The Women’s Lifestyle opportunity

Sophie Wybrew-Bond
SVP, Lifestyle, Knowledge & News
Fastest Growing Women’s Lifestyle Publisher

Since 2019, our Women’s Lifestyle vertical has grown at an exponential rate due to Future’s acquisitive strategy combined with our organic growth, and this is only set to expand further.

In 2019, we didn’t own any Women’s Lifestyle brands, and were predominantly known as a Tech publisher.

Future acquires TI Media - April 2020

Launched Sept 2020

#3 in the UK

#5 in the US

Women’s lifestyle online users* grew +3x since FY 2020

marie claire

GoodtoKnow

woman&home

marie claire

US acquisition
May 2021

WHO WHAT WEAR
acquisition
June 2022

Women’s Lifestyle Growth - Scale & Strength

2019

2020

2021

2022

MY IMPERFECT LIFE

*Online users are taken from Google Analytics. Unless otherwise stated, online users are monthly and the monthly average across the year for FY 2020 vs August YTD 2022.

**Source: Comscore MMX Multi-Platform, Total Audience, Lifestyles - Beauty/Fashion, July 22, UK, US.
The Appeal of the Women’s Lifestyle Market

Women are active information seekers and drive 70-80% of purchase decisions*

Wanting inspiration, alongside practical information

Welcoming advice from peers and trusted ‘authorities’

Using social media, alongside search to follow non-linear buying journeys

Media brands are critically important trusted sources

Media brands remain essential intermediaries, helping women navigate, providing inspiration and trusted recommendations

Editors pre-date influencers and still play this part - with authority and credibility

Marriage of social media community and authoritative Editor, with journeys between the two entirely fluid

*Source: Forbes "20 facts and figures to know when marketing women"
The Appeal of the Women’s Lifestyle Market - long term growth drivers

Product categories of Beauty and Apparel/Fashion are in high online growth

A proven user experience, with more mobile online shopping: Tried & tested has moved from the ‘beauty counter’ to online trusted sources - with an easy path to online purchase

An attractive growth market with ample opportunities: Fashion & beauty are currently under-penetrated in terms of online sales and are forecast to be over-penetrated going from 20% of sales in 2021 to over 50% beyond 2026 (increasing from 20% to 25% represents $30bn incremental opportunity)*

Digital advertising market set to continue to grow at pace
A $7.5bn advertising market (Beauty and personal Luxury)**
Digital outpacing more traditional medium

Fashion & Beauty online shopping penetration* predicted to go from 20% to 50% by 2026

*Source JPM research 10 June 2022
**Statista’s market estimates
Future's Women's Lifestyle Brands, covering all age groups

Each of our Women’s brands connects with valuable target groups, engaging their audiences through helpful and inspiring content.

Our audiences look to our expert content to inspire, entertain, and advise them at every life stage.

Future Women’s Network, female audience by age group

Source: Google Analytics, Global, July 22.
Future is well-set to take share in the high-growth Beauty and Fashion category

The characteristics of the high-growth Women’s Lifestyle market shares many characteristics with Tech & Gaming

Intent-led audience, looking for trusted advice
High disposable income
Direct sales capabilities
Common, end-to-end and modular tech stack
Podium-position strategy, replicated in a newer vertical
Expertise and scale to drive growth

Who What Wear brings direct sales capabilities and affiliate expertise with a purchase every 30 seconds. This creates a multiplier effect when applied to the scale of the Group Women’s lifestyle vertical.

**Advertising**
Growing the audience to achieve leadership position to premiumise the legacy Future portfolio in this vertical.

**Affiliates**
Focus on Beauty for Who What Wear, leverage Fashion for existing portfolio and drive increase in basket size.

Women’s lifestyle online users*
35m+

Who What Wear users make a purchase every
30 seconds

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