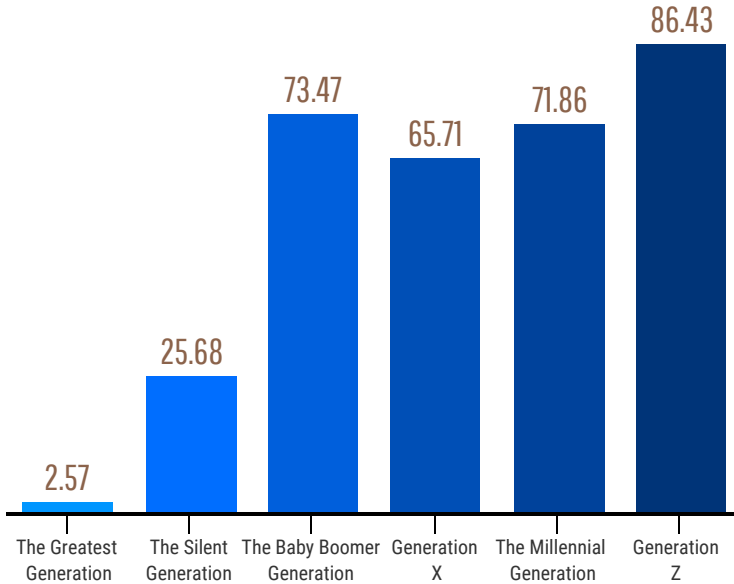
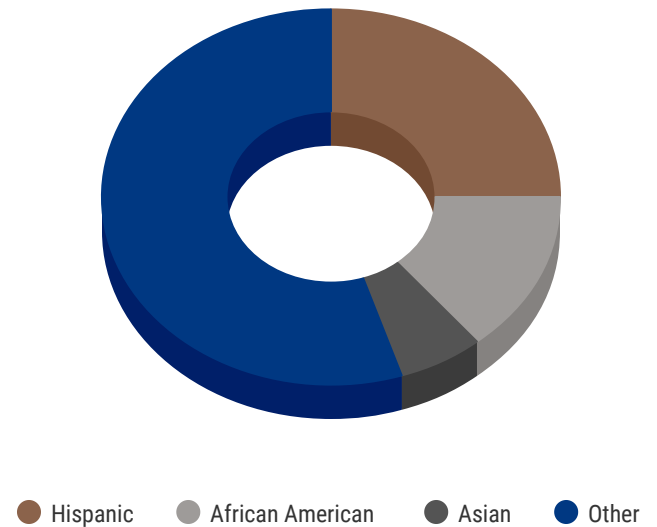


Generations by Numbers (in millions)



Generation Z Demographics - A Melting Pot



## Generation Z: Who Are We?

- Seek to find themselves by sorting through online data that they receive "constantly" 
- Avoid confrontation by seeking to understand through dialog 
- "Street smart" and research savvy 
- Consume to express themselves with a strong preference for social responsible offerings 

## Marketing to Generation Z HOW DO WE GET THERE FROM HERE?



**PROFITS WITH A PURPOSE**

*Putting Their Money  
Where Their Cause is*