



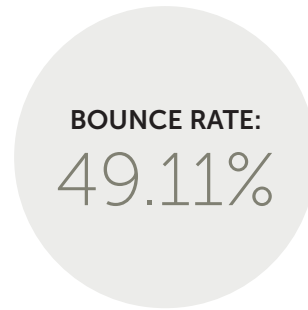
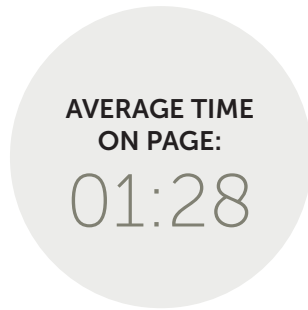
MANULIFE
PLACE

Q3+Q4 REPORT 2015



(July 1- December 31)

OVERALL SITE ACTIVITY



LOCATION

| COUNTRY | |
|----------------|--------|
| | Visits |
| Canada | 5,547 |
| United States | 790 |
| Brazil | 131 |
| China | 123 |
| Russia | 86 |
| Japan | 84 |
| Germany | 62 |
| United Kingdom | 58 |
| South Korea | 52 |
| Netherlands | 42 |

| CITY | |
|---------------|--------|
| | Visits |
| Edmonton | 3,039 |
| Toronto | 729 |
| Calgary | 603 |
| Vancouver | 303 |
| Sherwood Park | 115 |
| St. Albert | 104 |
| New York | 72 |
| Elora | 41 |
| Montreal | 37 |
| Winnipeg | 36 |



MANULIFE
PLACE

Q3+Q4 REPORT 2015



(July 1- December 31)

MOST VIEWED

| MOST VIEWED PAGES | |
|-----------------------|-----------|
| | Pageviews |
| Homepage | 7,943 |
| Directory | 3,301 |
| Hours & Location | 1,124 |
| Guest Services | 780 |
| Contact | 670 |
| About | 593 |
| Only One Night (Blog) | 579 |
| Blog | 350 |
| Directory Map | 286 |
| Zenari's (Directory) | 240 |

| MOST VIEWED DIRECTORY LISTINGS | |
|--------------------------------|-----------|
| | Pageviews |
| Zenari's | 240 |
| Holt Renfrew | 236 |
| Swish | 138 |
| Kissara | 125 |
| Alligator Pie | 114 |
| Coup | 113 |
| Henry Singer | 112 |
| Headlines Salon + Spa | 109 |
| Blu's Womens Wear | 107 |
| Soap Stories | 102 |

BLOG

| PAGE | DATES | PAGEVIEWS | AVERAGE TIME ON PAGE | ON-PAGE FACEBOOK SHARES | ON-PAGE TWITTER SHARES |
|----------------------------------------------------|------------------|-----------|----------------------|-------------------------|------------------------|
| Summer Nights | July 2 – Dec 31 | 62 | 00:58 | – | 4 |
| Summer Daze | July 4 – Dec 31 | 65 | 01:06 | 6 | 8 |
| Festival Fashion | July 24 – Dec 31 | 71 | 01:44 | 2 | 10 |
| Fall Colours | Aug 10 – Dec 31 | 130 | 00:57 | – | 4 |
| Fall Office Style | Aug 25 – Dec 31 | 80 | 00:39 | – | 13 |
| Fall Essentials | Sept 8 – Dec 31 | 64 | 00:37 | 2 | 4 |
| Golden Harvest | Sept 21 – Dec 31 | 74 | 02:32 | – | 18 |
| Exclusively Edmonton Profile: Vandenberg Jewellers | Sept 28 – Dec 31 | 83 | 02:38 | 2 | 4 |

Q3+Q4 REPORT 2015



(July 1- December 31)

BLOG (CONT'D)

| PAGE | DATES | PAGEVIEWS | AVERAGE TIME ON PAGE | ON-PAGE FACEBOOK SHARES | ON-PAGE TWITTER SHARES |
|--------------------------|-----------------|-----------|----------------------|-------------------------|------------------------|
| Thanksgiving Style | Oct 5 – Dec 31 | 103 | 00:49 | – | 9 |
| Cold Weather Wrap-Up | Oct 26 – Dec 31 | 183 | 00:58 | – | 9 |
| Only One Night | Nov 2 – Dec 31 | 579 | 01:32 | 8 | – |
| Only One Night Wish List | Nov 9 – Dec 31 | 123 | 00:53 | 6 | 27 |
| Holiday Dressing | Nov 23 – Dec 31 | 84 | 02:25 | 2 | 15 |
| Holiday Wish List | Nov 30 – Dec 31 | 50 | 00:54 | 4 | 6 |
| Holiday Gift Guide | Dec 7 – Dec 31 | 45 | 01:51 | – | 4 |