

Empowering every person to  
create the home they love





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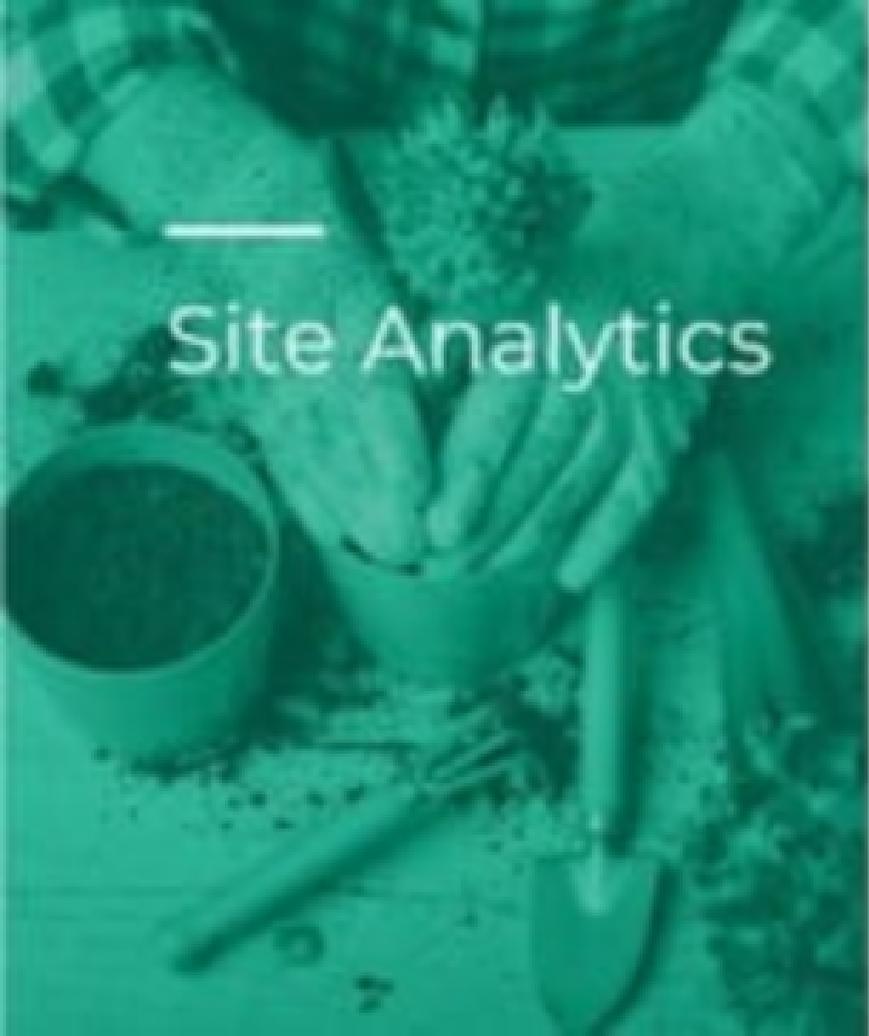
## Creating dream homes is a huge market

- The home improvement industry is a \$100B market
- For most people, their home is their largest single investment
- People spend a significant portion of their time in their home
- Most people have aspects of their home they want to improve

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Current options  
for tackling  
home  
improvement  
projects are  
often daunting  
and/or  
frustrating

Approach	Pain Point
Do it yourself (DIY)	Lack know-how, confidence and/or necessary tools and materials to even begin
Hire a contractor	Little transparency in pricing, quality of work; often frustrating experience
Keep dreaming	Your dream home is still just a dream



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## Site Analytics

**90M** Monthly pageviews

**40K** Monthly new sign-ups

**800K** Monthly discussion pageviews

**2.4M** Daily newsletter subscribers

**1.2M** Messenger subscribers



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## Engagement on Hometalk

### On Hometalk.com

- Average of over 2 min 30 sec per visit
- 2.8 page views per visit
- 550K daily active users
- 9M monthly active user

A blue-tinted background image featuring various tools like a hammer, wrench, and pliers. The words "DIY PROJECT" are overlaid in large, bold, white letters. A white horizontal line is positioned above the main title.

## What's Next for the Business?

- **Materials and Tools**
  - E-commerce solutions to source materials/tools in a convenient/affordable way by leveraging our position in the space
- **Interactive group workshops**
  - Leverage our community of experts to empower users to accomplish their goals (online/offline)
- **Services**
  - Enable access to quality service providers when users need a reliable professional
- **Language**
  - Expand our global footprint by inspiring and empowering users in their native language.



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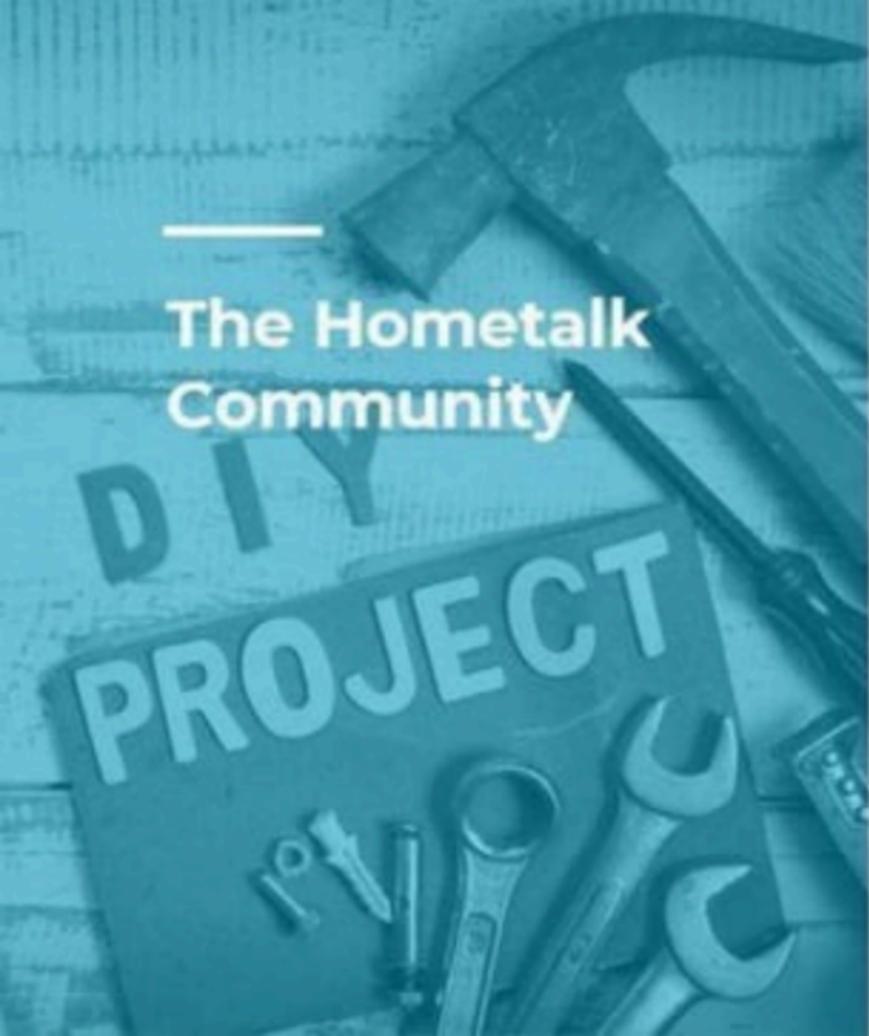
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“Hometalk.com is a community that strives to provide people with a marketplace of resources to tackle home improvement projects with confidence, clarity and excitement”



## Resources

- Inspirational and instructional digital content
- Online discussion forums to get tips and advice
- Convenient access to tools and materials



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## The Hometalk Community

9M Monthly Uniques.

17M Total Members.

140K Project Tutorials.

10M Social Media Followers.

2.5B Annual Project Views.



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# Site Analytics

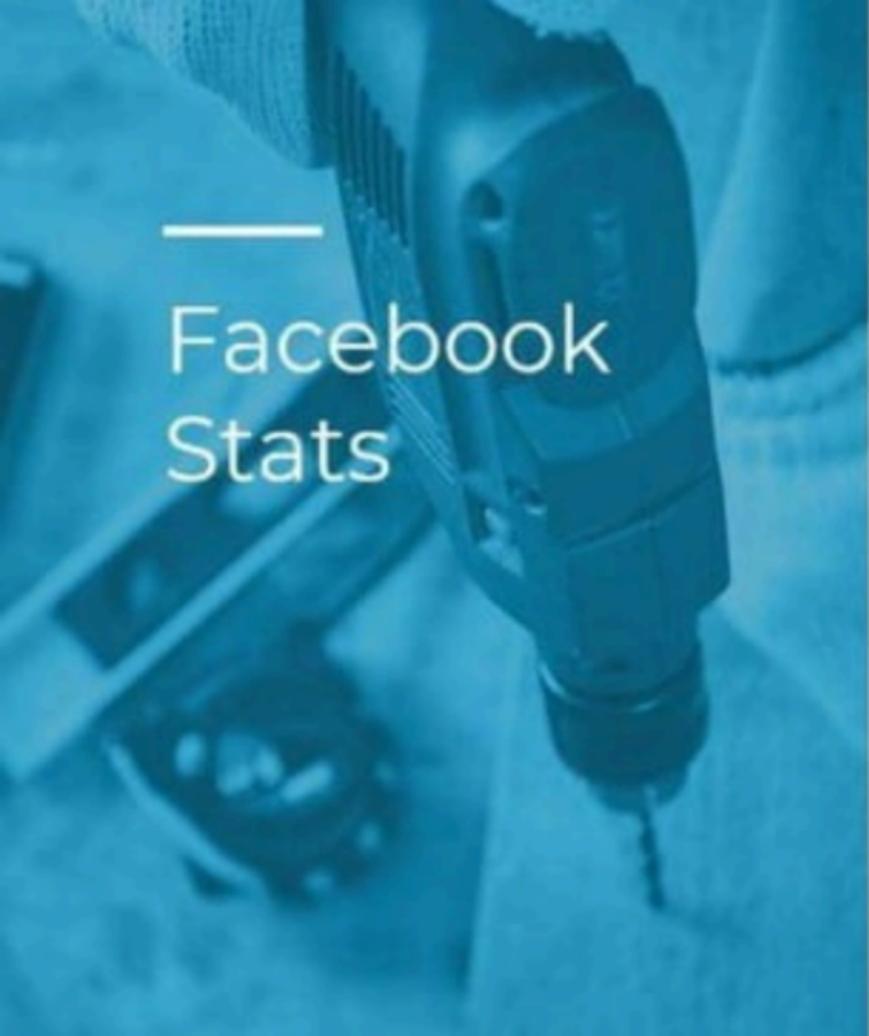
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# Facebook Stats

12M Facebook followers

1B Total views

A blue-tinted background image featuring various tools like a hammer, wrenches, and a screwdriver. A sign in the foreground reads "DIY PROJECT".

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# Pinterest Stats

**1.7M** Page follows

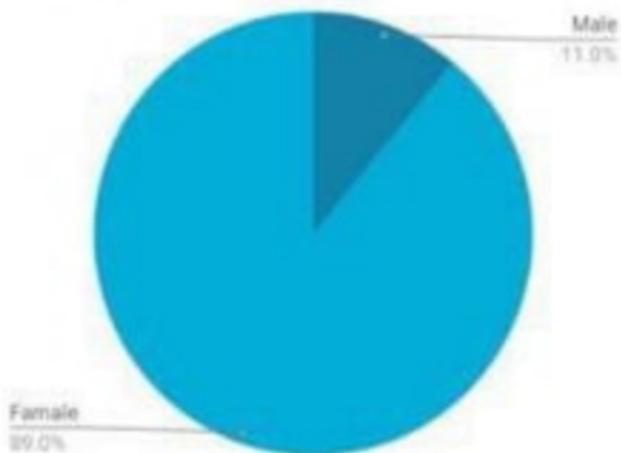
**52M** Avg monthly reach

**2M** Monthly visits from Pinterest users

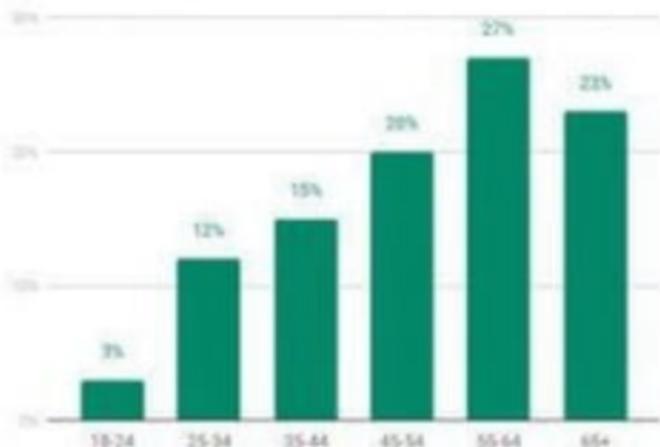
**53** Active influencers

# Hometalk.com Audience

Gender

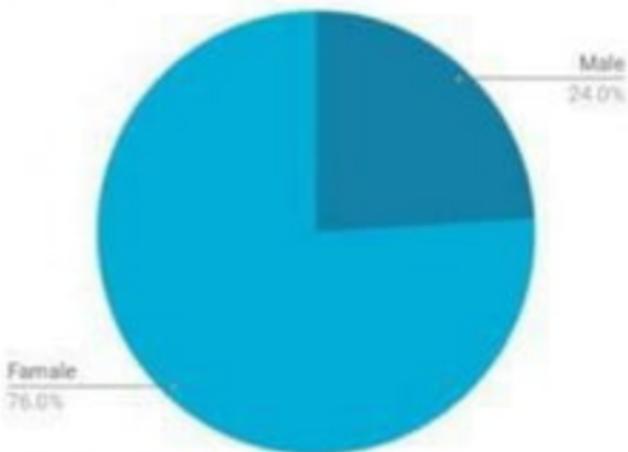


Age groups

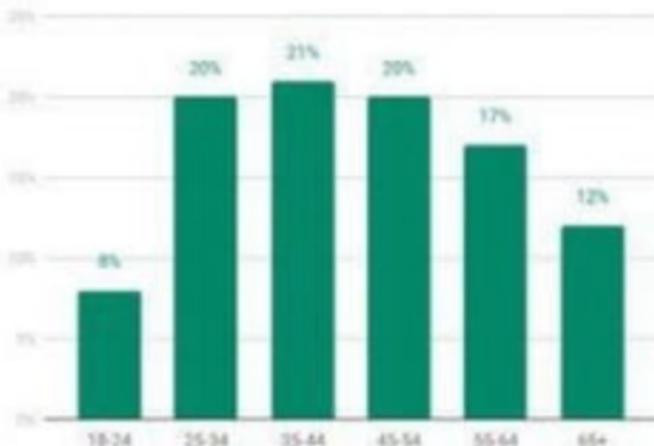


# Social (Facebook) Audience

Gender

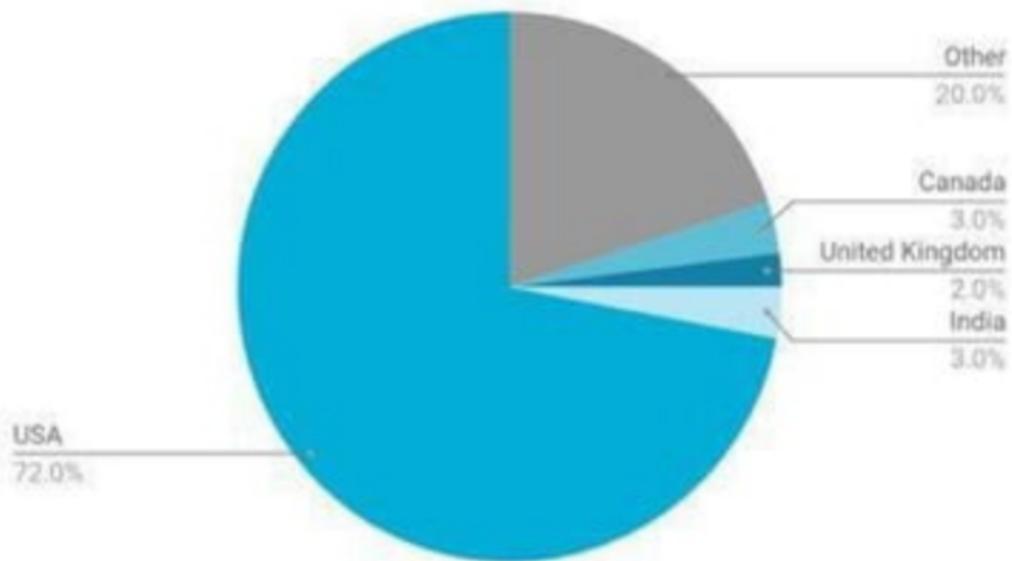


Age groups



# Social (Facebook) Audience

**GEO**



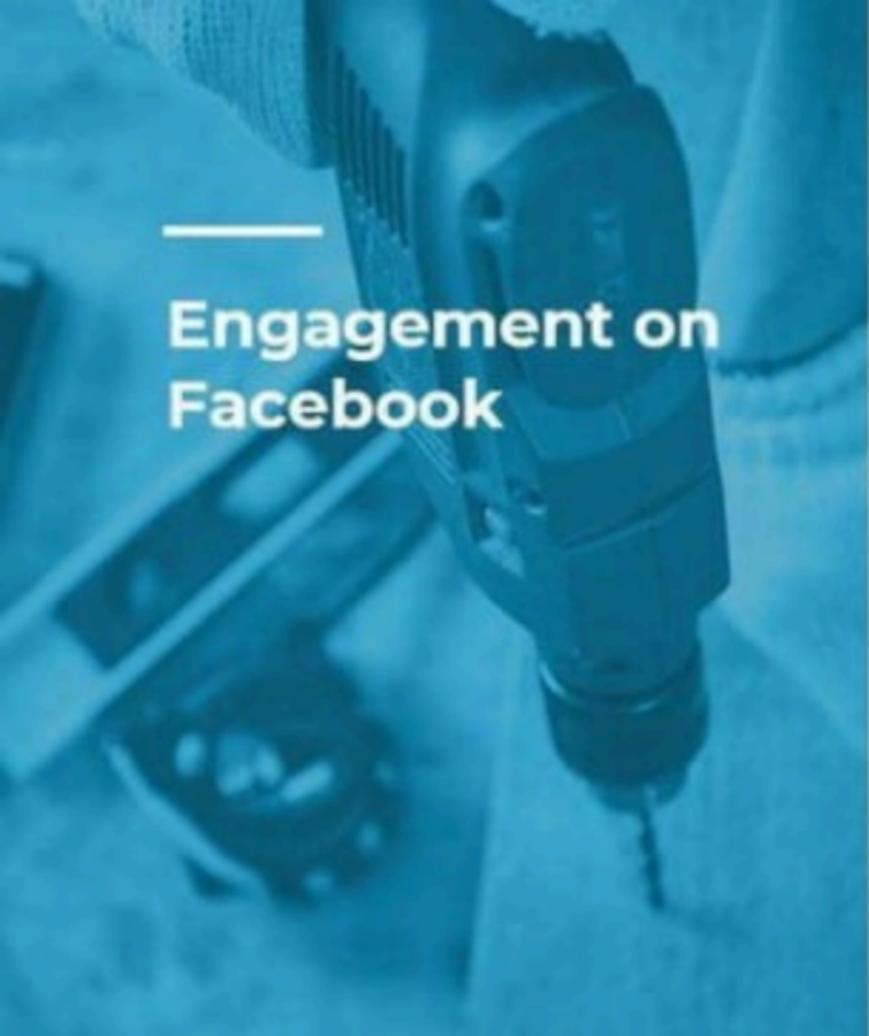


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## Engagement on Facebook

### On Facebook (per day)

- 23K Post engagements
- 1.1M Video Views
- 940K Minutes Viewed

# User Retention

% of users who sign up that retain after X months

