



OUR MISSION IS TO RECRUIT THE NEXT GENERATION TO EXPAND THE MARKET AND GROW BOAT OWNERSHIP WHILE RETAINING CURRENT OWNERS

EXPAND TARGET & REACH
New campaigns & partnerships

AMPLIFYING OUR IMPACT
Unifying consumer assets under Discover Boating

THE INDUSTRY CONSUMER VOICE
Destination for all-things boating

GROWTH SEGMENT SWEET SPOT

CANADA'S LARGEST CONSUMER GROUP MIRRORS THE UNITED STATES GROWTH BOATING TARGET SEGMENT

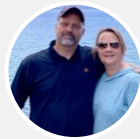


Median age 39 yrs
Active and outdoorsy
Likely to be new parents
Tech savvy social users
Eco-conscious
Younger, more diverse than Core

“In 2022, there were over **10M** Canadians living in Canada between the ages of 25 and 44, **5.47M** males and **5.3M** females, which was the most out of any age group. As of 2023 the median age in Canada is **40.6 years.**”

CONTINUING TO ENGAGE THE CORE AND EMERGING CONSUMER SEGMENTS

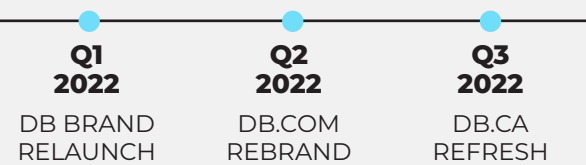
CORE SEGMENT
53 yrs



EMERGING SEGMENT
47 yrs

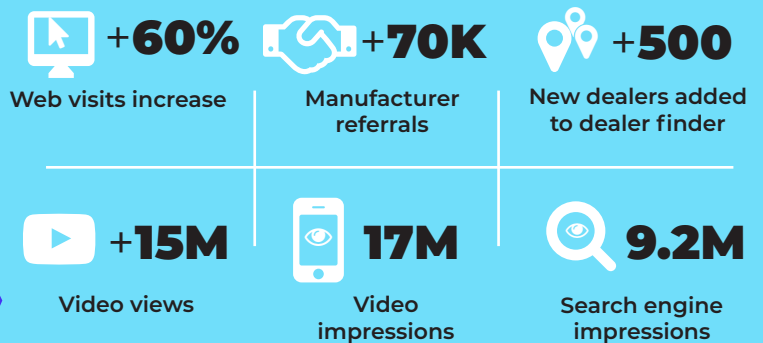


DISCOVER BOATING CANADA ENHANCEMENTS



BUILDING UPON A STRONG FOUNDATION, THE LAST 13 MONTHS HAVE SHOWN SOLID GROWTH.

2023 CANADA RESULTS



2024 CANADA STRATEGIC PRIORITIES

DB.CA WEBSITE

- New and optimized blog content tailored to the Canadian market.
- Continued optimizations to drive manufacturer referrals.

PAID SEARCH

- Year-round paid search targeting current and future boaters.
- Targeting users researching boat types and boat dealers.
- Partnering with Google to enhance ad performance through user behavior and engagement tracking.
- Building out French-translated Google Ads to reach French speaking consumers.

DEALER FINDER

- Continue connecting boat buyers to nearby dealers.
- Grow the Canadian Dealer Finder database.

PAID MEDIA CAMPAIGNS

- Tailoring Canadian influencer campaigns to resonate with the Canadian consumers.
- Ongoing YouTube campaigns driving views, traffic and awareness.
- Compelling SYOH campaigns and stories for young affluents, metro outdoors, and vacation boater audiences.