

Attachment 3

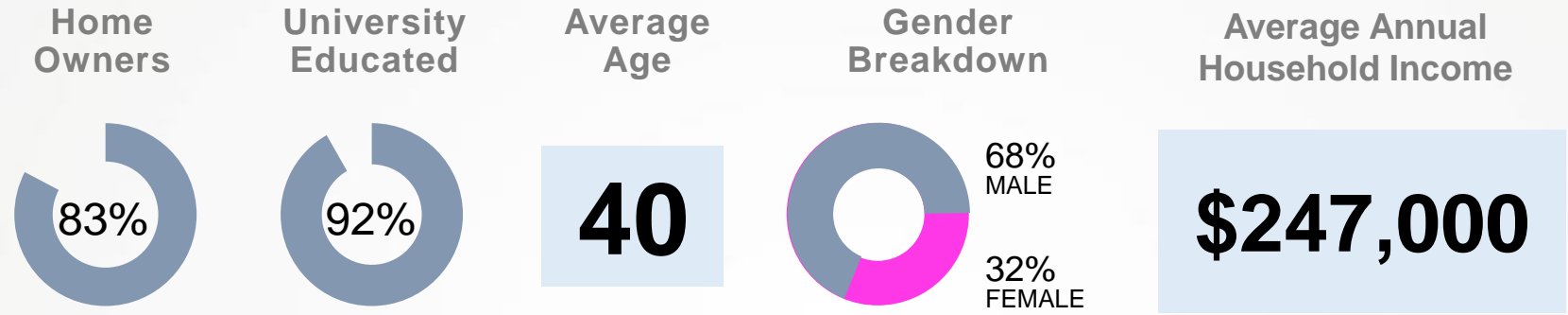


IRONMAN®

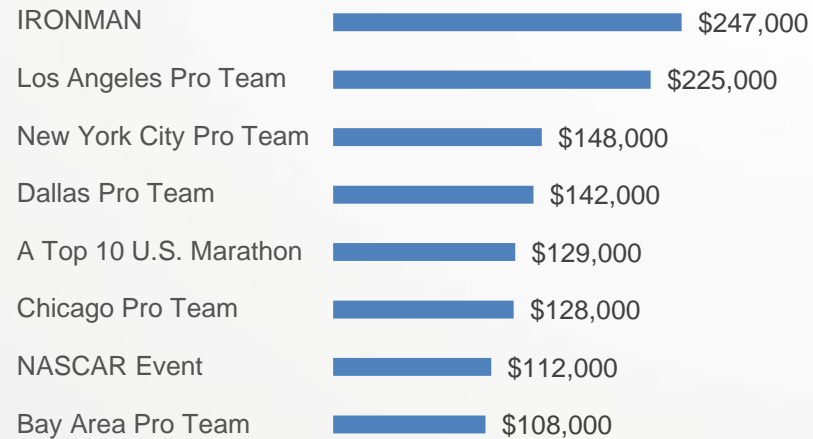
North America | 2016

Core Consumer Profile

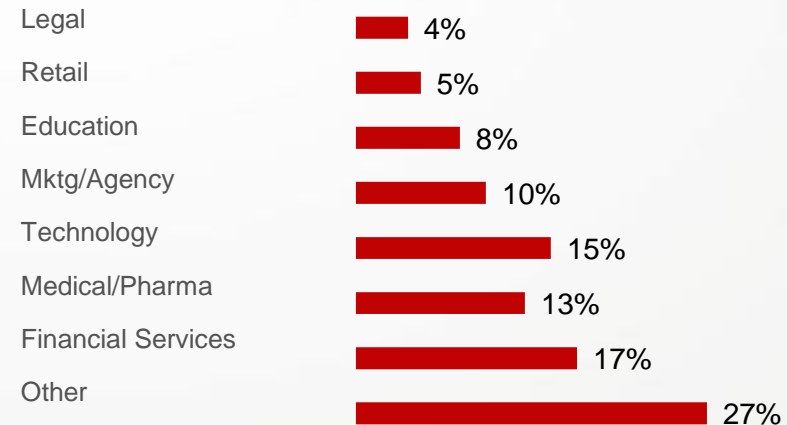
A snapshot of the athletes who make up our core IRONMAN & IRONMAN 70.3 customers. *Based on a 2015 Turnkey Research survey.*



HHI Comparison



Occupational Breakdown



Reach & Influence

Corporate Decision Makers

The IRONMAN experience provides partners with diverse access to a global market of business influencers across a wide variety of customer types.

44% of IRONMAN triathletes influence financial decisions at their place of business.

Of that 44%...

- **14%** are in executive and C-level roles
- **39%** work at companies with more than 1,000 employees

Company Size

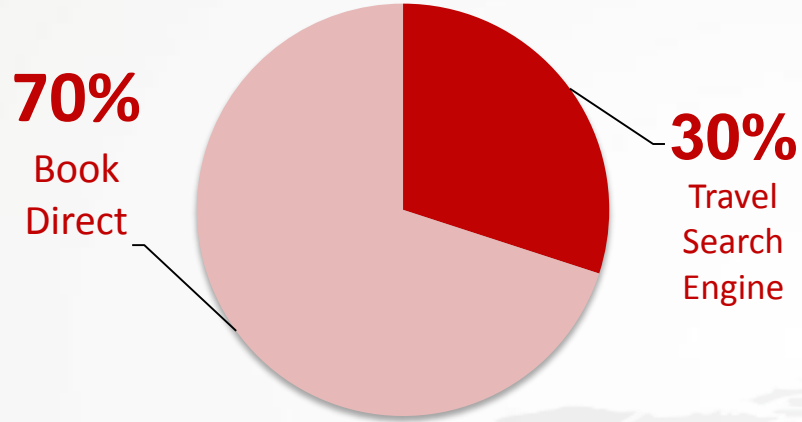
Business decision makers responded with the following information about the size of their company:



**Turnkey Research Survey, North American IRONMAN & IRONMAN 70.3 athletes*

Customer Travel Data – Athlete Survey Results

How do you book your travel?



How many people traveled with you to your race?

IRONMAN 43% Answered 4 or more

IRONMAN 70.3 35% Answered 3 or more

Do you travel to train for your IRONMAN race? If so, where?

25% Answered Yes

24% Travel to the event market

10% Travel to a destination

How much additional travel do you do during the year?

55%

3+ Trips

For Vacation

18.4%

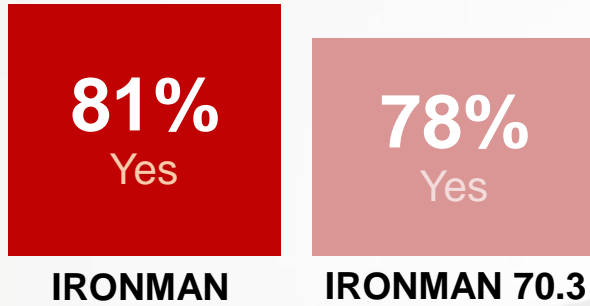
10+ Trips

For Business

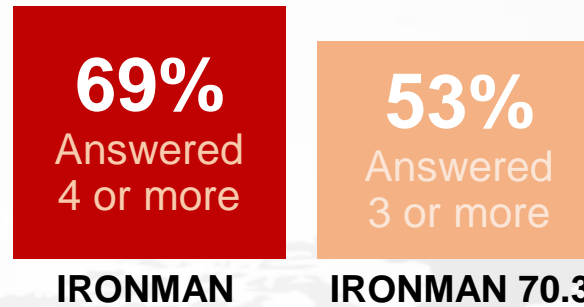
Survey was conducted with IRONMAN & IRONMAN 70.3 Athletes

Customer Travel Data – Athlete Survey Results

Do you book a hotel when traveling to events?



How many nights do you stay at an event?



Reward or Loyalty Program Membership

75%
Airline

68%
Hotel

44%
Car Rental

Do you travel to events via airline?

IRONMAN 46% Answered YES

IRONMAN 70.3 28% Answered YES

Do you rent a vehicle when traveling to events?

IRONMAN 36% Answered YES

IRONMAN 70.3 21% Answered YES

Survey was conducted with IRONMAN & IRONMAN 70.3 Athletes

Media Coverage

Captivating The Masses

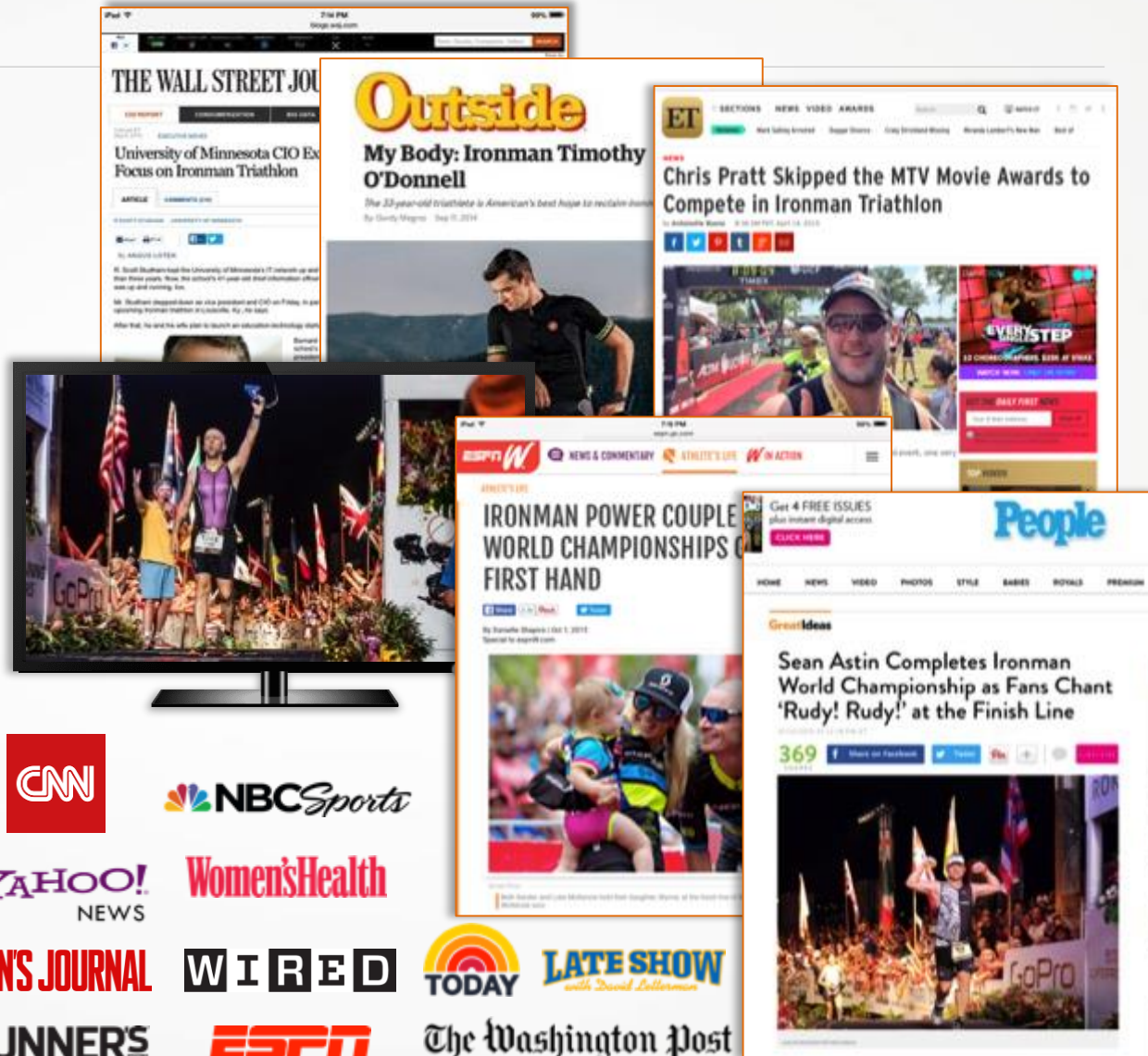
As inspiring as they are challenging, IRONMAN and IRONMAN 70.3 events garner attention from media outlets all over the world.

From some of the most popular news-magazines, to prime time television, the impact of the IRONMAN is extending beyond traditional sports coverage.

IRONMAN Global Media

Print, Digital, Broadcast

21 Billion+
Global Combined
Media
Impressions



*Coyne Public Relations

*Logos depicted only represent a sample set of IRONMAN® media coverage

Partner Snapshot - North America



For a list of additional Partners, please visit www.ironman.com/partners