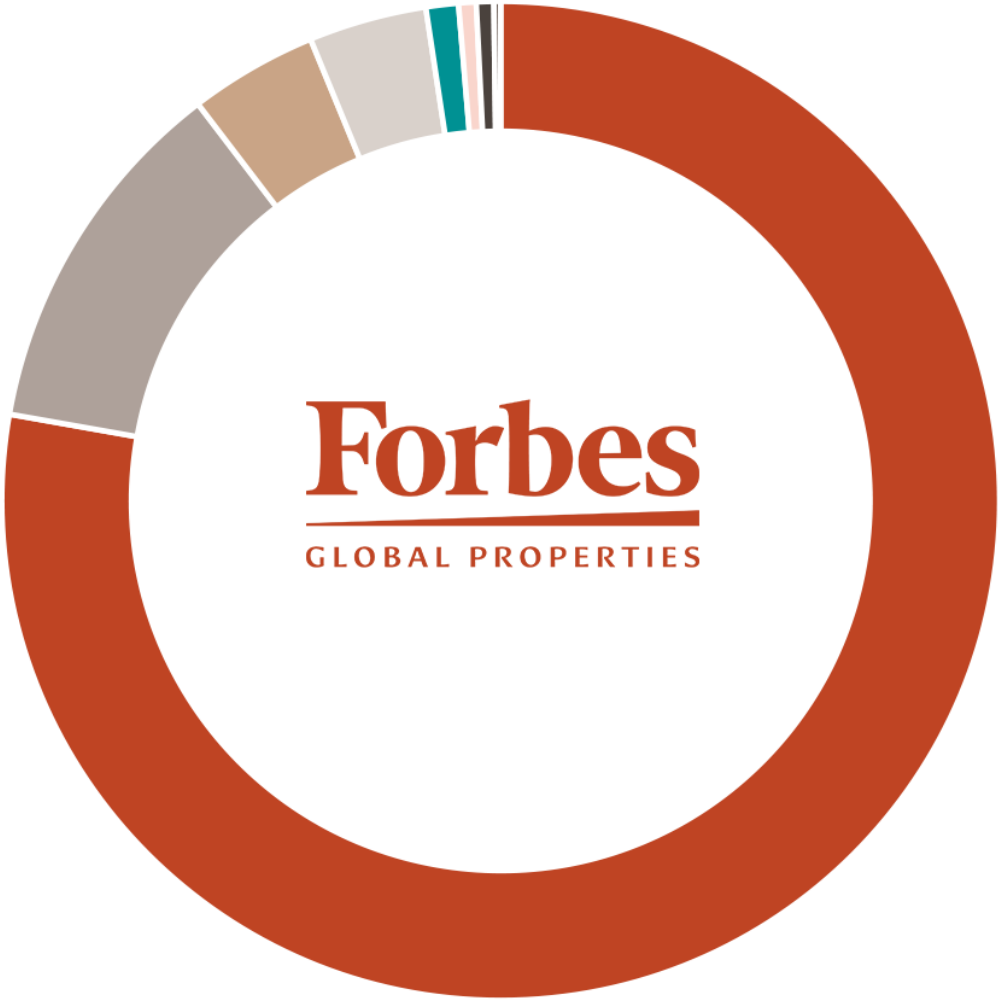


More earned media reach than any brand in the luxury real estate space

Forbes Global Properties benefits from an unparalleled brand halo effect and global brand awareness through Forbes



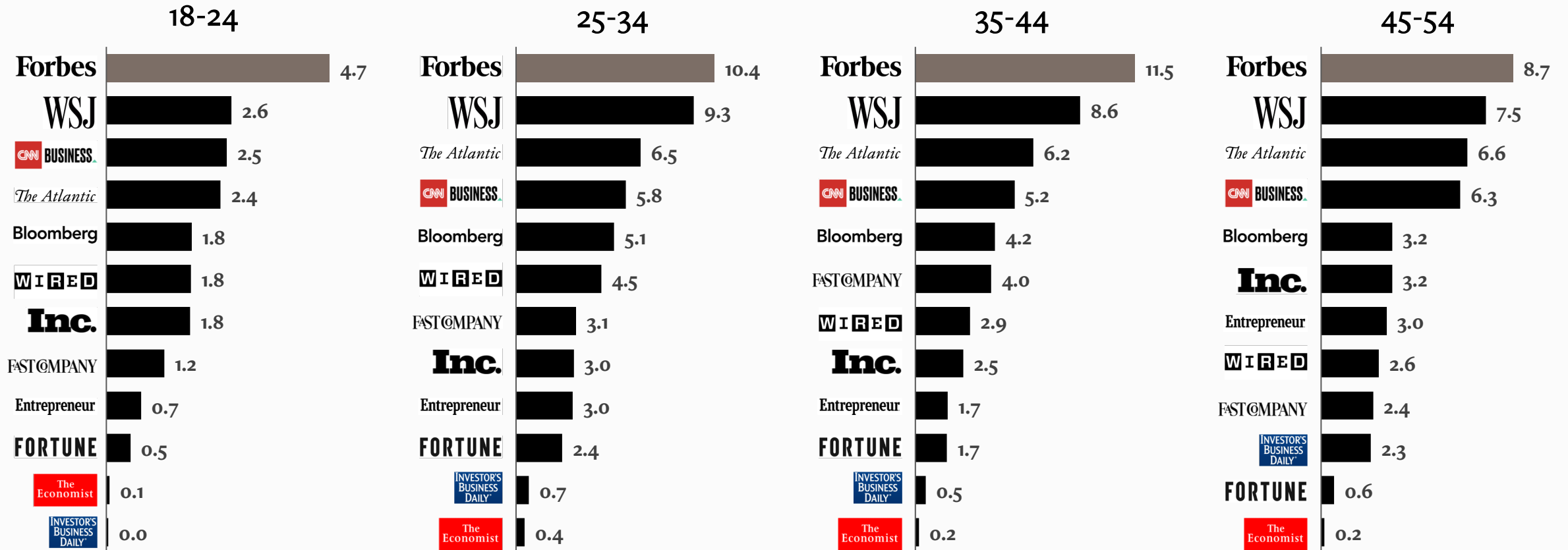
INDUSTRY SHARE OF VOICE

- 78% Forbes / Forbes Global Properties
- 12% Berkshire Hathaway / BHHS / Warren Buffet
- 4% Sotheby's / Sotheby's Int. Real Estate
- 4% Christie's / Christie's Int. Real Estate
- 1% Coldwell Banker
- 1% Savills
- 1% Knight Frank
- 0.2% Engel & Völkers

Source: Meltwater Media Monitoring, Q3 2021 — Q3 2022.
Share of voice measures the number of mentions a brand earns in news articles, blogs, and social media interactions compared to other brands in the industry. Higher share of voice generally means greater authority, influence and brand awareness.

The Forbes brand resonates across multiple demographics

MILLIONS OF USERS, BY AGE RANGE*



Source: ComScore, December 2021