

## Media and philanthropy

### Leveraging reach and community

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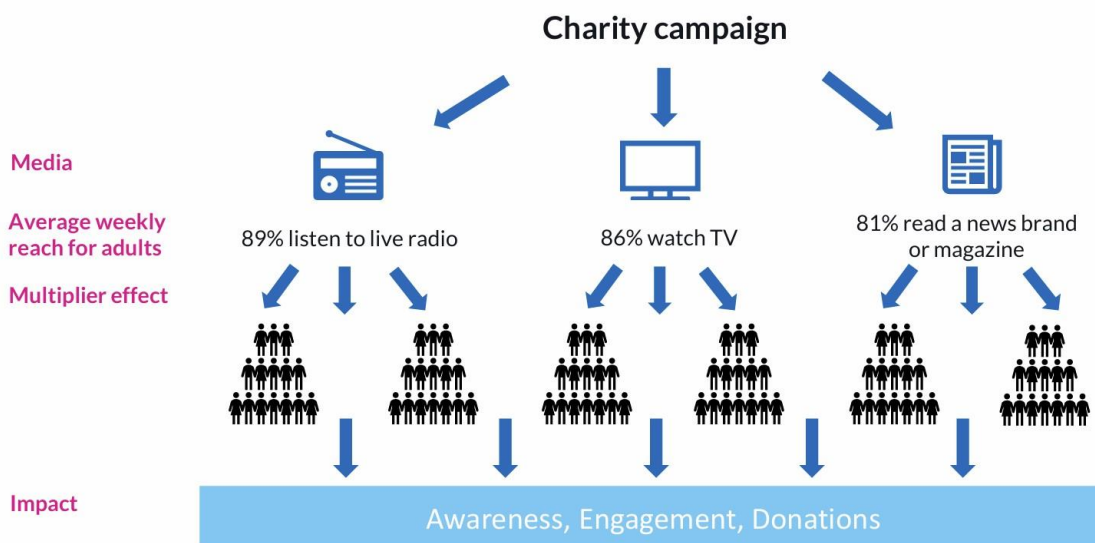
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31 May 2024

- The UK charity sector's role in sustaining the fabric of communities is increasingly important as poverty spreads during the worst cost-of-living crisis since the 1970s, at the same time as donations are weaker and costs are rising
- Media play a crucial role in raising the awareness, engagement and donations to charities by individuals, the bedrock of income. Selected case studies of TV, radio and the press show how charities leverage their unique qualities to engage audiences across the UK
- We highlight Gordon Brown's landmark anti-poverty community-based Multibank initiative, which gifts essentials to those most in need, and has vital support from Sky, the Financial Times and News UK

Related reports:

[The Multibank Initiative: Join the UK-wide coalition of compassion \[2023\]](#)



[Source: Enders Analysis]

## Media provides reach and a multiplier effect for charities

This report tackles the media's extraordinary—and hugely underrated role—in securing people's awareness, engagement and support, whether by donating funds or their time, for charities serving the UK's communities, at a time of acute need. The bedrock of fundraising is from individuals, whose donations have been under severe strain in all but the top income deciles, and whose support for charitable endeavours has often been galvanised by the efforts and eloquence of media.

Media has always performed vital missions in the UK, the report highlights in particular the role of media in sustaining a healthy democracy, by informing and engaging readers, conducting investigative journalism to uncover longstanding scandals, or just starting a conversation about issues of social significance. Advertisers have long leveraged the reach and context provided by media for their messaging to actual and potential customers, anticipating multiplier effects that are realised over time. Case studies in this report provide evidence on the power of media for charities.

Journalism, broadcast and professional online media are uniquely placed to influence. Media define, reinforce and serve communities of like-minded or geographically clustered people, and provide an ongoing, valued mix of journalism, services and curated marketing. From broadcast giants to local newsletters and specialist podcasts, the media reaches deep emotional level and shapes their thought processes. Media both reflect and progress people's perceptions, values, ambitions—their sense of self in a community.

Media engage with charities in a uniquely multi-faceted way, from raising awareness through reporting and editorial championing, to supporting campaigns by partner charities through the donation of inventory. Media enterprises are seasoned and generous corporate donors; although, as a whole, the corporate sector contributes just 5% of charities' income.

This report contains only a tiny fraction of the partnerships between media and charities in the UK. Our selected case studies of TV, radio and news publishers celebrate how media leverage reach and community to galvanise societal action. At Enders Analysis, we quietly observe the larger rewards from trusted facilitation and bask in the collective magic that can only be mobilised by media.

Media have provided more than £20m of support to the NSPCC, with Sky, News UK, the Financial Times and numerous other media contributing, and recently cemented by a £6m donation of in-kind advertising inventory from local and regional newspaper group, Newsquest.

Sky ran a TV appeal, produced pro-bono by advertising agency AKQA, part of WPP, to help save the Zoological Society of London (ZSL), which was at risk of extinction during the pandemic. Many media led by Sky and ITV donated airtime and editorial during the pandemic (to the value of roughly £3m)—ultimately raising more than £12m to save the zoos.

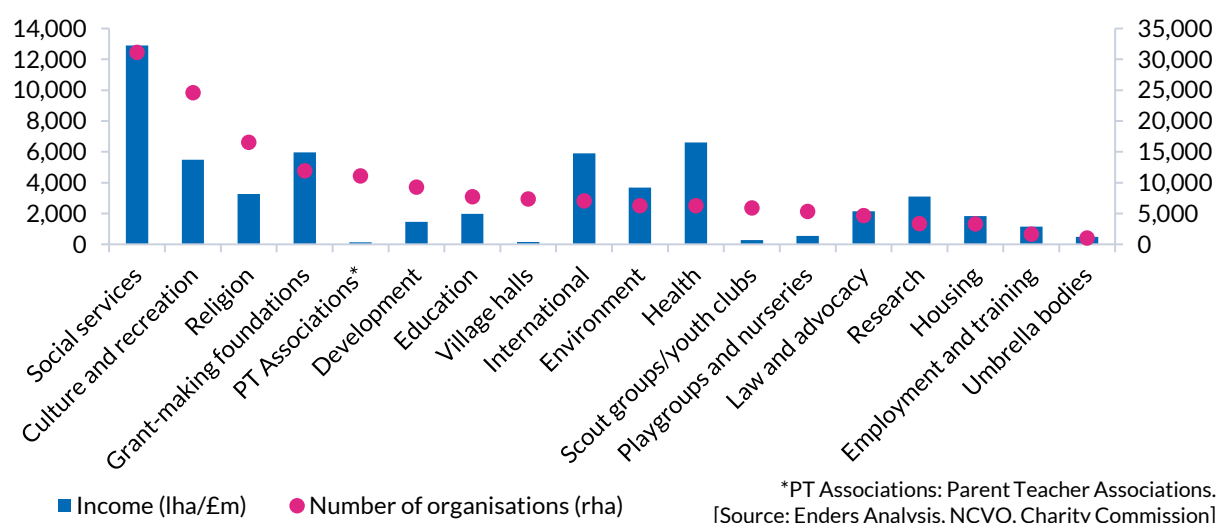
The BBC estimates it raised £92m for charities last year, led by its two mighty telethons, Red Nose Day and Children in Need. ITV has donated £200m in airtime and through editorial events over the past four years, whilst STV's charitable contributions from its Appeal and in-kind gifts totalled £4.2 million in 2022. Last year Bauer Audio raised £23m, helping hundreds of thousands of children through its Cash for Kids charity. DMGT's charity arm, Mail Force, recently raised nearly £12m for Ukraine and humanitarian appeals. Our case studies show every part of the British press vigorously backing charities through appeals and campaigns.

Most recently, former Prime Minister Gordon Brown's landmark anti-poverty community-based Multibank initiative, which gifts essentials to those most in need, has vital support from media including Sky, the Financial Times and News UK (publisher of the Times and the Sun).

# The shape and size of the UK charitable sector

The UK charity sector has become an increasingly important part of the fabric of UK society. Around 200,000 charities in the UK tackle a vast host of issues (Figure 1).<sup>1</sup> The provision of social services is the sub-sector that receives the most income (23%) and has 30,000 charities in operation. Those that are in the top tier are “social enterprises” providing ongoing services of care and support that are outsourced under government contract. This report is focussed on charities that barely rely on government funding and are at the forefront of poverty relief, such as The Trussell Trust, Comic Relief and the Multibank, gifting food and non-food necessities to those most in need and also relying on many volunteers.

**Figure 1: Charity income and number of organisations by subsector, 2020/21**



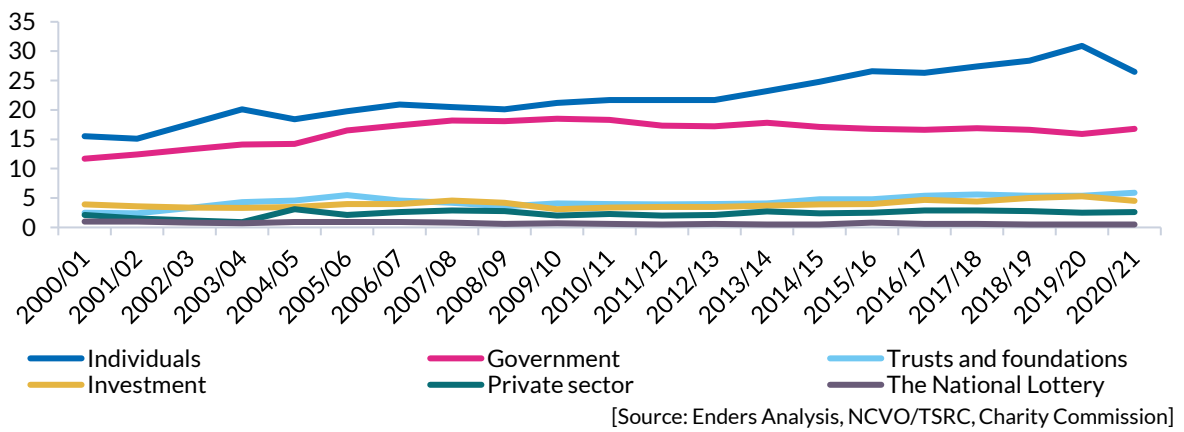
Charities rely on a mix of income streams, from individuals, government, trusts and foundations, and corporations (“private sector” in Figure 2). Charities raised 47% of their income of £57 billion in 2020/21 from individuals, which was down 6% from its peak in 2019/20. Many organisations operate venues as their main source of raising income, such as zoos, museums, theatres and venues, among others, and their incomes were devastated by the closure of venues during the pandemic’s lockdowns. Household expenditure on donations for 2021/22 (Figure 4 below) has seen a robust recovery of close to 50% from 2020/21, a rebound that will since have been normalised in the sector’s income from individuals for 2022/23.

Charities in the education sub-sector were also exposed to lockdowns that impacted attendance, although most were able to switch to online provision. Charities that operate in education span “independent” schools and academies funded by Government contracts for services provided, plus “private schools” that provide fee-paying services, the latter’s charity status being controversial. (State schools are not considered to be charities.)

Second to individuals as a source of income for the charity sector is government funding, which peaked at £18.5 billion in 2009/10 and was down to £16.8 billion in 2020/21, a large decline in real terms. In absolute terms, social services are in the top spot for government funding through contracts for outsourced services. Trusts and foundations, often established by companies, play a crucial backbone role for a myriad of causes in local communities. Private (corporate) giving contributes a steady 5%.

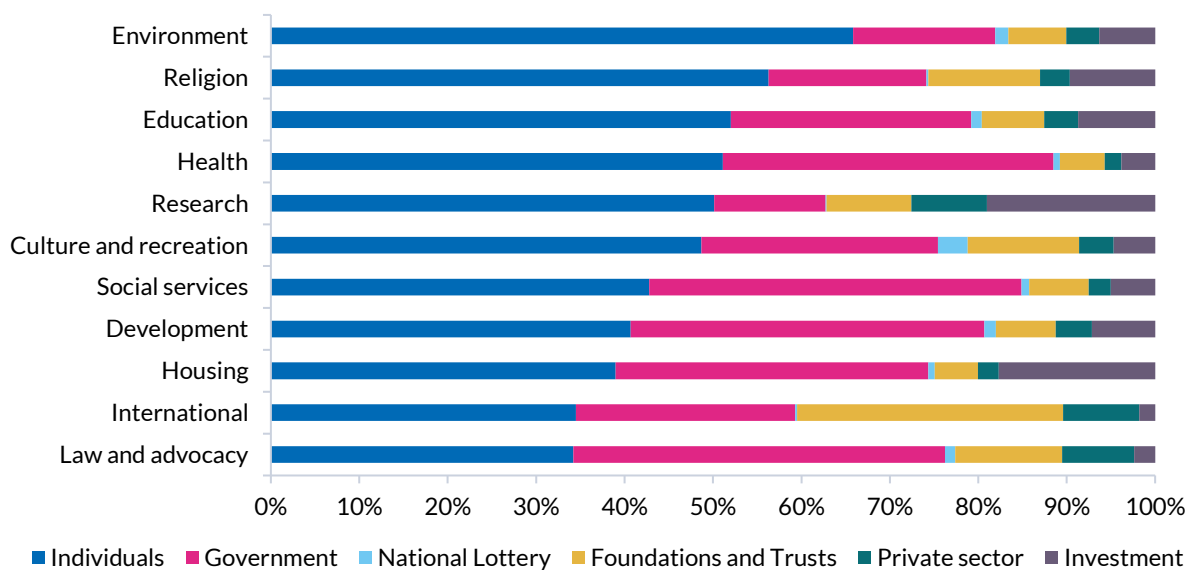
<sup>1</sup> The two main sources of information, the NCVO and the Charity Commission for England and Wales, use different definitions of charitable organisations. The NCVO covers the whole of the UK, but also applies a ‘general charity’ definition based on their own criteria and so excludes certain charities. The Charity Commission only covers England and Wales.

**Figure 2: Charity income sources, 2000/01 to 2020/21 (£bn, 2020/21 prices)**



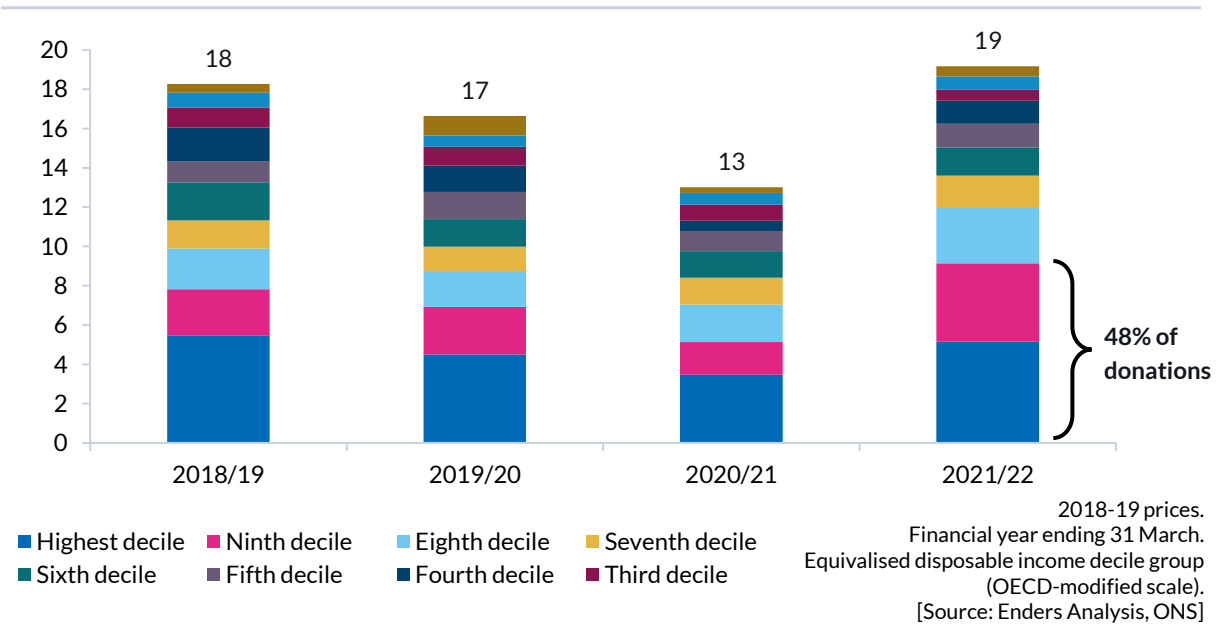
Individuals are disproportionately important for the income raised by charities for the environment, religion, education and health (see Figure 3). Examples of charities in these sub-sectors include Non-Governmental Organisations (NGOs) militating to save the planet from global warming, or the churches and “private schools” that dot the landscape of the UK, while Cancer Research UK is a giant health charity that channels 90% of income raised (£719 million) to fund research on 200 types of cancer.

**Figure 3: Charity income source by subsector, 2020/21 (%)**



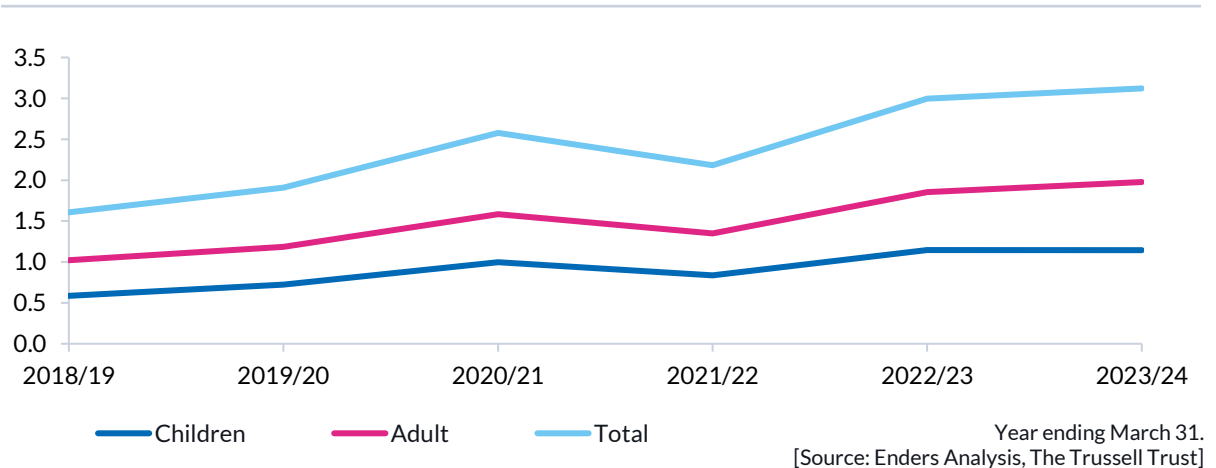
As is to be expected, the households in the top income deciles in the UK give proportionately more to the charity sector than those in lower deciles, although giving is very widespread in the UK population. The top 20% of households dramatically increased their giving in 2021/22, contributing just under half of the total income raised from household donations (Figure 4). The close to 50% rebound in 2021/22 is a product of the re-opening of venues operating as charities, mainly in the culture and recreation sub-sector. However, these figures do not account for the time given by so many individuals as volunteers in their communities to staff charities operating shops on the high street and food and multibanks on the back streets.

**Figure 4: Real annual household charitable donations (£bn)**



The cost-of-living crisis has had a disruptive effect on the charitable sector’s balance between income raised and expenditure on services to “clients”. There has been unprecedented demand for charitable services, particularly those which support the relief of poverty, as the impacts of higher inflation are felt hardest by those without any source of income or those on benefits or at work but on low earnings: 14.4 million were estimated to be in poverty in 2021/22<sup>2</sup> and 5.7 million low-income households were eating less or skipping meals because they couldn’t afford food.<sup>3</sup> The Trussell Trust reported the delivery of over 3 million food parcels in the year to March 2024 (Figure 5), with 655,000 new beneficiaries, including many pensioners for the first time. The Trust’s effectiveness relies on 29,000 referrers, 12,000 churches and 36,000 volunteers attached to 422 food banks.

**Figure 5: Emergency food parcels provided by the Trussell Trust network (m)**



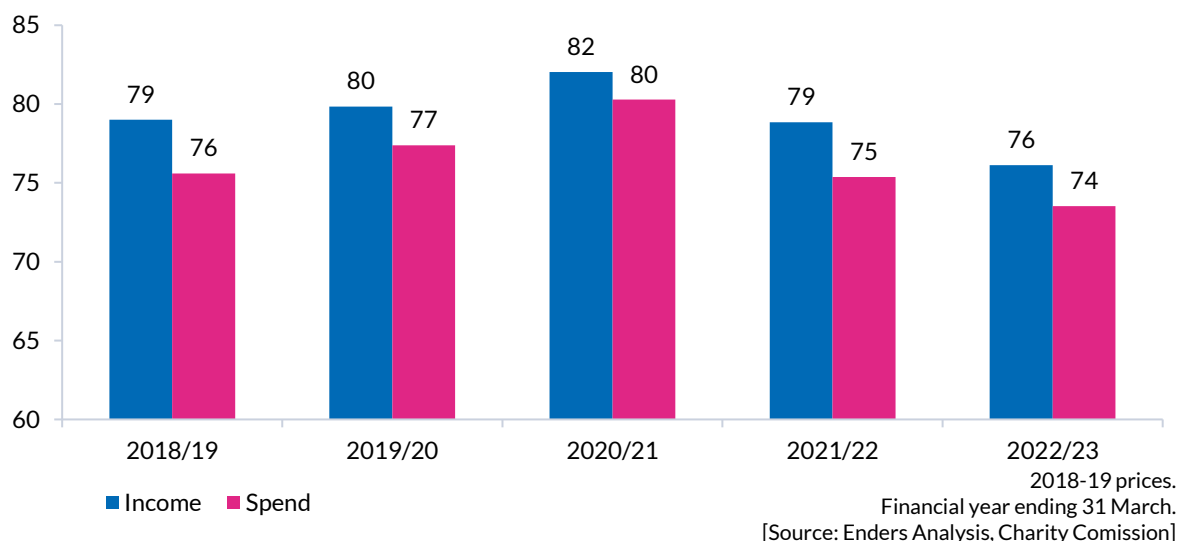
Charities that are active in the relief of poverty are experiencing an unprecedented funding squeeze because it is precisely the necessities such as food and basic hygiene products that also cost charities more to procure. This is in spite of the generous donations made of these items by individuals and

<sup>2</sup> Big Issues, [UK poverty: The facts, effects and solutions in the cost of living crisis](#), 24 October 2023.

<sup>3</sup> Joseph Rowntree Foundation, [5.7 million low-income households having to cut down or skip meals, as JRF’s cost of living tracker shows “Horrendous new normal”](#), 20 June 2023.

companies. In real terms, the income and expenditure of charities were slightly lower in 2022/23 than pre-pandemic (Figure 6): this is the funding gap we identify in this report, that can be overcome by corporations and media partnerships acting to galvanise individuals' giving.

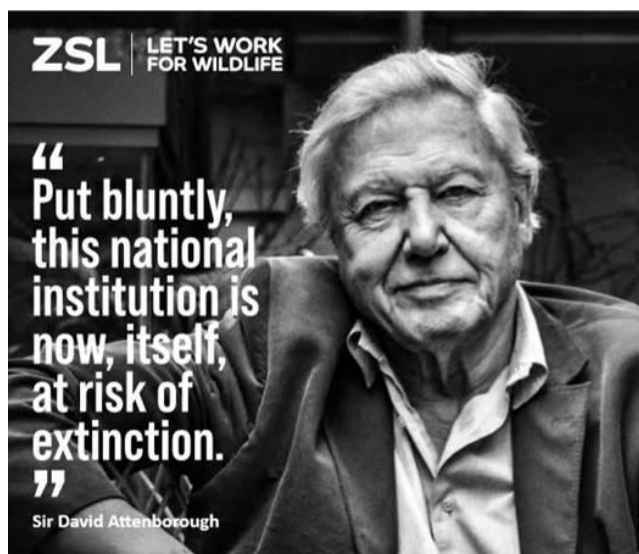
**Figure 6: Real charity income and spend in England and Wales (£bn)**



## Media companies bring issues vividly to life

Just as advertising on media has a multiplier effect on sales, so too does its use by publishers and charities to elicit the donation of funds and time from people. Two brief examples that Enders Analysis has intimate knowledge of include: Sky ran a TV appeal, produced pro-bono by AKQA, part of the WPP group, to help save the Zoological Society of London (ZSL). Media led by Sky and ITV donated airtime—valued at around £3m— and editorial during the pandemic, ultimately raising more than £12m.

**Figure 7: The ZSL emergency appeal campaign**

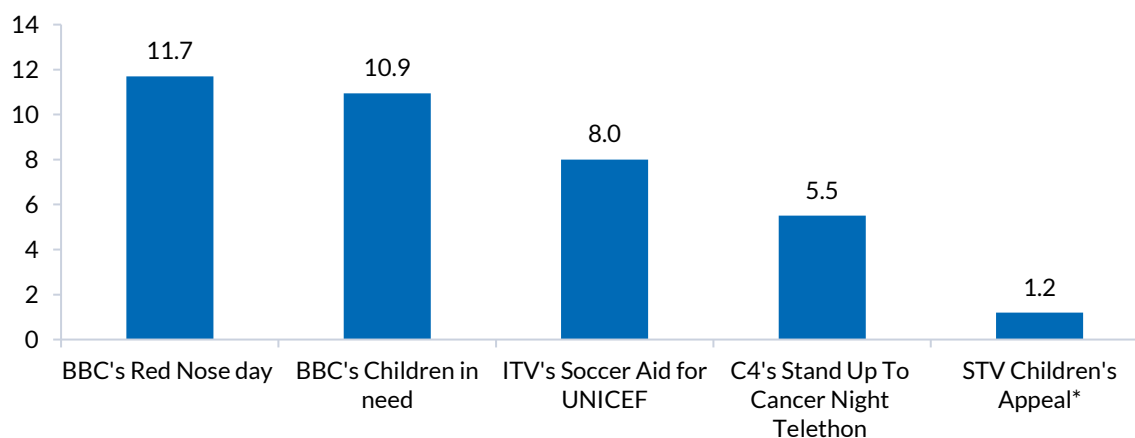


[Source: Enders Analysis, ZSL]

The NSPCC has raised £20 million+ in funding through media partners, such as the donation in-kind of £6 million by Newsquest.

More generally, TV is attractive to charities for the same reason it is for advertisers. That is, an ability to deliver mass live audiences, tell compelling stories that inspire awareness and galvanise engagement in a safe entertainment environment.

**Figure 8: Selected recent telethon TV audience reach (m)**



\*STV children's appeal viewing is in Scotland-only. All 4+. TV set.  
[Source: Enders Analysis, BARB/AdvantEdge]

The BBC estimates it raised £92m for charities last year, led by its two mighty telethons, Red Nose Day and Children in Need. ITV has donated £200m in airtime and through editorial events over the past four years, whilst STV's charitable contributions from its Appeal and in-kind gifts totalled £4.2 million in 2022.

Comic Relief provides food, shelter and healthcare in the UK and abroad; Comic Relief and Amazon gave £1 million of funding to the Multibank (see later). Since 1988, Comic Relief and the BBC are partners in annual telethons, including *Red Nose Day*, *Sports Relief* and *The Big Night In*.

*Red Nose Day 2024* reached over 11 million people, a four-year high in viewers, made more impressive by linear TV's decline in reach. The day raised a staggering £39 million, but this is a large decline compared to £71 million in 2019.

More recently, the cost-of-living crisis and the war in Ukraine continued to impact fundraising efforts across the charitable sector. This has accelerated the decline in the effectiveness of the BBC's media for fund-raising: £92.4 million in the 2022/23 financial year was 58% of its peak 2010/11 level of £159.2 million.

Despite harsh macroeconomic conditions the media sector can continue to instigate societal change: ITV has recently and vividly illustrated the power of media through *Mr Bates vs The Post Office*, which brought a widely-known topic to urgent consciousness for the broader public, and pushed the government to address an extraordinary miscarriage of justice. Elsewhere, ITV has shown the ability of media to encourage behaviour change through public health campaigns like *Britain Get Talking* which encouraged over 7 million in 2023 to talk about their mental wellbeing.

Meanwhile, Channel 4 has been a partner of Cancer Research since 2012 through its joint national fundraising campaign, *Stand Up To Cancer (SU2C)*. Channel 4 hosts an annual telethon, and leverages popular shows such as *The Great British Bake Off* to create sponsored, special programming in aid of the



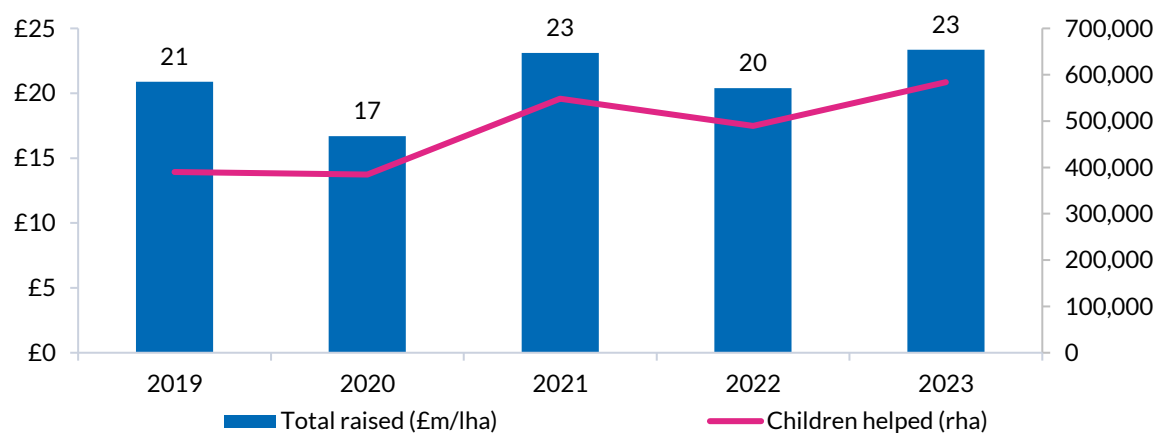
SU2C. To date, SU2C have funded 64 research projects, raised over £113 million, and worked with over 13,000 patients.

STV's Children's Appeal has distributed £40 million + to date to fight poverty in Scotland and improve the lives of children, young people and families. STV's 2016 documentary *Who Cares?* led to a review by the Scottish Government of the care system it funds, prompting change.

The power of radio is elegantly expressed by Cash for Kids, the charity of Bauer Audio Media. The charity has 23 local branches which are affiliated with their local radio station to raise awareness, engagement and funds. In 2023, it helped almost 600,000 children through a range of activities such as providing Christmas gifts, education or experiences.

Radio is a great partner for charities, especially local stations that partner with local charities to provide community safety nets. The annual Cash For Kids Day across the network amplifies the call to action, and in 2024 was on food insecurity during school holidays, raising £1 million plus to support 180,000 children. Mission Christmas is its toy appeal for children which raised £17.4 million in gifts and funds in 2023.

**Figure 10: Funds raised and children helped by Cash for Kids**



[Source: Bauer, Enders Analysis]

The power of television for charities is that broadcasters have trusted voices and have the ability to tell compelling stories which change perspectives across a variety of areas including child safety, environmental protection, and equality. UK PSBs have a sense of care for their audiences, and so are able to make it feel like people are working together in charitable endeavours. Broadcasters have come together to support initiatives such as the Disaster Emergency Committees' Rapid Response Network—a joint effort between national media (including the PSBs and Sky) and a consortium of 15 UK aid charities to launch emergency appeals, getting the message out and making it easy for the UK public to donate quickly and seamlessly. Some charitable partnerships are decades-long, showing the continued impact of using this media.



**Figure 11: Recent examples of national broadcasters' charitable activity**

Organisation	Initiatives/partnerships	Impact
BBC	Comic Relief	<p><i>Red Nose Day 2024</i> reached over 11 million people and the day raised £39 million</p> <p>Comic Relief's total income was £50.7 million in 2022/23 and awarded £33.5 million through 519 grants</p>
	BBC Children in Need	<p>£44.5 million was raised from fundraisers in 2022/23, 79% in the appeal night alone. These funds were used to support 2,106 local charities and helped to improve the lives of 426,000 children and young people in the UK</p>
	BBC Media Action	<p>This is the BBC's international charity. In 2022/23 it worked with local partners to reach 113 million people in 23 countries</p>
Channel 4	Stand Up to Cancer (SU2C)	<p>In partnership with Cancer Research UK, SU2C has helped fund 64 research projects, raised over £113 million, and worked with over 13,000 patients</p>
	Vanish: Me, My Autism and I	<p>£1 million worth of commercial advertising airtime across the whole Channel 4 network, nurturing the conversation to broaden public understanding of autism—particularly in girls</p>
ITV	Soccer Aid for UNICEF	<p>In 2023 Soccer Aid for UNICEF reached 8 million people and raised £14.6 million. Since it began, Soccer Aid for UNICEF has raised over £90 million. The money raised helps children around the world get the best start in life, protecting children from disease and malnutrition, supporting education and responding in times of crisis</p>
	Britain Get Talking	<p>Britain Get Talking is a public health campaign that has encouraged the nation to connect with others and have meaningful conversations, leading to over 7 million in 2023 to talk about their mental wellbeing</p>
	Zoological Society of London	<p>Co-operative support alongside Sky, the support for ZSL through news coverage and the documentary <i>London Zoo: An Extraordinary Year</i> reached 4.8 million viewers. Donations totalled over £6.8 million</p>

STV	Children's Appeal	<p>STV's Children's Appeal has distributed £40 million plus to date to fight poverty in Scotland and improve the lives of children, young people and families</p> <p>In 2022/23 the Appeal distributed over £2m to around 130 charities and invested in 12 large projects and 229 local projects. Volunteers gave 28,000 hours of volunteer support, worth a monetary value of £277,000</p> <p>STV's 2016 documentary <i>Who Cares?</i> led to a review by the Scottish Government of the care system it funds, prompting change</p>
Sky	Kick it Out	<p>A £3 million partnership supporting campaigns, development opportunities to enable school children to learn about inclusion, and funding for a scholarship programme for students from underrepresented backgrounds to gain a Football Industries MBA</p>
	Mission 44	<p>A £1 million donation helped scale up small organisations focused on preventing exclusions and influencing national education policy</p>
	NSPCC	<p>A donation of £71,000 funded Childline for Christmas Day and Boxing Day 2021, reaching over 19 million people across the UK. Sky supports NSPCC's Childhood Day, and uses their platforms to raise awareness and funds</p>

[Source: company reports, press coverage, Enders Analysis]

## News media play a unique role in the system

News brands serve trusted journalism to audiences across print and digital media, offering charity partners unique leverage and visibility. News media report on social, economic and political issues. Therefore, when they champion causes they do so from a position of considerable authority and influence. Each national news brand serves its own audience in print and reaches many more on digital.

News publishers donate inventory and provide editorial coverage to Christmas Appeals and to specific causes. The Financial Times provides £3m a year in advertising donations, of which £500,000 goes to the NSPCC. The title's annual seasonal appeal raised nearly £20m between 2006 and 2019. At News UK, charitable donations from Sun readers totalled £100m in the 50 years to 2019. The Times and Sunday Times Christmas appeal raised £2m in 2022.

**Figure 12: Examples of national news outlets charitable activity**

Organisation	Initiatives/partnerships	Impact
DMGT (Mail Force)	COVID Crisis Appeal	Raised £25 million in cash and equipment collectively, allowing the Mail Force to provide approximately 40 million items of PPE to the NHS, its partner charities, care homes and other charities and £1 million's worth of funding towards Covid-19 testing equipment
	Computers for Kids	Raised over £13 million in cash and equipment for schools: delivering digital access to children who needed it the most
	Ukraine (and wider humanitarian) Appeal	Reached £10 million in donations within a month. The charity co-funded 500,000 food boxes with the Embassy of Ukraine
Financial Times	Ad-space donations	£3m+ each year including to the World Food Bank, ZSL and NSPCC. The NPSCC partnership saw a donation of advertising space valued at not less than £500,000 per year for the last four years.
	Financial Literacy and Inclusion Campaign (FLIC)	FLIC aims to democratise financial education by providing free and engaging content to those who need it most: young people, women, and disenfranchised groups including minority ethnic communities and migrants
	Annual fundraiser	Raising more than £19.5m on behalf of charities from 2006-2019, since 2020 the annual fundraiser has been directed towards FLIC
The Guardian	Annual fundraiser charity appeal	Raised a total of over £13 million since 2015. The initiative has supported various causes such as youth homelessness, refugee assistance, poverty alleviation, and forestry protection and regeneration
	The Guardian Foundation	In 2023, The Guardian paid £792,000 (2022: £540,000) in charitable donations and gifts in kind to the Guardian Foundation, which promotes global press freedom and access to journalism
The Telegraph (TMG)	Annual fundraiser charity appeal	Raised nearly £30 million for charities since its launch in 1986. Most recently, in 2023, £0.5m was raised from readers and the charities supported included: Race Against Dementia, the RAF Benevolent Fund, Marie Curie and Go Beyond

	“Close the Gap” & “Women Mean Business”	Closing financial disparities and funding gaps for female athletes and aspiring entrepreneurs. Both have significantly moved the dial with the “Women Mean Business” campaign sparking a Government-backed review and three years after launching a new fund for female entrepreneurs was established
News UK	The Sun's charity reader fund	Charitable donations from Sun readers totalled £100m in the 50 years to 2019, and The Sun celebrated by creating a £1m fund to make donations to reader-nominated charities during that anniversary year
	British Red Cross	The Sun’s Earthquake Appeal raised nearly £2 million for the British Red Cross for Syria and Turkey
	News UK and local communities	News UK contributed £100,000 to organisations that support local communities including ParkPlay, the Calthorpe Community Garden, Free Kicks Foundation and the Felix Project

[Source: company reports, press coverage, Enders Analysis]

**Regional and local newspapers** are read by an impressive 40 million people a month. Local media do unique things for society: they are trusted by four-fifths of UK adults,<sup>4</sup> and their role was exemplified during the pandemic when local news readership grew by almost a fifth in 2021.<sup>5</sup> It doesn't just reflect community; at its best it helps define and leverage it.

**Radio** meanwhile is accessible, ubiquitous—a dependable companion—providing relevant news, information, entertaining, music and speech. Local radio has a similar position in communities to local newspapers and so it is also a great touchpoint for charities. Radio has perhaps more of a human touch with the aid of presenters—people consider radio a “friend”, and there is a particularly great sense of community with local radio stations with listeners knowing if they give to a partnered charity it will help areas nearby.

**Figure 13: Examples of regional news and radio charitable activity**

Organisation	Initiatives/partnerships	Impact
Reach plc	Pride of Britain Fund & the Mirror's "Helping Hand" Campaign	These events and funds have provided substantial support to local charities, for example Manchester-based charities Ngage (£30,000) and the Anthony Walker Foundation (£20,000)
	The Daily Express' "Give a Book" campaign	This has supported literacy in schools, prisons, and disadvantaged children

<sup>4</sup> News Media UK, [JICREG Trust Local: 40 Million People Read Local News Media Every Month](#), 19 January 2023.

<sup>5</sup> ISBA, [Surge in audiences for local media presents opportunity for brands](#), 23 November 2021.

DC Thomson	The Northwood Charitable Trust	The fund donated £500,000 towards the £1 million Dundee Cultural Recovery Fund to support local arts and culture venues during the pandemic
	Eden Project	It supports this project, which is expected to create 200 new jobs, a further 300 indirect roles, and contribute £27 million each year to the regional economy
Newsquest	Greenock Medical Aid Society	The grants helped to set up a health and wellbeing suite to add a holistic dimension to the care provided to residents
	Age UK	Its grants supported elderly people who found themselves lonely and isolated
Global Entertainment and Media	Global's Make Some Noise	This supports small UK charities and has raised over £34 million since its inception. In 2023, £2.5 million of funding was awarded to 40 charities focusing on physical and mental wellbeing. Funds are predominantly raised from its annual fundraising day 'Make Some Noise Day'
Bauer Media	Cash For Kids	It raised £23.3 million in 2023. Mission Christmas is its toy appeal which aims to ensure that no child goes without presents on Christmas day and it raised £17.4 million in gifts and funds in 2023  The annual Cash For Kids day in 2024 was on food insecurity during school holidays, raising £1 million plus to support 180,000 children

[Source: company reports, press coverage, Enders Analysis]

## The Multibank

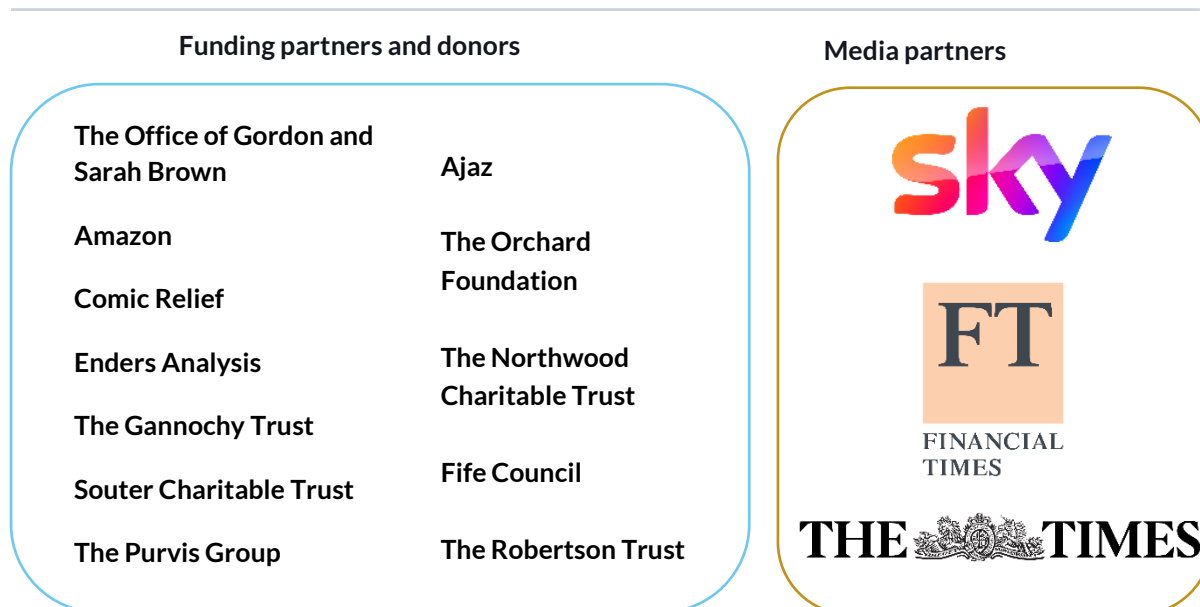
Gordon Brown's landmark anti-poverty community-based initiative, The Multibank, operates through a network of referring charities that collect the parcels of non-perishable new and recycled essentials at a warehouse and distribute them locally to those most in need. Donations in-kind and of funds are made mainly by companies, such as Amazon, local trusts and foundations and other generous donors. The former Prime Minister refers to "a UK-wide coalition of compassion to meet our target of distributing 20 million goods through 2024".<sup>6</sup> At the the 2024 Business Charity Awards, the Multibank was named the initiative with the best 'Community Impact'.<sup>7</sup>

<sup>6</sup> The [Multibank](#) charity website.

<sup>7</sup> For more information see: Amazon Senior Impact Manger Eugenie Teasley's [LinkedIn Post](#), 17 May 2024.

The Multibank has secured vital support from media partners including Sky, the Financial Times and News UK (publisher of the Times and the Sun) for its media campaign. Actor Peter Capaldi has agreed to front the next stage of the campaign.

**Figure 14: The Multibank partners and strategy**



**How it works**



Business suppliers and support



[Source: Enders Analysis]

The charity itself highlights three challenges: the co-ordination efforts of a highly-disparate, multi-enterprise supply chain; the positioning and communication required to articulate a complex requirement and deployment with precise and impactful simplicity; the need to get that message to as many people as possible.

Without the appetite, goodwill and skill of media, the Mulitbank—and many more charities—would not so greatly inspire the public’s sympathies and imagination, and so achieve the momentum they do.



## About Enders Analysis

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