



More Reach. Less Spend.

Hyper-Targeted Media With
Industry-Leading Performance.



Inc.
5000

AWARITY BRINGS WORLD-CLASS ADVERTISING TO FRANCHISE BRANDS

WORLD-CLASS ADVERTISING MADE EFFICIENT

Awarity empowers to achieve more for less – transforming marketing with unmatched efficiency and precision



- ✓ A.I.-powered operations achieve lower cost and greater impact
- ✓ Proprietary automation that can fulfill targeted micro-campaigns with precision
- ✓ Founded with PepsiCo marketing expertise

SPECIALIZES IN FRANCHISE ADVERTISING

Awarity has a proven track record with top franchise brands, developing localized campaigns for each unique franchise location



REACH NEW FAMILIES AFFORDABLY AT SCALE FOR YOUR CENTER

AWARITY'S APPROACH TO LOCAL ADVERTISING

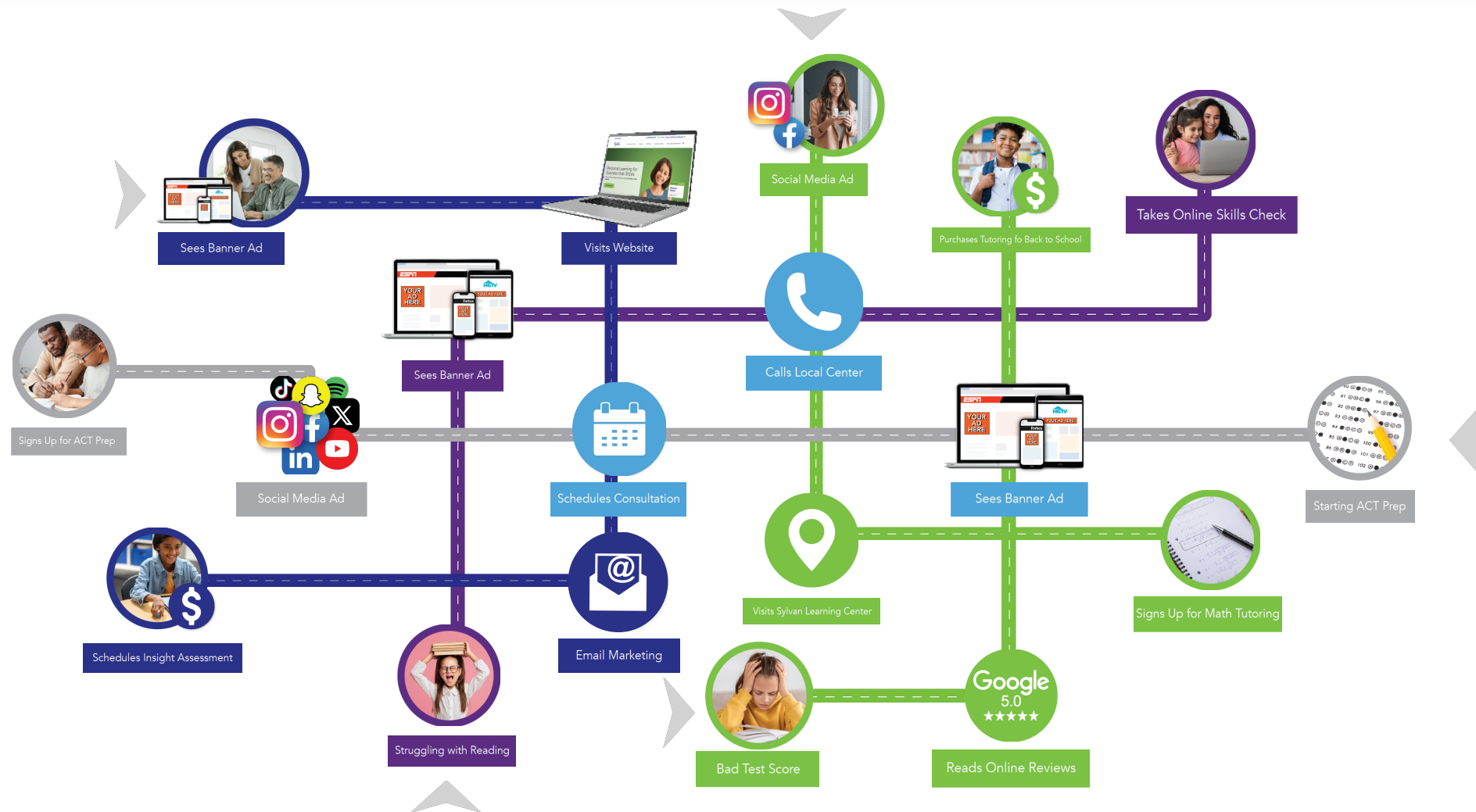
Awarity builds awareness utilizing the biggest platforms including Paid Search, Meta Advertising, Targeted Banner Ads, Amazon Prime, and Connected TV

Our technology-focused approach minimizes management or service fees, ensuring your budget goes towards working media with fully-managed campaigns

We localize the campaign to ensure you run creative with your territory name in your most important zip codes



DEMAND GEN AND LEAD GEN WORK TOGETHER IN THE CUSTOMER JOURNEY




AWARITY COVERS YOUR FULL FUNNEL, FROM DEMAND GEN TO LEAD GEN


WHY DEMAND GEN MATTERS

Adding Demand Gen improves
Lead Generation ROI by

70%+



DEMAND GEN
They know your brand and what makes it unique



LEAD GEN
They are ready to move forward and making their final choice



ACCESS DEMAND & LEAD GEN IN ONE PLATFORM WITH EASE



PAID SEARCH

- ✓ Ensure your center is shown when people are searching for tutoring and education
- ✓ Capture high-intent parents actively searching through related keywords
- ✓ Increase the efficiency of your demand gen tactics



META ADS

- ✓ Drive quality leads for your center on Facebook and Instagram
- ✓ Targeted to reach the ideal families in your community
- ✓ Localized and seasonal creative built to fit your academic calendar



BANNER ADS

- ✓ Reach parents affordably on premium websites
- ✓ Higher quality traffic vs. Google Display Network
- ✓ Animated HTML5 creative included with center name
- ✓ Be seen by parents, not bots with fraud avoidance

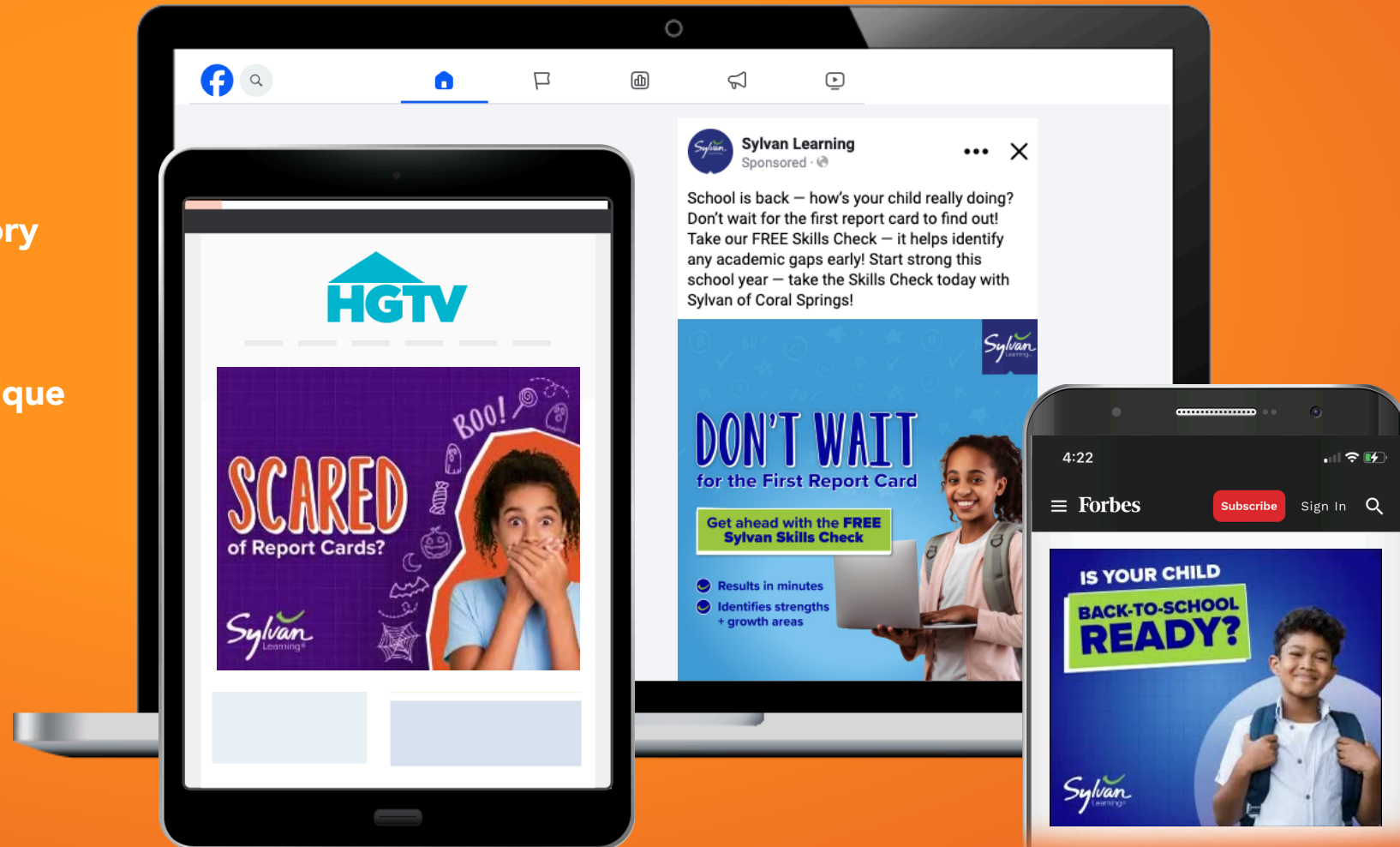


STREAMING TV ADVERTISING

- ✓ Localized 30s Non-skippable, HD commercial
- ✓ Reach thousands of new parents on top apps & channels
- ✓ Reach 100MM+ Households
- ✓ Commercials served to qualified parents

EVERY AD IS BUILT TO MAXIMIZE CREATIVE IMPACT

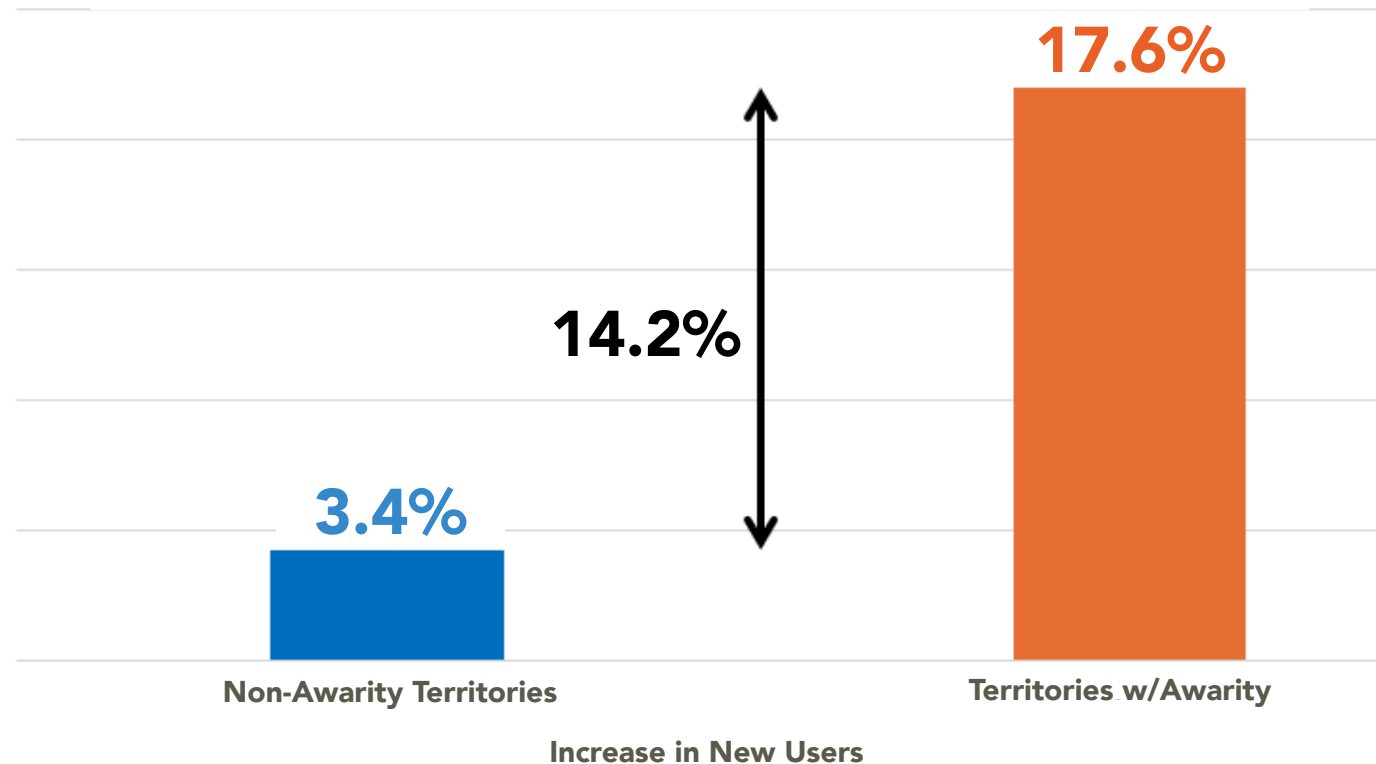
- ✓ Localized to Showcase Your Territory
- ✓ Clear and Concise Messaging
- ✓ Emphasizes What Make Sylvan Unique
- ✓ Fully-animated Banner ads
- ✓ Speaks to Parents Key Needs



THIS APPROACH OUTPERFORMED NON-PARTICIPATING TERRITORIES BY 14.2 %

New Website Visitor Growth YoY

August 12, 2025 to October 8, 2025



WHAT WE HEARD: FRANCHISEES WANT MORE CONTROL OVER THEIR CAMPAIGNS

- ✓ **Each Territory has a Unique School Calendar**
- ✓ **Key Windows Vary in Level of Priority for Each Territory**
- ✓ **Franchisees Want Greater Control Over Their Budget and Scheduling**

OUR SOLUTION: CUSTOMIZATION PORTAL V1

- ✓ Simple Customization Portal allowed territories to rank priority of key windows
- ✓ Adjust scheduling to better match your local school calendar
- ✓ Allocate budgets according to level of priority

How would you rank each season or messaging in terms of priority for your centers?

We would recommend only ranking the two most critical windows as high to ensure you have sufficient budget to accommodate.

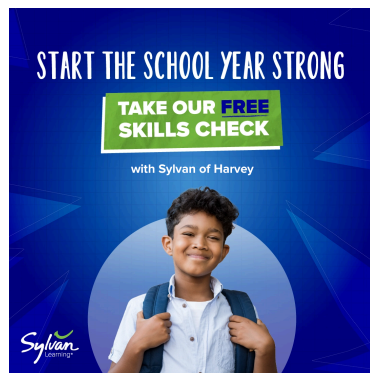
	None	Low	Medium	High
Back-to-School *	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
School is Back/First Report Card *	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday/Winter Break *	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
State Testing *	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What is your ideal start date for "School is Back!" messaging for your location? *

What is your ideal end date for "School is Back!" messaging for your location? *

WE'VE DEVELOPED CREATIVES FOR ALL KEY SEASONS

AUGUST



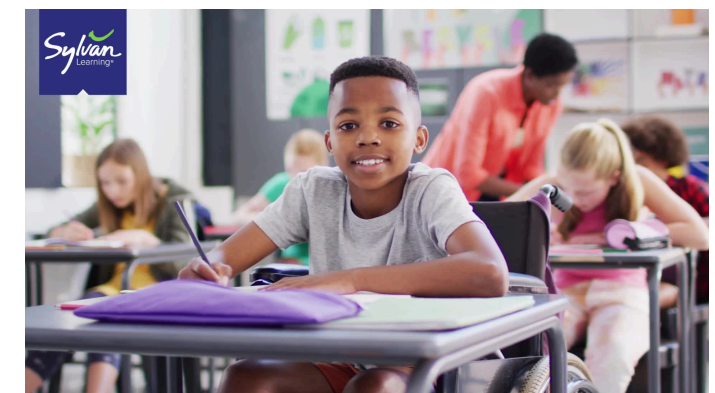
SEPTEMBER



OCTOBER



NOVEMBER



WHAT WE HEARD: CENTERS NEED CLEAR REPORTING

- ✓ **Previous Reporting has Been Inconsistent and Unclear**
- ✓ **Reporting Needs to Showcase Total Impact and Lift**
- ✓ **Reporting Needs to Reflect Sylvan's Most Important Metrics**

OUR SOLUTION: CUSTOM REPORTING FOR SYLVAN LEARNING CENTER

AWARITY CAMPAIGN CENTRAL

Onboarding | Command Center | Creative Manager | Pixels | Campaign Performance | Invoices

YOUR CAMPAIGN PERFORMANCE

Review up-to-date performance for your campaign, past and present.

Executive Summary | Banner Ads | Connected TV | amazon ads | Meta Ads

EXECUTIVE SUMMARY

CAMPAIGN NAME: Sylvan Learning Center | FLIGHT: April 1 - April 30, 2025

EXECUTIVE SUMMARY LEADS

14	15	15
Attributed Phone Calls	Attributed Skills Checks	Attributed Web Form Leads
20	18	18
Total Phone Calls	Total Skills Check	Total Web Form Leads

TOP DELIVERED BANNER AD

VIEW AD

6053 Sylvan Learning of Abbotsford October
300x250

100,380
IMPRESSIONS

TARGETED GEOGRAPHY

ZIP CODE	CITY & STATE
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX

ZIP CODE	CITY & STATE
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX

amazon ads

ZIP CODE	CITY & STATE
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX

Meta Ads

ZIP CODE	CITY & STATE
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX
75206	Dallas, TX

DOWNLOAD ZIP DATA

Meta Ads

META ADS KEY METRICS:

	22,510 IMPRESSIONS
	72 TRACKED WEBSITE VISITORS
	2 LEADS

VIEW FULL REPORT

WHAT WE HEARD: CUSTOMIZATION IS KEY FOR BLACK FRIDAY

- ✓ **Centers Need the Ability to Customize Their Tuition Promotion**
- ✓ **Budget Should be Focused on This Key Window**
- ✓ **Messaging with High Urgency is Important to Capture Attention**

OUR SOLUTION: BLACK FRIDAY PROMOTION CUSTOMIZATION

- ✓ Quickly implemented Customization Portal to gather center needs
- ✓ Customized promotional creative for each territory dynamically
- ✓ Scheduled according to selected time window for full month or shorter window
- ✓ Made it simple to plus-up Connected TV for a greater impact
- ✓ Landing pages will be updated with each promotion



BLACK FRIDAY CONNECTED TV COMMERCIAL



WE'VE APPRECIATED YOUR PARTNERSHIP

FEEDBACK FROM OUR 278 SYLVAN LEARNING CENTER PARTNERS

They are there when I have questions and when I don't, **I have more time to focus on center operations.**

The Awarity team always gets back to you **within 24 hours.**

"Samantha and David have been exceptional to work with so far. **We just transitioned to Awarity last month and are very pleased with their responsiveness and can-do attitude!** We have very high hopes for our local advertising for our franchise location!"

I've been **impressed with the responsiveness of Awarity!**

We appreciate Awarity's **support and timely response!**

Whatever you're doing, it's working. **We've been busier than ever!**

WHAT'S NEXT FOR 2026



2026

ACCESS TO MORE CHANNELS WITH A LOW MANAGEMENT FEE

\$200/mo
Management Fee

\$150/mo+
Minimum Media

CHANNELS ADDED AS MONTHLY
BUDGET ALLOWS

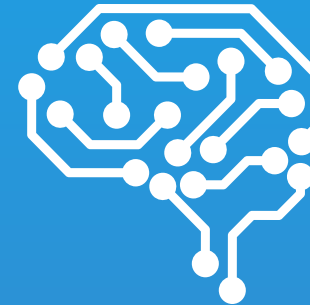


OPTIMIZATIONS DRIVEN BY THE BEST OF BOTH A.I. & DATA SCIENCE



World-Class Data Science Team

- ✓ Advanced analysis of true campaign impact & statistical significance
- ✓ Continuous development of new testing plans
- ✓ Ongoing testing for creative, audiences, & targeting



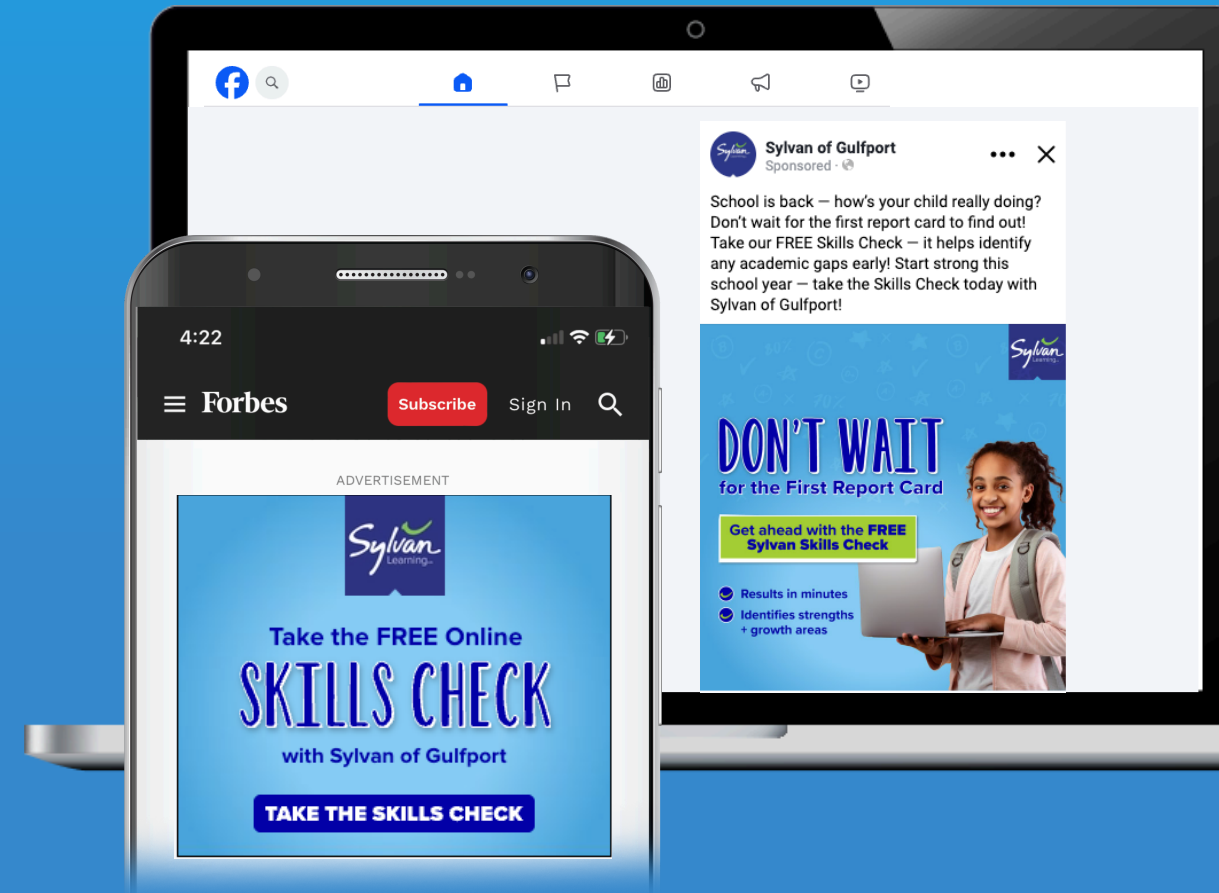
A.I.-Powered Optimizations

- ✓ Delivers the greatest results and most impactful impressions
- ✓ Rapid optimizations based on in-depth campaign data & completed faster than would be possible manually
- ✓ Ensures precision, accuracy, & effectiveness of every campaign

BY DEFAULT, CAMPAIGNS ARE LOCALIZED BY TERRITORY

Territory-Level Campaigns

- ✓ Allows budgets to sufficiently cover service area
- ✓ Avoids fragmented budgets among centers
- ✓ All creative is localized with the territory name
 - This often reflects the largest center in your territory
- ✓ Does not feature each center name in creative
 - Center descriptions can be customized to better reflect your centers or service area ads needed



OPTIONS FOR CENTER-LEVEL CAMPAIGNS

OPTION 1: Update Your Creative Description to Feature Your Centers



Sylvan Learning®

OFFER ENDS CYBER MONDAY!

50% OFF INSIGHT ASSESSMENT

& 15% OFF TUITION

with Sylvan of Defiance, Bryan & Ottawa

BOOK NOW

OPTION 2: Create a Separate Campaign for \$200/mo



Sylvan Learning®

OFFER ENDS CYBER MONDAY!

50% OFF INSIGHT ASSESSMENT

& 15% OFF TUITION

with Sylvan of Bryan

BOOK NOW



Sylvan Learning®

OFFER ENDS CYBER MONDAY!

50% OFF INSIGHT ASSESSMENT

& 15% OFF TUITION

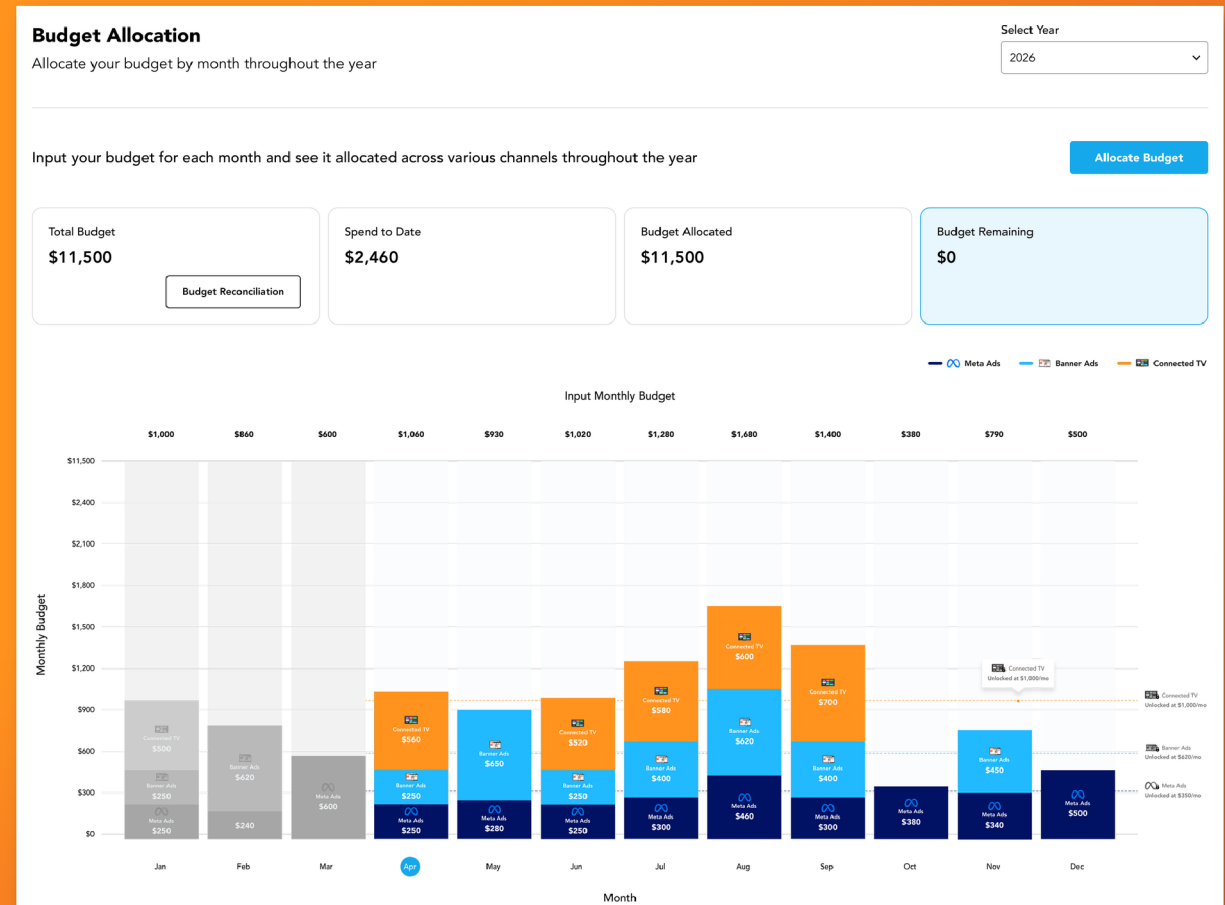
with Sylvan of Ottawa

BOOK NOW

COMING IN 2026: SYLVAN FRANCHISE COMMAND CENTER

Allocate Budgets With Ease

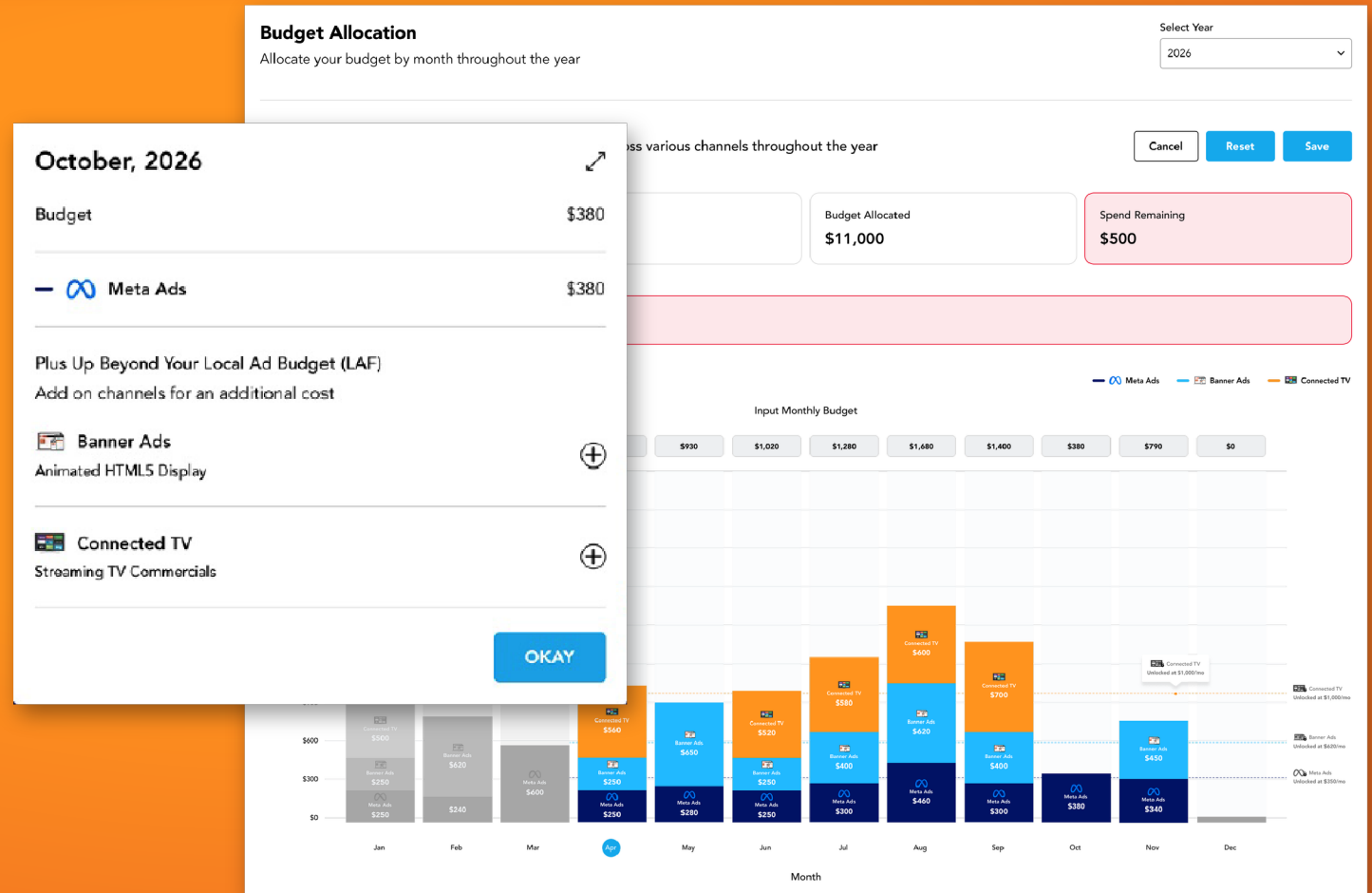
- ✓ All key channels can be managed from one, easy-to-use campaign manager
- ✓ Will auto-reconcile your budget based on your revenue



ALLOCATE BUDGET AND PLUS-UP MEDIA

Add Additional Plus-Ups

- ✓ Add additional media beyond your local ad budget
- ✓ Add incremental spend to get on all key ad channels



CREATIVE & PROMOTIONAL SCHEDULING

Creative Scheduling

- ✓ Tailor your creative scheduling to your local school calendar

The screenshot displays the Awarity ad scheduling interface. On the left is the 'Ad Library' with a tab for 'Approved Ads'. The main 'Back-to-School Skills Check' ad is shown with a 'View Schedule' button. On the right is a calendar view for August 2026. A modal window is open over the calendar, showing the ad's active status, flight dates (Sat 08/15/2026 - Sat 09/14/2026), and the ad creative. Below the calendar are four other ad cards: 'October Skills Check', 'First Report Card', '\$29 Insight Assessment', and 'Summer Learning', each with its own 'View Schedule' button.

UPLOAD YOUR OWN CREATIVE

Upload Your Own Creative

- ✓ Upload your own creative for corporate approval with ease
- ✓ Creatives will be routed for corporate approval automatically

Ad Library
View ads you're running and upload new ads for corporate approval

Search Ads Filter Upload Ads

Approved Ads Ads Awaiting Corporate Approval

October Skills Check
Pending Approval
Last Updated Aug 10, 2026

Once corporate has approved your ads, they will appear in your "Approved Ads" for scheduling

Ads
Meta Ads • Instagram + Facebook Ads

Meta Ads Caption Copy

Headline
Take the FREE Sylvan Skills Check

Description
Don't Wait for the First Report Card

Primary Text
School is back - how's your child really doing? Don't wait for the first report card to find out! Take our FREE Skills Check - it helps identify any academic gaps early and qualifies you for a \$29 Insight Assessment. Start strong this school year - take the Skills Check today with Sylvan Learning of Dallas & Highland Park!

Call to Action
Learn More

Okay

CUSTOMIZE YOUR PROMOTION

Promotion Customization

- ✓ Input your desired promotion and dynamically adjust creative accordingly
- ✓ Tailor your promotion for each territory for key windows
- ✓ Automatically deploy promotions to your landing pages


Promotion Manager

Promotional Window

Black Friday Cyber Monday

Black Friday and Cyber Monday
Nov 17, 2025 - Dec 1, 2025

- Inactive



VIEW AD

Insight Assessment Percentage

50%

Tuition Percentage

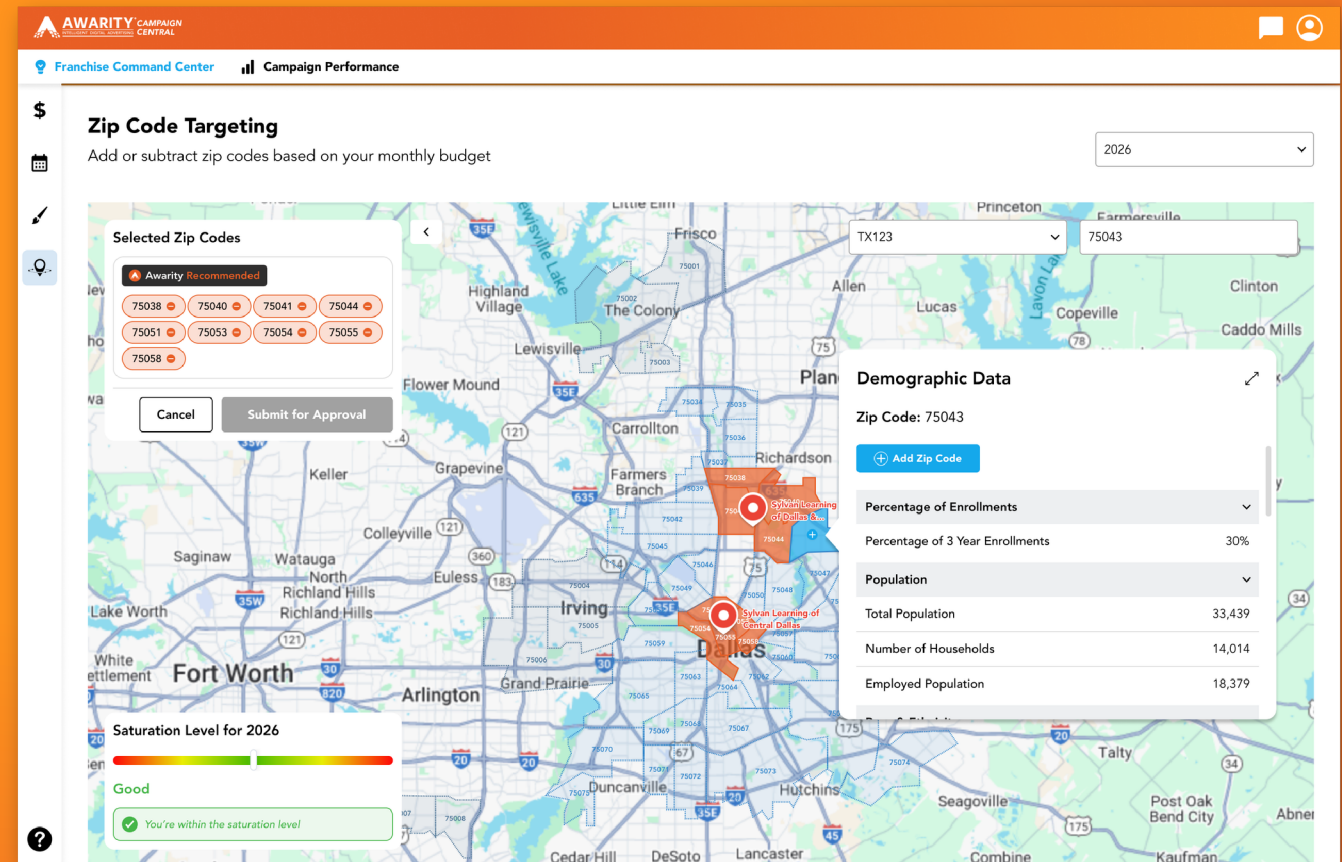
15%

Cancel Submit

MAXIMIZE PERFORMANCE BY BEING IN YOUR BEST ZIP CODES

Zip Code Planning

- ✓ Ensure you're targeting the ideal areas
- ✓ See historic performance data by zip code
- ✓ Get latest top demographic data by zip code
- ✓ See your recommended budget
- ✓ Request changes



AWARITY CAMPAIGN CENTRAL

Franchise Command Center | Campaign Performance

Zip Code Targeting

Add or subtract zip codes based on your monthly budget

2026

Selected Zip Codes

Awarity Recommended

- 75038
- 75040
- 75041
- 75044
- 75051
- 75053
- 75054
- 75055
- 75058

Cancel | Submit for Approval

Demographic Data

Zip Code: 75043

+ Add Zip Code

Percentage of Enrollments	
Percentage of 3 Year Enrollments	30%
Population	
Total Population	33,439
Number of Households	14,014
Employed Population	18,379

Saturation Level for 2026

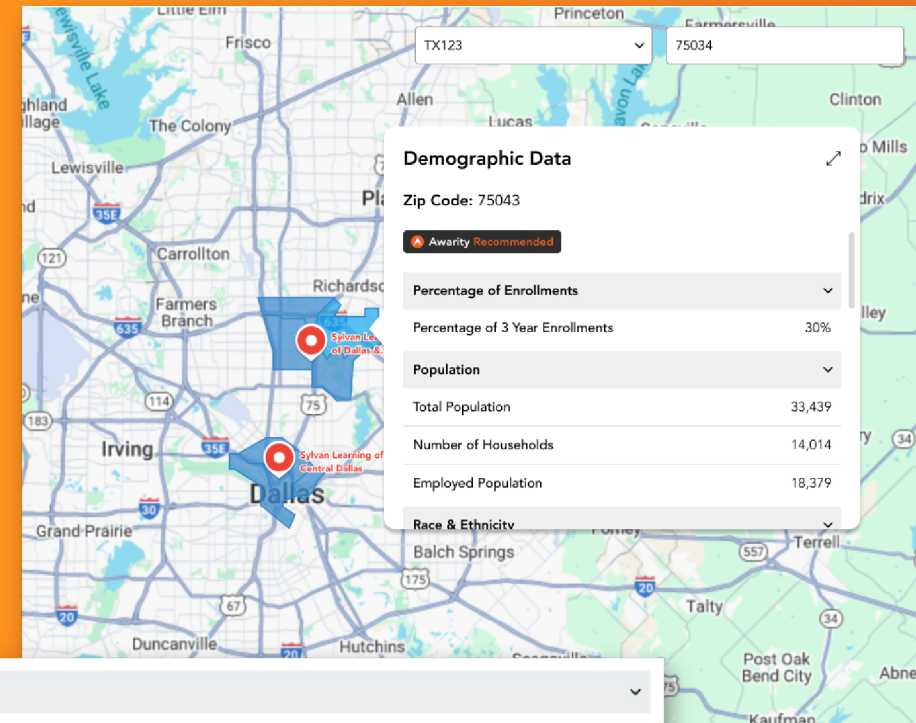
Good

✓ You're within the saturation level

GAIN INSIGHTS ON YOUR ZIP CODES & SERVICE AREA

Zip Code Demographic Tools

- ✓ Gain insights on your zip codes' population and number of households
- ✓ Choose your ideal zip codes based on demographic insights and indexes



In School Estimates	
Pre-School	20%
Kindergarden	20%
Elementary	20%
High School	20%
College	20%

THE SYLVAN SUPPORT PORTAL MAKES GETTING EVERYTHING YOU NEED SIMPLE



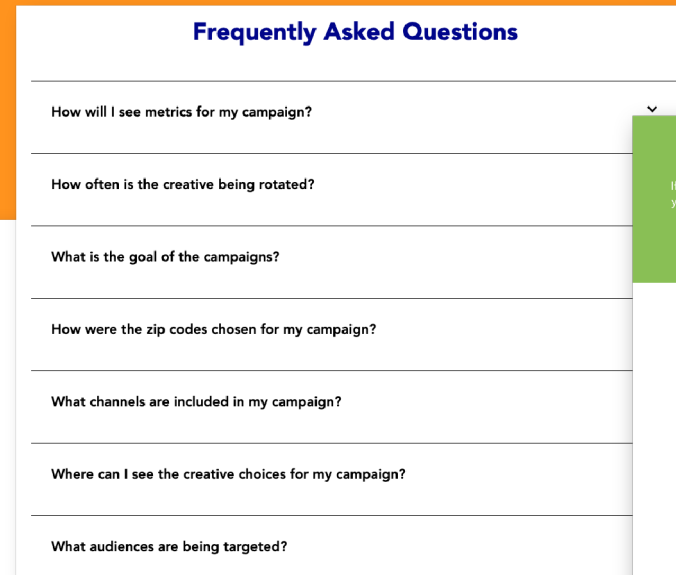
AWARITY UNLEASH YOUR BRAND | **Sylvan Learning**

Frequently Asked Questions

Sylvan Learning Center Active Campaign Portal

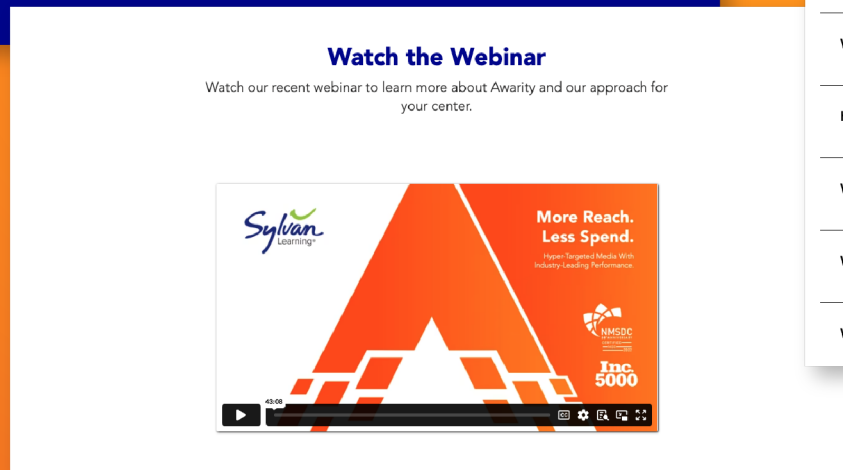
Everything you need to get the most out of your campaign.

ALL COMMON QUESTIONS FROM SYLVAN OWNERS WILL BE ADDED TO THE FAQ




Frequently Asked Questions

- How will I see metrics for my campaign?
- How often is the creative being rotated?
- What is the goal of the campaigns?
- How were the zip codes chosen for my campaign?
- What channels are included in my campaign?
- Where can I see the creative choices for my campaign?
- What audiences are being targeted?

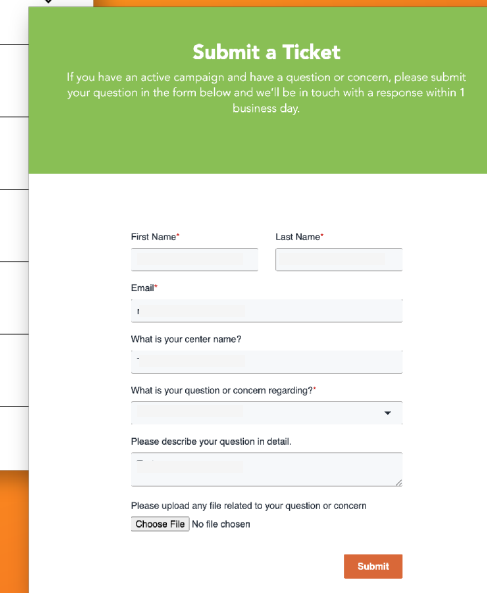


Watch the Webinar

Watch our recent webinar to learn more about Awarity and our approach for your center.



ALL WEBINARS WILL BE AVAILABLE ON THE PORTAL



Submit a Ticket

If you have an active campaign and have a question or concern, please submit your question in the form below and we'll be in touch with a response within 1 business day.

First Name* Last Name*

Email*

What is your center name?

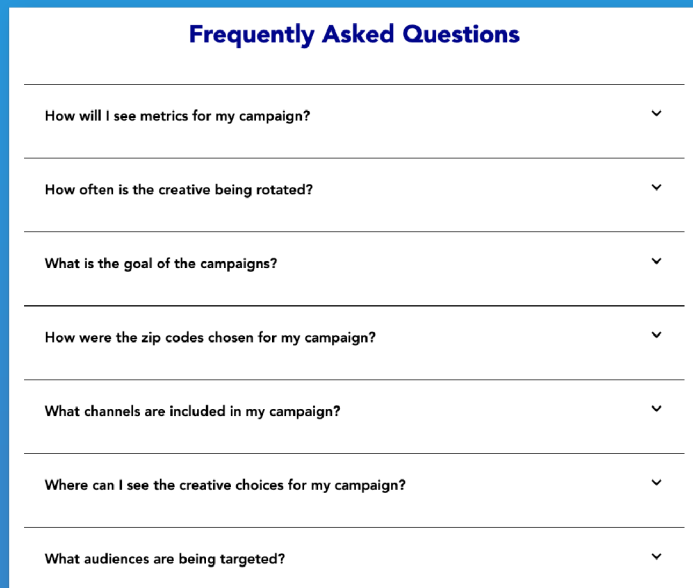
What is your question or concern regarding?

Please describe your question in detail.

Please upload any file related to your question or concern
 No file chosen

ALL TICKETS WILL BE RESPONDED TO WITHIN 1 BUSINESS DAY (MOST SAME DAY)

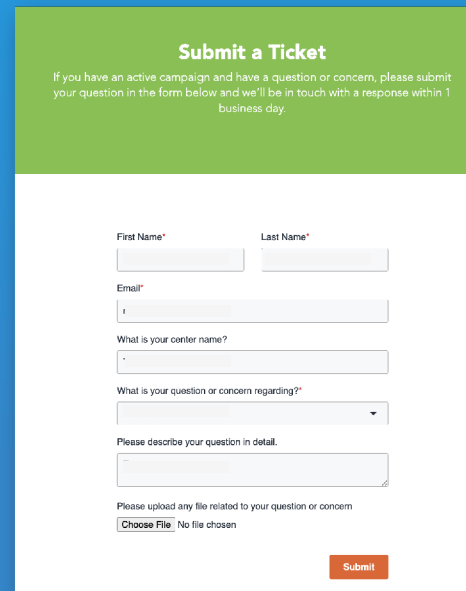
CAMPAIGN-SPECIFIC SUPPORT SYSTEM



Frequently Asked Questions

- How will I see metrics for my campaign? ▾
- How often is the creative being rotated? ▾
- What is the goal of the campaigns? ▾
- How were the zip codes chosen for my campaign? ▾
- What channels are included in my campaign? ▾
- Where can I see the creative choices for my campaign? ▾
- What audiences are being targeted? ▾

1. Review FAQ & Video Library



Submit a Ticket

If you have an active campaign and have a question or concern, please submit your question in the form below and we'll be in touch with a response within 1 business day.

First Name* Last Name*

Email*

What is your center name?

What is your question or concern regarding?*

Please describe your question in detail.

Please upload any file related to your question or concern
 No file chosen

2. Submit a Ticket



3. You'll Receive a Response in One Business Day



4. Weekly Office Hours Available as Needed

EFFICIENT SUPPORT SYSTEM WITH QUICK RESPONSES



ALL EMAILS

RESPONDED TO IN 1
BUSINESS DAY



100%

INQUIRIES RESPONDED TO
WITHIN 1 BUSINESS DAY

**REGULARLY SCHEDULED
WEBINARS**

WITH RECORDINGS AVAILABLE IN LIBRARY

OFFICE HOURS

SESSIONS HELD WEEKLY

FAQ

UPDATED IN REAL TIME WITH
QUESTIONS FROM OWNERS

THE AWARITY ADVANTAGE

Full Service, Low Fees

Managed by Data Scientists, creative by World-Class Designers,
with dedicated Sylvan support

Optimized for Your Sylvan Territory

Custom Sylvan Reporting and localization

Continuously Adding New Capabilities

New features added frequently to meet the unique and
evolving needs of Sylvan owners