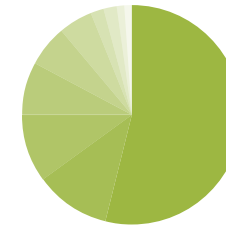


THE FIT BUFFS

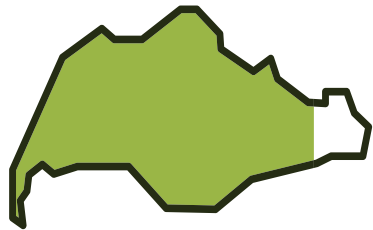


54%
of Singaporeans
participate in
sports regularly¹.

Frequent Exercise Places¹



- Legend**
- 54% public facilities
 - 11% residential facilities
 - 10% sport centres
 - 8% school facilities
 - 6% private club facilities
 - 5% community clubs
 - 2% work facilities
 - 2% ns facilities
 - 1% national stadium club
 - 1% dual-use scheme

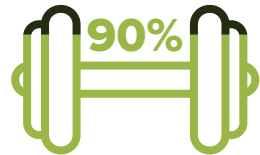


80%

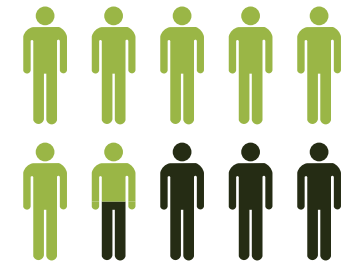
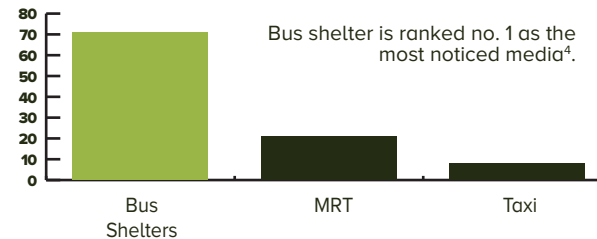
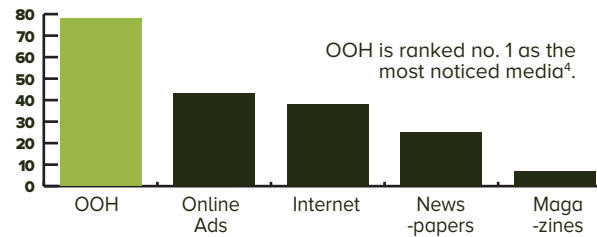
of bus shelter coverage is owned by Clear Channel².

1,277

sites located within 1km from top gyms and fitness centres in Singapore².



Clear Channel's coverage amongst top gyms and fitness centres.
(locations include: Amore Fitness, Crossfit boxes, F45 Training, Fitness First, Pure Fitness, True Fitness, etc.)³



6.5 OUT OF 10

respondents showed interest after seeing the ad⁴.

Fit Buff ProxPax

The **Fit Buff** pack is created to reach out to sports enthusiasts by focusing on specific locations where they frequent most, such as stadiums, gyms, sports halls and park connectors.

Reach & Frequency⁵

75.4%
1+ Reach

13.8x
Average frequency

LEXI⁶

494,141
footfall

163,092
views

