We are a Media, Entertainment, and Event Management company, providing unparalleled reach to South Asians in Texas, Arkansas, Louisiana, and Oklahoma.
We offer unrivaled reach of regional South Asian community

<table>
<thead>
<tr>
<th>1,000,000+</th>
<th>292,000+</th>
<th>503,000+</th>
<th>$100,547*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average listeners per week of 104.9 FM &amp; 1110 AM</td>
<td>Movie tickets sold at all FunAsia theaters in 2017</td>
<td>Live concerts and event tickets sold in 2017</td>
<td>Median household income of majority of our audience</td>
</tr>
</tbody>
</table>

Highly-educated & above-average household income levels*

Since 2002, FunAsia has been synonymous with one of the largest and most coveted minority groups in Dallas with broad reach through Radio, Print, Display and Digital products

Source: * US Census Bureau | Median Income of Asian Indians for Dallas Ft. Worth Metropolitan Statistical Area
Demographics

HIGHLY EDUCATED

<table>
<thead>
<tr>
<th>All Americans</th>
<th>High school or less</th>
<th>Some college</th>
<th>Bachelor's degree</th>
<th>Postgraduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>41%</td>
<td>29%</td>
<td>19%</td>
<td>11%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>All Asians</th>
<th>High school or less</th>
<th>Some college</th>
<th>Bachelor's degree</th>
<th>Postgraduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>29%</td>
<td>20%</td>
<td>30%</td>
<td>21%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Indian Americans</th>
<th>High school or less</th>
<th>Some college</th>
<th>Bachelor's degree</th>
<th>Postgraduate Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>17%</td>
<td>10%</td>
<td>32%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Source: US Census Bureau: https://factfinder.census.gov/
Demographics

ABOVE-AVERAGE MEDIAN HOUSEHOLD INCOME

- National Median
- DFW Area
- Asian
- Asian-Indian Alone

Source: US Census Bureau | https://factfinder.census.gov/ | Income in the past 12 months in 2016 inflation-adjusted dollars

Bringing the community together since 2002
Demographics

DIVERSE RELIGIOUS AFFILIATION

- Hindu: 54%
- Muslim: 11%
- Catholic: 5%
- Protestant: 12%
- Unaffiliated: 11%
- Sikh: 5%
- Jain: 2%


Bringing the community together since 2002
Our community, by the numbers.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td><strong>$29.5 Billion+</strong></td>
<td><strong>55%</strong></td>
</tr>
<tr>
<td>In annual earning power*</td>
<td>Of households are homeowners**</td>
</tr>
<tr>
<td><strong>$8.5 Billion+</strong></td>
<td>In annual discretionary income***</td>
</tr>
<tr>
<td>Increase in Asian Indian population for DFW Metroplex from 2010 to 2015**</td>
<td>28.55%</td>
</tr>
</tbody>
</table>

Sources:
* Population data from US Census Bureau, USCIS H1B Visa data & social media analytics data | Income data from US Census Bureau
** US Census Bureau, 2010 Census & 2015 American Community Survey
*** Methodology: Household expenses data from Bureau of Labor Statistics, as percentage of annual income - subtracted from aggregate earning power
How we can connect you to our community

Digital

- Highly-interactive website, magazine, iOS® & Android® apps
- Business services such as SEO & SEM to optimize your digital presence

Radio

- KZMP 104.9 FM
- KVT 1110 AM
- Live-streaming via web & multiple mobile platforms

Movie Theatres

- Richardson (3 Screens)
- Irving (8 Screens)
- Multiple lobby screens displaying static & video ads

Live concerts

- 503,000+ tickets sold annually

Print

- DesiPages Magazine
- 20,000+ copies circulated every month
Radio

Dominating the local market | Only South Asian FM station in DFW Metroplex

Wide reach | 1,000,000+ listeners per week

KZMP 104.9FM | Top 100 Bollywood and more

KVTT 1110AM | Ethnic talk radio | Only 50,000 watt South Asian station in entire US, reaching Oklahoma, Arkansas and Louisiana

Bringing the community together since 2002
Radio has a solid position in time spent with electronic devices. Radio captures 1/6 of all content hours.

Weekly hours spent with media

- **12.9 HRS** AM/FM Radio
- **34.4 HRS** Live+DVR/Time-shifted TV
- **16.3 HRS** App/Web on Smartphone
- **7.6 HRS** Internet on a PC
- **4.0 HRS** DVR/Time-shifted TV
- **1.6 HRS** Game Console
- **2.2 HRS** Multimedia Device
- **0.8 HRS** DVD/Blu Ray

Nearly 80 hours of content each week across radio, TV, online, and mobile by average U.S. adults.

On Air

- A trusted medium and always available especially during times of crisis
- Targetable assuring the right audience is exposed to your message
- Mass reach capable of easily delivering your message to entire communities

Online

- Digital capabilities offering interactive opportunities
- Complements and enhances on air campaign by reaching consumers using multiple touch points
- Delivers content wherever and whenever listeners want it

On Target

- An environment that delivers consumers who are engaged and passionate about the content
- Offering companionship and information
- Exposure to the message when and where consumers are ready to buy or shop

RADIO. IT'S ON.
Brand Recall Is Greater Among Radio Advertisers

Average Brand Unaided Recall %

- Non-radio advertisers: 2.4%
- Radio advertisers: 12.4%

5X

Source: Media Score/Local Ad Recall – 6,060 listener respondents from 18 survey investigating 6 sales categories in 7 different markets during March 2015 – January 2017. Markets: Charlotte, NC; San Francisco; Atlanta, GA; Detroit, MI; Philadelphia, PA; Las Vegas, NV; and Springfield, MA
Radio Ads Brought In More Customers And Lifted Market Share

Not only did AM/FM Radio grow the client's sales, Radio increased the number of new vs existing customers by 64% when the ads were running.

Radio Complements Other Media Options

Digital media executed simultaneously with Radio and TV drove positive brand perception and intent to shop in the store.

**Background**
- A major US retailer supported a key shopping season with a Digital, TV and Radio campaign.
- Research Now executed a cross media ad effectiveness study with multi-touch attribution.

**Research Findings**
- Exposure to media on multiple channels was a key driver of Purchase Intent - no media executed alone drove significant brand lift.
- The combination of Digital, TV and Radio was the primary driver of Purchase Intent and Brand Perception.

![Media Contributions](chart)
Technology Delivers Radio Beyond The Dial

Expanding Radio’s delivery platforms to create an interactive, engaging and highly communicative environment via devices and apps.
Digital

500,000+ visitors per month to Funasia.net community portal
  • Display & video ads
  • Classifieds section with free, sponsored, and featured listings
  • Deals section with Groupon® like offers

iOS & Android mobile apps with 27,000+ listeners per month
  • Audio ads on a per-listener basis with full targeting capabilities
  • Pre-roll ads that extend to other digital platforms, such as TuneIn®
Social Media

We're everywhere our audience is. With our help, you can be too.
Mentions, sponsored content, and more.

242,000+
Facebook Followers

759,000+
Total video views in 2017

4,700+
Average number of views per Facebook “Live” video
Movie Theaters

Amongst highest-grossing Indian movie theaters in entire US

Irving, TX (8 screens)
  • Over 188,000 viewers in 2017

Richardson, TX (3 screens)
  • Over 104,000 viewers in 2017

Static and video ads in lobby, before movie, and during intermission
Our Services

- Most widely-circulated monthly community magazine
- 20,000+ copies distributed monthly
- Distribution racks located at 200+ retailers located throughout Dallas/Ft. Worth Metroplex
- Full magazine available online at FunAsia.net with 70,000+ visitors per month
- Multiple options available to suit every budget

Print

Bringing the community together since 2002
503,000+
Event tickets sold in 2017

FunAsia is the preferred and exclusive media partner for regional South Asian concerts and events

Proven track record of consistently selling-out concerts

Sponsorship opportunities provide extensive reach of captive audience inside venue

Bringing the community together since 2002
Whether it’s branding, impactful campaigns, or strategic partnerships, we have the offerings and innovations to help you connect with our community and grow your business.