

FACEBOOK

PERFORMANCE REPORT

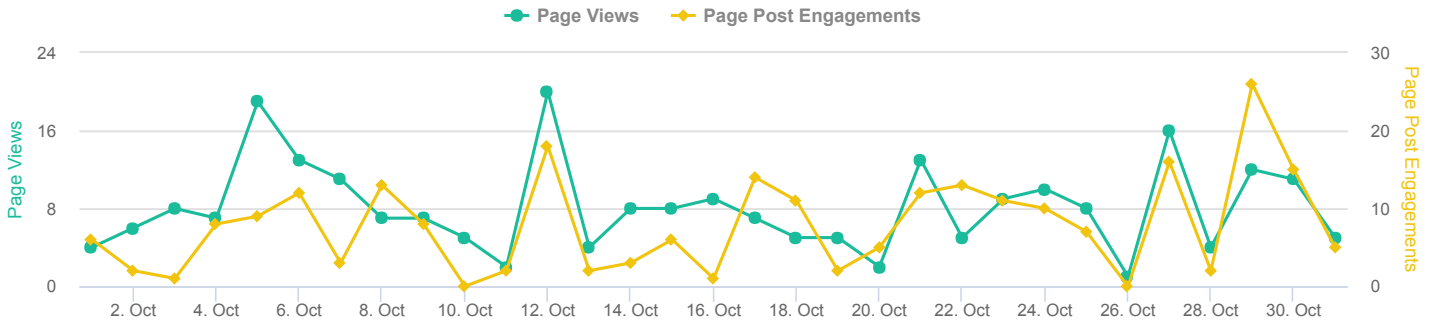
(Facebook Insights)



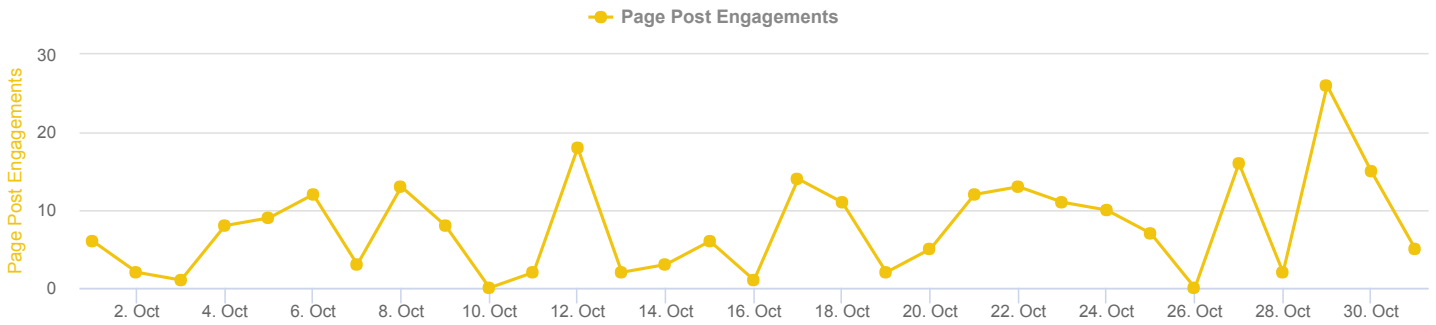
Facebook Organic Posts Overview



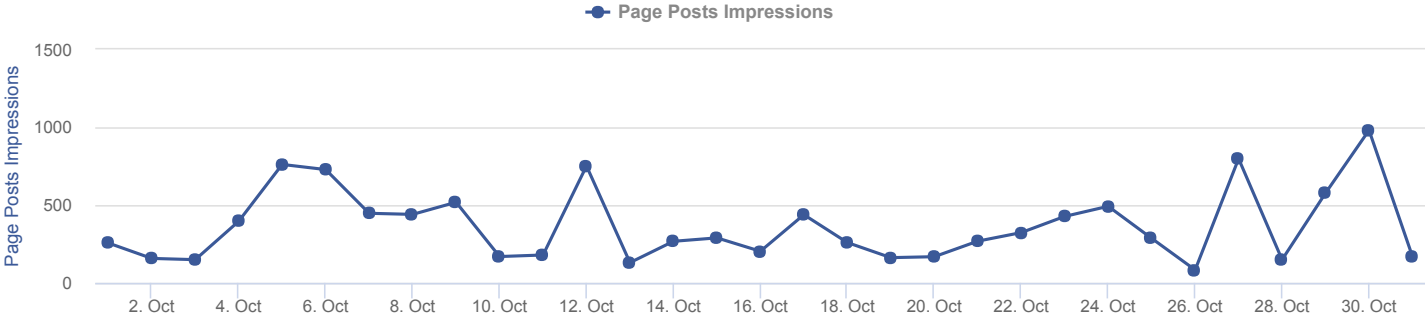
Page Views Performance



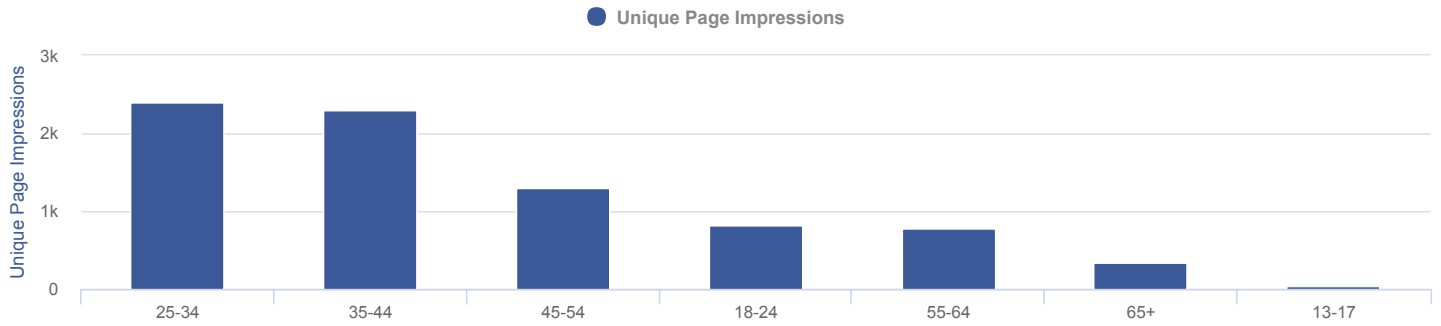
Engagement



Page Post Impressions



Demographic Performance







| | Unique Page Impressions | Likes |
|-------|-------------------------|-------|
| 25-34 | 2,391 | 1,024 |
| 35-44 | 2,307 | 1,255 |
| 45-54 | 1,303 | 850 |
| 18-24 | 815 | 168 |
| 55-64 | 773 | 448 |
| 65+ | 343 | 213 |
| 13-17 | 40 | 1 |

Posts - Performance

| | Likes | Comments | Shares | Post Engaged Users | Post Consumptions | Organic Post Impressions | Paid Post Impressions |
|---|-------|----------|--------|--------------------|-------------------|--------------------------|-----------------------|
| <p>Dusty & bumpin' @blackhillstaco -- #Timbren</p> | 13 | 0 | 0 | 16 | 5 | 741 | 0 |
| <p>We got the chance to sit down with Gravel Guy of Indy and chat</p> | 7 | 0 | 0 | 9 | 4 | 297 | 0 |
| <p>This looks awfully good about now! @radventure4 +</p> | 6 | 0 | 0 | 8 | 2 | 436 | 0 |
| <p>Old truck, new trailer! -- #Timbren #LookMomNoAxles</p> | 6 | 0 | 1 | 7 | 1 | 446 | 0 |
| <p>Submarine mode! @destrotrd rocking our Active Off-Road</p> | 6 | 1 | 0 | 9 | 4 | 613 | 0 |
| <p>Up & over! @ripcord_ is equipped with our Active Off-Road</p> | 5 | 0 | 0 | 6 | 3 | 504 | 0 |

Timbren Industries

| | Likes | Comments | Shares | Post Engaged Users | Post Consumptions | Organic Post Impressions | Paid Post Impressions |
|--|-------|----------|--------|--------------------|-------------------|--------------------------|-----------------------|
|  @torcontrd towing the all-new @yamahamotorusa | 5 | 0 | 0 | 12 | 10 | 385 | 0 |
|  When that full tuck bump is soft as can be - @slow_tacoma is | 5 | 0 | 0 | 6 | 2 | 366 | 0 |
|  Nothing like a new set of Bumpstops & added clearance with the U- | 5 | 0 | 0 | 20 | 17 | 658 | 0 |
|  Clean Jeep JL & @oregontrailr on Axle Less Suspension! By | 5 | 0 | 0 | 10 | 7 | 541 | 0 |

