

COZI OVERVIEW

Cozi is the perfect time and place to connect with busy, on-the-go families!

Cozi is a free app and website that helps users **manage the chaos of family life with a shared calendar, shopping lists, to-do lists, and more.**

Time Inc.'s acquisition of the Cozi suite of products solidifies our commitment to making consumers' lives easier. With the ability to naturally bridge technology and premium content for our audience, the **Time Inc./Cozi partnership provides the ultimate solution for busy families.**

Today's CFO (Chief Family Officer) relies on her devices to stay connected and in control. Cozi is her lifeline and her essential planning/shopping tool.

AMONG SMART PHONE-OWNING MOMS:

- » 98% say "It's with me wherever I go"
- » 78% agree "It helps me be more productive and get things done"
- » 74% rely on smart phones to organize and schedule family activities
- » 71% use their device for shopping activities
- » On average, moms spend 92 minutes a day "waiting" – in line at a store, for appointments, etc. While they are "waiting," 55% use their phones to manage lists and make purchases

COZI USERS TAKE ACTION

- » 2 in 3 agree Cozi gives them **good ideas for organizing their life**
- » 2 in 3 use the **Cozi mobile calendar every day**
- » 9 in 10 are the primary decision makers for their HHI for **most health and beauty products**
- » Half have **purchased food products** they've seen advertised on Cozi

COZI AUDIENCE

- » **14.5M** Total Registered Users
- » **7.7M** Mobile Installs

Source: Cozi 2015; Time Inc. Research + Insights 2013

/MARKETING



CONTACT YOUR SALES REPRESENTATIVE OR SALES MANAGER,
BARI SCHRAGER AT 212.522.2980 OR AT BARI.SCHRAGER@TIMEINC.COM

