

Complex Networks



DID YOU KNOW

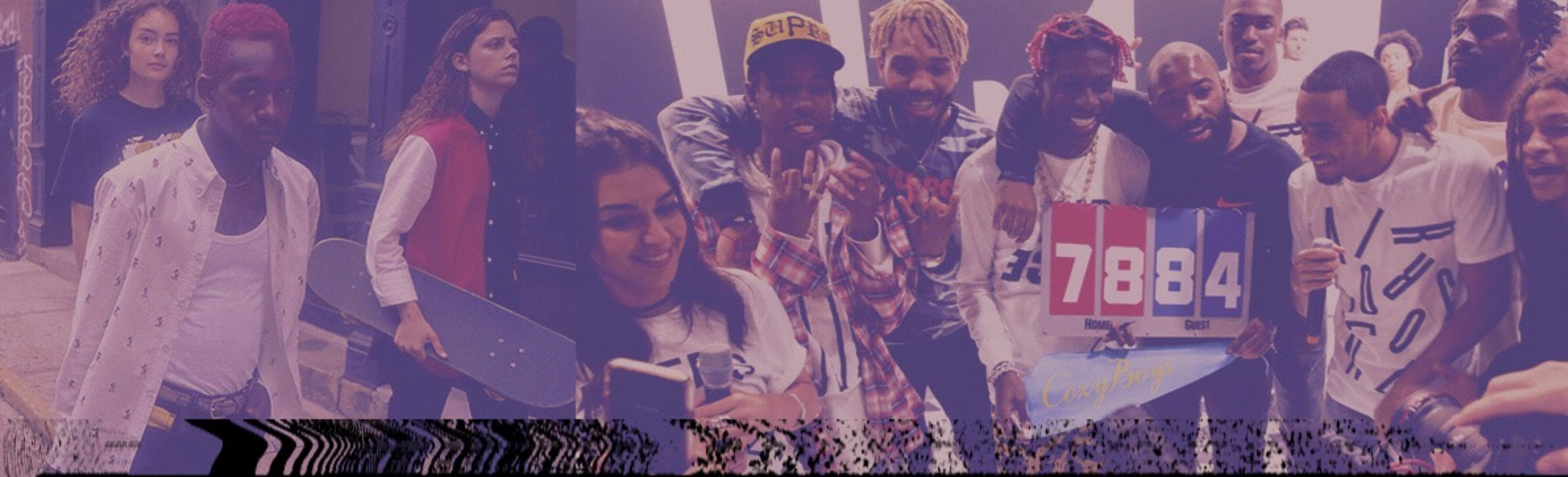


TODAY'S MILLENNIALS DO NOT WANT TO BE DEFINED

** Less than 20% of Gen Z feel defined by their class, race, gender or sexuality*



Source: Protein Youth Report 2017



MILLENNIALS ARE THE MOST DIVERSE GENERATION IN HISTORY

** Almost 50% Of Gen Z are multicultural, and by 2020, the traditional minority will become the majority*



Source: 2010 U.S. Census

**MILLENNIALS &
GEN Z DRIVE MORE
THAN HALF OF THE
ENTIRE U.S. GDP**

** Multicultural Millennials & Gen Z drive over 50% of the U.S. GDP*

Source: 2019 Nielsen Report



**GEN Z WANTS TO LEARN OUT IN THE WORLD,
NOT IN THE CLASSROOM.**

Over 50% Want Independent Learning Like Online Tutorials, YouTube Videos, DIY Art Spaces, Public Training And Free Your-Long Creative Learning Studios (Protein Youth Report).

A photograph of two young women sitting together, looking at a smartphone. The woman on the left is wearing a grey cap and a grey shirt, looking down at the phone. The woman on the right is wearing a grey beanie and a pink shirt, smiling and pointing at the screen. The background is a light-colored wall with vertical panels. A large black banner with white text is overlaid across the middle of the image.

**GEN Z CONSUMES MORE & MORE REAL, PERSONAL, LIVE
CONTENT. NOT JUST POLISHED, CURATED FEEDS.**

*Nearly 80% Of Gen Z Use Snapchat & Instagram Stories Daily (Recode).
One Third Of Gen Z Say They're Listening To More & More Podcasts (Insider Radio).
One In Five Of All Facebook & YouTube Videos Are Live (Facebook & YouTube Report).*

UNLOCKED!

GEN Z'S PHONES ARE KEYS THAT UNLOCK NEW REALITIES.

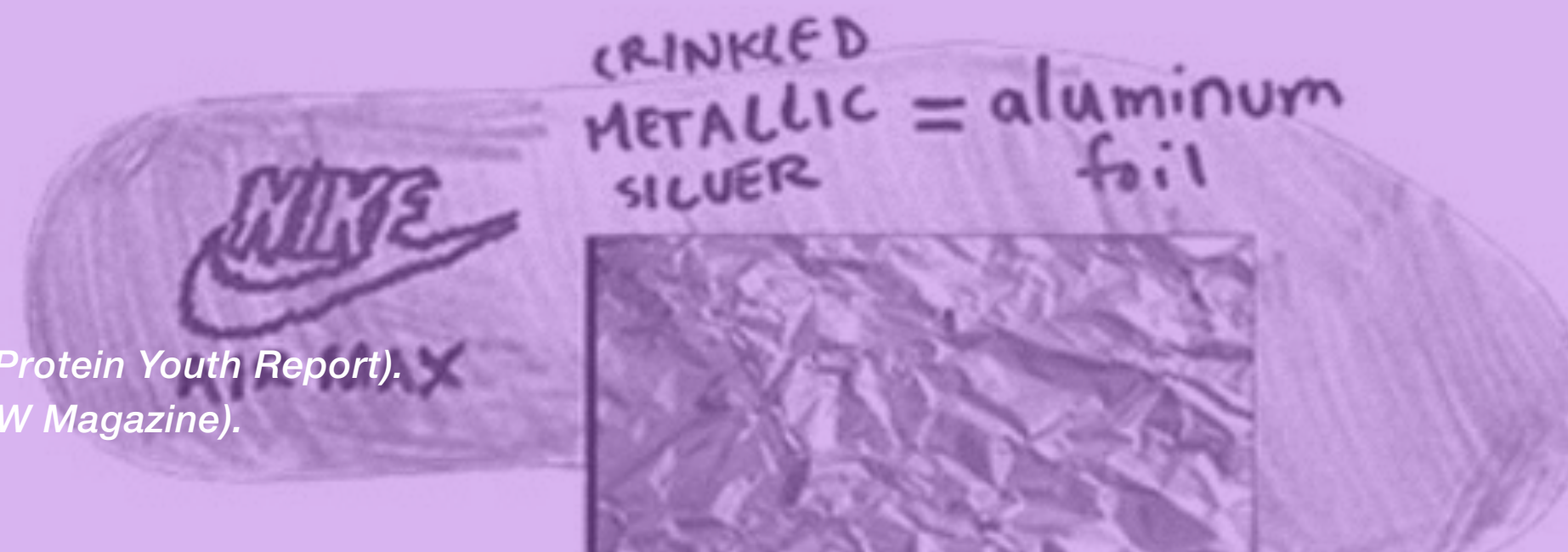
*In Less Than One Year, Consumers Have Spent The Equivalent Of 7,000 Years On Snapchat AR (AdWeek).
Pokemon Go Was The Highest-Grossing & Most-Downloaded App In Its First Month Ever (The Verge).
Air Jordan III "Tinker" Sells Out In 23 Minutes On Snapchat (TechCrunch).*



GEN Z WANTS TRUE CO-CREATION, NOT JUST CUSTOMIZATION.



*Almost 80% Believe Brands Can't Create Products Independent Of Consumer Input (Protein Youth Report).
Gucci "Shadow Committee" Helps Boost Sales Almost 50% In One Quarter (W Magazine).*



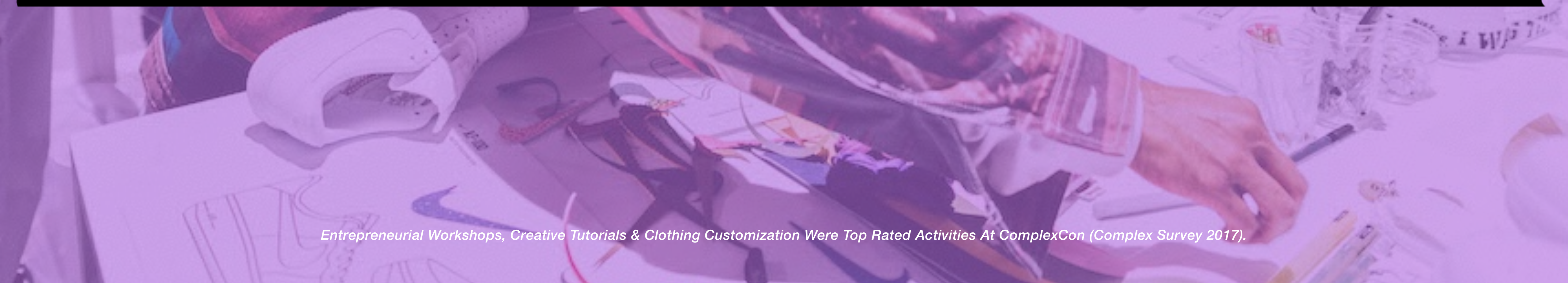
GEN Z BRIDGES THE DIGITAL & IN-STORE SHOPPING EXPERIENCE.

By 2020, mCommerce Will Make Up Half Of All Online Purchases, With \$250B Projected Global Sales (2017 UPS Pulse Of The Online Shopper Study).

98% Shop At Local Curated Brick & Mortar Stores, With 67% Shopping In-Store Frequently And 31% Shopping Sometimes (National Retail Federation Study).



GEN Z WANTS INTERACTIVE EXPERIENCES, NOT TRANSACTIONS.



Entrepreneurial Workshops, Creative Tutorials & Clothing Customization Were Top Rated Activities At ComplexCon (Complex Survey 2017).

THIS GENERATION IS

BREAKING MORE NORMS

MORE DIVERSE

**SPENDING MORE
THAN EVER BEFORE**



COMPLEX IS AT THE CENTER OF THIS HISTORIC SHIFT

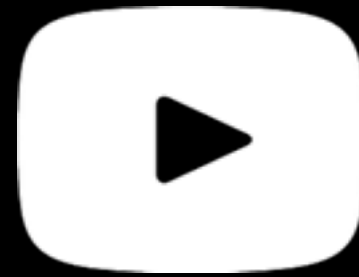
REPRESENTING THE VOICE OF TODAY'S DIVERSE POPULAR CULTURE



COMPLEX IS THE BRAND DEFINING CULTURAL EXPERIENCES

FOR TODAY AND TOMORROW'S GENERATION

WE ENGAGE YOUTH CULTURE AT EVERY TOUCHPOINT.



Video



Social



Linear



Events



Product



OTT



Podcasts



Global

COMPLEX BY THE NUMBERS

1.1B+

Monthly Network Video Views

234MM+

Total Network Social Followers

248MM+

Monthly Network Engagements

71MM+

Monthly Uniques

#1

Entertainment Video Streaming Property (M18-34)

60K

IRL ComplexCon Attendees In 48 Hours

\$30MM

ComplexCon Retail Sales In 48 Hours



* Source: Complex, Facebook, Snapchat, YouTube, Instagram, Twitter, Apple News, Smart TV Devices, comScore



MUSIC



STYLE



MOVIES & TV



SPORTS

COMPLEX HAS BUILT ITS CREDIBILITY AMONG THESE PASSION POINTS



SNEAKERS



FOOD



BUSINESS



GAMING

COMPLEX IS THE MOST CREDIBLE BRAND TO GEN-Z AND MILLENNIALS.



The leading brand defining experiences for youth culture.



The James Beard Award-winning brand blending food & pop culture.



The world's leading authority for the latest in sneaker culture.



The industry's most trusted source for music discovery.



The World's Fair for the next gen, redefining the future of retail.

**COM
PLEX**

DNA

FOR DNA

DNA



CREDIBILITY

CREDIBILITY

CREDIBILITY



DIVERSITY

DIVERSITY

DIVERSITY

COM
PLEX



IMPACT

IMPACT

IMPACT



**WE CREATE THE HOTTEST HIT
SHOWS ON THE INTERNET.**

WHAT'S NEW

COMPLEXCON CHICAGO

OUR WORLD'S FAIR OF YOUTH CULTURE IS REDEFINING THE FUTURE OF RETAIL, AND WE'RE BRINGING IT TO CHICAGO FOR THE FIRST TIME EVER IN JULY 2019. THE HOTTEST MUSIC ARTISTS, FOOTWEAR AND FASHION BRANDS, SALIVATING FOOD, VISUAL ART, AND FUTURE ENTREPRENEURS WILL CONTINUE TO COLLIDE UNDER ONE ROOF - BRINGING THE WORLD OF COMPLEX TO LIFE!

COMPLEX CON



visi

WHY WAIT
IN LINE?
frenzy

120 12

Chicago
Native.

OTM/KK

JOIN US IN 2019

LONG BEACH

LONG BEACH CONVENTION CENTER

NOV 2-3, 2019



KEY LEARNINGS & INSIGHTS

Complex Networks