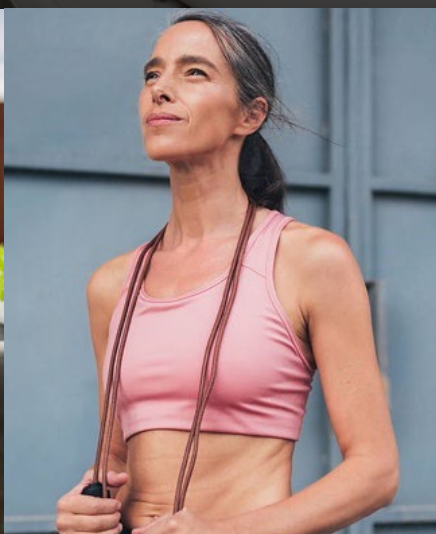




ROAR Forward

A REVOLUTIONARY MOMENT





The most significant
social movement of our
lives is happening now.
The New Longevity

- People turning 50 today realize they may live another 40 or more years
- They are challenging everything they were told about the second half of life
- It's a people revolution
- This group is starting new careers, creating new lifestyles and finding new loves
- They are fighting ageism in the workplace, advertising, entertainment, and the culture
- They are debunking antiquated stereotypes
- They are "Re-Imagineers," ignoring the rules, pursuing their passions, and designing the new script

Re-Imagineers: Nbr mBusting Age Innovat or s Constr ucting a New Life-stage



Outdated Stereotype

A Financial Burden on the Economy

Old & Tired

Sit Around Bored

Living with Limited Abilities

Tech Adverse

Opts Out of Social Media

Sedentary Lifestyle

Old School



New Longevity Archetype

A Financial Burgeoning of the Economy

Unretired, and Refired

Sit on Boards

Running Limited Liabilities

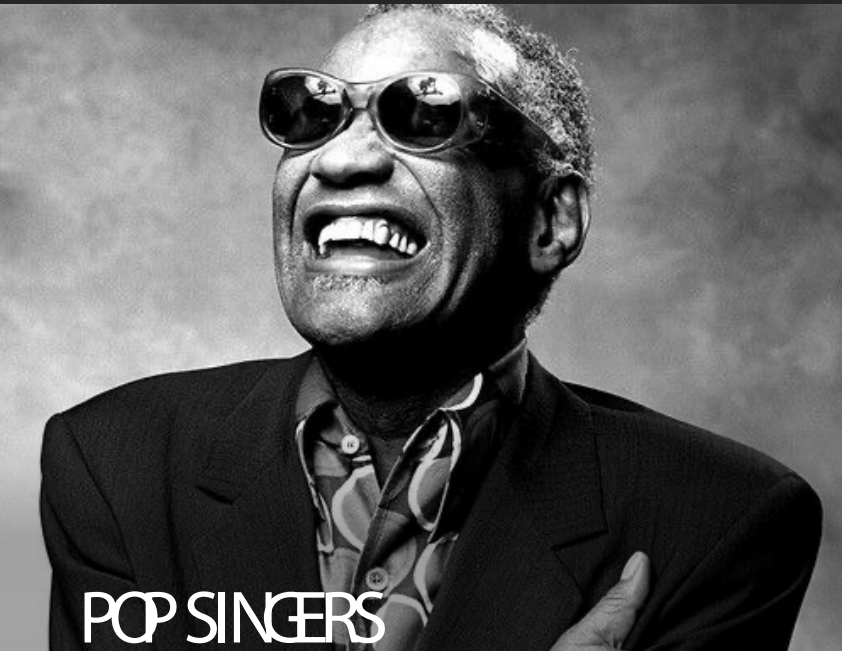
Tech Well Versed

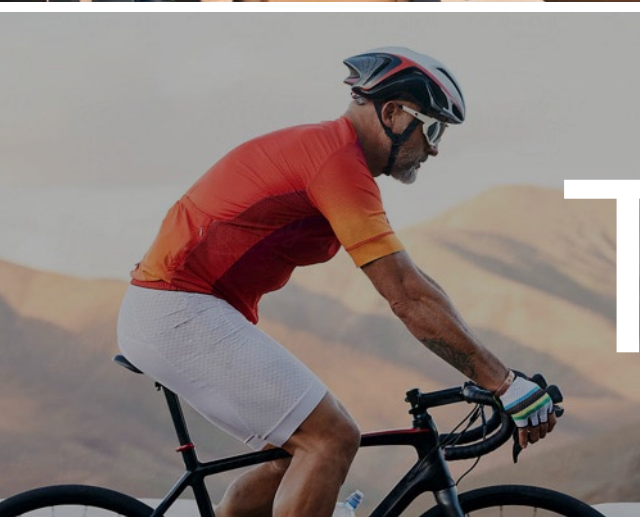
All in on Social Media

Active Lifestyle

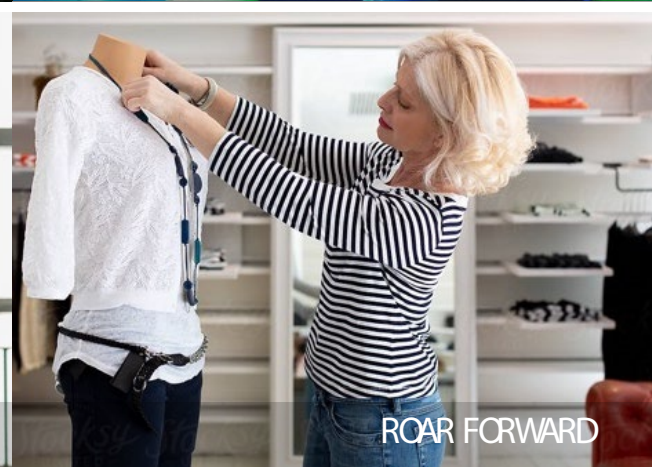
Perpetual School

50+ ICONS THEN AND NOW





THE NEW LONGEVITY



ROAR FORWARD

THE NEW LONGEVITY IS HERE – RIGHT NOW

Hollywood REPORTER

'I've Grown Into Myself'



Jane Fonda was photographed Jan. 11 at Quixote Studios in West Hollywood.

With three movies, including the sports comedy *80 for Brady* and the indie dramedy *Moving On*, debuting in her 85th year, **Jane Fonda** remains an unmatched force in American culture. So why did she only recently embrace the strength in herself that so many others have admired for so long?

BY REBECCA KEEGAN


FINANCIAL TIMES

HOME WORLD US COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HTSI

Employment

Wanted: older workers for flexible and desirable jobs

Growing numbers of companies are changing their attitudes towards age and targeting over-50s for key roles



The Washington Post


Well+Being Food Fitness Mind Body Life

Want to live to be 100? Here's what experts recommend.

The recent death of the world's oldest person at age 118 highlights the growing number of centenarians around the world

By Teddy Amenabar

January 25, 2023 at 12:50 p.m. EST



...r who spent his career
g businesses is, at 93, the
ly-owned fashion business

...ristopher N
y has that of
call centre
ufacturing, t
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JOURNAL REPORTS: LEADERSHIP

Here Comes the 60-Year Career

As people live longer, healthier lives, the traditional 40-year career will become a thing of the past. But that's going to require a new mind-set—and a lot more planning.



HEDGEYE DEMOGRAPHY

01/28/23 07:00 AM EST

AGING STARS WANTED. NEWSWIRE

Neil Howe
@howegeneration

NEWSWIRE: 1/28/23

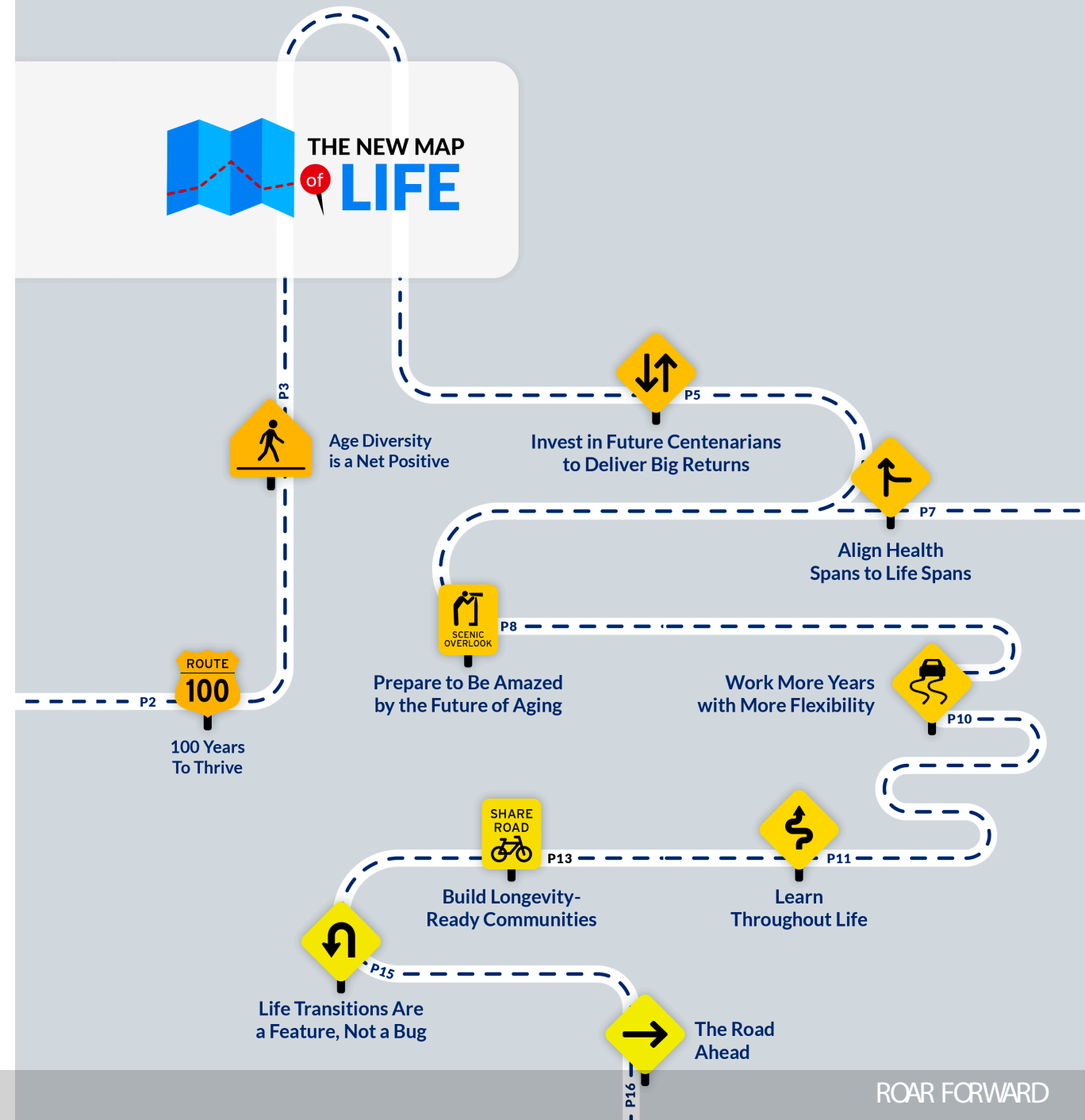
- **TV's latest crop of prestige dramas is headed by aging movie stars.** This includes the juggernaut hit *Yellowstone*, the highest-rated show on TV. (Vox)
- **NH:** In 2022, the most-watched show on TV was Paramount Network's *Yellowstone*, whose season 4 finale was **watched by more people than any broadcast that was not sports or the Oscars.** The most-watched debut episode, meanwhile, was the series premiere of *Tulsa King* (also on the Paramount Network). Also drawing strong ratings were the new series *1923* (on Paramount+) and *The Old Man* (on FX).

STANFORD CENTER ON LONGEVITY

Stanford University | Longevity.Stanford.edu

- The New Map of Life: The 100-year life is here
A whole-life approach that changes the view and actions on a new kind of second half of life
- Input from Stanford academics, policy makers, thought leaders, and think tanks

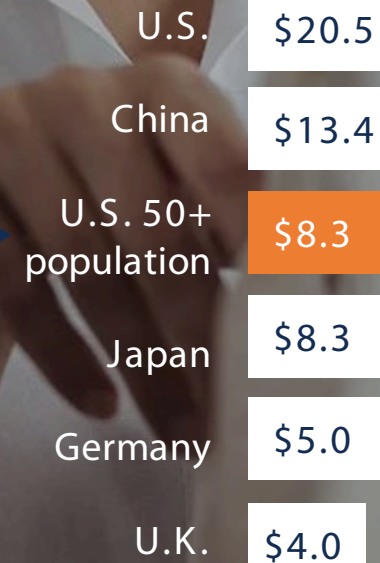
Source: Stanford Center on Longevity



50+: A Super sized Market with Super sized Wealth

- 35% of the U.S. population is 50+ (117 million)**
- This age group is projected to grow to 132 million by 2030*
- Every day 10,000 people turn 65****
- By 2030, 1 in 5 people will be 65+

The U.S. 50+ Population would be the World's third-largest economy by GDP (in trillions)



GDP (in trillions)

Source: "The Longevity Economy" Outlook, AARP

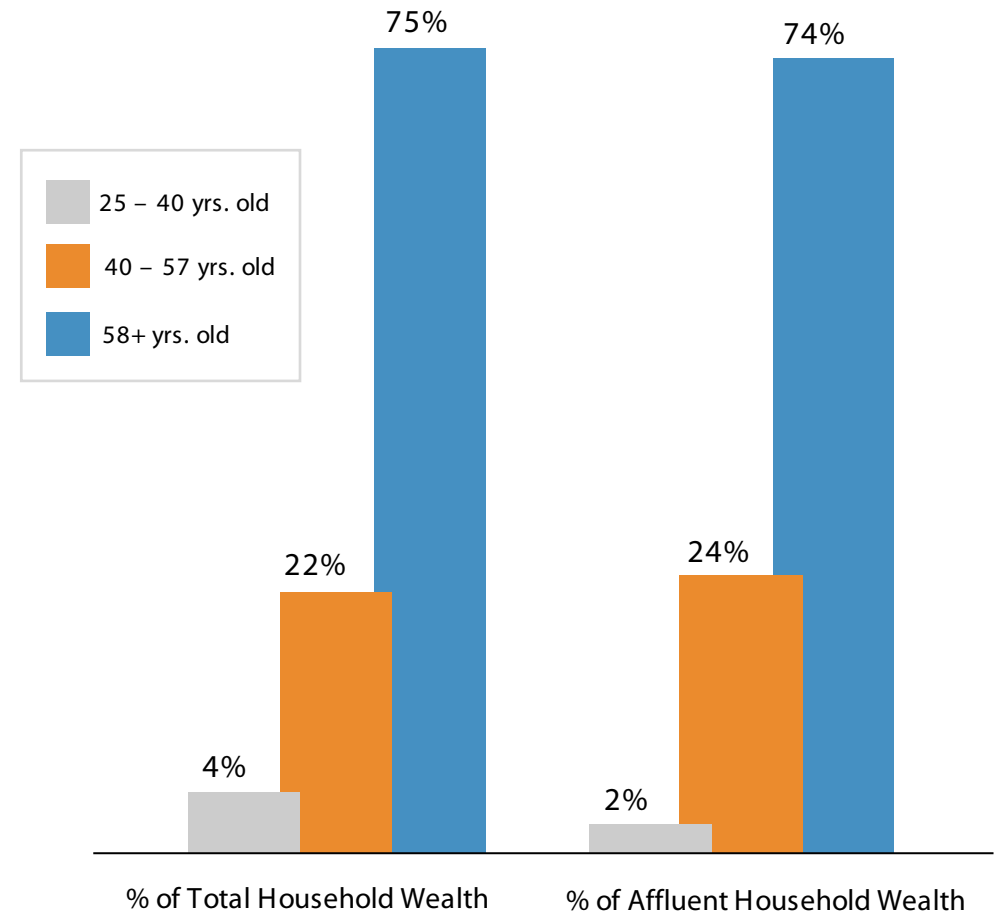
*Joint center for housing Studies of Harvard University **AARP The Longevity economy Outlook 2019,***The Administration for Community Living, which includes the Administration on Aging, is an operating division of the U.S. Department of Health and Human Services. ****JP Morgan Chase

U.S. Wealth by Household overwhelmingly concentrated with 50+



Chart Source: The Economist Intelligence Unit, Bureau of Economic Analysis, REMI.

U.S. Household Wealth Distribution by Cohort



Published on Marketing Charts.com 2019/Data Source: Packaged Facts - Affluent HH 150K+

50+ "Spending Heavyweights" Power the Longevity Economy

- In 2021, Americans 55+ held 70% of the country's wealth: \$92.3 trillion*
- In 2018, the 50-plus cohort contributed \$1.4 trillion, or 43% of federal tax revenue**
- The U.S. spend of 50+ is projected to hit almost \$13 trillion by 2030**
- In 2018, the 50-74 age group spent as much as the entire under-50 group***

*Federal Reserve's Survey of Consumer Finances; Spending Heavyweights source: Epsilon; **The Longevity Economy Outlook – AARP Study 2019; **The Longevity Economy Outlook – AARP Study 2019; ***Bureau of Labor Statistics, Consumer Expenditure Survey 2015; ****Grey is the new black Visa Business and Economic Insights



ROAR FORWARD

And the Longevity Economy Powers Every Sector in the Macro Economy

56%
of all New
Automotive*

54%
of Travel/Leisure****

80%
of Luxury Travel
Purchases are Controlled
by Women 50+*****

43%
of Cosmetic
Buyers**

55%
of Personal
Care Products*

51%
of Tech****

53%
of Luxury
Buyers**

41%
of Department
Store Shoppers**

68%
of Home
Investments*

45%
of Fashion

43%
of Fragrance
Buyers**

72%
Of All Stocks
Are Owned by 55+**

*Surveys from the Bureau of Labor; **GFK Spring 2022; *** Federal Reserve 21; ****Longevity Economy Outlook AARP 2018 Bureau of Economic Analysis, annualized GDP data; *****Consumer Expenditure Survey/Nielsen, 2018)



RETIREMENT RECALIBRATED

60%

working retirees said retirement was an opportunity to just shift to a different line of work*

55%

represents the increase of the 65+ workforce from 2014 to 2024***

72%

said they want to keep working after retirement*

69%

of Boomers are already working past 65 and don't plan to retire**

*[Source: TCRS] Tennessee Consolidated Retirement System (TCRS);** [Source: TCRS] Tennessee Consolidated Retirement System (TCRS); ***Toossi,M. CDC.Gov; ****Bureau of Labor Statistics

50+ is ALSO Running America's SMALL business

Re-Imagineers Work it Out

- An estimated 25% of new entrepreneurs are aged 55 to 64**
- 1 in 3 businesses were started by 50+*
- The success rate of startups by 50+ is 70%.* Under 50 is 28%.*
- 57% of all small business owners are over 50****

*AARP & Oxford Economics, 2016; **Cox, Henderson, & Baker, 2014; *** (St. Pierre, 2017; Bressler, 2017); ****Guidant Financial



ROAR FORWARD

TECH TONIC PLATES SHIFTING OLDER

50+ Spent
\$140 Billion

on Tech in 2018

vs.

\$136 Billion
by under 50*



50+ currently own and/or
intend to purchase:

- 70% made a tech purchase in the past year¹
- 46% plan to make their next car a smart car²
- 9 million plan to buy a new smart TV within the year³
- 67% said mobile is their most important device⁴

¹AARP Longevity Economy Outlook; ²AARP 2022 Tech Trends and the 50-Plus; ³The Economist Intelligence Unit, Bureau of Labor Statistics, Bureau of Economic Analysis, REMI; ⁴GWII Core Q2 2021

Embracing the social and internet culture

- 68% of 55+ buy something online every month according to Havas's 2018 Meaningful Brands Study
- 74% of 55-70 affluent consumers use Social Media to make luxury lifestyle buying decisions¹
- 55+ led the way in online shopping growth in 2020²
- 67% of over-50's participate in mobile gaming⁵
- 73% of adults between 50-64 use Social Media³



¹ Unity Marketing Affluents online survey 2013 – 1000 consumers with avg income of \$249K; ² Oracle CPG purchase data report; ³ Pew Research; ⁴ GWI Core Q2 2021; ⁵ AARP 2022 Tech Trends and the 50-Plus AARP Longevity Economy Outlook; ⁶ Statista, 2021



FOR RE-IMAGINEERS, BACK TO SCHOOL IS A LIFESTYLE

72% of 50-64 identify as
lifelong learners**

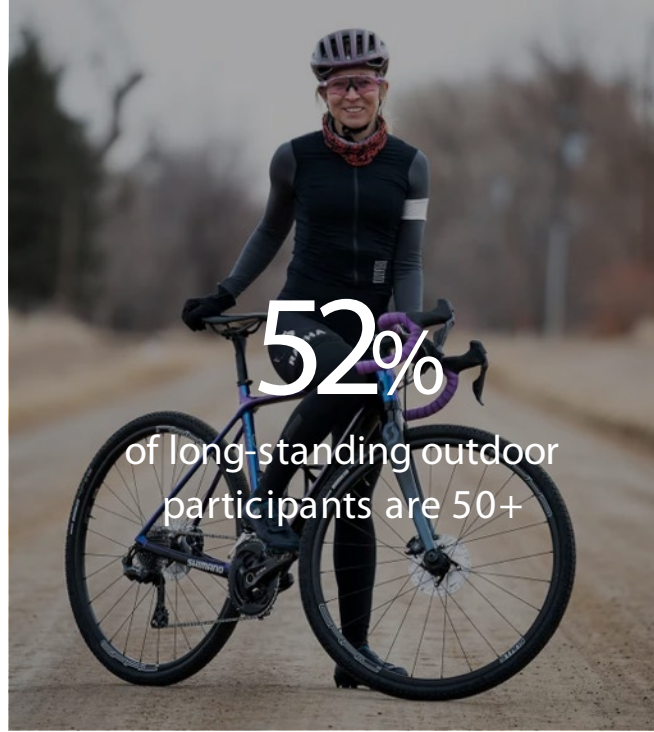
- 62% of 65+ are lifelong learners
- 35% are interested in pursuing degrees
- 20% in a graduate or doctorate degree
- 90% open to online learning
- 58% expect to fully fund their educational goals*

Source: *The Senior List Research; **Pew Research center 2015



80%

of adults 50+ work out daily/
a couple of times a week



52%

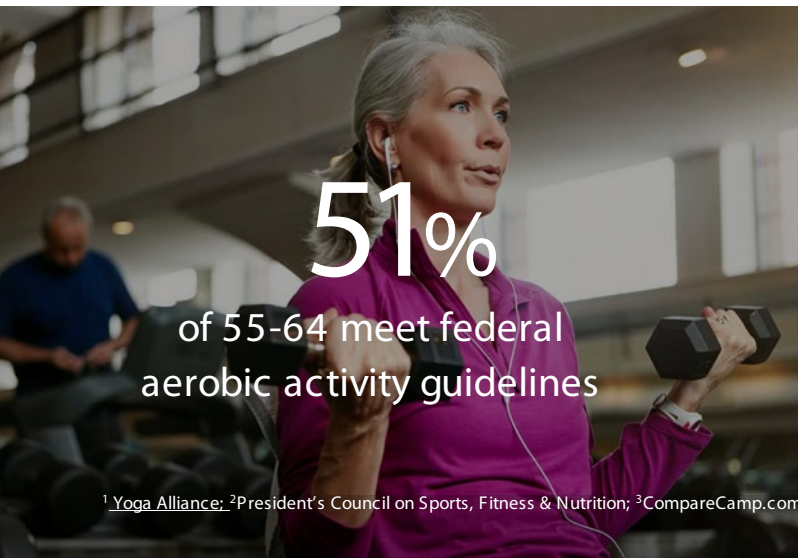
of long-standing outdoor
participants are 50+



% of 55+ that participate in:

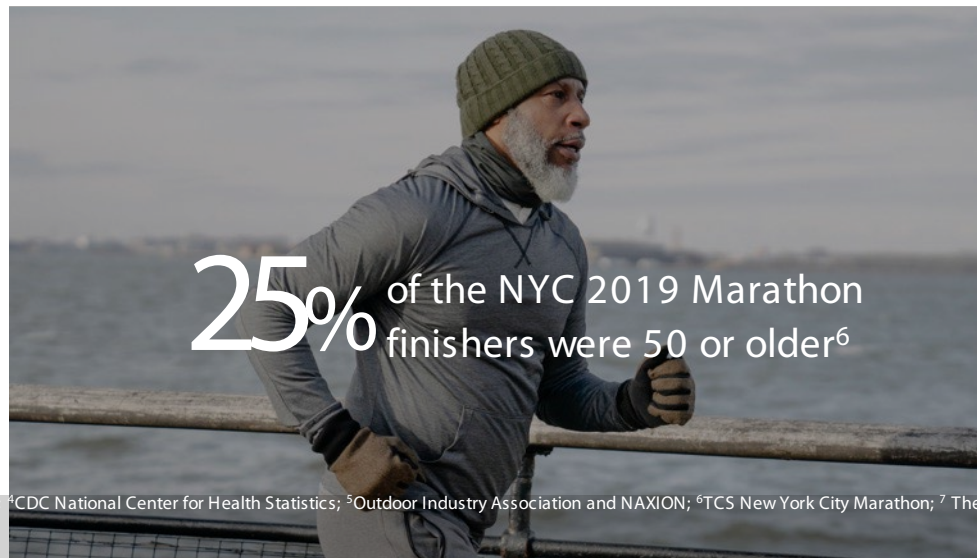
Aerobics	42
Yoga	38
Hiking	30

Re-Imagineers are Agile Ager s



51%

of 55-64 meet federal
aerobic activity guidelines



25%

of the NYC 2019 Marathon
finishers were 50 or older⁶

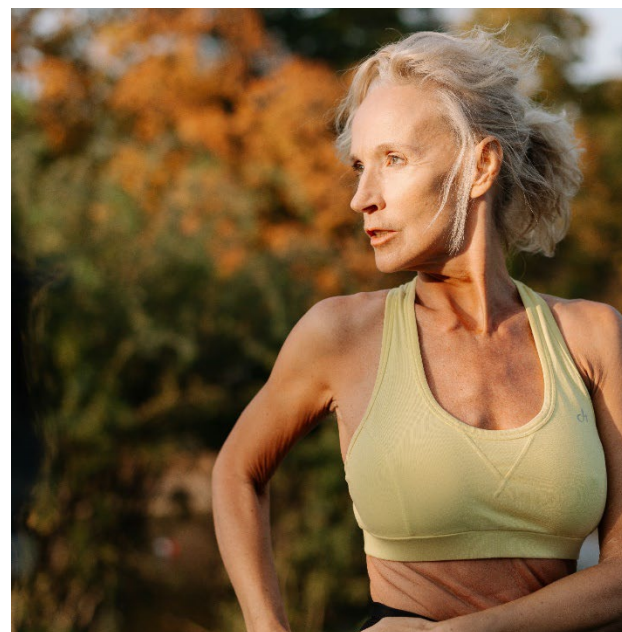


The amount of adults over 50
practicing yoga has tripled over
the last four years¹

¹Yoga Alliance; ²President's Council on Sports, Fitness & Nutrition; ³CompareCamp.com; ⁴CDC National Center for Health Statistics; ⁵Outdoor Industry Association and NAXION; ⁶TCS New York City Marathon; ⁷The Strategist Survey



MEET THE RE-IMAGINEERS

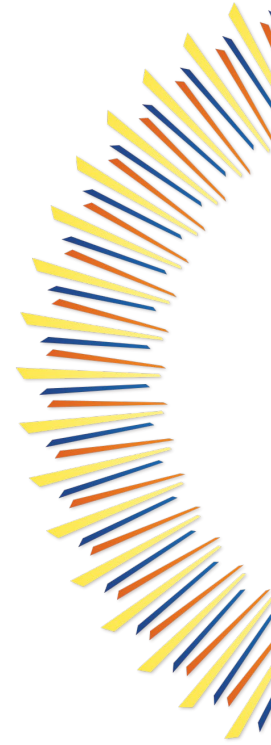


WHO ARE the re-imaginings?

An Emerging Group of Trailblazers breaking down barriers, redefining the rules, and paving a new path for 50+.

They are taking action to redefine themselves and have positive, forward-looking mindsets as they enter the second halves of their lives. They are future-focused, vibrant, AND driving change.

1 in 3 50-70 year olds are re-imaginings.



About the research & Methodology

On behalf of ROAR forward, a joint venture with the Hearst Corporation, NRG conducted a study encompassing rigorous quantitative and immersive qualitative research to understand the values, pursuits, defining behaviors, and impact of Re-Imagineers.



Rigorous Quantitative research

National Research Group (NRG) conducted an online survey in August 2023 among n=1502 consumers aged 50 to 70: n=1,001 represented Re-Imagineers, and n=501 represented General Population.

To accurately measure the size and demographic profile of the Re-Imagineer audience, NRG surveyed n=4776 50–70-year-olds, balanced to census on age, gender, and ethnicity, to determine the natural fallout and demographics of Re-Imagineers.

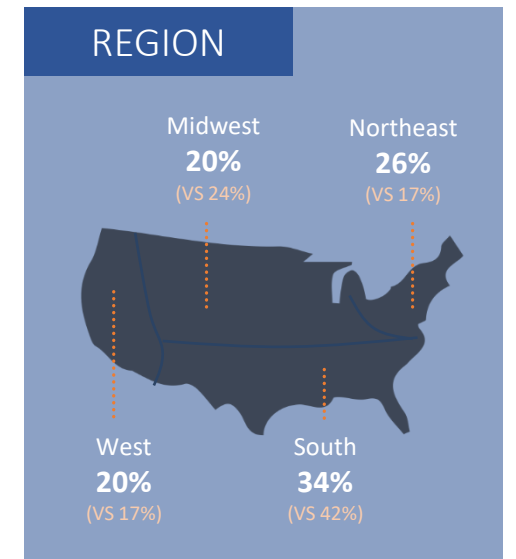
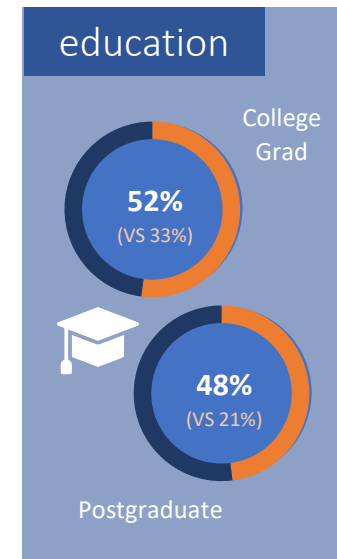
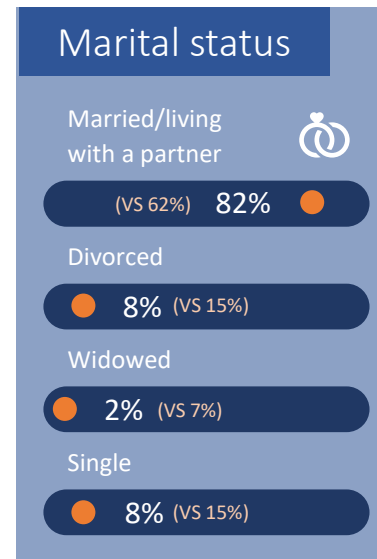
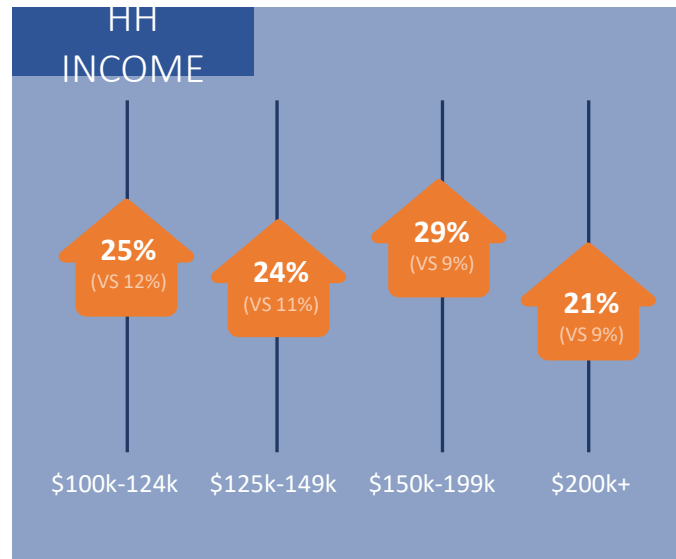
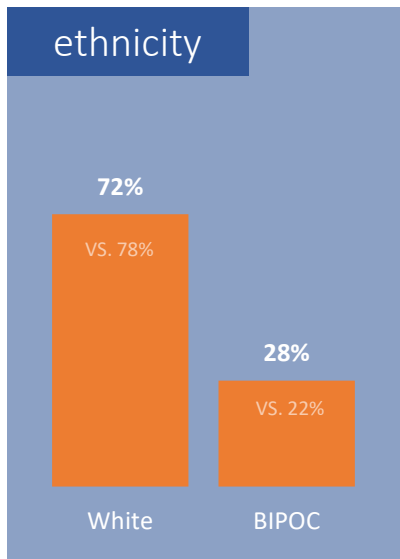
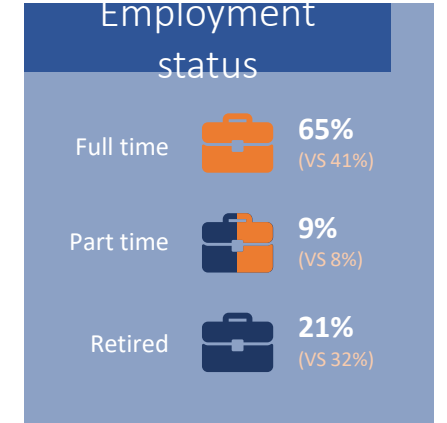
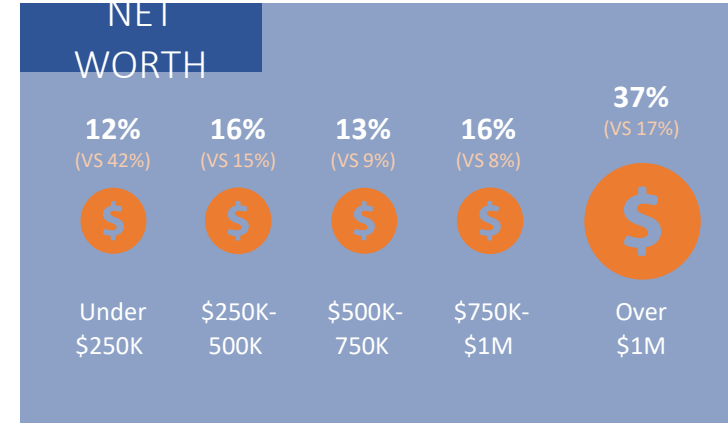
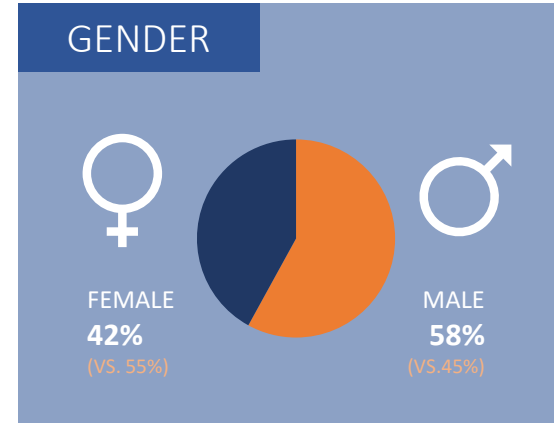
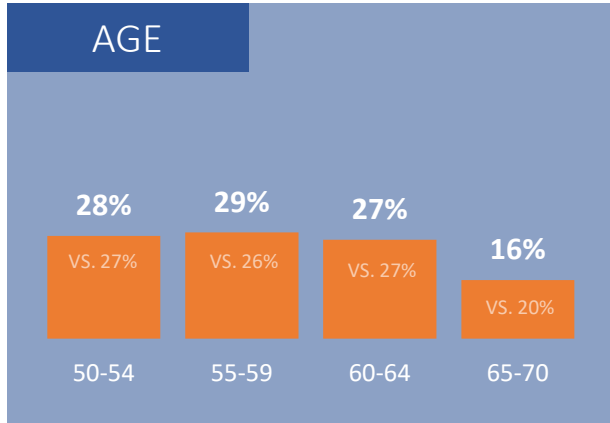
IMMERSIVE QUALITATIVE

National Research Group (NRG) also conducted 12, 60-minute interviews with 50-70-year-olds who represent the Re-Imagineer archetype.

These interviews explored their mindsets, motivations, beliefs, and experiences in detail.

DEMOGRAPHIC PROFILE

VS. GENERAL POPULATION



Visionaries redefining what the second half of life looks like



**FUTURE-
FOCUSED
95%**

spend more of their time and energy on their future dreams (vs. focus on past memories)



**ACTIVE
85%**

say they would rather be active during their free time (vs. watch TV)

77% are **sexually active**, and among those who are, nearly half are having sex weekly



**SEE NO LIMITS
84%**

feel like there are no limits to what they can do at their age



**HITTING RESET
67%**

have started something big and new – continued education, started their own business, or invested in a new passion or interest



Where others
see
limitations,
Re-
Imagineers
see **possibility**

95%

say the second half
of life has just as
much potential as
the first half
(vs. 78% Gen Pop)

91%

agree the only
limits they have
are those they
put on
themselves
(vs. 79% Gen Pop)

85%

feel that they are
coming into
their prime at or
after the age of 50
(vs. 61% Gen Pop)



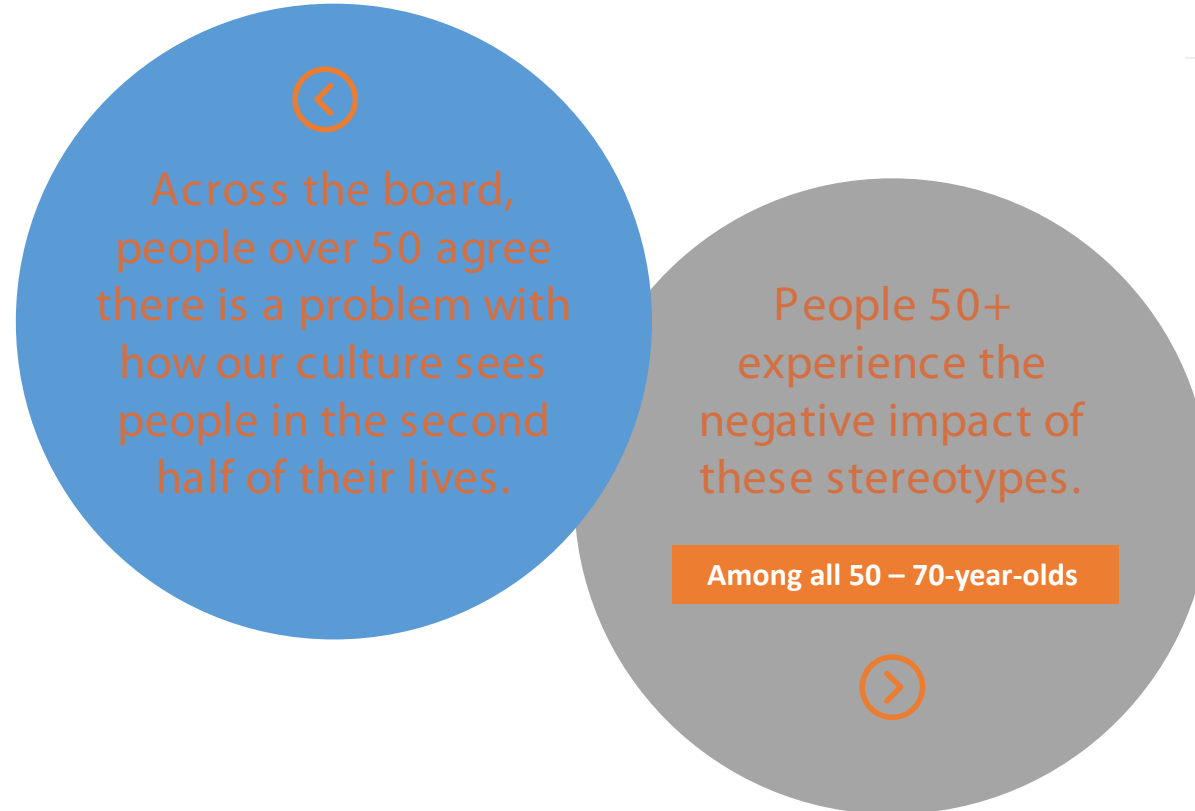
There's a universal belief that a new script needs to be written

91%

of all people aged 50-70 agree there are **outdated, negative stereotypes** about people in the second half of their lives

94%

of all people aged 50-70 agree we **need an updated, modernized understanding** of the vitality of people in the second half of life



83%

say professionals and workers over 50 face ageism and discrimination in the workplace

83%

say older individuals are assumed to be limited in their ambitions and abilities

80%

agree people over 50 are given less opportunities than younger individuals

75%

say people in the second half of their life are not as valued as their younger peers

REPRESENTATION ACROSS MEDIA AND ADVERTISING OF 50+ IS BROKEN



3 IN 4 SAY IT'S IMPORTANT THAT MEDIA AND ENTERTAINMENT AUTHENTICALLY REPRESENT PEOPLE THEIR AGE, YET ONLY 13% OF ALL 50-70-YEAR-OLDS THINK MEDIA DOES 'VERY WELL' AT REPRESENTING PEOPLE THEIR AGE

THE DEMAND FOR MORE MODERN REPRESENTATION OF 50+ IN MEDIA IS STRONG



AMONG ALL 50-70 Year olds

91%

want to see up to date modern representation of people their age in media and entertainment

87%

Say it's important and impactful to represent their age in media

82%

agree they prefer to watch media that shows a dynamic, authentic representation of people their age

87%

want to see dynamic and diverse representation of people their age in media

62%

Notice and respond **NEGATIVELY** to outdated or stereotyped representation of people their age in media

Re-Imagineers and General Population say that only about **ONE-THRD (36%)** of TV shows and movies do well at representing people their age.

BRANDS ARE NOT OFF THE HOOK, AND MISSTEPS COULD HAVE THEM MISSING OUT



AMONG ALL 50 -70 YEARS OLDS



think brands do “very well” at prioritizing and connecting to people their age

1 IN 5

have stopped buying a specific brand product or service because they did not represent or connect to people their age

TOP 5 REASONS FOR LEAVING

- 1 The brand was no longer meeting their needs
- 2 The brand didn't align with their values
- 3 The brand's messaging did not connect with them
- 4 The brand's image of people their age was outdated or irrelevant
- 5 They felt they weren't a priority customer

1 IN 2

50-70 year olds say they tend to shop with brands that authentically represent them





Reimagining
all aspects
of their lives

Interested and invested across consumer categories

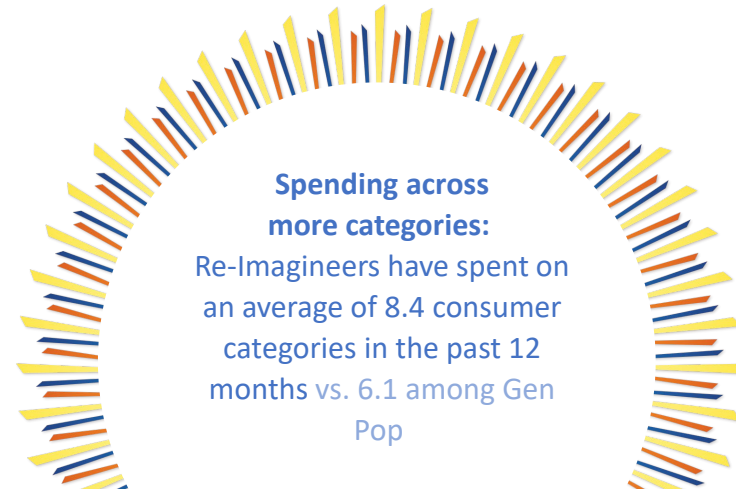
This cohort is engaging and spending more across a range of verticals compared to the General Population.

More interested:

Re-Imagineers show higher interest across key consumer categories than GEN POP

Top categories of interest

- Health and wellness
- Travel and Vacation
- Home and Living
- Financial Services and Insurance
- Technology and Electronics
- Education and Learning
- Entertainment and Media
- Sports and Outdoor
- Home Security and Safety



Re-Imagineers prioritize their spending on



And spending more across most categories:

More Re-Imagineers are spending in each category.

Spending in category over last 12 months

	Travel and vacation 84% (vs. 53%)
	Health and wellness, 77% (vs. 58%)
	Fashion, apparel & accessories, 68% (vs. 55%)
	Home and living, 62% (vs. 47%)
	Technology and electronics, 58% (vs. 39%)
	Entertainment and media, 56% (vs. 47%)
	Financial services and insurance, 53% (vs. 32%)
	Books and stationery, 50% (vs. 37%)
	Pet supplies, 50% (vs. 49%)
	Automotive, 47% (vs. 35%)
	Sports and outdoor, 47% (vs. 26%)
	DIY and tools, 45% (vs. 31%)
	Beauty and cosmetics, 42% (vs. 37%)
	Education and learning, 26% (vs. 13%)
	Home safety and security, 25% (vs. 13%)
	Toys and games, 19% (vs. 21%)
	Art and collectibles, 15% (vs. 13%)
	Real estate and property, 13% (vs. 8%)

Reimagining Home Enthusiastic about and invested in their homes

passionate

1 in 5 (19%) are passionate about home design (vs. 13% Gen Pop)

92% are interested in home and living brands, products, and services (vs. 84% Gen Pop)

invested

62% have spent on home and living in the past 12 months (vs. 47% Gen Pop)

\$2,500 Spent on average (61% more than Gen Pop)

39% prioritize spending in the home and living category (vs. 32% Gen Pop)

planning

1 in 5 (20%) plan to design a new home/redesign a current home in the future (vs. 12% Gen Pop)



Reimagining Tech: Up-to-date and INVESTED

engaged

86% Say they stay up to date on new technology
(vs. 66% Gen Pop)

interested

85% Are interested in technology and electronics
brands, products and services
(vs. 74% Gen Pop)

Invested

58% Have spent on tech and electronics in
the past 12 months

\$845 Avg spend over
last 6 months



Reimagining **Travel**: a top passion and priority for Re-Imagineers

Motivated

Travel tops Re-Imagineers list of interests out of a range of different activities

75% of Re-Imagineers share they are passionate about travel
(vs. 51% Gen Pop)

32% say they regularly engage in Adventure Travel
(vs. 18% Gen Pop)

Travel is in their top 2 categories of brand interest

97% are interested in travel and vacation brands, products, and services
(vs. 85% Gen Pop)

Dedicated

Travel and vacation is their top spending category

84% have spent in the last 12 months
(vs. 53% Gen Pop)

Travel and vacation is their top priority spending category

67% say it's a priority
(vs. 40% Gen Pop)

Avg spend over last 6 months

\$5,200 (31% more than Gen Pop)

Invested

72% plan to undertake significant travel in the future
(vs. 43% Gen Pop)



ROAR FORWARD Mission STATEMENT

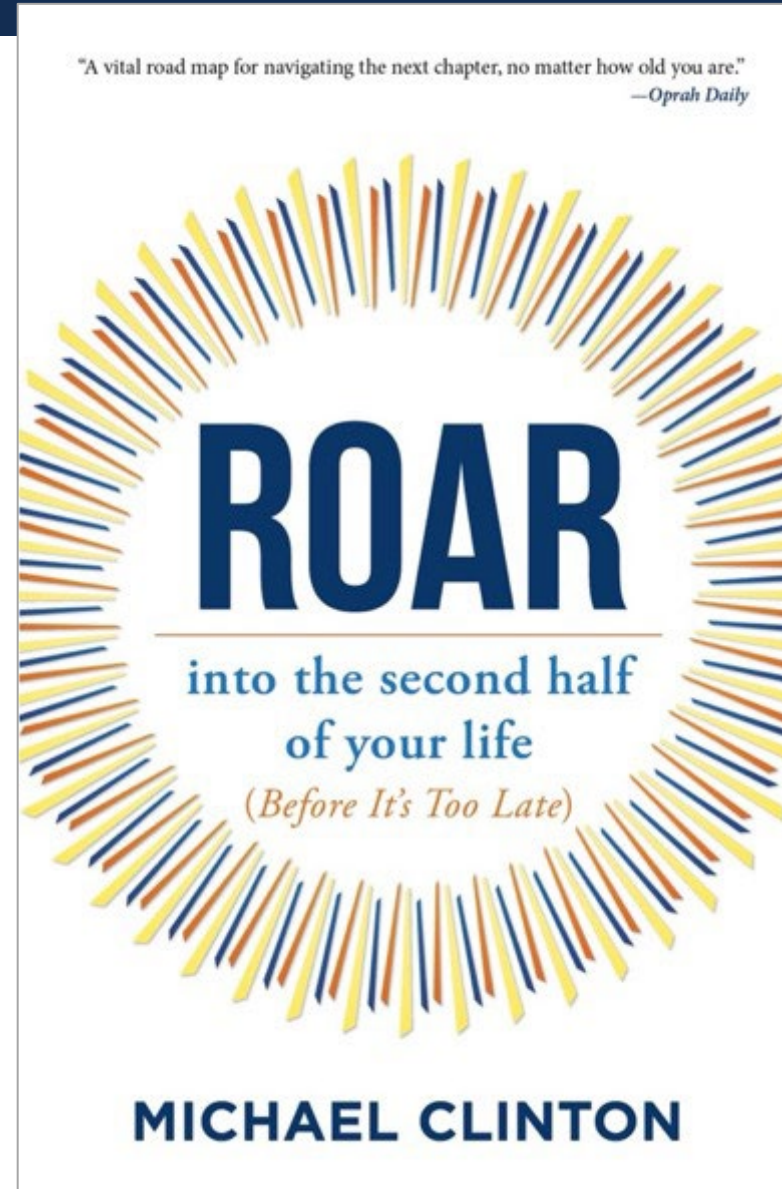


Roar forward is a Hearst Ventures partnership that will develop a membership and business intelligence platform dedicated to a new demographic identity; the Re-Imagineer. These age innovators are reinventing the 50-plus experience and rejecting antiquated ageist stereotypes in every facet of their lives. They are both architects of the New Longevity and drivers of the longevity economy.

As both champion of, and authority on, the Re-Imagineer, ROAR forward's mission is to provide a community for these change agents, raise cultural awareness of their impact, and provide Re-Imagineer market enlightenment to business, media/entertainment, legislators and our membership.

ROAR: THE BOOK

It all started with a book...



Book Launch, September 2021

- Best Seller in Third Printing
- Winner: Axiom Business Book Award

Digital Launch, September 2021

- RoarbyMichaelClinton.com
- LinkedIn/Michael
- Twitter
- Facebook/ROAR

Newsletter Launch, January 2022

20,000+ Subscribers to Date

Contributing Writer/Columnist:

Esquire, Men's Health, Oprah Daily.com

Keynote Speaker

ROAR FORWARD

Intelligence and Insights on The New Longevity and Its Implications



“The problem isn't the things that we don't know, it's the things we know that ain't so.”

Mark Twain

Summary:

- Stereotypes mislead, misguide and can alienate
- Age innovators can comprise over half of many brands' best customers and have been left on auto pilot
- The potential ROI that can be realized by activating these consumers is significant
- Re-Imagineers are complex, diversified and savvy. A deeper understanding of them is essential.

ROAR Forward can provide:

- A real time pipeline of emerging behavioral trends, attitudes and evolving preferences among this group
- Direct access to Re-Imagineers via live events
- Indirect access via our opt-in newsletter database
- Deeper more personalized non-formulaic learnings often missed by big data

Are you willing to make a nominal investment to get a phenomenal education?



Re-Imagine the Second Half of Life

ROARforward.com