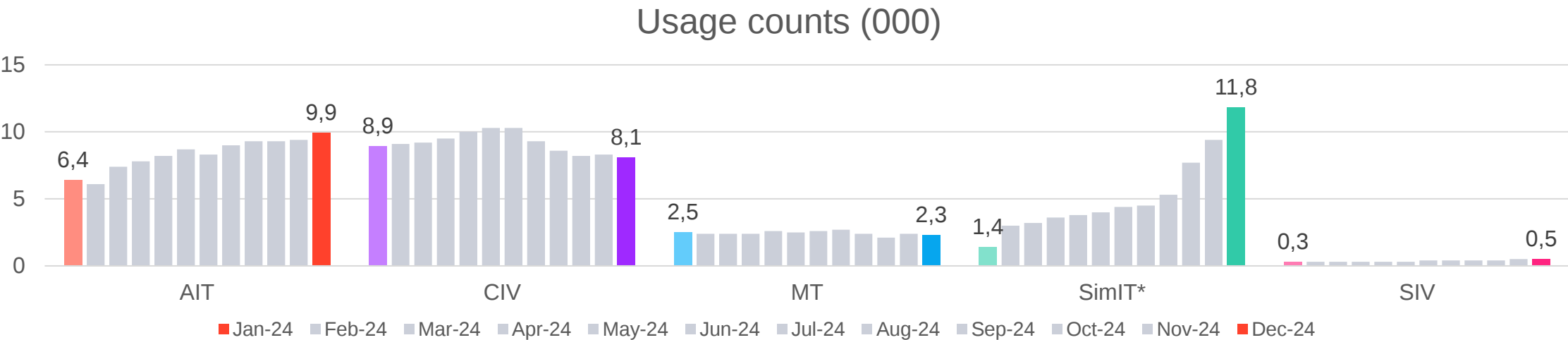
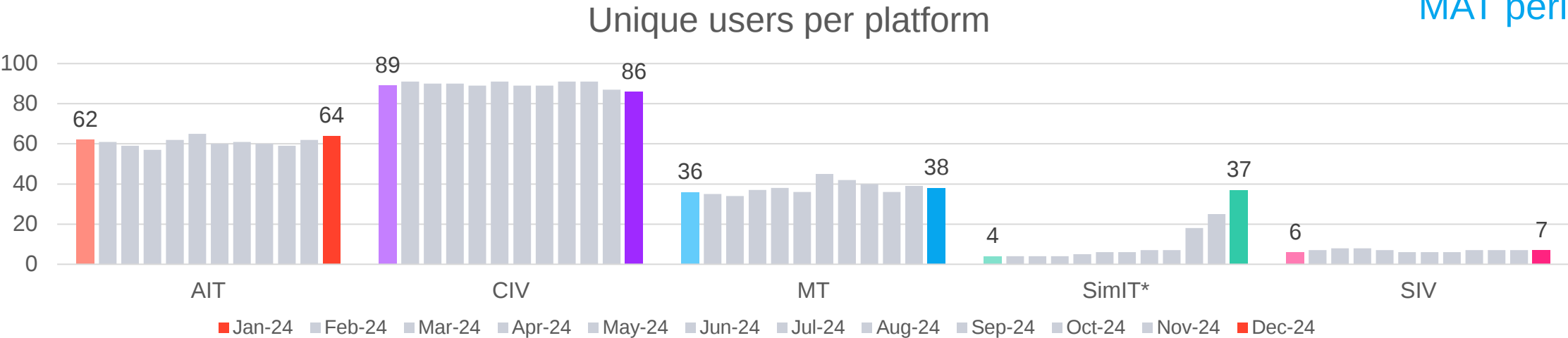


YouGov consumer panel platforms

Information on # of users and usage intensity for 5 main YouGov CP data platforms used by Coca-Cola.

Year 2024
MAT periods

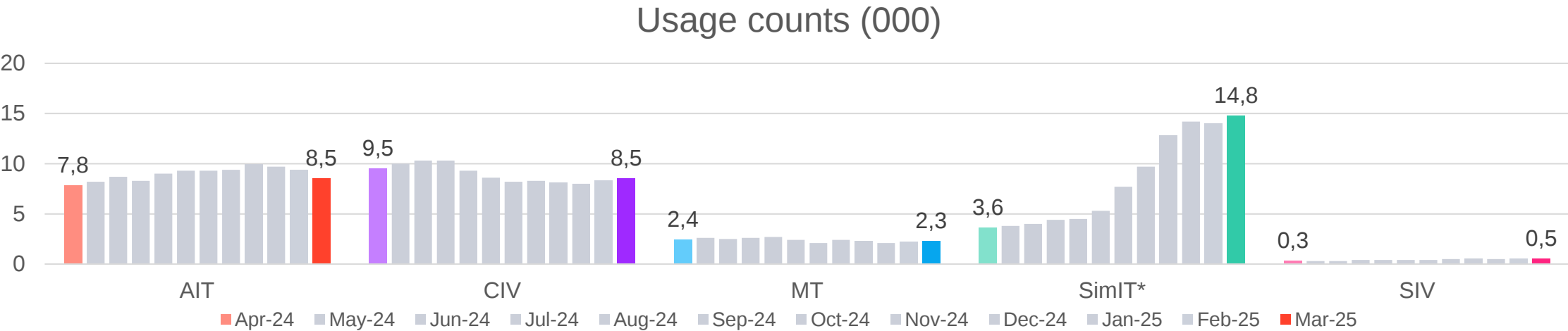
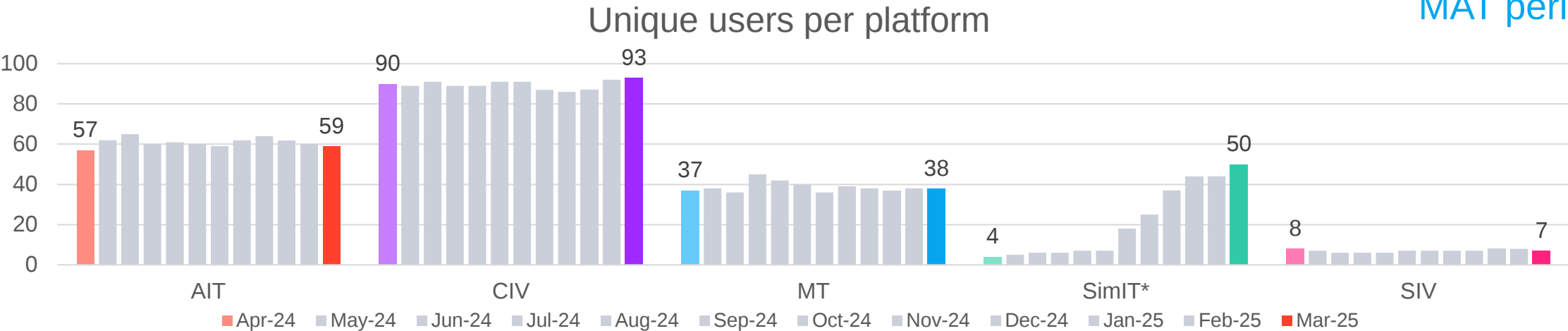


* - calculation methodology change for SimIT since Q3 2024

YouGov consumer panel platforms

Information on # of users and usage intensity for 5 main YouGov CP data platforms used by Coca-Cola.

Status Mar 2025
MAT periods



* - calculation methodology change for SimIT since Q3 2024