

Question: Do you, or does your organisation, have any financial or other form of commercial relationship with any social media platform, technology platform, gaming platform or any similar such entity? If so, please advise with whom and describe the nature of that relationship – e.g. direct funding, discounts, in-kind support, advisory support, consulting, research partnership, information exchange? Please also outline the value of any such financial or other form of commercial relationship over the past 5 years.

Movember - Social Media Supplier Relationships

Nature of engagement – Supply of standard paid advertising services (ie. no bespoke relationship beyond standard media buying)

Scope - Paid social media; Movember globally

Supplier Overview:

- **Meta**
 - Relationship: Movember has a supplier relationship with Meta whereby we use their self-service platform to run advertising to meet Movember objectives, such as awareness and visibility of important health messaging. Meta previously had a not-for-profit division in the United Kingdom, the purpose of which was to help not for profit organisations be successful and operate on the platform as successfully as commercial entities. Movember UK took part in a targeted program in 2022 where our investment in advertising was matched.
 - Territories: Australia, United States, United Kingdom, Ireland, New Zealand, Canada, Netherlands, Germany, Switzerland, France, Spain
- **TikTok (Bytedance)**
 - Relationship: Movember has a supplier relationship with TikTok whereby we use their self-service platform to run advertising to meet Movember objectives, such as awareness and visibility of important health messaging. Movember subject matter experts have advised TikTok safety teams around safety policy.
 - Territories: Australia, United States, United Kingdom, Ireland, New Zealand, Canada
- **Reddit**
 - Relationship: Movember has a supplier relationship with Reddit whereby we use their self-service platform to run advertising to meet Movember objectives, such as awareness and visibility of important health messaging. Movember have negotiated preferential rates for securing any media spend ahead of time, which is a common advertising practice for media that is secured ahead of time.
 - Territories: Australia, United States, United Kingdom, Ireland, New Zealand, Canada

- **LinkedIn (Microsoft)**

- Relationship: Movember has a supplier relationship with LinkedIn whereby we use their self-service platform to run advertising to meet Movember objectives, such as awareness and visibility of important health messaging.
- Territories: Australia, United States, United Kingdom, Ireland, New Zealand, Canada