

A woman with dark hair in a ponytail, wearing a light blue shirt and brown overalls, is high-fiving a man with a beard and a light blue shirt. They are standing in front of a dark blue, paneled door. A wooden sign on the door reads "WE ARE OPEN" in white chalk. The scene is brightly lit, suggesting an indoor or well-lit outdoor setting.

Supporting Small Business with NBCU

NBCUniversal

Through NBCU One Platform, brands can...

THE WAY IN...

There is an opportunity for brands across a range of different categories to drive impact for Small Businesses, and for their own brand...

Here are a few ways we are thinking about the Small Business opportunity for brands:

- **Drive awareness** of the ways your brand is **supporting / empowering Small Business**
- **Reach Small Business owners** or other key stakeholders, **at scale**
- Leverage **NBCU technology, commerce solutions, and enterprise relationships** to directly support small businesses



SMALL BUSINESSES ARE CRITICAL TO OUR ECONOMY...

48%

Small and medium-size businesses (SMBs) account for roughly 48% of the US economy (GDP)¹

60 million

Americans are employed by small and medium-size businesses¹

30 million

SMBs in the US, which comprise 99.9% of all US businesses²

63%

of net new private-sector jobs are created by SMBs²

...but COVID has made things challenging for Small Business

86%

of SMB owners have exhausted their Paycheck Protection Program (PPP) loan³

60%

of all SMB owners will need financial help or more capital in the next 6 months (*10% expect to close permanently*)⁴

37%

of SMBs say that 'adapting business for the remote/digital environment' is a significant challenge³

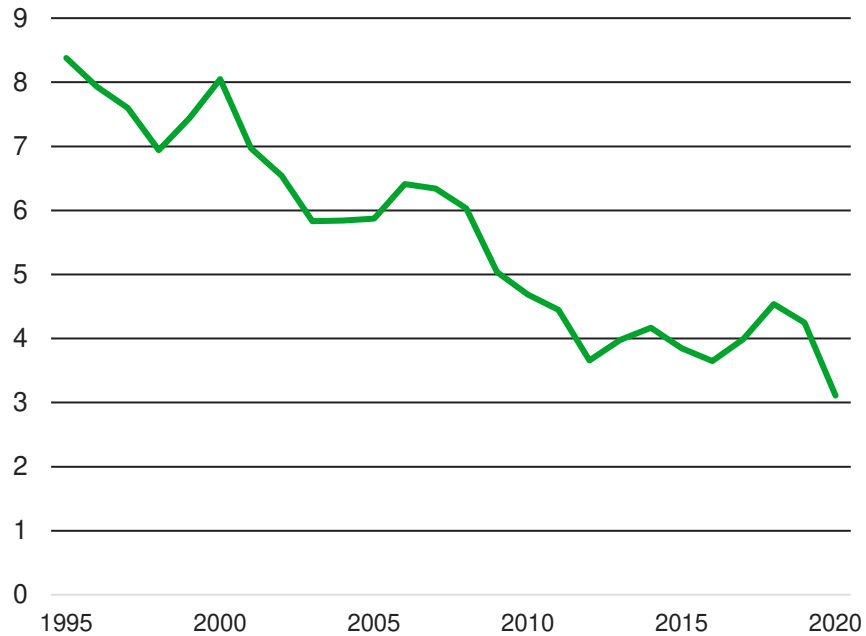
58%

of minority owned businesses are financially distressed, *compared to 27% of white owned businesses*¹



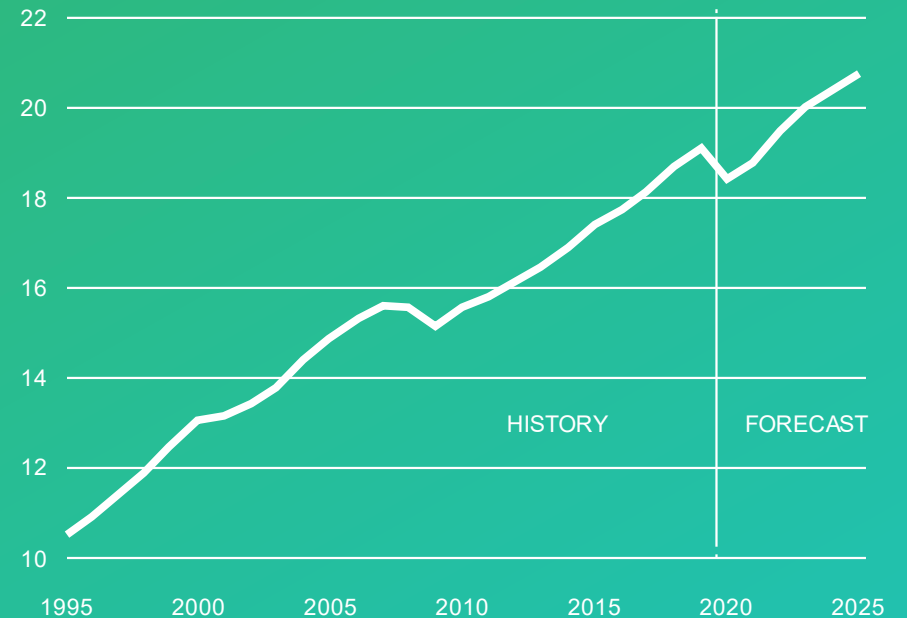
CONSUMER & ECONOMIC INDICATORS **ARE STRONG**

Interest rates are at an all time low



Source: Freddie Mac

Economy predicted to rebound

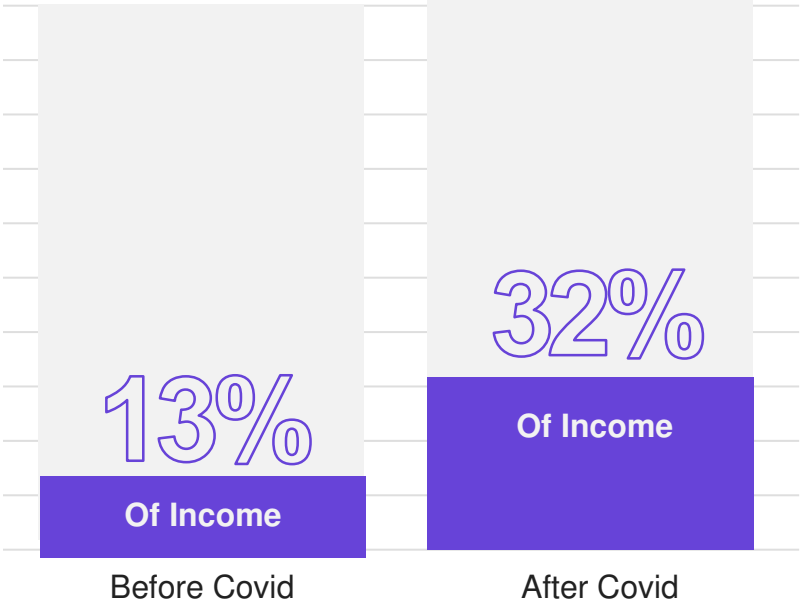


Source: Deloitte analysis

AND CONSUMERS ARE SAVING MORE MONEY

Consumers are saving

■ Savings ■ Income



THERE IS OPTIMISM ON THE HORIZON FOR SMALL BUSINESSES

But for many there could still be a long road ahead...

Small Business Optimism Index rose to 95.8 in February 2021

(a slight bump from January but still below the 47-year average reading of 98)

“Capital spending has been strong, **but not on Main Street**. The economic **recovery remains uneven for small businesses**, especially those managing state and local regulations and restrictions.”

- NFIB Chief Economist

18% of small business owners are **planning to create new jobs** in the next three months

(a slight increase from January)

THE TIME IS STILL NOW TO
SUPPORT SMALL BUSINESSES
AND...

NBCU WANTS TO
PARTNER WITH OUR MARKETERS
TO HELP THEM TELL THEIR SUPPORT STORY

CONSUMERS PRIORITIZE BRANDS NOT JUST BASED ON THE QUALITY OF GOODS OR SERVICES, **BUT BY THE VALUES THE BRAND REPRESENTS**

77%

of **U.S. adults** believe companies must make decisions that are in the interest of the broader community

90%

of **global consumers** feel brands have a duty to respond to current events with meaningful action

89%

of **U.S. consumers** will continue supporting brands that earned trust during the crisis

AS A RESULT OF VIEWERS' HIGH EXPECTATIONS OF BRANDS...

71% expect brands to set a good example in times of crisis

Top 3 actions consumers desire from brands



Provide support to smaller businesses



Provide resources for first responders



Highlight how they are helping the community

AND NBCU VIEWERS WANT TO SUPPORT BRANDS COMMITTED TO MAKING A DIFFERENCE

This creates opportunity for brands to drive impact with consumers:

Connection

71%

of NBCU viewers are more likely to **pay attention** to ads that recognize current events in the world

Intention

77%

of NBCU viewers are likely to **buy/use products** from brands who use their power to help others when its needed most

Loyalty

79%

of NBCU viewers are **more loyal** to companies who prioritize the community's wellbeing over business

WE HAVE SOLUTIONS TO HELP BRANDS SUPPORT SMALL BUSINESS

A few examples of how we can help

Drive Awareness

NBCUniversal

Broad Audience Reach

Storytelling Custom Content

Custom Marketing

Support SMBs

COMCAST BUSINESS

NBCUniversal
Checkout.

COMCAST
RISE

Creative
Development

Reach SBOs

AD|SMART
from NBCUniversal

effectv
A COMCAST COMPANY



CNBC
EVENTS

NBC
SPOT ON

NBC NEWS
NOW



LEVERAGE NBCU'S SOLUTIONS TAILORED TO ELEVATE SMALL BUSINESSES



Support

Support small businesses when they need us the most. Your brand can invest directly in the success of Small Businesses via monetary or match donation providing valuable and practical support

Educate

Empower Small Business owners and their communities connecting them with expert advice and tools they need to navigate this global pandemic.

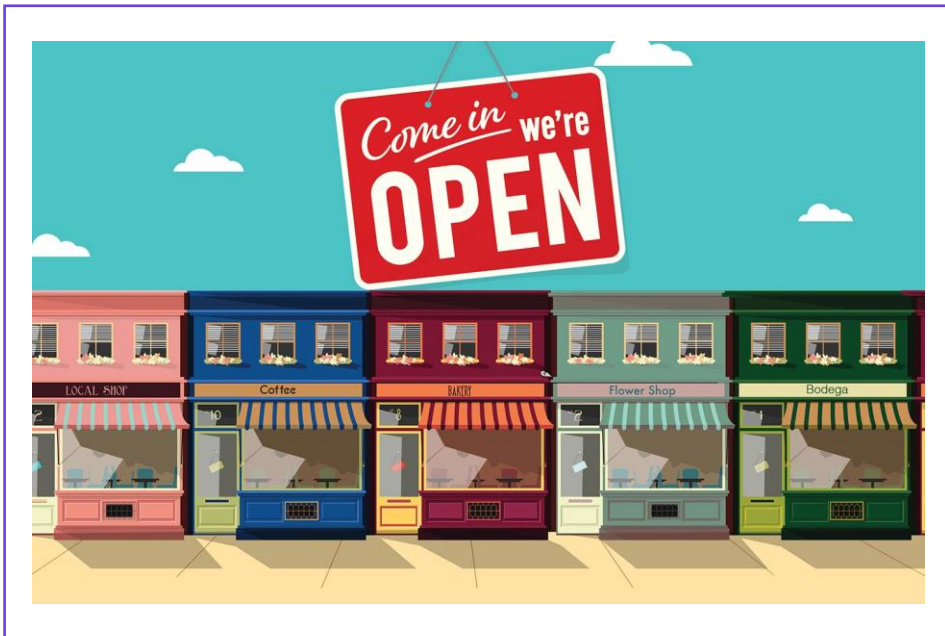
Spotlight

Put a spotlight on the Small Businesses that are the backbone of our communities amplifying their voices and their experiences through impactful storytelling

Connect

The NBCUniversal Owned Television Stations are your connection to the most active and influential centers of commerce in the country. We are deeply committed to the communities and partners we serve.

More detailed 'thought starters' can be provided based on client interest



We want to partner with brands that truly care about making a difference for Small Businesses.



Case Study Example





The Challenge

Drive awareness

Visa wished to showcase their E! and NYFW partnership in a thoughtful way and drive awareness of their commitment to supporting women and small businesses.

The Insight

Support communities authentically

Throughout these challenging times, small businesses and women are leading the way in the fashion world. By highlighting innovative and exciting work from these groups, Visa was able to authentically show their ongoing support and invite fans to be a part of the conversation.

The Solution

Connect consumers with causes they care about

Visa partnered with E! and NYFW to spotlight women and small businesses while encouraging viewers to take action. With *Shop for a Cause*, E! promoted women-designed special edition NYFW products on their digital and social platforms, with proceeds going towards various causes. Additional VISA-branded digital content included an E! News Instagram Top Stories panel featuring Rosario Dawson and an exclusive behind-the-scenes look at a “virtual” NYFW show with designer Kim Shui.

The Approach

Top Stories



Top Stories
Rosario Editorial



Kim Shui
Takeover



The Results

Lift in brand metrics

- **+243% lift** in aided ad recall
- **+13% lift** in brand favorability
- **+560% lift** for brand association with NYFW

Increased message recall

- **+244% lift** in awareness that Visa supports social/community initiatives
- **+64% lift** in awareness that Visa enables communities to thrive and empowers small businesses