Writes code that meets specifications, typically for large and highly complex software programs and systems. Develops software applications and tools. Participates in software design. SCOPE: Implements activities that generally impact important components / processes of the work of own unit / team / projects. Typically assigned to important / complicated undertakings. KNOWLEDGE / PROBLEM SOLVING: Demonstrates proficiency in most areas of the professional function and in-depth specialization in some. Anticipates and prevents problems and roadblocks before they occur. Is developing design skills. Has a comprehensive understanding of the organization's current software applications and tools. Has in-depth knowledge of programming languages important to the organization and is proficient in C, C++; UNIX and/or NT systems. Also is familiar with web design, HTML, XML, Perl and Java. NEGOTIATIONS / INTERACTIONS: Interacts with internal and external peers and managers to exchange complex information related to areas of specialization. ASSIGNMENT OF WORK: Receives work in the form of short- and mid-term assignments that regularly require the application of independent judgment. Mentors less experienced members of the team. OVERSIGHT RECEIVED: Work is subject to regular supervisory review at defined milestones. Operates within the context of approved methods. EXPERIENCE: Typically has 5 or more years of progressively complex related experience.

## POSITION INFORMATION

| \# of Incumbents Reported | 344 | Match: |  | Greater: | 93\% | Equal: | 43\% | Less: | 85\% | FLSA: | Exempt: | 30\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| \# of Companies with Match | 21 | Total Supervised (Mean): |  |  | 1 | Remote Wo | In-Office or Hybrid: |  | 78\% | Permanent Remote: |  | 71\% |
| Geographic Composition | East: | 22\% | South: | 64\% | Midwest: | 14\% | Mountain: | 57\% | Southwest: | 31\% | West: | 78\% |

SHORT-TERM INCENTIVE ("STI") PLANS

| STI Eligibility | \% of Companies Offering: |  |  |  | 86\% | \% of Incumbents Eligible: |  |  |  | 4\% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| STI Awards Received | Short-Term Incentive Paid as \% of Target (Mean): |  |  |  | 72\% | \% of Eligible Incumbents Who Received in Last 12 Months: |  |  |  | 97\% |
| STI Targets | \% of Companies with Incentive Targets: |  |  |  |  |  |  |  |  | 87\% |
|  | Company (Mean) \%: | 50th: | 66\% | Mean: | 8\% | Incumbent-Weighted \%: | 50th: | 38\% | Mean: | 50\% |



TOTAL DIRECT COMPENSATION - (In \$USD Thousands)


TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Ownership - Digital Company - Public |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 331 | \$79.9 | \$102.2 | \$132.3 | \$139.4 | \$150.0 | \$168.9 | \$198.5 | 21 | \$120.7 | \$118.6 |
| Target Total Cash Compensation | 294 | \$135.3 | \$171.3 | \$235.2 | \$230.1 | \$249.7 | \$277.7 | \$325.0 | 18 | \$186.2 | \$192.7 |
| Actual Total Cash Compensation | 320 | \$119.2 | \$163.9 | \$225.9 | \$239.8 | \$263.2 | \$304.3 | \$364.3 | 19 | \$191.7 | \$186.1 |
| Actual Cash Awards as \% of Base Salary | 314 | 74.8\% | 0.3\% | 64.8\% | 36.2\% | 83.1\% | 30.8\% | 48.5\% | 17 | 23.5\% | 89.0\% |
| Target LTI Awards | 69 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 41 |  |  |  |  |  |  |  |  |  |  |
| Target Total Direct Compensation | 65 | \$154.2 | \$176.4 | \$215.6 | \$231.4 | \$236.8 | \$249.3 | \$296.2 | 8 | \$223.8 | \$253.5 |
| Actual Total Direct Compensation | 330 | \$111.6 | \$156.2 | \$228.1 | \$239.1 | \$270.6 | \$304.0 | \$369.0 | 19 | \$194.5 | \$191.9 |
| LTI as \% of Base Salary | 18 | 1.9\% | 43.0\% | 35.9\% | 89.1\% | 66.6\% | 61.5\% | 98.6\% | 9 | 48.0\% | 69.8\% |
| Annualized Value of LTI Awards - Ongoing | 32 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 332 | \$113.8 | \$157.8 | \$237.0 | \$234.1 | \$280.9 | \$298.0 | \$366.5 | 18 | \$209.1 | \$218.9 |
| LTI as \% of Base Salary - Ongoing | 41 | 46.0\% | 97.0\% | 36.7\% | 61.7\% | 58.2\% | 11.6\% | 95.1\% | 6 | 30.0\% | 25.4\% |
| Digital Revenue (in \$MM) | 291 |  |  | \$471.1 | \$3,061.1 |  |  |  | 16 | \$731.5 | \$3,237.8 |
| Ownership - Digital Unit / Positions |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 329 | \$82.8 | \$103.6 | \$132.4 | \$136.2 | \$150.0 | \$168.4 | \$197.4 | 21 | \$107.8 | \$125.1 |
| Target Total Cash Compensation | 326 | \$123.1 | \$161.9 | \$224.9 | \$228.7 | \$272.3 | \$287.6 | \$324.8 | 19 | \$163.9 | \$187.7 |
| Actual Total Cash Compensation | 317 | \$111.9 | \$156.5 | \$231.3 | \$236.8 | \$271.2 | \$296.4 | \$360.6 | 20 | \$191.9 | \$199.1 |
| Actual Cash Awards as \% of Base Salary | 290 | 98.0\% | 41.4\% | 96.8\% | 43.7\% | 69.8\% | 53.2\% | 96.3\% | 19 | 13.4\% | 42.6\% |
| Target LTI Awards | 68 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 16 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 95 | \$179.7 | \$214.1 | \$210.0 | \$257.0 | \$242.5 | 00.5 | \$294.8 | 6 | \$240.6 | \$237.8 |
| Actual Total Direct Compensation | 320 | \$123.0 | \$158.0 | \$239.8 | \$242.4 | \$263.2 | \$296.0 | \$370.0 | 18 | \$211.9 | \$210.0 |
| LTI as \% of Base Salary | 48 | 96.2\% | 27.6\% | 94.1\% | 59.0\% | 57.2\% | 13.4\% | 48.3\% | 8 | 20.3\% | 52.4\% |
| Annualized Value of LTI Awards - Ongoing | 36 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 324 | \$119.0 | \$162.0 | \$230.4 | \$244.1 | \$266.4 | \$295.3 | \$363.9 | 18 | \$195.8 | \$222.2 |
| LTI as \% of Base Salary - Ongoing | 42 | 83.3\% | 7.1\% |  | 11.6\% | 40.2\% | 22.5\% | 18.3\% | 5 | 97.9\% | 12.7\% |
| Digital Revenue (in \$MM) | 292 |  |  | \$549.2 | \$3,684.8 |  |  |  | 17 | \$651.1 | \$4,048.7 |
| Ownership - Digital Company - Private |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 319 | \$80.9 | \$102.9 | \$132.4 | \$136.6 | \$150.0 | \$166.6 | \$204.0 | 19 | \$108.6 | \$123.1 |
| Target Total Cash Compensation | 335 | \$134.8 | \$166.6 | \$219.4 | \$221.0 | \$250.8 | \$288.0 | \$324.8 | 18 | \$206.4 | \$213.8 |
| Actual Total Cash Compensation | 348 | \$108.0 | \$155.5 | \$227.0 | \$233.1 | \$278.1 | \$308.2 | \$369.4 | 19 | \$197.8 | \$192.0 |
| Actual Cash Awards as \% of Base Salary | 311 | 85.7\% | 83.3\% | 10.2\% | 59.9\% | 29.3\% | 37.7\% | 29.1\% | 17 | 51.0\% | 46.3\% |
| Target LTI Awards | 33 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 30 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 106 | \$179.6 | \$168.3 | \$207.7 | \$235.7 | \$223.2 | \$240.5 | \$304.1 | 9 | \$192.4 | \$258.5 |
| Actual Total Direct Compensation | 303 | 13.3 | 152.7 | 226.8 | \$232.1 | \$284.6 | \$292.6 | \$366.0 | 17 | \$200.4 | \$219.1 |
|  | 20 | 52.0\% | 26.4\% | 26.5\% | 12.0\% | 58.5\% | 20.3\% | 83.3\% | 9 | 68.0\% | 12.5\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 348 | \$112 | \$168.4 | \$224.9 | \$235.1 | \$283.6 | \$307.5 | \$368.4 | 20 | \$203.9 | \$197.8 |
| LTI as \% of Base Salary - Ongoing | 20 | 29.9\% | 10.3\% | 39.2\% | 53.0\% | 45.9\% | 51.6\% | 36.8\% | 5 | 66.7\% | 87.3\% |
| Digital Revenue (in \$MM) | 287 |  |  | \$432.3 | \$3,311.5 |  |  |  | 14 | \$772.3 | \$3,709.1 |
| Industry - E-Commerce Retail |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 331 | \$81.5 | \$104.3 | \$132.4 | \$139.9 | \$150.0 | \$167.2 | \$197.9 | 21 | \$113.4 | \$116.1 |
| Target Total Cash Compensation | 316 | \$128.4 | \$168.6 | \$233.2 | \$226.9 | \$248.2 | \$287.8 | \$325.0 | 19 | \$164.3 | \$204.6 |
| Actual Total Cash Compensation | 320 | \$114.7 | \$164.7 | \$228.4 | \$235.5 | \$278.3 | \$309.5 | \$371.4 | 20 | \$196.3 | \$204.4 |
| Actual Cash Awards as \% of Base Salary | 312 | 46.2\% | 84.2\% | 44.8\% | 82.4\% | 45.9\% | 93.7\% | 16.9\% | 18 | 12.4\% | 39.8\% |
| Target LTI Awards | 35 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 50 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 96 | \$148.5 | \$175.0 | \$222.4 | \$240.9 | \$229.2 | \$256.5 | \$311.0 | 5 | \$193.0 | \$230.4 |
| Actual Total Direct Compensation | 300 | \$115.5 | \$166.3 | \$229.1 | \$238.3 | \$279.7 | \$301.4 | \$368.5 | 19 | \$213.4 | \$222.2 |
| LTI as \% of Base Salary | 48 | 63.6\% | 84.0\% | 41.4\% | 90.7\% | 27.9\% | 48.4\% | 28.9\% | 6 | 8.5\% | 39.9\% |
| Annualized Value of LTI Awards - Ongoing | 26 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 322 | \$122.4 | \$157.7 | \$233.0 | \$233.1 | \$277.7 | \$308.3 | \$364.5 | 18 | \$200.6 | \$209.4 |
| LTI as \% of Base Salary - Ongoing | 24 | 85.5\% | 95.1\% | 79.7\% | 76.7\% | 26.5\% | 29.0\% | 24.2\% | 4 | 7.6\% | 67.8\% |
| Digital Revenue (in \$MM) | 293 |  |  | \$485.8 | \$5,544.4 |  |  |  | 17 | \$612.7 | \$3,416.8 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Industry - Media / Entertainment |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 311 | \$82.5 | \$101.3 | \$132.4 | \$137.4 | \$150.0 | \$167.9 | \$203.3 | 21 | \$120.0 | \$117.9 |
| Target Total Cash Compensation | 333 | \$126.2 | \$171.8 | \$221.7 | \$228.7 | \$257.8 | \$286.8 | \$324.8 | 18 | \$208.0 | \$200.1 |
| Actual Total Cash Compensation | 306 | \$117.8 | \$165.2 | \$233.8 | \$236.7 | \$268.9 | \$303.7 | \$372.5 | 20 | \$200.1 | \$198.6 |
| Actual Cash Awards as \% of Base Salary | 298 | 73.0\% | 22.9\% | 83.2\% | 91.3\% | 3.6\% | 71.0\% | 76.7\% | 17 | 5.0\% | 33.8\% |
| Target LTI Awards | 34 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 28 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 75 | \$139.3 | \$158.1 | \$227.1 | \$243.4 | \$285.5 | \$296.9 | \$325.9 | 6 | \$187.9 | \$230.6 |
| Actual Total Direct Compensation | 319 | \$122.8 | \$156.7 | \$230.4 | \$232.2 | \$279.9 | \$306.7 | \$373.4 | 17 | \$202.9 | \$204.3 |
| LTI as \% of Base Salary | 33 | 38.6\% | 81.1\% | 75.1\% | 48.7\% | 9.9\% | 83.8\% | 29.0\% | 4 | 97.7\% | 57.4\% |
| Annualized Value of LTI Awards - Ongoing | 38 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 292 | \$115.3 | \$156.4 | \$238.8 | \$242.2 | \$270.1 | \$296.8 | \$374.0 | 17 | \$194.6 | \$197.0 |
| LTI as \% of Base Salary - Ongoing | 35 | 21.8\% | 67.4\% | 52.3\% | 18.0\% | 3.1\% | 48.3\% | 73.1\% | 5 | 69.9\% | 2.7\% |
| Digital Revenue (in \$MM) | 296 |  |  | \$434.3 | \$5,130.0 |  |  |  | 16 | \$738.8 | \$4,671.8 |
| Industry - Publishing |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 349 | \$81.6 | \$101.1 | \$132.4 | \$138.8 | \$150.0 | \$166.9 | \$200.0 | 19 | \$118.8 | \$132.0 |
| Target Total Cash Compensation | 331 | \$127.2 | \$175.0 | \$220.5 | \$236.7 | \$276.5 | \$277.1 | \$325.0 | 19 | \$213.3 | \$202.3 |
| Actual Total Cash Compensation | 336 | \$108.3 | \$164.6 | \$229.3 | \$243.4 | \$263.9 | \$296.1 | \$364.1 | 19 | \$196.7 | \$195.4 |
| Actual Cash Awards as \% of Base Salary | 328 | 60.7\% | 83.5\% | 40.5\% | 65.9\% | 82.2\% | 22.6\% | 99.3\% | 18 | 81.9\% | 0.1\% |
| Target LTI Awards | 36 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 46 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 86 | \$160.2 | \$176.0 | \$213.8 | \$233.2 | \$227.5 | 333.6 | \$255.3 | 6 | \$183.7 | \$239.0 |
| Actual Total Direct Compensation | 325 | \$115.0 | \$164.5 | \$238.2 | \$236.0 | \$270.1 | \$306.6 | \$375.9 | 17 | \$207.8 | \$202.6 |
| LTI as \% of Base Salary | 16 | 32.1\% | 58.8\% | 95.1\% | 0.3\% | 8.4\% | 73.3\% | 77.2\% | 7 | 9.4\% | 72.9\% |
| Annualized Value of LTI Awards - Ongoing | 26 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 327 | \$117.3 | \$168.4 | \$238.0 | \$245.1 | \$273.8 | \$303.4 | \$365.7 | 20 | \$197.6 | \$216.6 |
| LTI as \% of Base Salary - Ongoing | 19 | 1.8\% | 58.6\% | 46.8\% | 24.8\% | 69.2\% | 86.0\% | 96.8\% | 7 | 44.6\% | 85.1\% |
| Digital Revenue (in \$MM) | 291 |  |  | \$441.9 | \$3,396.0 | - |  |  | 16 | \$737.2 | \$4,281.8 |
| Industry - Software Games |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 348 | \$81.2 | \$107.3 | \$132.5 | \$139.4 | \$150.0 | \$166.3 | \$198.9 | 20 | \$108.0 | \$132.2 |
| Target Total Cash Compensation | 308 | \$139.7 | \$174.1 | \$215.3 | \$224.8 | \$261.6 | \$291.0 | \$324.7 | 18 | \$179.9 | \$219.0 |
| Actual Total Cash Compensation | 303 | \$111.4 | \$153.9 | \$228.8 | \$232.1 | \$265.5 | \$299.5 | \$366.5 | 18 | \$198.6 | \$216.2 |
| Actual Cash Awards as \% of Base Salary | 300 | 65.3\% | 33.6\% |  | 89.6\% | 61.0\% | 20.4\% | 62.5\% | 18 | 70.3\% | 60.8\% |
| Target LTI Awards | 39 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 46 |  |  |  |  |  |  |  | 8 |  |  |
| Target Total Direct Compensation | 83 | \$166.9 | \$153.4 | \$216.5 | \$203.4 | \$221.2 | \$247.4 | \$313.9 | 10 | \$208.8 | \$250.4 |
| Actual Total Direct Compensation | 343 | 18. | 158.8 | 243.4 | \$249.3 | \$275.4 | \$301.8 | \$369.4 | 17 | \$214.9 | \$224.0 |
| LTI as \% of Base Salary | 27 | 62.0\% | 70.6\% | 70.1\% | 8.0\% | 5.4\% | 94.8\% | 85.0\% | 6 | 71.6\% | 74.8\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 313 | \$119.3 | \$157.7 | \$227.9 | \$235.1 | \$265.9 | \$293.0 | \$362.2 | 19 | \$191.8 | \$212.1 |
| LTI as \% of Base Salary - Ongoing | 38 | 33.4\% | 37.3\% | 59.0\% | 39.0\% | 60.8\% | 52.7\% | 1.6\% | 7 | 87.0\% | 4.1\% |
| Digital Revenue (in \$MM) | 94 |  |  | \$765.5 | \$2,290.7 |  |  |  | 17 | \$539.9 | \$4,573.8 |
| Platform - Online |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 351 | \$82.9 | \$103.7 | \$132.3 | \$138.5 | \$150.0 | \$167.0 | \$198.5 | 21 | \$113.0 | \$124.4 |
| Target Total Cash Compensation | 327 | \$135.3 | \$174.6 | \$229.2 | \$229.7 | \$265.0 | \$272.0 | \$324.8 | 18 | \$209.7 | \$195.7 |
| Actual Total Cash Compensation | 335 | \$120.5 | \$164.0 | \$229.5 | \$230.7 | \$277.0 | \$304.0 | \$359.7 | 18 | \$193.2 | \$211.0 |
| Actual Cash Awards as \% of Base Salary | 305 | 70.2\% | 56.9\% | 30.8\% | 37.5\% | 38.1\% | 8.3\% | 18.2\% | 18 | 11.4\% | 91.0\% |
| Target LTI Awards | 28 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 27 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 39 | \$169.3 | \$155.9 | \$192.5 | \$227.1 | \$223.0 | \$293.8 | \$282.1 | 8 | \$192.3 | \$231.0 |
| Actual Total Direct Compensation | 340 | \$112.9 | \$160.4 | \$229.8 | \$235.4 | \$263.7 | \$293.4 | \$361.8 | 20 | \$206.7 | \$204.6 |
| LTI as \% of Base Salary | 26 | 28.7\% | 49.4\% | 17.4\% | 63.4\% | 79.3\% | 24.2\% | 28.6\% | 9 | 19.3\% | 61.6\% |
| Annualized Value of LTI Awards - Ongoing | 16 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 347 | \$113.9 | \$173.4 | \$225.4 | \$236.8 | \$281.3 | \$298.6 | \$374.6 | 19 | \$201.0 | \$221.5 |
| LTI as \% of Base Salary - Ongoing | 31 | 28.0\% | 33.4\% | 36.6\% | 56.0\% | 31.5\% | 21.0\% | 64.6\% | 6 | 90.5\% | 13.5\% |
| Digital Revenue (in \$MM) | 292 |  |  | \$833.4 | \$2,632.0 |  |  |  | 14 | \$564.2 | \$3,895.7 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Platform - Mobile |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 353 | \$82.2 | \$97.9 | \$132.3 | \$136.1 | \$150.0 | \$168.9 | \$199.6 | 19 | \$111.9 | \$127.5 |
| Target Total Cash Compensation | 334 | \$138.2 | \$166.9 | \$232.0 | \$231.3 | \$271.1 | \$282.0 | \$325.0 | 19 | \$197.4 | \$216.1 |
| Actual Total Cash Compensation | 297 | \$112.1 | \$161.1 | \$229.3 | \$241.3 | \$262.4 | \$293.4 | \$371.9 | 18 | \$192.6 | \$193.3 |
| Actual Cash Awards as \% of Base Salary | 284 | 63.4\% | 30.6\% | 44.7\% | 2.6\% | 42.4\% | 2.0\% | 24.5\% | 18 | 31.7\% | 97.8\% |
| Target LTI Awards | 63 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 19 |  |  |  |  |  |  |  | 8 |  |  |
| Target Total Direct Compensation | 106 | \$183.1 | \$208.0 | \$238.9 | \$225.6 | \$271.8 | \$235.5 | \$278.5 | 9 | \$176.6 | \$247.3 |
| Actual Total Direct Compensation | 327 | \$122.6 | \$177.2 | \$232.5 | \$237.9 | \$285.2 | \$309.9 | \$368.9 | 19 | \$192.6 | \$198.5 |
| LTI as \% of Base Salary | 21 | 17.6\% | 93.3\% | 43.8\% | 6.8\% | 4.4\% | 11.8\% | 74.4\% | 9 | 56.6\% | 30.1\% |
| Annualized Value of LTI Awards - Ongoing | 33 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 297 | \$112.4 | \$155.2 | \$237.2 | \$247.4 | \$267.2 | \$292.1 | \$366.6 | 18 | \$210.6 | \$188.6 |
| LTI as \% of Base Salary - Ongoing | 21 | 73.3\% | 44.3\% | 62.5\% | 9.9\% | 67.1\% | 87.3\% | 3.7\% | 4 | 62.0\% | 81.4\% |
| Digital Revenue (in \$MM) | 291 |  |  | \$715.1 | \$2,771.4 |  |  |  | 14 | \$752.3 | \$3,585.6 |
| Platform - Cloud |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 320 | \$81.8 | \$105.6 | \$132.4 | \$138.6 | \$150.0 | \$166.2 | \$197.2 | 20 | \$108.4 | \$121.4 |
| Target Total Cash Compensation | 346 | \$131.6 | \$164.5 | \$239.7 | \$221.2 | \$270.6 | \$275.2 | \$324.8 | 18 | \$195.1 | \$215.1 |
| Actual Total Cash Compensation | 308 | \$108.6 | \$155.3 | \$227.5 | \$238.2 | \$274.6 | \$302.9 | \$362.4 | 18 | \$201.4 | \$214.8 |
| Actual Cash Awards as \% of Base Salary | 319 | 43.7\% | 36.5\% | 36.6\% | 0.1\% | 55.3\% | 36.2\% | 9.3\% | 17 | 0.5\% | 89.4\% |
| Target LTI Awards | 65 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 26 |  |  |  |  |  |  |  | 5 |  |  |
| Target Total Direct Compensation | 45 | \$174.0 | \$207.3 | \$240.1 | \$205.1 | \$265.7 | 24.6 | \$261.5 | 9 | \$192.5 | \$230.0 |
| Actual Total Direct Compensation | 294 | \$112.8 | \$156.7 | \$238.9 | \$244.9 | \$279.1 | \$292.6 | \$372.7 | 20 | \$212.0 | \$222.6 |
| LTI as \% of Base Salary | 46 | 38.3\% | 92.5\% | 0.2\% | 10.4\% | 92.4\% | 23.1\% | 24.7\% | 6 | 31.7\% | 3.6\% |
| Annualized Value of LTI Awards - Ongoing | 22 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 311 | \$121.7 | \$159.7 | \$228.6 | \$233.8 | \$274.6 | \$301.1 | \$366.1 | 17 | \$205.9 | \$225.8 |
| LTI as \% of Base Salary - Ongoing | 27 | 3.4\% | 34.6\% |  | 71.3\% | 5.9\% | 42.2\% | 69.6\% | 6 | 65.2\% | 88.8\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$765.2 | \$3,915.1 |  |  |  | 14 | \$633.6 | \$3,549.5 |
| Platform - Multiple Media / Platforms |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 357 | \$81.9 | \$103.6 | \$132.3 | \$138.3 | \$150.0 | \$165.9 | \$202.8 | 19 | \$111.8 | \$124.3 |
| Target Total Cash Compensation | 295 | \$136.1 | \$175.1 | \$223.4 | \$235.3 | \$269.2 | \$285.1 | \$324.9 | 19 | \$200.2 | \$204.5 |
| Actual Total Cash Compensation | 310 | \$110.2 | \$163.5 | \$232.7 | \$233.1 | \$277.8 | \$294.8 | \$356.6 | 19 | \$196.0 | \$193.0 |
| Actual Cash Awards as \% of Base Salary | 288 | 45.8\% | 93.7\% | $49.7 \%$ | 39.2\% | 26.0\% | 52.2\% | 75.0\% | 18 | 57.8\% | 31.3\% |
| Target LTI Awards | 30 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 34 |  |  |  |  |  |  |  | 8 |  |  |
| Target Total Direct Compensation | 56 | \$159.7 | \$205.3 | \$191.2 | \$239.2 | \$242.5 | \$235.9 | \$309.0 | 9 | \$186.3 | \$247.7 |
| Actual Total Direct Compensation | 324 | \$117.1 | 153.8 | 224.7 | \$238.6 | \$265.6 | \$292.2 | \$369.9 | 19 | \$204.2 | \$199.8 |
|  | 27 | 92.0\% | 41.8\% | 30.8\% | 75.3\% | 87.9\% | 87.4\% | 67.6\% | 4 | 21.3\% | 56.2\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 296 | \$119.20 | \$173.3 | \$226.5 | \$233.0 | \$268.5 | \$301.2 | \$374.2 | 17 | \$206.3 | \$213.5 |
| LTI as \% of Base Salary - Ongoing | 36 | 72.2\% | 94.6\% | 49.6\% | 46.3\% | 89.8\% | 16.0\% | 85.9\% | 7 | 11.3\% | 0.6\% |
| Digital Revenue (in \$MM) | 296 |  |  | \$583.2 | \$3,831.6 |  |  |  | 14 | \$643.9 | \$3,973.8 |
| U.S. Region - East |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 313 | \$80.9 | \$100.9 | \$132.3 | \$135.9 | \$150.0 | \$165.6 | \$199.0 | 20 | \$119.1 | \$125.8 |
| Target Total Cash Compensation | 320 | \$132.6 | \$165.6 | \$235.3 | \$229.9 | \$252.2 | \$284.7 | \$324.8 | 18 | \$162.2 | \$191.3 |
| Actual Total Cash Compensation | 300 | \$109.4 | \$164.1 | \$234.4 | \$234.6 | \$264.0 | \$300.8 | \$358.6 | 19 | \$192.5 | \$192.0 |
| Actual Cash Awards as \% of Base Salary | 285 | 30.2\% | 32.3\% | 92.5\% | 25.1\% | 85.3\% | 6.6\% | 13.1\% | 17 | 68.2\% | 26.9\% |
| Target LTI Awards | 76 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 37 |  |  |  |  |  |  |  | 5 |  |  |
| Target Total Direct Compensation | 32 | \$165.6 | \$189.5 | \$241.5 | \$203.4 | \$236.0 | \$232.1 | \$257.4 | 7 | \$177.1 | \$242.9 |
| Actual Total Direct Compensation | 339 | \$115.1 | \$172.1 | \$240.7 | \$246.2 | \$284.8 | \$301.2 | \$363.7 | 18 | \$196.4 | \$222.0 |
| LTI as \% of Base Salary | 45 | 80.6\% | 14.0\% | 39.4\% | 41.9\% | 62.2\% | 29.1\% | 5.2\% | 5 | 47.6\% | 42.0\% |
| Annualized Value of LTI Awards - Ongoing | 22 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 319 | \$115.8 | \$168.3 | \$232.7 | \$232.5 | \$265.8 | \$306.6 | \$366.8 | 19 | \$210.5 | \$205.7 |
| LTI as \% of Base Salary - Ongoing | 19 | 37.2\% | 46.7\% | 33.6\% | 15.9\% | 72.0\% | 37.6\% | 69.1\% | 5 | 23.4\% | 60.9\% |
| Digital Revenue (in \$MM) | 295 |  |  | \$808.2 | \$2,782.3 |  |  |  | 14 | \$746.9 | \$4,759.4 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| U.S. Region - South |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 313 | \$83.2 | \$99.4 | \$132.3 | \$137.2 | \$150.0 | \$167.9 | \$197.8 | 20 | \$121.5 | \$115.0 |
| Target Total Cash Compensation | 325 | \$124.8 | \$164.9 | \$215.5 | \$225.3 | \$251.4 | \$286.8 | \$324.6 | 19 | \$167.8 | \$202.7 |
| Actual Total Cash Compensation | 343 | \$118.6 | \$162.8 | \$228.8 | \$243.3 | \$267.4 | \$298.0 | \$369.2 | 20 | \$200.2 | \$195.3 |
| Actual Cash Awards as \% of Base Salary | 274 | 53.6\% | 70.1\% | 97.8\% | 92.1\% | 8.7\% | 92.4\% | 93.8\% | 17 | 26.3\% | 46.7\% |
| Target LTI Awards | 77 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 30 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 90 | \$157.3 | \$182.1 | \$208.0 | \$221.2 | \$264.3 | \$254.4 | \$279.1 | 7 | \$240.2 | \$225.9 |
| Actual Total Direct Compensation | 346 | \$121.2 | \$163.1 | \$237.8 | \$241.7 | \$266.5 | \$311.9 | \$374.3 | 19 | \$212.1 | \$211.6 |
| LTI as \% of Base Salary | 31 | 12.7\% | 28.0\% | 41.0\% | 91.4\% | 86.1\% | 45.2\% | 42.8\% | 9 | 3.0\% | 21.6\% |
| Annualized Value of LTI Awards - Ongoing | 15 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 337 | \$122.3 | \$161.8 | \$228.6 | \$235.0 | \$271.4 | \$309.6 | \$368.2 | 17 | \$201.0 | \$204.2 |
| LTI as \% of Base Salary - Ongoing | 26 | 35.0\% | 91.1\% | 40.2\% | 52.3\% | 21.5\% | 56.5\% | 62.7\% | 6 | 46.8\% | 0.0\% |
| Digital Revenue (in \$MM) | 291 |  |  | \$522.2 | \$5,511.5 |  |  |  | 14 | \$556.2 | \$4,591.6 |
| U.S. Region - Midwest |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 324 | \$79.8 | \$101.6 | \$132.5 | \$138.6 | \$150.0 | \$167.3 | \$202.1 | 20 | \$108.6 | \$121.0 |
| Target Total Cash Compensation | 294 | \$130.4 | \$160.6 | \$225.2 | \$229.0 | \$268.3 | \$280.2 | \$324.6 | 19 | \$178.0 | \$208.1 |
| Actual Total Cash Compensation | 326 | \$112.8 | \$156.5 | \$232.1 | \$235.7 | \$270.5 | \$294.4 | \$374.9 | 19 | \$192.9 | \$191.9 |
| Actual Cash Awards as \% of Base Salary | 295 | 95.8\% | 24.8\% | 13.9\% | 35.2\% | 65.6\% | 84.6\% | 10.7\% | 18 | 29.4\% | 27.7\% |
| Target LTI Awards | 37 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 31 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 88 | \$165.3 | \$205.2 | \$241.1 | \$200.0 | \$256.2 | 261.0 | \$284.2 | 10 | \$180.7 | \$230.6 |
| Actual Total Direct Compensation | 319 | \$122.2 | \$165.4 | \$233.0 | \$241.0 | \$280.7 | \$292.1 | \$371.0 | 17 | \$199.0 | \$216.6 |
| LTI as \% of Base Salary | 33 | 84.9\% | 30.5\% | 92.7\% | 90.1\% | 93.7\% | 94.9\% | 44.8\% | 7 | 16.3\% | 41.9\% |
| Annualized Value of LTI Awards - Ongoing | 19 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 304 | \$120.7 | \$163.4 | \$231.3 | \$232.1 | \$277.7 | \$292.6 | \$362.5 | 17 | \$213.7 | \$213.8 |
| LTI as \% of Base Salary - Ongoing | 30 | 25.3\% | 96.3\% | 38.5\% | 54.4\% | 93.4\% | 70.6\% | 29.8\% | 6 | 30.5\% | 39.5\% |
| Digital Revenue (in \$MM) | 295 |  |  | \$448.2 | \$5,659.7 |  |  |  | 16 | \$561.1 | \$4,729.9 |
| U.S. Region - Mountain |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 316 | \$80.1 | \$106.0 | \$132.3 | \$137.0 | \$150.0 | \$168.0 | \$197.2 | 20 | \$111.3 | \$131.5 |
| Target Total Cash Compensation | 304 | \$131.9 | \$174.6 | \$211.6 | \$224.9 | \$261.0 | \$288.2 | \$324.7 | 19 | \$212.3 | \$190.8 |
| Actual Total Cash Compensation | 309 | \$122.2 | \$162.1 | 234.4 | \$241.1 | \$269.0 | \$303.6 | \$354.9 | 19 | \$197.8 | \$207.8 |
| Actual Cash Awards as \% of Base Salary | 325 | 5.2\% | 6.0\% | 15.2\% | 40.4\% | 24.5\% | 92.0\% | 4.7\% | 18 | 35.3\% | 78.2\% |
| Target LTI Awards | 60 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 26 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 87 | \$146.9 | \$163.4 | \$243.7 | \$255.8 | \$228.1 | \$232.8 | \$293.8 | 10 | \$227.4 | \$242.7 |
| Actual Total Direct Compensation | 341 | 12.8 | 175.9 | \$227.8 | \$246.6 | \$277.4 | \$310.2 | \$374.4 | 17 | \$210.2 | \$190.9 |
|  | 26 | 9.8\% | 30.0\% | 62.2\% | 33.3\% | 20.4\% | 38.6\% | 71.3\% | 6 | 79.4\% | 23.3\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 297 | \$123.6 | \$165.5 | \$224.0 | \$236.4 | \$273.5 | \$299.9 | \$372.6 | 17 | \$200.5 | \$215.8 |
| LTI as \% of Base Salary - Ongoing | 20 | 45.9\% | 0.9\% | 89.6\% | 44.6\% | 21.7\% | 98.9\% | 73.8\% | 4 | 86.8\% | 75.2\% |
| Digital Revenue (in \$MM) | 294 |  |  | \$518.7 | \$5,869.5 |  |  |  | 16 | \$713.5 | \$3,949.5 |
| U.S. Region - Southwest |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 353 | \$81.4 | \$103.0 | \$132.4 | \$137.8 | \$150.0 | \$166.4 | \$197.3 | 21 | \$112.0 | \$130.7 |
| Target Total Cash Compensation | 313 | \$123.8 | \$166.9 | \$234.6 | \$225.9 | \$267.5 | \$270.3 | \$324.7 | 18 | \$207.1 | \$193.4 |
| Actual Total Cash Compensation | 322 | \$111.5 | \$155.5 | \$224.6 | \$233.2 | \$263.2 | \$292.2 | \$364.7 | 20 | \$199.7 | \$209.6 |
| Actual Cash Awards as \% of Base Salary | 312 | 95.0\% | 57.9\% | 35.0\% | 64.8\% | 59.9\% | 79.8\% | 13.8\% | 19 | 21.9\% | 25.9\% |
| Target LTI Awards | 46 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 44 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 31 | \$151.8 | \$206.7 | \$248.6 | \$207.2 | \$247.6 | \$253.4 | \$328.6 | 5 | \$203.3 | \$243.8 |
| Actual Total Direct Compensation | 327 | \$111.3 | \$173.8 | \$239.7 | \$249.6 | \$284.4 | \$304.2 | \$375.5 | 20 | \$203.5 | \$215.3 |
| LTI as \% of Base Salary | 29 | 82.5\% | 29.5\% | 17.1\% | 76.5\% | 0.7\% | 6.6\% | 99.5\% | 5 | 64.0\% | 48.2\% |
| Annualized Value of LTI Awards - Ongoing | 19 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation- Ongoing | 291 | \$119.1 | \$167.1 | \$230.2 | \$239.9 | \$266.6 | \$304.6 | \$367.3 | 17 | \$214.8 | \$196.1 |
| LTI as \% of Base Salary - Ongoing | 16 | 90.9\% | 25.2\% | 55.5\% | 91.3\% | 78.1\% | 48.0\% | 29.5\% | 5 | 88.6\% | 82.4\% |
| Digital Revenue (in \$MM) | 294 |  |  | \$648.1 | \$5,803.5 |  |  |  | 17 | \$553.2 | \$4,176.2 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| U.S. Region - West |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 302 | \$81.5 | \$102.5 | \$132.3 | \$136.3 | \$150.0 | \$169.1 | \$196.5 | 20 | \$115.1 | \$127.8 |
| Target Total Cash Compensation | 305 | \$130.9 | \$168.1 | \$234.4 | \$224.4 | \$265.6 | \$288.6 | \$324.9 | 18 | \$207.3 | \$212.4 |
| Actual Total Cash Compensation | 331 | \$119.1 | \$163.9 | \$232.2 | \$233.7 | \$269.8 | \$301.3 | \$361.2 | 19 | \$198.8 | \$200.9 |
| Actual Cash Awards as \% of Base Salary | 286 | 80.8\% | 87.6\% | 45.4\% | 18.1\% | 42.9\% | 90.9\% | 75.3\% | 17 | 54.2\% | 39.3\% |
| Target LTI Awards | 42 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 46 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 37 | \$160.5 | \$160.5 | \$249.1 | \$247.0 | \$274.9 | \$297.2 | \$331.5 | 10 | \$211.1 | \$249.0 |
| Actual Total Direct Compensation | 312 | \$112.9 | \$175.9 | \$231.2 | \$238.7 | \$267.7 | \$293.3 | \$363.1 | 18 | \$205.5 | \$220.3 |
| LTI as \% of Base Salary | 47 | 40.8\% | 77.7\% | 52.6\% | 48.3\% | 53.4\% | 53.4\% | 66.3\% | 7 | 10.4\% | 46.6\% |
| Annualized Value of LTI Awards - Ongoing | 34 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 325 | \$120.8 | \$162.9 | \$237.3 | \$237.2 | \$275.2 | \$295.1 | \$368.4 | 19 | \$193.0 | \$222.4 |
| LTI as \% of Base Salary - Ongoing | 25 | 82.3\% | 12.6\% | 64.4\% | 81.4\% | 10.0\% | 76.4\% | 76.3\% | 4 | 69.2\% | 9.1\% |
| Digital Revenue (in \$MM) | 294 |  |  | \$828.8 | \$5,797.5 |  |  |  | 16 | \$697.6 | \$3,926.6 |
| Metropolitan Area - Boston-Cambridge-Newton |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 335 | \$80.6 | \$99.0 | \$132.3 | \$137.5 | \$150.0 | \$168.8 | \$199.4 | 19 | \$112.5 | \$116.7 |
| Target Total Cash Compensation | 318 | \$132.1 | \$167.3 | \$228.7 | \$222.1 | \$264.0 | \$273.5 | \$324.6 | 19 | \$169.7 | \$200.6 |
| Actual Total Cash Compensation | 347 | \$108.1 | \$159.8 | \$226.2 | \$232.5 | \$264.9 | \$307.9 | \$360.5 | 18 | \$197.1 | \$196.0 |
| Actual Cash Awards as \% of Base Salary | 287 | 76.6\% | 47.3\% | 34.9\% | 32.5\% | 39.6\% | 92.8\% | 89.3\% | 18 | 53.8\% | 75.4\% |
| Target LTI Awards | 52 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 45 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 50 | \$182.5 | \$178.7 | \$218.8 | \$215.7 | \$258.8 | 303.7 | \$302.1 | 9 | \$207.1 | \$251.2 |
| Actual Total Direct Compensation | 326 | \$119.7 | \$175.6 | \$243.2 | \$247.7 | \$263.4 | \$310.0 | \$372.3 | 20 | \$205.6 | \$224.9 |
| LTI as \% of Base Salary | 33 | 42.9\% | 52.2\% | 74.0\% | 35.6\% | 50.1\% | 39.8\% | 62.5\% | 7 | 54.1\% | 13.6\% |
| Annualized Value of LTI Awards - Ongoing | 27 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 313 | \$115.0 | \$154.0 | \$235.3 | \$236.9 | \$278.7 | \$305.3 | \$371.9 | 17 | \$196.3 | \$193.9 |
| LTI as \% of Base Salary - Ongoing | 15 | 84.2\% | 82.6\% | 52.5\% | 31.7\% | 11.8\% | 12.4\% | 21.0\% | 6 | 65.9\% | 17.4\% |
| Digital Revenue (in \$MM) | 291 |  |  | \$731.1 | \$2,062.1 |  |  |  | 14 | \$724.4 | \$3,135.6 |
| Metropolitan Area - New York-Newark-Jersey City |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 354 | \$82.4 | \$105.1 | \$132.4 | \$138.1 | \$150.0 | \$166.0 | \$203.1 | 21 | \$107.8 | \$131.0 |
| Target Total Cash Compensation | 326 | \$125.9 | \$173.1 | \$219.0 | \$234.3 | \$247.9 | \$272.7 | \$324.9 | 19 | \$187.1 | \$221.1 |
| Actual Total Cash Compensation | 311 | \$118.0 | \$158.6 | \$225.6 | \$233.1 | \$263.1 | \$293.4 | \$366.2 | 18 | \$197.4 | \$187.6 |
| Actual Cash Awards as \% of Base Salary | 274 | 56.6\% | 13.8\% | 87.1\% | 13.5\% | 70.6\% | 16.4\% | 60.4\% | 18 | 54.5\% | 61.4\% |
| Target LTI Awards | 82 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 41 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 79 | \$177.7 | \$152.8 | \$230.3 | \$219.7 | \$282.1 | \$272.5 | \$292.6 | 5 | \$235.3 | \$247.4 |
| Actual Total Direct Compensation | 289 | 1.5 | 176.8 | 224.1 | \$241.9 | \$279.0 | \$298.1 | \$361.2 | 17 | \$203.3 | \$194.6 |
|  |  | 0.8\% | 4.0 | 39.5\% | 38.3\% | 14.1\% | 24.8\% | 90.1\% | 8 | 83.7\% | 91.6\% |
| Annualized Value of LTI Awards - Ongoing | 41 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 340 | \$123.0 | \$170.9 | \$233.3 | \$241.2 | \$271.3 | \$301.4 | \$360.8 | 17 | \$199.0 | \$224.8 |
| LTI as \% of Base Salary - Ongoing | 27 | 54.0\% | 40.0\% | 93.2\% | 33.6\% | 51.1\% | 30.7\% | 34.6\% | 7 | 88.7\% | 4.2\% |
| Digital Revenue (in \$MM) | 287 |  |  | \$791.6 | \$2,980.5 |  |  |  | 17 | \$651.7 | \$4,680.8 |
| Metropolitan Area - Philadelphia-Camden-Wilmington |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 341 | \$79.9 | \$100.4 | \$132.5 | \$137.0 | \$150.0 | \$168.8 | \$203.6 | 20 | \$113.5 | \$116.7 |
| Target Total Cash Compensation | 304 | \$134.2 | \$166.0 | \$216.1 | \$221.6 | \$253.6 | \$282.3 | \$324.7 | 18 | \$170.1 | \$189.2 |
| Actual Total Cash Compensation | 344 | \$112.3 | \$158.0 | \$227.9 | \$233.5 | \$265.5 | \$309.1 | \$371.2 | 18 | \$193.4 | \$216.4 |
| Actual Cash Awards as \% of Base Salary | 313 | 76.7\% | 82.5\% | 98.9\% | 73.1\% | 57.2\% | 74.8\% | 90.8\% | 18 | 88.8\% | 15.7\% |
| Target LTI Awards | 55 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 38 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 63 | \$135.4 | \$161.5 | \$208.0 | \$242.6 | \$232.3 | \$268.0 | \$299.5 | 6 | \$197.2 | \$255.2 |
| Actual Total Direct Compensation | 343 | \$119.0 | \$158.6 | \$229.8 | \$241.4 | \$275.8 | \$299.5 | \$365.2 | 20 | \$205.4 | \$196.0 |
| LTI as \% of Base Salary | 42 | 89.7\% | 85.1\% | 35.6\% | 68.2\% | 85.9\% | 69.5\% | 31.7\% | 4 | 12.8\% | 7.2\% |
| Annualized Value of LTI Awards - Ongoing | 37 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 314 | \$114.1 | \$156.6 | \$228.0 | \$246.8 | \$265.3 | \$298.0 | \$364.2 | 19 | \$215.3 | \$212.3 |
| LTI as \% of Base Salary - Ongoing | 20 | 48.7\% | 44.6\% | 0.7\% | 18.8\% | 23.8\% | 66.4\% | 60.3\% | 5 | 50.5\% | 92.3\% |
| Digital Revenue (in \$MM) | 290 |  |  | \$404.8 | \$3,135.1 |  |  |  | 17 | \$655.1 | \$3,343.8 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - Washington-Arlington-Alexandria |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 341 | \$83.0 | \$100.3 | \$132.3 | \$138.2 | \$150.0 | \$165.5 | \$199.2 | 19 | \$119.0 | \$123.3 |
| Target Total Cash Compensation | 327 | \$126.8 | \$160.0 | \$235.5 | \$230.6 | \$258.8 | \$281.3 | \$325.0 | 19 | \$175.4 | \$222.5 |
| Actual Total Cash Compensation | 317 | \$114.1 | \$158.4 | \$226.0 | \$239.0 | \$264.7 | \$308.3 | \$356.3 | 20 | \$199.0 | \$192.4 |
| Actual Cash Awards as \% of Base Salary | 273 | 97.8\% | 86.9\% | 61.8\% | 11.0\% | 93.0\% | 99.2\% | 34.2\% | 17 | 20.6\% | 2.0\% |
| Target LTI Awards | 63 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 20 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 107 | \$143.7 | \$216.4 | \$196.0 | \$218.7 | \$254.7 | \$264.3 | \$317.8 | 6 | \$224.0 | \$224.2 |
| Actual Total Direct Compensation | 305 | \$111.3 | \$172.8 | \$233.2 | \$238.9 | \$270.6 | \$304.4 | \$379.1 | 18 | \$213.5 | \$220.1 |
| LTI as \% of Base Salary | 30 | 1.3\% | 65.8\% | 62.8\% | 59.6\% | 62.8\% | 78.6\% | 5.3\% | 6 | 35.0\% | 31.8\% |
| Annualized Value of LTI Awards - Ongoing | 19 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 338 | \$117.8 | \$167.9 | \$229.4 | \$244.4 | \$282.6 | \$305.0 | \$366.7 | 18 | \$202.3 | \$218.2 |
| LTI as \% of Base Salary - Ongoing | 29 | 3.5\% | 29.0\% | 40.0\% | 23.2\% | 57.5\% | 85.4\% | 95.3\% | 4 | 64.9\% | 26.8\% |
| Digital Revenue (in \$MM) | 295 |  |  | \$626.8 | \$3,270.6 |  |  |  | 15 | \$751.4 | \$3,150.4 |
| Metropolitan Area - Pittsburgh |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 319 | \$81.7 | \$95.9 | \$132.4 | \$139.9 | \$150.0 | \$166.5 | \$201.0 | 20 | \$113.5 | \$127.5 |
| Target Total Cash Compensation | 342 | \$137.8 | \$163.1 | \$217.7 | \$220.7 | \$272.2 | \$281.2 | \$324.6 | 18 | \$201.4 | \$188.5 |
| Actual Total Cash Compensation | 336 | \$118.5 | \$155.7 | \$230.1 | \$240.3 | \$264.0 | \$301.0 | \$362.2 | 18 | \$196.6 | \$218.1 |
| Actual Cash Awards as \% of Base Salary | 315 | 56.1\% | 82.4\% | 86.2\% | 38.7\% | 79.2\% | 14.3\% | 68.9\% | 18 | 25.8\% | 36.9\% |
| Target LTI Awards | 44 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 39 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 101 | \$138.3 | \$206.1 | \$206.4 | \$241.4 | \$231.6 | 269.0 | \$313.7 | 6 | \$229.4 | \$230.7 |
| Actual Total Direct Compensation | 316 | \$110.8 | \$152.8 | \$240.3 | \$233.0 | \$285.3 | \$298.5 | \$365.1 | 20 | \$212.2 | \$193.0 |
| LTI as \% of Base Salary | 39 | 41.3\% | 7.5\% | 77.1\% | 77.1\% | 82.1\% | 51.5\% | 74.4\% | 9 | 93.6\% | 81.7\% |
| Annualized Value of LTI Awards - Ongoing | 39 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 297 | \$111.0 | \$165.5 | \$236.6 | \$244.4 | \$264.0 | \$303.2 | \$364.8 | 20 | \$206.3 | \$200.6 |
| LTI as \% of Base Salary - Ongoing | 22 | 55.7\% | 14.1\% | 63.4\% | 83.9\% | 39.7\% | 71.4\% | 50.0\% | 7 | 90.8\% | 29.3\% |
| Digital Revenue (in \$MM) | 294 |  |  | \$509.0 | \$5,618.6 |  |  |  | 17 | \$745.3 | \$3,178.6 |
| Metropolitan Area - Charlotte-Concord-Gastonia |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 316 | \$82.2 | \$104.1 | \$132.3 | \$135.8 | \$150.0 | \$167.1 | \$198.0 | 21 | \$122.4 | \$123.5 |
| Target Total Cash Compensation | 305 | \$135.5 | \$167.4 | \$231.0 | \$234.2 | \$247.7 | \$285.7 | \$324.9 | 18 | \$201.0 | \$190.6 |
| Actual Total Cash Compensation | 335 | \$113.9 | \$157.8 | \$234.2 | \$241.9 | \$277.2 | \$304.2 | \$357.4 | 19 | \$199.4 | \$212.3 |
| Actual Cash Awards as \% of Base Salary | 331 | 96.4\% | 77.8\% | 4.2\% | 32.9\% | 31.3\% | 37.6\% | 24.8\% | 17 | 0.2\% | 5.4\% |
| Target LTI Awards | 79 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 24 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 55 | \$170.9 | \$190.4 | \$244.0 | \$223.7 | \$264.6 | \$265.9 | \$316.9 | 10 | \$200.1 | \$253.5 |
| Actual Total Direct Compensation | 322 | 17.8 | 174.7 | \$238.4 | \$246.7 | \$274.7 | \$311.1 | \$364.8 | 18 | \$192.6 | \$190.6 |
|  | 51 | \% | 28.4\% | 98.3\% | 29.7\% | 84.3\% | 37.6\% | 79.6\% | 4 | 24.1\% | 57.4\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 333 | \$122.0 | \$159.7 | \$232.2 | \$234.2 | \$266.6 | \$293.6 | \$362.0 | 19 | \$208.5 | \$187.8 |
| LTI as \% of Base Salary - Ongoing | 31 | 12.3\% | 85.5\% | 3.9\% | 13.7\% | 61.9\% | 62.9\% | 66.4\% | 7 | 64.4\% | 70.9\% |
| Digital Revenue (in \$MM) | 296 |  |  | \$625.4 | \$4,096.3 |  |  |  | 15 | \$573.8 | \$3,975.9 |
| Metropolitan Area - Raleigh-Cary |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 300 | \$80.9 | \$104.2 | \$132.5 | \$138.7 | \$150.0 | \$168.2 | \$201.9 | 21 | \$108.9 | \$124.4 |
| Target Total Cash Compensation | 333 | \$134.5 | \$168.0 | \$217.6 | \$234.0 | \$257.1 | \$284.4 | \$324.7 | 19 | \$202.6 | \$191.4 |
| Actual Total Cash Compensation | 305 | \$107.0 | \$154.7 | \$234.8 | \$242.0 | \$263.1 | \$294.7 | \$373.8 | 18 | \$201.5 | \$188.0 |
| Actual Cash Awards as \% of Base Salary | 297 | 31.5\% | 73.1\% | 43.7\% | 38.3\% | 10.8\% | 48.2\% | 2.4\% | 19 | 92.8\% | 10.3\% |
| Target LTI Awards | 45 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 26 |  |  |  |  |  |  |  | 8 |  |  |
| Target Total Direct Compensation | 64 | \$165.9 | \$210.5 | \$225.1 | \$203.2 | \$237.3 | \$244.1 | \$282.5 | 8 | \$226.0 | \$230.4 |
| Actual Total Direct Compensation | 319 | \$124.8 | \$152.9 | \$238.5 | \$237.7 | \$274.1 | \$309.5 | \$379.4 | 17 | \$210.7 | \$213.9 |
| LTI as \% of Base Salary | 22 | 36.0\% | 31.7\% | 83.0\% | 54.7\% | 99.8\% | 6.2\% | 65.2\% | 8 | 36.1\% | 50.4\% |
| Annualized Value of LTI Awards - Ongoing | 17 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation- Ongoing | 314 | \$117.0 | \$158.3 | \$235.6 | \$236.2 | \$264.9 | \$293.9 | \$363.1 | 20 | \$205.7 | \$220.1 |
| LTI as \% of Base Salary - Ongoing | 35 | 87.3\% | 91.9\% | 36.1\% | 42.9\% | 95.0\% | 6.7\% | 39.7\% | 4 | 53.0\% | 17.0\% |
| Digital Revenue (in \$MM) | 293 |  |  | \$727.9 | \$5,635.4 |  |  |  | 15 | \$751.7 | \$3,974.5 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - Atlanta-Sandy Springs-Alpharetta |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 340 | \$81.9 | \$104.7 | \$132.3 | \$139.2 | \$150.0 | \$168.5 | \$201.3 | 21 | \$107.9 | \$115.4 |
| Target Total Cash Compensation | 294 | \$125.0 | \$168.5 | \$225.7 | \$227.0 | \$256.1 | \$281.0 | \$324.6 | 19 | \$213.0 | \$190.8 |
| Actual Total Cash Compensation | 308 | \$111.6 | \$157.7 | \$235.2 | \$241.9 | \$266.8 | \$304.0 | \$355.3 | 18 | \$194.7 | \$197.4 |
| Actual Cash Awards as \% of Base Salary | 289 | 77.4\% | 44.6\% | 27.8\% | 4.2\% | 29.1\% | 12.7\% | 71.2\% | 18 | 74.6\% | 18.3\% |
| Target LTI Awards | 81 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 22 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 49 | \$141.2 | \$185.9 | \$195.0 | \$222.5 | \$251.1 | \$241.3 | \$280.0 | 8 | \$221.1 | \$244.0 |
| Actual Total Direct Compensation | 340 | \$120.3 | \$156.9 | \$224.3 | \$247.2 | \$270.5 | \$310.2 | \$370.7 | 17 | \$206.3 | \$199.7 |
| LTI as \% of Base Salary | 16 | 29.9\% | 22.1\% | 90.5\% | 7.9\% | 27.1\% | 61.4\% | 74.6\% | 4 | 8.7\% | 65.7\% |
| Annualized Value of LTI Awards - Ongoing | 29 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 328 | \$121.8 | \$156.6 | \$237.4 | \$238.8 | \$263.9 | \$303.6 | \$362.4 | 17 | \$213.0 | \$203.5 |
| LTI as \% of Base Salary - Ongoing | 30 | 75.6\% | 14.4\% | 56.8\% | 53.5\% | 82.1\% | 94.9\% | 55.4\% | 4 | 75.8\% | 99.8\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$521.5 | \$4,925.5 |  |  |  | 14 | \$627.5 | \$4,713.0 |
| Metropolitan Area - Jacksonville |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 313 | \$81.8 | \$102.8 | \$132.4 | \$139.1 | \$150.0 | \$168.7 | \$200.5 | 19 | \$115.7 | \$126.5 |
| Target Total Cash Compensation | 305 | \$135.0 | \$164.7 | \$239.1 | \$236.9 | \$250.2 | \$279.9 | \$324.7 | 18 | \$172.9 | \$220.0 |
| Actual Total Cash Compensation | 297 | \$110.8 | \$162.1 | \$224.7 | \$239.1 | \$273.4 | \$296.0 | \$367.9 | 20 | \$196.0 | \$220.5 |
| Actual Cash Awards as \% of Base Salary | 322 | 6.7\% | 43.7\% | 94.2\% | 30.5\% | 58.1\% | 77.4\% | 38.3\% | 18 | 46.8\% | 28.7\% |
| Target LTI Awards | 25 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 16 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 68 | \$158.1 | \$215.2 | \$250.3 | \$210.1 | \$226.3 | 4.5 | \$297.0 | 8 | \$215.1 | \$236.6 |
| Actual Total Direct Compensation | 330 | \$115.9 | \$161.0 | \$225.5 | \$242.3 | \$285.3 | \$302.2 | \$366.2 | 20 | \$215.0 | \$196.1 |
| LTI as \% of Base Salary | 34 | 61.5\% | 34.3\% | 51.5\% | 84.1\% | 2.0\% | 72.6\% | 73.7\% | 9 | 82.6\% | 56.7\% |
| Annualized Value of LTI Awards - Ongoing | 27 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 337 | \$114.6 | \$167.0 | \$227.9 | \$233.6 | \$263.6 | \$296.2 | \$371.6 | 20 | \$212.4 | \$220.5 |
| LTI as \% of Base Salary - Ongoing | 33 | 81.3\% | 81.5\% | 89.2\% | 72.2\% | 86.0\% | 11.8\% | 78.3\% | 6 | 48.8\% | 31.8\% |
| Digital Revenue (in \$MM) | 288 |  |  | \$582.9 | \$1,998.2 |  |  |  | 15 | \$793.8 | \$4,546.5 |
| Metropolitan Area - Miami-Fort Lauderdale-Pompano Beach |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 310 | \$82.6 | \$103.5 | \$132.4 | \$138.5 | \$150.0 | \$166.1 | \$198.5 | 20 | \$118.5 | \$116.2 |
| Target Total Cash Compensation | 309 | \$132.4 | \$161.5 | \$227.5 | \$223.9 | \$276.4 | \$284.3 | \$324.7 | 19 | \$217.5 | \$202.4 |
| Actual Total Cash Compensation | 321 | \$109.1 | \$161.0 | 224.9 | \$232.4 | \$276.3 | \$300.8 | \$364.1 | 18 | \$196.2 | \$216.8 |
| Actual Cash Awards as \% of Base Salary | 300 | 23.1\% | 18.7\% | 58.0 | 96.0\% | 48.1\% | 56.3\% | 2.7\% | 17 | 54.7\% | 22.7\% |
| Target LTI Awards | 34 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 40 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 71 | \$157.0 | \$157.9 | \$205.9 | \$199.5 | \$256.2 | \$284.8 | \$293.5 | 9 | \$217.3 | \$223.5 |
| Actual Total Direct Compensation | 299 | 5.9 | 171.2 | 226.5 | \$241.2 | \$276.0 | \$303.7 | \$367.0 | 19 | \$197.2 | \$202.6 |
|  | 50 | 3.3\% | 24.7 | 24.0\% | 95.5\% | 88.2\% | 38.9\% | 16.4\% | 7 | 8.1\% | 37.9\% |
| Annualized Value of LTI Awards - Ongoing | 37 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 306 | \$122. | \$157.3 | \$231.7 | \$234.7 | \$279.5 | \$307.5 | \$369.3 | 17 | \$214.5 | \$190.2 |
| LTI as \% of Base Salary - Ongoing | 17 | 33.8\% | 11.8\% | 63.0\% | 71.2\% | 50.7\% | 24.4\% | 76.2\% | 5 | 57.6\% | 67.1\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$801.3 | \$4,364.7 |  |  |  | 17 | \$618.5 | \$3,216.5 |
| Metropolitan Area - Orlando-Kissimmee-Sanford |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 312 | \$79.6 | \$105.4 | \$132.3 | \$138.1 | \$150.0 | \$166.5 | \$202.6 | 20 | \$119.0 | \$132.3 |
| Target Total Cash Compensation |  | \$131.8 | \$163.2 | \$229.1 | \$229.5 | \$252.1 | \$274.9 | \$324.8 | 19 | \$186.8 | \$222.5 |
| Actual Total Cash Compensation | 339 | \$116.5 | \$156.3 | \$234.1 | \$243.1 | \$277.5 | \$308.2 | \$373.3 | 18 | \$198.4 | \$212.2 |
| Actual Cash Awards as \% of Base Salary | 275 | 4.9\% | 63.5\% | 75.7\% | 2.2\% | 48.7\% | 71.7\% | 92.1\% | 19 | 73.0\% | 71.3\% |
| Target LTI Awards | 45 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 44 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 100 | \$136.6 | \$211.5 | \$198.1 | \$237.7 | \$218.8 | \$257.2 | \$259.1 | 9 | \$186.1 | \$241.8 |
| Actual Total Direct Compensation | 318 | \$118.5 | \$155.9 | \$242.1 | \$235.5 | \$276.0 | \$298.2 | \$378.4 | 17 | \$205.4 | \$203.8 |
| LTI as \% of Base Salary | 32 | 70.5\% | 80.4\% | 28.0\% | 79.6\% | 74.0\% | 58.9\% | 96.5\% | 9 | 73.5\% | 75.2\% |
| Annualized Value of LTI Awards - Ongoing | 41 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 346 | \$117.2 | \$166.6 | \$238.9 | \$239.4 | \$281.0 | \$301.0 | \$378.1 | 17 | \$207.1 | \$221.8 |
| LTI as \% of Base Salary - Ongoing | 19 | 37.7\% | 71.3\% | 6.2\% | 51.2\% | 31.2\% | 75.2\% | 79.3\% | 5 | 68.5\% | 13.8\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$830.6 | \$5,547.5 |  |  |  | 16 | \$639.5 | \$3,209.7 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - Tampa-St. Petersburg-Clearwater |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 300 | \$79.7 | \$98.3 | \$132.4 | \$136.6 | \$150.0 | \$169.1 | \$199.8 | 20 | \$120.4 | \$119.8 |
| Target Total Cash Compensation | 308 | \$124.5 | \$170.5 | \$231.2 | \$224.3 | \$268.7 | \$287.0 | \$324.9 | 19 | \$209.1 | \$210.3 |
| Actual Total Cash Compensation | 296 | \$120.4 | \$156.7 | \$231.8 | \$230.5 | \$265.2 | \$300.3 | \$370.3 | 19 | \$198.4 | \$219.6 |
| Actual Cash Awards as \% of Base Salary | 283 | 92.8\% | 72.3\% | 15.1\% | 86.4\% | 76.7\% | 49.4\% | 74.4\% | 18 | 61.9\% | 34.3\% |
| Target LTI Awards | 64 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 43 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 106 | \$184.7 | \$211.5 | \$191.5 | \$252.4 | \$218.8 | \$267.0 | \$299.1 | 7 | \$180.5 | \$256.8 |
| Actual Total Direct Compensation | 341 | \$113.7 | \$169.5 | \$233.8 | \$237.0 | \$275.2 | \$300.9 | \$379.0 | 18 | \$200.4 | \$219.0 |
| LTI as \% of Base Salary | 34 | 89.0\% | 23.2\% | 42.1\% | 50.5\% | 49.4\% | 20.4\% | 20.3\% | 5 | 46.6\% | 81.8\% |
| Annualized Value of LTI Awards - Ongoing | 20 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 297 | \$115.1 | \$166.6 | \$239.0 | \$238.6 | \$275.1 | \$308.1 | \$362.9 | 18 | \$205.2 | \$200.7 |
| LTI as \% of Base Salary - Ongoing | 16 | 17.2\% | 87.4\% | 17.2\% | 57.6\% | 52.7\% | 83.9\% | 86.1\% | 7 | 45.1\% | 7.8\% |
| Digital Revenue (in \$MM) | 291 |  |  | \$543.6 | \$4,417.3 |  |  |  | 17 | \$773.7 | \$4,112.8 |
| Metropolitan Area - Chicago-Naperville-Elgin |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 301 | \$81.5 | \$101.0 | \$132.3 | \$135.8 | \$150.0 | \$168.7 | \$203.0 | 21 | \$109.7 | \$117.2 |
| Target Total Cash Compensation | 300 | \$129.0 | \$164.7 | \$239.8 | \$222.9 | \$274.1 | \$278.1 | \$324.9 | 18 | \$215.6 | \$217.1 |
| Actual Total Cash Compensation | 327 | \$118.4 | \$158.3 | \$232.9 | \$240.4 | \$271.7 | \$300.1 | \$371.0 | 19 | \$198.3 | \$186.3 |
| Actual Cash Awards as \% of Base Salary | 330 | 72.6\% | 95.7\% | 42.6\% | 55.0\% | 82.8\% | 32.1\% | 38.4\% | 19 | 19.1\% | 23.7\% |
| Target LTI Awards | 82 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 29 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 105 | \$140.8 | \$188.8 | \$211.2 | \$250.7 | \$249.4 | 61.8 | \$265.5 | 6 | \$224.9 | \$247.9 |
| Actual Total Direct Compensation | 345 | \$110.9 | \$170.6 | \$238.9 | \$238.4 | \$276.2 | \$295.7 | \$366.6 | 18 | \$213.5 | \$225.9 |
| LTI as \% of Base Salary | 39 | 67.3\% | 82.1\% | 83.2\% | 92.6\% | 24.4\% | 45.8\% | 48.3\% | 5 | 76.7\% | 41.0\% |
| Annualized Value of LTI Awards - Ongoing | 34 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 319 | \$115.5 | \$164.4 | \$229.3 | \$234.0 | \$262.9 | \$303.0 | \$361.5 | 18 | \$206.3 | \$204.2 |
| LTI as \% of Base Salary - Ongoing | 19 | 62.9\% | 53.8\% | 83.1\% | 96.2\% | 36.1\% | 59.4\% | 28.1\% | 4 | 45.3\% | 26.3\% |
| Digital Revenue (in \$MM) | 294 |  |  | \$516.1 | \$2,441.7 |  |  |  | 17 | \$701.5 | \$4,660.0 |
| Metropolitan Area-Cincinnati |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 353 | \$82.8 | \$96.3 | \$132.3 | \$138.5 | \$150.0 | \$167.1 | \$204.1 | 20 | \$122.5 | \$125.8 |
| Target Total Cash Compensation | 335 | \$132.1 | \$167.8 | \$216.1 | \$234.4 | \$257.7 | \$277.6 | \$324.7 | 19 | \$216.2 | \$200.9 |
| Actual Total Cash Compensation | 347 | \$121.5 | \$152.4 | \$227.5 | \$242.4 | \$267.8 | \$292.1 | \$374.1 | 18 | \$196.3 | \$194.0 |
| Actual Cash Awards as \% of Base Salary | 277 | 11.5\% | 25.9\% | 85.6 | 86.3\% | 85.4\% | 63.7\% | 65.3\% | 18 | 31.9\% | 25.2\% |
| Target LTI Awards | 31 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 22 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 88 | \$145.5 | \$194.6 | \$192.5 | \$251.5 | \$237.5 | \$244.3 | \$272.2 | 10 | \$198.5 | \$237.0 |
| Actual Total Direct Compensation | 293 | \$124.7 | 174.8 | 232.1 | \$249.4 | \$264.3 | \$302.6 | \$367.2 | 18 | \$196.8 | \$200.5 |
|  | 30 | 23.1\% | 88.5\% | 98.5\% | 68.8\% | 50.5\% | 1.5\% | 9.7\% | 5 | 15.8\% | 60.4\% |
| Annualized Value of LTI Awards - Ongoing | 37 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 338 | \$113. | \$166.9 | \$234.1 | \$240.6 | \$283.2 | \$306.1 | \$364.4 | 19 | \$199.6 | \$194.7 |
| LTI as \% of Base Salary - Ongoing | 26 | 34.4\% | 25.2\% | 66.2\% | 74.3\% | 69.0\% | 21.6\% | 20.9\% | 7 | 84.8\% | 31.5\% |
| Digital Revenue (in \$MM) | 293 |  |  | \$800.6 | \$4,626.4 |  |  |  | 16 | \$683.0 | \$4,635.2 |
| Metropolitan Area - Kansas City |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 302 | \$80.2 | \$107.2 | \$132.5 | \$136.8 | \$150.0 | \$169.2 | \$200.0 | 20 | \$119.9 | \$120.1 |
| Target Total Cash Compensation | 320 | \$131.2 | \$164.4 | \$210.9 | \$228.5 | \$262.5 | \$283.7 | \$324.7 | 18 | \$196.8 | \$202.8 |
| Actual Total Cash Compensation | 347 | \$121.1 | \$155.5 | \$226.4 | \$235.4 | \$268.4 | \$302.3 | \$360.6 | 18 | \$194.2 | \$191.9 |
| Actual Cash Awards as \% of Base Salary | 285 | 45.0\% | 63.8\% | 55.4\% | 32.6\% | 59.7\% | 67.6\% | 84.4\% | 17 | 75.3\% | 40.4\% |
| Target LTI Awards | 30 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 25 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 62 | \$159.5 | \$154.1 | \$230.3 | \$217.9 | \$244.5 | \$285.2 | \$299.8 | 10 | \$177.0 | \$234.8 |
| Actual Total Direct Compensation | 332 | \$116.1 | \$163.9 | \$237.9 | \$243.9 | \$275.5 | \$311.8 | \$371.9 | 17 | \$195.7 | \$206.0 |
| LTI as \% of Base Salary | 16 | 42.3\% | 93.2\% | 54.5\% | 93.4\% | 75.7\% | 66.8\% | 71.5\% | 9 | 42.6\% | 65.5\% |
| Annualized Value of LTI Awards - Ongoing | 34 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 289 | \$119.7 | \$153.7 | \$224.4 | \$238.4 | \$269.8 | \$303.9 | \$371.6 | 17 | \$210.5 | \$197.3 |
| LTI as \% of Base Salary - Ongoing | 27 | 79.1\% | 72.9\% | 6.5\% | 50.4\% | 2.3\% | 4.2\% | 98.1\% | 4 | 80.6\% | 66.5\% |
| Digital Revenue (in \$MM) | 287 |  |  | \$536.3 | \$3,450.0 |  |  |  | 17 | \$805.2 | \$4,296.1 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - Minneapolis-St. Paul-Bloomington |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 337 | \$82.3 | \$96.2 | \$132.3 | \$136.2 | \$150.0 | \$166.0 | \$198.6 | 21 | \$121.7 | \$124.3 |
| Target Total Cash Compensation | 295 | \$138.6 | \$162.6 | \$213.3 | \$237.5 | \$256.0 | \$273.4 | \$324.8 | 18 | \$213.3 | \$196.7 |
| Actual Total Cash Compensation | 298 | \$117.8 | \$155.4 | \$230.4 | \$234.1 | \$267.1 | \$294.6 | \$365.1 | 19 | \$197.8 | \$200.9 |
| Actual Cash Awards as \% of Base Salary | 287 | 53.6\% | 8.4\% | 18.7\% | 87.8\% | 56.3\% | 6.9\% | 85.2\% | 19 | 41.9\% | 16.1\% |
| Target LTI Awards | 48 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 33 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 41 | \$164.2 | \$202.6 | \$199.7 | \$215.8 | \$275.7 | \$299.7 | \$328.6 | 5 | \$209.2 | \$245.2 |
| Actual Total Direct Compensation | 346 | \$116.1 | \$160.9 | \$234.1 | \$239.7 | \$268.1 | \$300.3 | \$361.7 | 19 | \$193.7 | \$208.2 |
| LTI as \% of Base Salary | 23 | 43.6\% | 96.4\% | 64.8\% | 77.0\% | 97.3\% | 54.7\% | 29.1\% | 6 | 22.3\% | 92.0\% |
| Annualized Value of LTI Awards - Ongoing | 37 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 300 | \$119.6 | \$168.8 | \$227.5 | \$234.6 | \$281.7 | \$306.8 | \$367.6 | 17 | \$195.9 | \$208.7 |
| LTI as \% of Base Salary - Ongoing | 21 | 19.0\% | 31.3\% | 38.0\% | 2.3\% | 75.7\% | 24.3\% | 85.8\% | 4 | 17.6\% | 26.2\% |
| Digital Revenue (in \$MM) | 290 |  |  | \$610.1 | \$5,184.2 |  |  |  | 16 | \$655.4 | \$3,272.3 |
| Metropolitan Area - St. Louis |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 306 | \$81.7 | \$97.1 | \$132.4 | \$140.3 | \$150.0 | \$169.1 | \$197.8 | 20 | \$111.3 | \$122.9 |
| Target Total Cash Compensation | 341 | \$129.8 | \$164.1 | \$229.5 | \$233.1 | \$248.7 | \$280.2 | \$325.0 | 18 | \$195.1 | \$216.8 |
| Actual Total Cash Compensation | 326 | \$118.0 | \$157.6 | \$225.4 | \$238.9 | \$265.7 | \$304.6 | \$362.0 | 20 | \$193.6 | \$209.7 |
| Actual Cash Awards as \% of Base Salary | 288 | 2.1\% | 20.3\% | 82.1\% | 1.7\% | 2.3\% | 0.8\% | 83.3\% | 18 | 93.2\% | 27.9\% |
| Target LTI Awards | 81 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 16 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 73 | \$168.7 | \$183.1 | \$218.4 | \$257.5 | \$273.3 | 269.5 | \$297.9 | 8 | \$178.5 | \$240.0 |
| Actual Total Direct Compensation | 315 | \$122.3 | \$155.2 | \$240.6 | \$231.7 | \$269.8 | \$295.8 | \$378.6 | 20 | \$207.8 | \$204.3 |
| LTI as \% of Base Salary | 45 | 4.4\% | 37.1\% | 59.5\% | 71.3\% | 49.2\% | 49.1\% | 88.7\% | 6 | 26.4\% | 87.3\% |
| Annualized Value of LTI Awards - Ongoing | 32 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 307 | \$110.9 | \$160.6 | \$236.6 | \$245.1 | \$277.1 | \$296.8 | \$371.8 | 19 | \$208.0 | \$217.6 |
| LTI as \% of Base Salary - Ongoing | 27 | 38.8\% | 3.7\% |  | 76.2\% | 68.7\% | 50.4\% | 43.0\% | 6 | 45.1\% | 25.7\% |
| Digital Revenue (in \$MM) | 290 |  |  | \$723.0 | \$4,420.6 |  |  |  | 15 | \$594.4 | \$3,389.2 |
| Metropolitan Area - Columbus |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 303 | \$80.8 | \$107.5 | \$132.4 | \$138.3 | \$150.0 | \$167.8 | \$203.8 | 20 | \$123.2 | \$123.4 |
| Target Total Cash Compensation | 335 | \$138.4 | \$160.6 | \$226.7 | \$224.0 | \$257.6 | \$288.6 | \$324.8 | 18 | \$207.9 | \$216.8 |
| Actual Total Cash Compensation | 319 | \$108.7 | \$164.1 | 226.3 | \$241.8 | \$263.7 | \$304.0 | \$361.1 | 19 | \$195.6 | \$218.1 |
| Actual Cash Awards as \% of Base Salary | 313 | 85.1\% | 12.7\% | 35.6\% | 19.3\% | 43.1\% | 53.8\% | 4.2\% | 18 | 66.5\% | 54.7\% |
| Target LTI Awards | 27 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 19 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 100 | \$136.5 | \$201.8 | \$241.9 | \$217.5 | \$225.9 | \$289.6 | \$271.3 | 6 | \$183.8 | \$246.3 |
| Actual Total Direct Compensation | 317 | 116.3 | 174.9 | 228.0 | \$246.6 | \$267.3 | \$301.6 | \$372.1 | 19 | \$203.9 | \$208.8 |
| LTI as \% of Base Salary |  | 2.1\% | 17.6\% | 43.1\% | 62.8\% | 13.2\% | 99.1\% | 96.7\% | 9 | 53.8\% | 66.9\% |
| Annualized Value of LTI Awards - Ongoing | 42 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 300 | \$111.6 | \$173.1 | \$224.9 | \$246.2 | \$274.7 | \$306.0 | \$377.8 | 19 | \$211.9 | \$204.0 |
| LTI as \% of Base Salary - Ongoing | 40 | 44.3\% | 31.1\% | 1.8\% | 35.4\% | 87.2\% | 73.2\% | 11.6\% | 6 | 10.1\% | 26.1\% |
| Digital Revenue (in \$MM) | 288 |  |  | \$412.8 | \$5,460.2 |  |  |  | 15 | \$811.4 | \$3,992.0 |
| Metropolitan Area - Indianapolis-Carmel-Anderson |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 319 | \$80.0 | \$96.2 | \$132.3 | \$136.4 | \$150.0 | \$168.0 | \$200.1 | 19 | \$108.3 | \$117.9 |
| Target Total Cash Compensation | 336 | \$132.8 | \$160.6 | \$228.5 | \$226.3 | \$263.9 | \$283.1 | \$324.7 | 19 | \$214.3 | \$204.7 |
| Actual Total Cash Compensation | 309 | \$115.7 | \$154.1 | \$225.4 | \$231.3 | \$272.1 | \$293.7 | \$358.5 | 18 | \$196.9 | \$186.0 |
| Actual Cash Awards as \% of Base Salary | 304 | 6.3\% | 87.9\% | 75.0\% | 98.3\% | 82.4\% | 91.8\% | 60.7\% | 17 | 35.0\% | 34.5\% |
| Target LTI Awards | 65 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 35 |  |  |  |  |  |  |  | 5 |  |  |
| Target Total Direct Compensation | 74 | \$184.9 | \$166.0 | \$253.0 | \$255.2 | \$272.7 | \$294.4 | \$286.2 | 5 | \$180.3 | \$239.4 |
| Actual Total Direct Compensation | 295 | \$122.5 | \$173.0 | \$242.6 | \$241.1 | \$277.9 | \$308.4 | \$362.1 | 19 | \$200.2 | \$191.4 |
| LTI as \% of Base Salary | 41 | 62.0\% | 40.6\% | 73.2\% | 0.9\% | 34.3\% | 19.5\% | 22.5\% | 7 | 11.2\% | 67.2\% |
| Annualized Value of LTI Awards - Ongoing | 15 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation- Ongoing | 344 | \$120.9 | \$169.3 | \$228.3 | \$236.7 | \$273.9 | \$307.2 | \$363.0 | 19 | \$205.5 | \$188.3 |
| LTI as \% of Base Salary - Ongoing | 34 | 20.8\% | 3.5\% | 62.8\% | 67.3\% | 2.4\% | 13.4\% | 44.5\% | 7 | 28.5\% | 52.9\% |
| Digital Revenue (in \$MM) | 294 |  |  | \$831.7 | \$5,415.1 |  |  |  | 17 | \$724.9 | \$4,572.5 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - Detroit-Warren-Dearborn |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 347 | \$79.7 | \$100.4 | \$132.4 | \$136.1 | \$150.0 | \$167.2 | \$198.9 | 19 | \$122.6 | \$116.9 |
| Target Total Cash Compensation | 315 | \$128.3 | \$168.9 | \$239.3 | \$232.6 | \$262.0 | \$275.4 | \$325.0 | 18 | \$209.8 | \$201.7 |
| Actual Total Cash Compensation | 343 | \$117.0 | \$155.2 | \$233.9 | \$232.1 | \$271.1 | \$308.4 | \$360.4 | 18 | \$199.9 | \$215.3 |
| Actual Cash Awards as \% of Base Salary | 290 | 35.5\% | 88.2\% | 51.1\% | 23.9\% | 52.5\% | 18.6\% | 53.7\% | 17 | 12.9\% | 44.9\% |
| Target LTI Awards | 36 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 35 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 42 | \$169.7 | \$199.1 | \$209.1 | \$216.6 | \$237.4 | \$281.4 | \$280.9 | 7 | \$185.9 | \$250.1 |
| Actual Total Direct Compensation | 341 | \$110.7 | \$153.2 | \$233.5 | \$248.4 | \$284.8 | \$311.5 | \$377.7 | 18 | \$209.8 | \$227.3 |
| LTI as \% of Base Salary | 40 | 5.6\% | 71.1\% | 26.8\% | 35.7\% | 9.0\% | 21.1\% | 32.9\% | 9 | 3.4\% | 44.9\% |
| Annualized Value of LTI Awards - Ongoing | 34 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 293 | \$119.7 | \$163.1 | \$234.6 | \$240.1 | \$265.9 | \$298.8 | \$361.6 | 17 | \$210.6 | \$200.0 |
| LTI as \% of Base Salary - Ongoing | 19 | 66.1\% | 18.6\% | 18.7\% | 9.2\% | 16.3\% | 73.0\% | 86.1\% | 5 | 37.6\% | 89.4\% |
| Digital Revenue (in \$MM) | 295 |  |  | \$471.3 | \$5,062.1 |  |  |  | 15 | \$641.6 | \$3,864.9 |
| Metropolitan Area - Lansing-East Lansing |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 319 | \$80.0 | \$99.5 | \$132.3 | \$140.0 | \$150.0 | \$166.6 | \$201.1 | 20 | \$110.2 | \$115.5 |
| Target Total Cash Compensation | 304 | \$124.2 | \$164.4 | \$228.8 | \$224.8 | \$276.2 | \$276.6 | \$324.7 | 18 | \$202.4 | \$211.1 |
| Actual Total Cash Compensation | 329 | \$110.8 | \$160.9 | \$233.4 | \$236.8 | \$270.7 | \$305.2 | \$363.0 | 20 | \$192.7 | \$211.2 |
| Actual Cash Awards as \% of Base Salary | 317 | 11.3\% | 79.4\% | 43.4\% | 40.8\% | 31.1\% | 35.0\% | 32.6\% | 18 | 43.0\% | 96.3\% |
| Target LTI Awards | 34 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 45 |  |  |  |  |  |  |  | 8 |  |  |
| Target Total Direct Compensation | 30 | \$173.9 | \$214.0 | \$197.6 | \$244.5 | \$284.8 | 292.0 | \$260.9 | 5 | \$205.9 | \$227.3 |
| Actual Total Direct Compensation | 342 | \$117.5 | \$176.1 | \$235.1 | \$249.3 | \$281.5 | \$308.1 | \$379.4 | 18 | \$201.1 | \$192.8 |
| LTI as \% of Base Salary | 25 | 54.2\% | 87.9\% | 19.7\% | 41.5\% | 6.0\% | 3.5\% | 2.0\% | 7 | 92.6\% | 15.7\% |
| Annualized Value of LTI Awards - Ongoing | 32 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 309 | \$115.7 | \$162.1 | \$230.8 | \$233.2 | \$274.9 | \$305.4 | \$371.1 | 18 | \$204.6 | \$199.9 |
| LTI as \% of Base Salary - Ongoing | 18 | 86.9\% | 46.8\% | 23.1\% | 9.5\% | 99.5\% | 88.6\% | 73.6\% | 5 | 31.1\% | 60.4\% |
| Digital Revenue (in \$MM) | 295 |  |  | \$433.6 | \$5,285.3 |  |  |  | 15 | \$696.5 | \$4,532.5 |
| Metropolitan Area - Madison |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 319 | \$80.5 | \$99.0 | \$132.4 | \$137.3 | \$150.0 | \$167.1 | \$204.3 | 20 | \$113.9 | \$124.3 |
| Target Total Cash Compensation | 298 | \$123.2 | \$164.6 | \$210.9 | \$230.6 | \$250.9 | \$282.7 | \$324.7 | 19 | \$179.6 | \$216.7 |
| Actual Total Cash Compensation | 335 | \$107.1 | \$152.3 | 232.6 | \$234.6 | \$269.3 | \$306.2 | \$369.2 | 18 | \$192.2 | \$220.7 |
| Actual Cash Awards as \% of Base Salary | 288 | 78.4\% | 50.5\% | 30.6\% | 50.5\% | 19.2\% | 39.5\% | 28.1\% | 19 | 82.3\% | 69.4\% |
| Target LTI Awards | 74 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 22 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 85 | \$182.0 | \$191.8 | \$252.5 | \$232.2 | \$249.0 | \$258.9 | \$272.2 | 6 | \$178.9 | \$233.0 |
| Actual Total Direct Compensation | 298 | 121.1 | 163.6 | \$237.5 | \$240.8 | \$266.9 | \$293.2 | \$361.6 | 20 | \$204.3 | \$226.6 |
|  | 35 | 1.9\% | 60.5\% | 56.6\% | 57.0\% | 48.7\% | 93.8\% | 73.5\% | 8 | 80.2\% | 89.1\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 303 | \$120. | \$158.7 | \$230.0 | \$235.9 | \$269.4 | \$300.2 | \$366.4 | 17 | \$203.6 | \$224.6 |
| LTI as \% of Base Salary - Ongoing | 16 | 17.1\% | 54.2\% | 71.3\% | 77.5\% | 83.0\% | 7.7\% | 70.2\% | 4 | 28.0\% | 48.7\% |
| Digital Revenue (in \$MM) | 287 |  |  | \$475.1 | \$2,374.3 |  |  |  | 17 | \$721.5 | \$3,726.4 |
| Metropolitan Area - Denver-Aurora-Lakewood |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 324 | \$80.4 | \$101.6 | \$132.3 | \$137.7 | \$150.0 | \$167.5 | \$201.9 | 21 | \$117.8 | \$131.3 |
| Target Total Cash Compensation | 303 | \$131.0 | \$160.6 | \$221.7 | \$226.2 | \$262.3 | \$270.9 | \$325.0 | 18 | \$172.4 | \$192.2 |
| Actual Total Cash Compensation | 301 | \$108.9 | \$156.2 | \$227.0 | \$240.0 | \$266.9 | \$309.6 | \$362.7 | 20 | \$197.0 | \$189.9 |
| Actual Cash Awards as \% of Base Salary | 322 | 10.8\% | 42.1\% | 60.4\% | 36.1\% | 69.0\% | 21.2\% | 10.8\% | 19 | 21.9\% | 88.4\% |
| Target LTI Awards | 30 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 42 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 54 | \$154.3 | \$174.2 | \$246.5 | \$215.5 | \$240.6 | \$253.4 | \$257.1 | 7 | \$212.9 | \$250.3 |
| Actual Total Direct Compensation | 318 | \$119.4 | \$155.5 | \$230.0 | \$241.0 | \$264.6 | \$303.8 | \$379.3 | 18 | \$206.9 | \$214.2 |
| LTI as \% of Base Salary | 36 | 37.5\% | 85.6\% | 94.1\% | 65.1\% | 16.0\% | 24.1\% | 46.5\% | 8 | 75.3\% | 22.9\% |
| Annualized Value of LTI Awards - Ongoing | 42 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation- Ongoing | 324 | \$120.6 | \$157.8 | \$229.0 | \$232.1 | \$275.7 | \$296.7 | \$372.0 | 19 | \$212.0 | \$189.2 |
| LTI as \% of Base Salary - Ongoing | 31 | 61.4\% | 59.6\% | 79.4\% | 92.0\% | 43.9\% | 66.9\% | 80.9\% | 4 | 70.2\% | 71.6\% |
| Digital Revenue (in \$MM) | 293 |  |  | \$744.9 | \$2,367.1 |  |  |  | 16 | \$731.4 | \$4,674.7 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - Salt Lake City |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 302 | \$82.5 | \$106.4 | \$132.5 | \$135.9 | \$150.0 | \$167.3 | \$200.4 | 21 | \$110.8 | \$128.4 |
| Target Total Cash Compensation | 299 | \$130.1 | \$168.6 | \$220.1 | \$231.9 | \$274.1 | \$279.8 | \$324.8 | 18 | \$176.8 | \$221.0 |
| Actual Total Cash Compensation | 348 | \$119.4 | \$154.7 | \$231.5 | \$235.8 | \$265.3 | \$302.5 | \$357.8 | 18 | \$201.1 | \$217.2 |
| Actual Cash Awards as \% of Base Salary | 286 | 54.9\% | 74.6\% | 38.0\% | 57.7\% | 36.4\% | 93.8\% | 9.3\% | 18 | 63.8\% | 29.9\% |
| Target LTI Awards | 78 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 32 |  |  |  |  |  |  |  | - |  |  |
| Target Total Direct Compensation | 62 | \$142.6 | \$187.9 | \$217.0 | \$221.7 | \$244.3 | \$279.8 | \$294.2 | 5 | \$226.3 | \$255.7 |
| Actual Total Direct Compensation | 308 | \$117.3 | \$163.7 | \$239.3 | \$240.1 | \$279.9 | \$303.1 | \$363.3 | 20 | \$204.2 | \$188.1 |
| LTI as \% of Base Salary | 51 | 28.2\% | 32.8\% | 78.0\% | 0.4\% | 27.6\% | 65.9\% | 20.3\% | 4 | 76.7\% | 54.1\% |
| Annualized Value of LTI Awards - Ongoing | 17 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 339 | \$120.8 | \$161.7 | \$235.5 | \$246.3 | \$277.7 | \$303.0 | \$365.2 | 19 | \$206.5 | \$206.4 |
| LTI as \% of Base Salary - Ongoing | 37 | 14.7\% | 50.4\% | 68.5\% | 24.6\% | 58.9\% | 28.3\% | 46.9\% | 5 | 27.2\% | 21.2\% |
| Digital Revenue (in \$MM) | 287 |  |  | \$559.4 | \$2,534.9 |  |  |  | 15 | \$745.1 | \$3,414.5 |
| Metropolitan Area - Austin-Round Rock-Georgetown |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 350 | \$81.0 | \$106.8 | \$132.3 | \$137.1 | \$150.0 | \$166.7 | \$198.4 | 21 | \$111.1 | \$121.9 |
| Target Total Cash Compensation | 341 | \$131.5 | \$167.3 | \$213.7 | \$236.7 | \$249.8 | \$285.2 | \$324.9 | 18 | \$204.0 | \$212.6 |
| Actual Total Cash Compensation | 297 | \$115.0 | \$161.9 | \$233.8 | \$229.7 | \$276.8 | \$298.8 | \$366.2 | 20 | \$192.5 | \$220.7 |
| Actual Cash Awards as \% of Base Salary | 313 | 1.9\% | 85.1\% | 25.8\% | 12.3\% | 56.0\% | 71.6\% | 94.5\% | 19 | 99.9\% | 22.0\% |
| Target LTI Awards | 56 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 39 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 93 | \$179.3 | \$203.4 | \$227.5 | \$207.5 | \$278.1 | 27.9 | \$271.3 | 8 | \$209.9 | \$226.2 |
| Actual Total Direct Compensation | 336 | \$123.0 | \$162.4 | \$228.3 | \$233.7 | \$267.9 | \$309.8 | \$362.5 | 18 | \$210.0 | \$227.5 |
| LTI as \% of Base Salary | 36 | 37.0\% | 26.1\% | 6.8\% | 1.6\% | 3.3\% | 89.5\% | 85.2\% | 5 | 45.4\% | 60.6\% |
| Annualized Value of LTI Awards - Ongoing | 16 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 302 | \$123.8 | \$155.3 | \$231.1 | \$246.4 | \$271.9 | \$304.5 | \$370.5 | 19 | \$212.6 | \$204.9 |
| LTI as \% of Base Salary - Ongoing | 36 | 88.6\% | 22.7\% | 10.9\% | 21.7\% | 15.9\% | 37.5\% | 92.2\% | 5 | 10.4\% | 85.9\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$457.8 | \$3,987.0 |  |  |  | 14 | \$629.6 | \$3,988.5 |
| Metropolitan Area - Dallas-Fort Worth-Arlington |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 311 | \$80.7 | \$95.9 | \$132.5 | \$138.1 | \$150.0 | \$167.8 | \$197.9 | 21 | \$112.1 | \$127.6 |
| Target Total Cash Compensation | 304 | \$131.2 | \$169.1 | \$235.0 | \$225.2 | \$265.5 | \$285.7 | \$324.6 | 18 | \$188.9 | \$210.1 |
| Actual Total Cash Compensation | 322 | \$123.1 | \$155.7 | 232.9 | \$237.8 | \$268.6 | \$293.2 | \$368.7 | 18 | \$200.8 | \$208.8 |
| Actual Cash Awards as \% of Base Salary | 273 | 14.6\% | 39.7\% | 68.9\% | 60.0\% | 22.0\% | 83.6\% | 97.7\% | 18 | 34.0\% | 51.6\% |
| Target LTI Awards | 63 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 38 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 72 | \$165.7 | \$209.2 | \$198.6 | \$207.6 | \$225.3 | \$252.3 | \$271.3 | 6 | \$187.0 | \$250.2 |
| Actual Total Direct Compensation | 328 | 10.8 | 169.6 | \$242.4 | \$240.7 | \$268.4 | \$307.5 | \$374.5 | 20 | \$199.0 | \$210.0 |
| LTI as \% of Base Salary | 18 | 6.6\% | 0.9\% | 34.4\% | 24.8\% | 11.3\% | 94.1\% | 81.4\% | 6 | 63.4\% | 41.5\% |
| Annualized Value of LTI Awards - Ongoing | 26 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 339 | \$122.8 | \$161.8 | \$226.6 | \$237.3 | \$278.4 | \$296.1 | \$368.9 | 19 | \$209.8 | \$210.5 |
| LTI as \% of Base Salary - Ongoing | 23 | 51.1\% | 78.4\% | 89.9\% | 72.3\% | 23.6\% | 25.5\% | 24.6\% | 5 | 35.9\% | 50.2\% |
| Digital Revenue (in \$MM) | 292 |  |  | \$579.2 | \$4,924.9 |  |  |  | 14 | \$695.6 | \$3,635.5 |
| Metropolitan Area - Houston-The Woodlands-Sugar Land |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 329 | \$82.3 | \$106.8 | \$132.3 | \$138.0 | \$150.0 | \$166.5 | \$203.0 | 21 | \$108.5 | \$118.3 |
| Target Total Cash Compensation | 338 | \$127.8 | \$165.6 | \$221.4 | \$233.4 | \$260.4 | \$290.3 | \$324.8 | 18 | \$186.8 | \$202.0 |
| Actual Total Cash Compensation | 321 | \$122.2 | \$162.3 | \$234.1 | \$235.8 | \$262.4 | \$294.0 | \$374.1 | 20 | \$198.1 | \$191.5 |
| Actual Cash Awards as \% of Base Salary | 280 | 31.3\% | 2.0\% | 39.7\% | 95.7\% | 16.7\% | 30.1\% | 47.9\% | 17 | 70.9\% | 8.0\% |
| Target LTI Awards | 34 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 28 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 43 | \$157.7 | \$207.0 | \$188.3 | \$198.6 | \$256.4 | \$235.3 | \$265.9 | 9 | \$189.4 | \$257.6 |
| Actual Total Direct Compensation | 313 | \$121.2 | \$166.1 | \$245.3 | \$239.6 | \$264.2 | \$304.2 | \$375.5 | 17 | \$196.0 | \$211.9 |
| LTI as \% of Base Salary | 34 | 58.8\% | 85.2\% | 61.6\% | 60.2\% | 61.7\% | 17.1\% | 34.6\% | 8 | 44.8\% | 56.4\% |
| Annualized Value of LTI Awards - Ongoing | 21 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation- Ongoing | 296 | \$117.3 | \$171.9 | \$225.1 | \$244.8 | \$275.9 | \$299.3 | \$378.1 | 19 | \$204.6 | \$215.4 |
| LTI as \% of Base Salary - Ongoing | 32 | 95.2\% | 44.8\% | 22.5\% | 97.0\% | 62.3\% | 56.7\% | 9.1\% | 7 | 96.7\% | 80.2\% |
| Digital Revenue (in \$MM) | 295 |  |  | \$686.9 | \$2,098.0 |  |  |  | 14 | \$779.7 | \$3,122.5 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - San Antonio-New Braunfels |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 342 | \$80.1 | \$102.1 | \$132.4 | \$138.8 | \$150.0 | \$167.6 | \$201.9 | 21 | \$115.5 | \$124.9 |
| Target Total Cash Compensation | 308 | \$130.4 | \$160.6 | \$235.4 | \$224.6 | \$260.0 | \$271.9 | \$324.9 | 19 | \$204.1 | \$189.8 |
| Actual Total Cash Compensation | 307 | \$108.7 | \$154.0 | \$233.3 | \$239.5 | \$267.3 | \$305.3 | \$367.9 | 18 | \$192.5 | \$194.4 |
| Actual Cash Awards as \% of Base Salary | 272 | 2.6\% | 54.4\% | 46.8\% | 33.3\% | 9.4\% | 91.2\% | 19.2\% | 19 | 15.9\% | 91.0\% |
| Target LTI Awards | 30 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 25 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 68 | \$143.7 | \$169.7 | \$220.8 | \$239.7 | \$247.2 | \$290.3 | \$283.7 | 6 | \$228.6 | \$256.0 |
| Actual Total Direct Compensation | 343 | \$111.9 | \$164.6 | \$245.7 | \$236.2 | \$268.3 | \$299.4 | \$373.0 | 20 | \$203.3 | \$200.4 |
| LTI as \% of Base Salary | 41 | 93.4\% | 36.5\% | 31.8\% | 5.9\% | 5.4\% | 60.0\% | 69.3\% | 4 | 46.4\% | 17.7\% |
| Annualized Value of LTI Awards - Ongoing | 41 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 346 | \$122.4 | \$168.4 | \$235.9 | \$246.1 | \$262.9 | \$309.4 | \$374.0 | 17 | \$214.9 | \$201.9 |
| LTI as \% of Base Salary - Ongoing | 17 | 38.9\% | 4.2\% | 48.9\% | 26.7\% | 6.2\% | 74.9\% | 89.5\% | 5 | 60.8\% | 66.2\% |
| Digital Revenue (in \$MM) | 293 |  |  | \$761.9 | \$5,215.6 |  |  |  | 16 | \$708.1 | \$4,224.9 |
| Metropolitan Area - Phoenix-Mesa-Chandler |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 301 | \$81.9 | \$98.4 | \$132.4 | \$138.4 | \$150.0 | \$166.8 | \$200.4 | 19 | \$114.5 | \$118.4 |
| Target Total Cash Compensation | 345 | \$131.9 | \$162.8 | \$215.7 | \$227.8 | \$261.0 | \$289.7 | \$324.7 | 18 | \$164.5 | \$214.0 |
| Actual Total Cash Compensation | 314 | \$114.1 | \$162.9 | \$232.3 | \$236.7 | \$269.0 | \$302.5 | \$361.0 | 20 | \$199.5 | \$188.4 |
| Actual Cash Awards as \% of Base Salary | 293 | 89.4\% | 29.4\% | 16.4\% | 44.4\% | 52.6\% | 1.5\% | 43.7\% | 18 | 7.6\% | 59.5\% |
| Target LTI Awards | 38 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 22 |  |  |  |  |  |  |  | 8 |  |  |
| Target Total Direct Compensation | 53 | \$179.3 | \$152.7 | \$203.5 | \$214.3 | \$256.9 | 94.2 | \$305.9 | 8 | \$231.0 | \$231.5 |
| Actual Total Direct Compensation | 326 | \$112.0 | \$166.5 | \$228.7 | \$242.9 | \$270.0 | \$301.7 | \$374.7 | 17 | \$197.8 | \$215.1 |
| LTI as \% of Base Salary | 17 | 54.9\% | 13.7\% | 55.8\% | 60.5\% | 92.4\% | 60.9\% | 40.5\% | 5 | 31.4\% | 81.3\% |
| Annualized Value of LTI Awards - Ongoing | 42 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 339 | \$118.7 | \$155.2 | \$228.3 | \$232.6 | \$270.2 | \$293.1 | \$364.9 | 18 | \$201.9 | \$211.4 |
| LTI as \% of Base Salary - Ongoing | 27 | 56.5\% | 6.7\% |  | 22.4\% | 51.1\% | 77.9\% | 58.4\% | 6 | 29.4\% | 5.5\% |
| Digital Revenue (in \$MM) | 288 |  |  | \$836.3 | \$5,784.1 |  |  |  | 14 | \$730.2 | \$4,211.6 |
| Metropolitan Area - Las Vegas-Henderson-Paradise |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 304 | \$80.9 | \$96.2 | \$132.3 | \$136.2 | \$150.0 | \$169.3 | \$196.7 | 20 | \$122.9 | \$132.3 |
| Target Total Cash Compensation | 328 | \$124.8 | \$163.3 | \$211.9 | \$235.5 | \$264.9 | \$291.4 | \$324.9 | 18 | \$208.3 | \$197.3 |
| Actual Total Cash Compensation | 314 | \$116.0 | \$161.7 | \$226.7 | \$234.2 | \$264.1 | \$296.5 | \$374.7 | 19 | \$198.1 | \$200.2 |
| Actual Cash Awards as \% of Base Salary | 273 | 47.7\% | 42.5\% | 73.4\% | 89.3\% | 86.9\% | 43.5\% | 66.3\% | 19 | 42.8\% | 10.5\% |
| Target LTI Awards | 67 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 39 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 101 | \$170.5 | \$157.9 | \$225.0 | \$230.2 | \$268.2 | \$288.5 | \$279.0 | 10 | \$232.5 | \$237.1 |
| Actual Total Direct Compensation | 332 | . 9 | 176.1 | 224.9 | \$248.6 | \$278.2 | \$300.1 | \$364.5 | 19 | \$204.5 | \$201.4 |
|  | 43 | 8.4\% | 13.5\% | 74.8\% | 6.6\% | 68.3\% | 25.2\% | 47.7\% | 9 | 29.9\% | 0.1\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 301 | \$117 | \$167.6 | \$238.0 | \$233.1 | \$272.1 | \$293.3 | \$373.0 | 20 | \$211.9 | \$198.1 |
| LTI as \% of Base Salary - Ongoing | 17 | 27.5\% | 94.5\% | 71.0\% | 26.7\% | 67.4\% | 7.0\% | 39.1\% | 6 | 21.0\% | 41.4\% |
| Digital Revenue (in \$MM) | 288 |  |  | \$563.5 | \$2,224.0 |  |  |  | 15 | \$544.9 | \$4,699.2 |
| Metropolitan Area - Riverside-San Bernardino-Ontario |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 311 | \$80.1 | \$98.4 | \$132.4 | \$139.4 | \$150.0 | \$166.2 | \$198.5 | 21 | \$119.2 | \$129.2 |
| Target Total Cash Compensation | 320 | \$137.0 | \$173.1 | \$236.3 | \$223.7 | \$263.6 | \$289.4 | \$324.9 | 19 | \$183.1 | \$219.9 |
| Actual Total Cash Compensation | 338 | \$113.1 | \$165.2 | \$231.1 | \$235.9 | \$270.2 | \$294.7 | \$361.1 | 19 | \$195.1 | \$219.5 |
| Actual Cash Awards as \% of Base Salary | 314 | 0.4\% | 43.6\% | 60.0\% | 7.9\% | 5.6\% | 56.5\% | 69.3\% | 19 | 60.1\% | 51.7\% |
| Target LTI Awards | 34 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 37 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 61 | \$151.8 | \$162.8 | \$197.5 | \$200.7 | \$249.8 | \$266.3 | \$315.1 | 9 | \$222.2 | \$238.3 |
| Actual Total Direct Compensation | 295 | \$112.3 | \$163.8 | \$228.9 | \$246.3 | \$264.9 | \$309.9 | \$367.0 | 20 | \$205.8 | \$221.6 |
| LTI as \% of Base Salary | 25 | 94.2\% | 68.1\% | 33.5\% | 31.0\% | 9.4\% | 65.3\% | 94.7\% | 7 | 6.2\% | 96.0\% |
| Annualized Value of LTI Awards - Ongoing | 25 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 290 | \$113.6 | \$158.9 | \$229.3 | \$235.6 | \$265.8 | \$295.1 | \$377.0 | 17 | \$204.4 | \$203.2 |
| LTI as \% of Base Salary - Ongoing | 23 | 62.0\% | 34.8\% | 33.8\% | 79.2\% | 0.4\% | 87.2\% | 63.7\% | 6 | 21.4\% | 14.4\% |
| Digital Revenue (in \$MM) | 294 |  |  | \$515.8 | \$4,227.7 |  |  |  | 16 | \$599.7 | \$3,606.4 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area - Sacramento-Roseville-Folsom |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 343 | \$82.5 | \$100.5 | \$132.4 | \$139.5 | \$150.0 | \$167.0 | \$204.3 | 20 | \$110.7 | \$119.5 |
| Target Total Cash Compensation | 304 | \$138.4 | \$170.1 | \$219.5 | \$229.4 | \$252.3 | \$274.3 | \$324.9 | 18 | \$215.5 | \$219.1 |
| Actual Total Cash Compensation | 306 | \$112.3 | \$162.3 | \$225.0 | \$231.8 | \$274.1 | \$304.2 | \$372.5 | 19 | \$197.1 | \$200.3 |
| Actual Cash Awards as \% of Base Salary | 292 | 82.5\% | 77.1\% | 85.7\% | 40.9\% | 16.7\% | 54.1\% | 77.1\% | 17 | 28.8\% | 74.8\% |
| Target LTI Awards | 50 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 46 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 97 | \$164.1 | \$162.7 | \$219.0 | \$206.6 | \$274.2 | \$276.4 | \$312.5 | 10 | \$221.0 | \$249.1 |
| Actual Total Direct Compensation | 292 | \$114.8 | \$165.9 | \$245.3 | \$234.1 | \$270.1 | \$294.7 | \$369.2 | 18 | \$199.5 | \$212.3 |
| LTI as \% of Base Salary | 26 | 5.6\% | 89.8\% | 51.7\% | 65.4\% | 31.5\% | 11.0\% | 34.9\% | 4 | 78.7\% | 1.3\% |
| Annualized Value of LTI Awards - Ongoing | 36 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 324 | \$112.1 | \$166.0 | \$232.6 | \$240.2 | \$265.2 | \$304.2 | \$373.9 | 20 | \$202.2 | \$199.4 |
| LTI as \% of Base Salary - Ongoing | 18 | 16.1\% | 92.3\% | 64.8\% | 67.1\% | 75.2\% | 32.1\% | 19.2\% | 5 | 39.3\% | 47.6\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$715.5 | \$3,212.2 |  |  |  | 16 | \$642.7 | \$3,758.3 |
| Metropolitan Area - San Diego-Chula Vista-Carlsbad |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 317 | \$81.9 | \$101.4 | \$132.3 | \$138.7 | \$150.0 | \$166.2 | \$203.8 | 21 | \$112.7 | \$123.7 |
| Target Total Cash Compensation | 318 | \$123.3 | \$172.8 | \$228.6 | \$235.0 | \$265.6 | \$270.0 | \$324.6 | 19 | \$214.0 | \$220.7 |
| Actual Total Cash Compensation | 319 | \$107.8 | \$152.6 | \$231.4 | \$235.7 | \$273.8 | \$292.9 | \$370.4 | 18 | \$195.4 | \$209.0 |
| Actual Cash Awards as \% of Base Salary | 323 | 93.0\% | 38.6\% | 2.5\% | 60.2\% | 96.3\% | 74.2\% | 30.2\% | 19 | 44.8\% | 99.7\% |
| Target LTI Awards | 50 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 50 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 62 | \$163.9 | \$178.5 | \$224.4 | \$239.0 | \$229.3 | 24.0 | \$319.3 | 6 | \$221.5 | \$245.0 |
| Actual Total Direct Compensation | 339 | \$124.4 | \$173.1 | \$244.6 | \$247.3 | \$276.0 | \$307.4 | \$365.4 | 19 | \$215.7 | \$202.7 |
| LTI as \% of Base Salary | 26 | 15.7\% | 88.0\% | 16.6\% | 55.6\% | 82.1\% | 12.3\% | 53.2\% | 7 | 60.5\% | 99.3\% |
| Annualized Value of LTI Awards - Ongoing | 16 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 335 | \$119.2 | \$163.6 | \$238.9 | \$233.5 | \$263.1 | \$306.5 | \$363.3 | 18 | \$207.2 | \$221.3 |
| LTI as \% of Base Salary - Ongoing | 39 | 5.2\% | 58.1\% |  | 69.3\% | 96.6\% | 65.6\% | 57.3\% | 7 | 22.0\% | 33.0\% |
| Digital Revenue (in \$MM) | 290 |  |  | \$493.3 | \$2,035.3 | - |  |  | 16 | \$730.3 | \$3,197.1 |
| Metropolitan Area - San Francisco-Oakland-Berkeley |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 353 | \$79.6 | \$100.1 | \$132.4 | \$139.4 | \$150.0 | \$167.2 | \$202.8 | 20 | \$108.5 | \$122.2 |
| Target Total Cash Compensation | 310 | \$126.4 | \$162.2 | \$232.3 | \$229,4 | \$270.4 | \$272.0 | \$324.9 | 18 | \$214.9 | \$209.2 |
| Actual Total Cash Compensation | 319 | \$119.9 | \$159.3 | \$224.3 | \$237.0 | \$267.8 | \$296.0 | \$356.6 | 19 | \$191.8 | \$220.7 |
| Actual Cash Awards as \% of Base Salary | 296 | 49.9\% | 47.9\% | 49.4 | 27.2\% | 98.0\% | 63.4\% | 65.2\% | 17 | 54.6\% | 61.2\% |
| Target LTI Awards | 63 |  |  |  |  |  |  |  | 7 |  |  |
| Annualized Value of LTI Awards | 39 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 62 | \$170.7 | \$208.8 | \$231.8 | \$210.7 | \$249.2 | \$257.5 | \$293.5 | 6 | \$237.6 | \$222.9 |
| Actual Total Direct Compensation | 328 | 3. | 171.2 | 229.8 | \$236.6 | \$264.9 | \$308.2 | \$379.1 | 18 | \$200.3 | \$225.7 |
| LTI as \% of Base Salary |  | 5.4\% | 3.5\% | 93.8\% | 58.7\% | 46.8\% | 60.2\% | 62.6\% | 8 | 26.8\% | 13.7\% |
| Annualized Value of LTI Awards - Ongoing | 19 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 339 | \$112.2 | \$152.9 | \$237.3 | \$241.9 | \$276.7 | \$297.4 | \$374.3 | 20 | \$197.7 | \$201.0 |
| LTI as \% of Base Salary - Ongoing | 33 | 28.1\% | 62.8\% | 57.3\% | 36.3\% | 61.6\% | 2.7\% | 47.6\% | 4 | 58.1\% | 42.1\% |
| Digital Revenue (in \$MM) | 290 |  |  | \$552.6 | \$2,146.7 |  |  |  | 14 | \$772.0 | \$4,167.0 |
| Metropolitan Area - San Jose-Sunnyvale-Santa Clara |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 323 | \$83.0 | \$105.0 | \$132.5 | \$136.3 | \$150.0 | \$168.1 | \$202.6 | 21 | \$115.6 | \$128.9 |
| Target Total Cash Compensation | 335 | \$123.1 | \$174.6 | \$232.4 | \$230.5 | \$249.5 | \$282.9 | \$324.7 | 18 | \$169.2 | \$209.5 |
| Actual Total Cash Compensation | 297 | \$106.9 | \$159.2 | \$227.0 | \$240.4 | \$268.2 | \$298.1 | \$370.9 | 19 | \$197.0 | \$209.5 |
| Actual Cash Awards as \% of Base Salary | 314 | 9.8\% | 11.6\% | 13.7\% | 20.7\% | 56.2\% | 92.4\% | 43.6\% | 17 | 1.6\% | 82.2\% |
| Target LTI Awards | 28 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 34 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 107 | \$175.1 | \$171.2 | \$248.6 | \$217.5 | \$217.8 | \$265.8 | \$267.3 | 9 | \$233.6 | \$242.8 |
| Actual Total Direct Compensation | 337 | \$115.1 | \$174.0 | \$229.1 | \$234.7 | \$269.7 | \$307.0 | \$362.5 | 20 | \$202.1 | \$200.7 |
| LTI as \% of Base Salary | 45 | 40.2\% | 62.7\% | 21.9\% | 96.0\% | 80.4\% | 48.9\% | 55.0\% | 8 | 36.0\% | 37.4\% |
| Annualized Value of LTI Awards - Ongoing | 23 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation - Ongoing | 327 | \$117.6 | \$174.1 | \$234.5 | \$245.4 | \$279.8 | \$303.2 | \$378.6 | 17 | \$206.3 | \$218.4 |
| LTI as \% of Base Salary - Ongoing | 15 | 22.4\% | 88.3\% | 33.3\% | 12.8\% | 54.3\% | 10.1\% | 44.6\% | 4 | 53.9\% | 9.4\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$670.2 | \$4,079.4 |  |  |  | 17 | \$813.5 | \$4,667.7 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Metropolitan Area-Los Angeles-Long Beach-Anaheim |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 360 | \$81.1 | \$100.5 | \$132.4 | \$139.5 | \$150.0 | \$168.8 | \$198.3 | 19 | \$122.2 | \$121.2 |
| Target Total Cash Compensation | 331 | \$131.2 | \$163.4 | \$232.2 | \$224.2 | \$274.1 | \$287.1 | \$324.8 | 18 | \$201.9 | \$189.2 |
| Actual Total Cash Compensation | 345 | \$119.9 | \$154.6 | \$229.3 | \$240.4 | \$271.8 | \$292.5 | \$363.3 | 20 | \$198.4 | \$199.2 |
| Actual Cash Awards as \% of Base Salary | 314 | 32.2\% | 70.8\% | 73.0\% | 97.4\% | 39.0\% | 41.2\% | 20.4\% | 18 | 89.1\% | 62.8\% |
| Target LTI Awards | 42 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 41 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 55 | \$160.8 | \$155.2 | \$210.5 | \$221.0 | \$266.0 | \$280.8 | \$320.5 | 6 | \$196.3 | \$247.3 |
| Actual Total Direct Compensation | 316 | \$113.3 | \$176.5 | \$229.3 | \$239.5 | \$268.0 | \$304.7 | \$373.8 | 20 | \$192.8 | \$223.3 |
| LTI as \% of Base Salary | 49 | 1.3\% | 96.6\% | 85.0\% | 61.6\% | 70.6\% | 66.7\% | 75.6\% | 8 | 83.2\% | 37.1\% |
| Annualized Value of LTI Awards - Ongoing | 33 |  |  |  |  |  |  |  | 5 |  |  |
| Actual Total Direct Compensation - Ongoing | 292 | \$116.4 | \$154.0 | \$228.7 | \$237.1 | \$264.8 | \$303.6 | \$366.9 | 20 | \$213.1 | \$212.4 |
| LTI as \% of Base Salary - Ongoing | 23 | 76.7\% | 76.4\% | 47.0\% | 95.1\% | 43.2\% | 15.4\% | 93.2\% | 4 | 10.7\% | 90.1\% |
| Digital Revenue (in \$MM) | 295 |  |  | \$559.5 | \$4,853.5 |  |  |  | 16 | \$777.7 | \$4,432.3 |
| Metropolitan Area - Portland-Vancouver-Hillsboro |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 357 | \$81.0 | \$96.3 | \$132.3 | \$140.2 | \$150.0 | \$168.3 | \$196.7 | 20 | \$108.8 | \$126.5 |
| Target Total Cash Compensation | 297 | \$127.9 | \$161.3 | \$225.5 | \$237.3 | \$262.3 | \$281.3 | \$324.9 | 18 | \$188.2 | \$208.5 |
| Actual Total Cash Compensation | 347 | \$112.1 | \$159.4 | \$226.9 | \$234.8 | \$276.2 | \$309.0 | \$361.6 | 20 | \$195.2 | \$201.7 |
| Actual Cash Awards as \% of Base Salary | 296 | 6.3\% | 67.6\% | 2.6\% | 87.5\% | 23.9\% | 33.4\% | 83.6\% | 17 | 10.6\% | 28.4\% |
| Target LTI Awards | 64 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 48 |  |  |  |  |  |  |  | 9 |  |  |
| Target Total Direct Compensation | 61 | \$149.4 | \$157.1 | \$198.5 | \$219.2 | \$223.2 | 253.5 | \$259.3 | 10 | \$231.8 | \$232.9 |
| Actual Total Direct Compensation | 324 | \$124.7 | \$158.2 | \$244.9 | \$234.3 | \$265.8 | \$299.6 | \$364.8 | 19 | \$214.3 | \$227.9 |
| LTI as \% of Base Salary | 50 | 65.9\% | 2.4\% | 53.6\% | 20.8\% | 18.7\% | 27.9\% | 7.9\% | 9 | 45.3\% | 66.2\% |
| Annualized Value of LTI Awards - Ongoing | 40 |  |  |  |  |  |  |  | 7 |  |  |
| Actual Total Direct Compensation- Ongoing | 292 | \$116.4 | \$159.7 | \$226.3 | \$245.9 | \$274.6 | \$308.3 | \$375.3 | 19 | \$201.7 | \$210.4 |
| LTI as \% of Base Salary - Ongoing | 24 | 15.5\% | 27.4\% | 89.8\% | 60.6\% | 62.5\% | 90.9\% | 23.1\% | 5 | 86.4\% | 34.1\% |
| Digital Revenue (in \$MM) | 292 |  |  | \$536.5 | \$1,958.0 |  |  |  | 15 | \$834.5 | \$3,296.2 |
| Metropolitan Area - Seattle-Tacoma-Bellevue |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 310 | \$80.8 | \$102.5 | \$132.5 | \$139.2 | \$150.0 | \$166.8 | \$199.1 | 19 | \$114.2 | \$120.9 |
| Target Total Cash Compensation | 328 | \$131.7 | \$171.7 | \$220.5 | \$231.7 | \$262.7 | \$283.1 | \$324.8 | 18 | \$197.3 | \$185.5 |
| Actual Total Cash Compensation | 299 | \$121.3 | \$158.6 | 225.0 | \$237.7 | \$263.9 | \$300.4 | \$373.9 | 19 | \$195.8 | \$197.8 |
| Actual Cash Awards as \% of Base Salary | 284 | 8.1\% | 67.8\% | 80.7\% | 44.5\% | 49.2\% | 59.2\% | 33.5\% | 17 | 72.1\% | 49.9\% |
| Target LTI Awards | 54 |  |  |  |  |  |  |  | 5 |  |  |
| Annualized Value of LTI Awards | 16 |  |  |  |  |  |  |  | 6 |  |  |
| Target Total Direct Compensation | 100 | \$138.1 | \$160.2 | \$246.3 | \$235.7 | \$235.4 | \$230.7 | \$288.6 | 9 | \$223.6 | \$225.6 |
| Actual Total Direct Compensation | 314 | 123.0 | 159.3 | 224.2 | \$241.4 | \$263.3 | \$296.7 | \$369.9 | 17 | \$192.7 | \$191.6 |
| LTI as \% of Base Salary | 41 | 5.1\% | 35.3\% | 73.7\% | 81.3\% | 46.2\% | 44.4\% | 57.9\% | 5 | 15.3\% | 98.4\% |
| Annualized Value of LTI Awards - Ongoing |  |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 311 | \$119.3 | \$157.2 | \$232.3 | \$238.5 | \$270.9 | \$311.3 | \$373.9 | 20 | \$208.9 | \$196.5 |
| LTI as \% of Base Salary - Ongoing | 31 | 25.5\% | 56.2\% | 43.1\% | 90.1\% | 72.3\% | 35.0\% | 46.2\% | 6 | 55.1\% | 54.8\% |
| Digital Revenue (in \$MM) | 296 |  |  | \$464.2 | \$5,404.0 |  |  |  | 14 | \$533.6 | \$4,490.6 |
| Specialty / Scope - Standard Specialty |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 352 | \$81.8 | \$96.0 | \$132.3 | \$140.3 | \$150.0 | \$169.1 | \$203.0 | 20 | \$108.3 | \$117.9 |
| Target Total Cash Compensation | 295 | \$138.9 | \$165.3 | \$216.5 | \$226.3 | \$269.1 | \$270.0 | \$324.8 | 18 | \$168.5 | \$194.4 |
| Actual Total Cash Compensation | 296 | \$109.2 | \$164.0 | \$233.5 | \$233.0 | \$274.0 | \$305.8 | \$362.4 | 19 | \$193.7 | \$217.8 |
| Actual Cash Awards as \% of Base Salary | 296 | 78.0\% | 22.8\% | 43.5\% | 87.8\% | 77.9\% | 91.0\% | 13.0\% | 17 | 78.9\% | 36.1\% |
| Target LTI Awards | 26 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 49 |  |  |  |  |  |  |  | 5 |  |  |
| Target Total Direct Compensation | 107 | \$176.1 | \$175.7 | \$240.8 | \$213.1 | \$256.5 | \$233.9 | \$304.9 | 6 | \$213.7 | \$223.8 |
| Actual Total Direct Compensation | 306 | \$116.4 | \$174.9 | \$237.1 | \$247.8 | \$282.3 | \$297.5 | \$376.0 | 18 | \$203.1 | \$220.5 |
| LTI as \% of Base Salary | 37 | 34.1\% | 2.7\% | 90.0\% | 2.8\% | 89.3\% | 90.9\% | 45.0\% | 8 | 79.9\% | 12.6\% |
| Annualized Value of LTI Awards - Ongoing | 17 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation- Ongoing | 305 | \$111.8 | \$162.4 | \$225.6 | \$244.9 | \$272.7 | \$292.5 | \$378.5 | 20 | \$193.6 | \$202.1 |
| LTI as \% of Base Salary - Ongoing | 38 | 70.3\% | 88.5\% | 70.0\% | 70.4\% | 87.4\% | 57.8\% | 3.1\% | 7 | 16.6\% | 47.5\% |
| Digital Revenue (in \$MM) | 287 |  |  | \$662.5 | \$5,288.6 |  |  |  | 15 | \$723.2 | \$3,652.7 |

TOTAL DIRECT COMPENSATION - (In \$USD Thousands)

| TOTAL DIRECT COMPENSATION | INCUMBENT |  |  |  |  |  |  |  | COMPANY |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | n | 10th | 25th | 50th | Mean | 65th | 75th | 90th | n | 50th | Mean |
| Specialty / Scope - Premium Specialty |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 349 | \$82.7 | \$104.1 | \$132.5 | \$139.8 | \$150.0 | \$166.3 | \$203.9 | 19 | \$113.9 | \$122.1 |
| Target Total Cash Compensation | 331 | \$127.7 | \$170.7 | \$224.8 | \$220.4 | \$250.5 | \$287.3 | \$324.7 | 19 | \$206.2 | \$208.3 |
| Actual Total Cash Compensation | 310 | \$113.7 | \$157.1 | \$226.7 | \$238.0 | \$262.5 | \$302.1 | \$368.0 | 19 | \$192.5 | \$209.9 |
| Actual Cash Awards as \% of Base Salary | 311 | 62.8\% | 18.0\% | 41.9\% | 53.8\% | 70.1\% | 28.4\% | 84.1\% | 17 | 89.5\% | 76.3\% |
| Target LTI Awards | 78 |  |  |  |  |  |  |  | 6 |  |  |
| Annualized Value of LTI Awards | 24 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 39 | \$150.3 | \$188.8 | \$189.9 | \$257.2 | \$263.0 | \$253.2 | \$255.6 | 8 | \$210.3 | \$239.0 |
| Actual Total Direct Compensation | 327 | \$115.8 | \$167.2 | \$236.9 | \$236.6 | \$272.3 | \$293.9 | \$368.7 | 17 | \$212.5 | \$197.8 |
| LTI as \% of Base Salary | 37 | 32.3\% | 91.8\% | 78.1\% | 92.2\% | 11.6\% | 2.2\% | 15.9\% | 6 | 27.8\% | 13.4\% |
| Annualized Value of LTI Awards - Ongoing | 18 |  |  |  |  |  |  |  | 4 |  |  |
| Actual Total Direct Compensation - Ongoing | 333 | \$116.9 | \$173.0 | \$228.7 | \$237.9 | \$275.3 | \$298.9 | \$366.0 | 18 | \$201.9 | \$224.7 |
| LTI as \% of Base Salary - Ongoing | 42 | 42.0\% | 39.8\% | 28.4\% | 19.8\% | 51.1\% | 0.1\% | 96.6\% | 6 | 14.4\% | 58.5\% |
| Digital Revenue (in \$MM) | 289 |  |  | \$677.5 | \$3,582.4 |  |  |  | 15 | \$612.4 | \$3,314.9 |
| Specialty / Scope - Big Data |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 303 | \$82.8 | \$101.2 | \$132.5 | \$138.4 | \$150.0 | \$168.3 | \$197.7 | 19 | \$111.4 | \$119.5 |
| Target Total Cash Compensation | 308 | \$136.4 | \$172.7 | \$222.6 | \$228.8 | \$248.2 | \$282.8 | \$324.7 | 19 | \$182.2 | \$204.0 |
| Actual Total Cash Compensation | 302 | \$121.2 | \$152.2 | \$228.2 | \$231.7 | \$263.5 | \$308.3 | \$365.6 | 18 | \$195.5 | \$189.8 |
| Actual Cash Awards as \% of Base Salary | 295 | 2.7\% | 41.6\% | 45.5\% | 2.7\% | 25.5\% | 94.7\% | 80.7\% | 17 | 61.8\% | 67.3\% |
| Target LTI Awards | 73 |  |  |  |  |  |  |  | 8 |  |  |
| Annualized Value of LTI Awards | 38 |  |  |  |  |  |  |  | 4 |  |  |
| Target Total Direct Compensation | 100 | \$184.5 | \$200.4 | \$193.6 | \$211.5 | \$271.0 | 288.2 | \$320.6 | 9 | \$194.9 | \$246.0 |
| Actual Total Direct Compensation | 310 | \$124.4 | \$168.9 | \$244.0 | \$238.5 | \$268.4 | \$310.4 | \$369.7 | 20 | \$204.1 | \$228.3 |
| LTI as \% of Base Salary | 41 | 36.1\% | 43.9\% | 74.4\% | 63.6\% | 47.5\% | 42.0\% | 65.9\% | 6 | 36.3\% | 62.2\% |
| Annualized Value of LTI Awards - Ongoing | 20 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 299 | \$116.0 | \$170.0 | \$237.4 | \$233.7 | \$265.3 | \$306.1 | \$366.8 | 18 | \$200.4 | \$197.2 |
| LTI as \% of Base Salary - Ongoing | 19 |  | 41.7\% | 87.4\% | 77.6\% | 86.2\% | 17.1\% | 83.6\% | 6 | 40.8\% | 49.8\% |
| Digital Revenue (in \$MM) | 293 |  |  | \$436.8 | \$3,132.5 | $\bigcirc$ |  |  | 15 | \$577.8 | \$4,712.5 |
| Specialty / Scope - Other than Big Data |  |  |  |  |  |  |  |  |  |  |  |
| Base Salary | 359 | \$80.2 | \$100.5 | \$132.3 | \$140.0 | \$150.0 | \$165.7 | \$196.5 | 20 | \$117.6 | \$127.0 |
| Target Total Cash Compensation | 316 | \$130.1 | \$174.4 | \$227.1 | \$222.6 | \$261.9 | \$285.3 | \$324.7 | 18 | \$201.9 | \$193.6 |
| Actual Total Cash Compensation | 311 | \$111.5 | \$155.8 | \$223.8 | \$234.6 | \$271.0 | \$301.0 | \$356.2 | 18 | \$194.4 | \$194.2 |
| Actual Cash Awards as \% of Base Salary | 272 | 85.5\% | 79.4\% | 71.3\% | 10.9\% | 21.2\% | 98.2\% | 11.9\% | 17 | 70.9\% | 4.5\% |
| Target LTI Awards | 54 |  |  |  |  |  |  |  | 4 |  |  |
| Annualized Value of LTI Awards | 24 |  |  |  |  |  |  |  | 7 |  |  |
| Target Total Direct Compensation | 91 | \$159.4 | \$191.8 | \$209.1 | \$245.5 | \$223.2 | \$279.8 | \$290.9 | 7 | \$201.4 | \$259.4 |
| Actual Total Direct Compensation | 327 | \$115.4 | \$157.3 | \$225.3 | \$239.7 | \$269.0 | \$302.1 | \$372.6 | 18 | \$205.6 | \$217.4 |
| LTI as \% of Base Salary | 16 | 7.9 | 78.2\% | 97.7\% | 87.9\% | 1.3\% | 10.6\% | 11.1\% | 7 | 8.4\% | 49.6\% |
| Annualized Value of LTI Awards - Ongoing | 24 |  |  |  |  |  |  |  | 6 |  |  |
| Actual Total Direct Compensation - Ongoing | 336 | \$120. | \$155.4 | \$237.4 | \$240.9 | \$263.4 | \$308.6 | \$375.4 | 20 | \$199.9 | \$193.1 |
| LTI as \% of Base Salary - Ongoing | 24 | 84.5\% | 31.0\% | 37.4\% | 93.2\% | 37.0\% | 97.0\% | 0.5\% | 7 | 45.1\% | 45.3\% |
| Digital Revenue (in \$MM) | 293 |  |  | \$705.3 | \$4,656.5 |  |  |  | 15 | \$653.5 | \$4,293.2 |

