

Bloomberg Media

Invent your possibility.



Inventing the Future of Mobility

Surrounding Bloomberg Media's conversations on cities, sustainability and transportation

Bloomberg Media

Invent your possibility.

At the intersection of the
global forces **shaping better
solutions** for businesses,
industries and societies.

Bloomberg's dedicated editorial platforms go deep on
the future of mobility and sustainability, delivering what
leaders need for tomorrow.

Bloomberg Media

Invent your possibility.

Bloomberg Media is a modern media company for modern leaders. Driven by a relentless ambition to invent our way forward, we empower business leaders and our brand partners by building the solutions they need to thrive in a changing world. We do this through unbiased, data-driven reporting and analysis from the largest newsroom in the world, accessible across every platform: Digital, social, events, broadcast, podcasts, magazines, the Bloomberg Terminal and original digital video across our streaming networks.

101_{MM}

Global unduplicated audience across owned and operated platforms, and social media

293_{MM}

Global monthly cross-platform video views across our two original streaming networks

No 1

Global digital reach with key audiences vs. competitive set:

- CEOs, CFOs, CTOs
- \$1MM+ USD Net Worth
- Millennial Sr. Execs
- Female Business Influencers

Coverage designed for every aspect of the modern leader's life

- Business
- Markets
- Tech
- Politics
- Opinion
- Green
- CityLab
- Equality
- Wealth
- Pursuits



Bloomberg Media

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Invent your possibility.

And we put all of this to
work for you, our partners,
to promote **the future of
mobility.**

Bloomberg Hyperdrive

Moving the world forward.

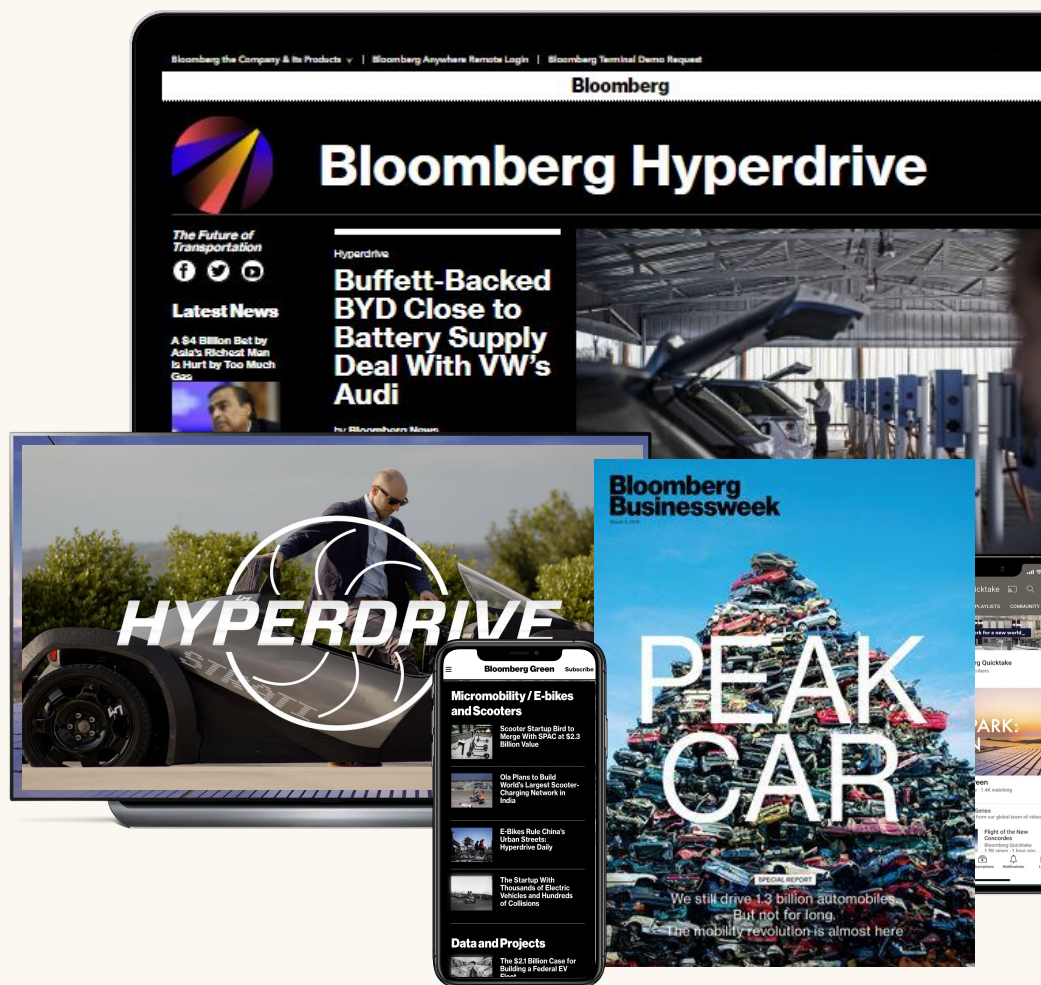
The world we live in is being transformed by a revolution in transportation. Electric vehicles, autonomous cars and new technologies are shaking up entire sectors and changing global business — and our lives — in ways no one could have predicted. With significant implications across every major industry around the world, **Hyperdrive** delivers the critical coverage leaders need to understand what's happening, how it will impact them and prepare for a future that's coming sooner than we think. In close collaboration with Bloomberg Intelligence and Bloomberg New Energy Finance, **Hyperdrive** provides insight across four key areas: AI and Robot Driving, Space and Flight, Electric Vehicles, Data and Projects — in a true 360° content experience.

\$70_B

Vehicle systems, data and services [will] grow to a \$70B market opportunity by 2030 (Bloomberg Intelligence)

35_M

Average number of electric vehicles that need to be added each year to get to 355 million EVs by 2030 and reduce emissions from the road segment to 11% below 2019 levels (Bloomberg NEF)



Bloomberg Media

Bloomberg Green

Solutions for a changing climate.

Bloomberg Green is the first global business media brand built for the climate change era, drawing on unrivaled global news and data leadership to deliver the news, analysis and solutions leaders need. Launched in 2020, the brand lives across all media platforms: Bloomberg.com/Green, an interactive climate data dashboard, daily newsletter, podcast, 100% recycled paper magazine, social, signature events, broadcast and original digital video across our streaming networks. Our unique partnership model includes the Bloomberg Green Council, an advisory board dedicated to exploring the most critical themes of the climate era, and an original research initiative focused on the business of green.

21^{MM}

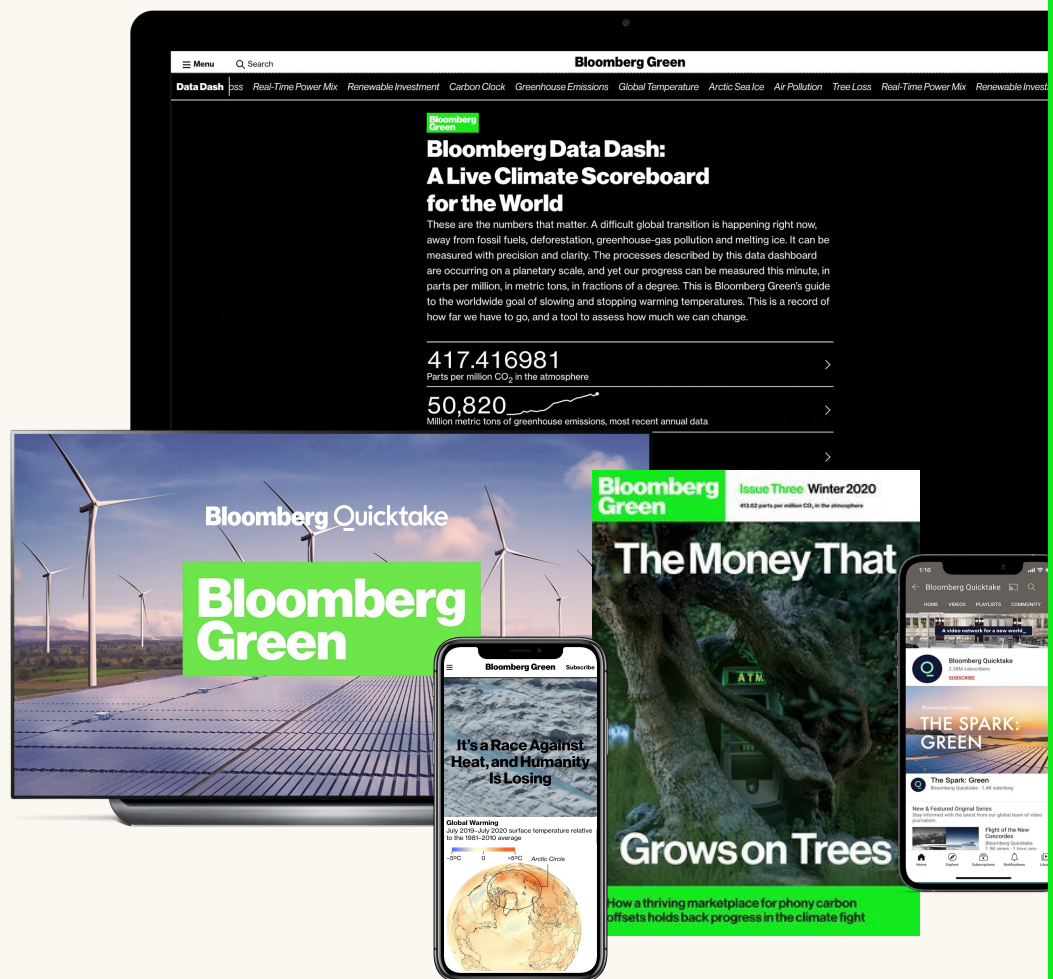
Bloomberg Green cumulative cross-platform engagement

1.2^K

ESG data fields on the Bloomberg Terminal

725^K

virtual global attendees of the inaugural Bloomberg Green Festival



Bloomberg Media

Bloomberg CITYLAB

Cities lead the way.

Bloomberg CityLab tells the stories of the world's cities, communities and neighborhoods, tapping into 2,700+ journalists and data analysts globally to explore the challenges they are facing on the road to recovery and the reinvention possibilities ahead. Launched as part of Bloomberg Media in mid-2020, the brand comes to life across every media platform, including the Bloomberg.com/CityLab digital platform, with signature features like MapLab, three newsletters, original digital video, social, print and broadcast.

5.23_{MIN}

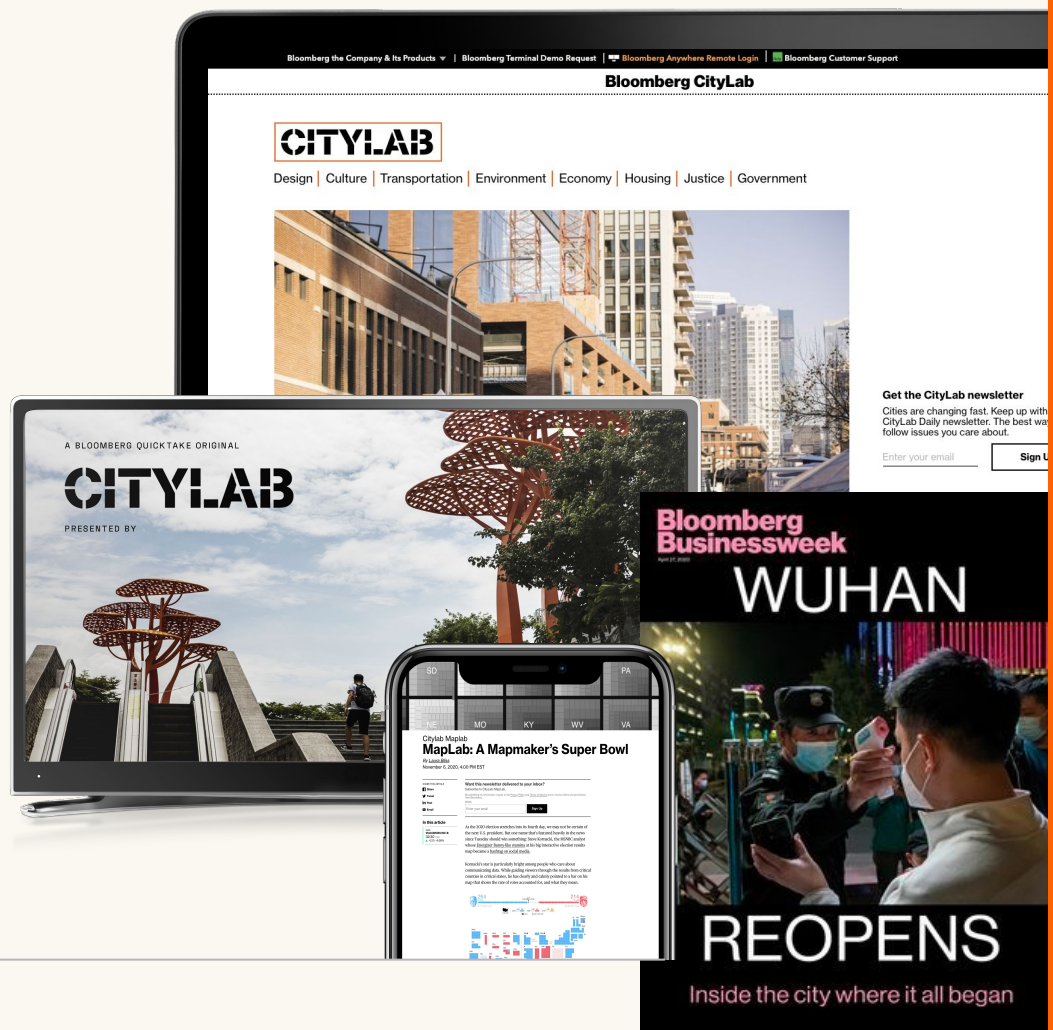
Average time spent with Bloomberg CityLab content - more than with any other Bloomberg Media brand

1.8_{MM}

Bloomberg CityLab average monthly unique digital visitors

725_K

Bloomberg CityLab subscribers across three original newsletters



Bloomberg Media

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Dedicated coverage.

Bloomberg Media's suite of print magazine editions create meaningful opportunities for the Mobility sector to amplify critical messages within contextually relevant editorial storytelling, connecting with an audience of global business elites, government officials and technology influencers focused on the future of mobility, sustainability and cities built with purpose .

Key Issues Focused On Mobility, Cities & Sustainability

Bloomberg Businessweek

Cities Edition

Publishing Date: Sept 3, Ad Due: Aug 16
Target Audience: Cross Sector, C Suite
Global Circulation: 300k

Bloomberg Markets

Energy Issue

Publishing Date: Aug 17, Ad Due: Jul 5
Target Audience: Terminal Users,
Professional Investors, C Suite
Global Circulation: 375k

Bloomberg Green

Methane/COP 26 Edition

Publishing Date: Nov 2, Ad Due: Sep 13
Target Audience: Investors, C-Suite,
Opinion Leaders, Policymakers



Let's invent your possibility.

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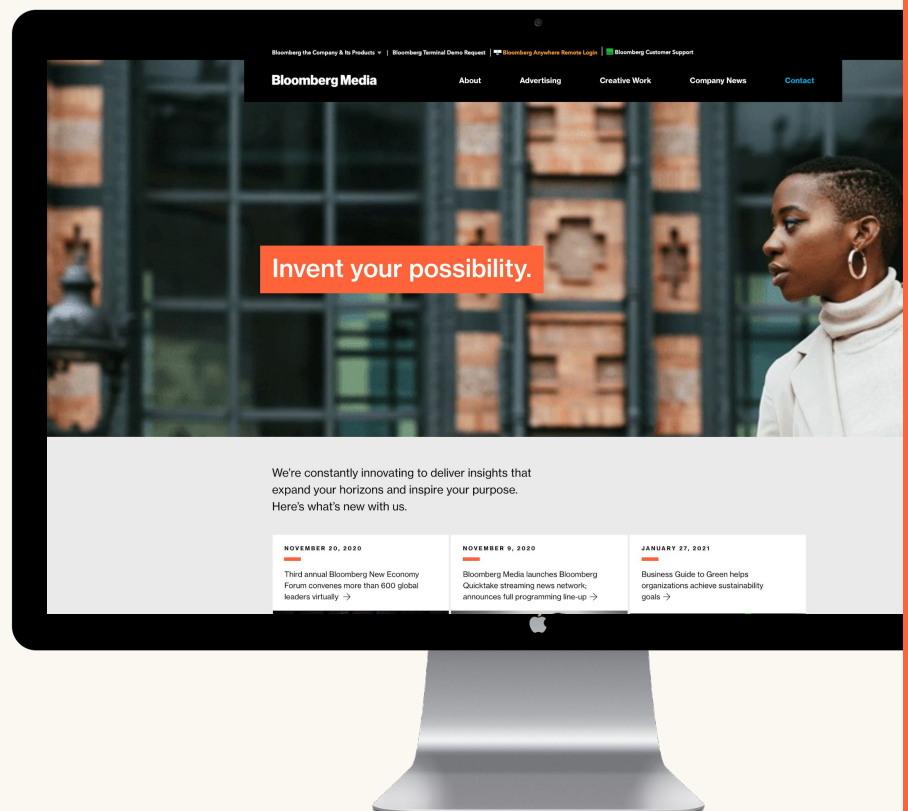
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