

EXHIBIT A

12/11/2020

5-Minute Crafts - Home | Facebook


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5-Minute Crafts ✓
@5min.crafts

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5-MINUTE CRAFTS

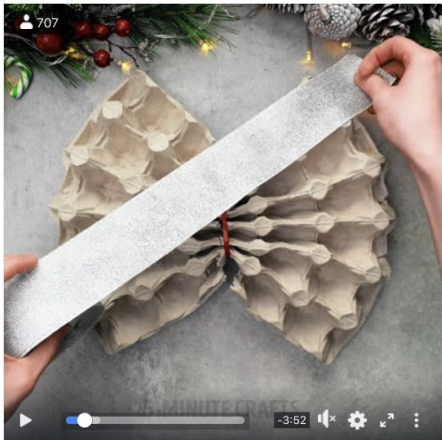
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December 5 at 7:30 AM · 🌐

12 ideas for how to turn trash into Christmas decorations. 🌱 Search new videos easily in our App <https://5mc.onelink.me/5ckJ/69b6740d>




707

151K 3.3K Comments 99K Shares

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5-Minute Crafts ✓
4 mins · 🌐

19 illustrative answers to the question "what would happen if...":



This shop was closed for 53 days. This is what happened

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4.3

4.3 out of 5 - Based on the opinion of 52,624 people

5-Minute Crafts

Instagram: @5min.crafts

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https://www.youtube.com/channel/UC295-Dw_tDNtZXFeAPAW6Aw/

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1/2


EXHIBIT B

12/11/2020 5-Minute Crafts GIRLY - Home | Facebook

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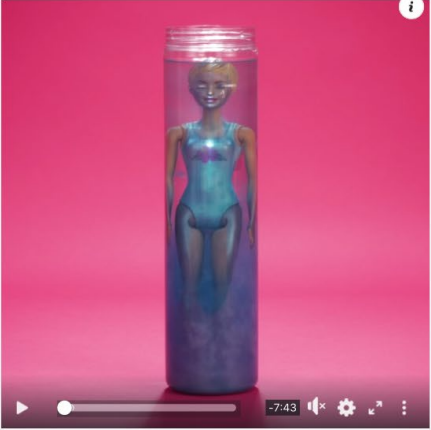
5-MINUTE CRAFTS girly

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Posts



 5-Minute Crafts GIRLY with Barbie.
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Barbie, Chelsea and friends are getting ready for an outdoor party! Help them organize it with these cool DIYs! #ad #Barbie




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 5-Minute Crafts GIRLY
8 mins · 

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5-Minute Crafts GIRLY

Fun diy-projects, crafts, experience the joy of doing it yourself! OFFICIAL CHANNEL.

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EXHIBIT C

12/11/2020

5-Minute Crafts - YouTube

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5-Minute Crafts ✓
 69.9M subscribers

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Hot glue is back! 21 GLUE GUN HACKS and DIYs by 5-Minute ...

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DIY MINIATURE HOUSE FROM LITTLE BRICKS AND...

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80M views • 3 years ago

16 FUNNY HACKS THAT WORK MAGIC

174M views • 3 years ago

23 SMART LIFE HACKS FOR EVERY OCCASION

140M views • 2 years ago

33 AMAZING HACKS FOR YOUR NEXT BEACH TRIP

115M views • 2 years ago

Stay At Home - #StayAtHome ▶ PLAY ALL

Fun and easy DIYs, life hacks and crafts that will help you not to be bored at home.

6 OUTSTANDING HOME DECOR DIYS THAT LOOK...

-Minute Crafts ✓

24 INCREDIBLE EGG COOKING TRICKS

5-Minute Crafts ✓

31 MOST SATISFYING DIY IDEAS

5-Minute Crafts ✓

31 BRILLIANT ART IDEAS FOR EVERYONE

5-Minute Crafts ✓

EXHIBIT D

12/11/2020

5-Minute Crafts GIRLY - YouTube

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Test new features

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19.8M subscribers

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9:49

heap CONCRETE DIYs & Home INTERIOR...

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Beauty Tips and Tricks! Girly Hacks, Make up secrets and...

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🎄

1:34:00

LIVE CHRISTMAS CRAFTS AND DIYs 🎄 Magical DIY...

163K views • Streamed 4 days ago

💄

11:00

AMAZING LIP MAKEUP ideas || LIPSTICK TUTORIAL FOR...

177K views • 5 days ago

Beauty tips and tricks | 5-Minute Crafts GIRLY

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fakeup and beauty hacks every woman should know. Watch beauty tips and tricks videos from 5-minute Crafts GIRLY, including 25 Cool Hairstyles To Make Under A Minute, 27 Extreme But Helpful

BEFORE AFTER

10:25

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AMAZING LIP MAKEUP ideas || LIPSTICK TUTORIAL FOR...

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10:05

25 Easy HAIRSTYLE Hacks You Can Make In 1 Minute

543K views • 1 week ago

👁️

10:54

TESTING VIRAL TIKTOK&INSTAGRAM Beaut...

215K views • 2 weeks ago

Clothing hacks | 5-Minute Crafts GIRLY

▶ PLAY ALL

recycle and reuse you old clothes with these easy DIY clothing tricks tutorials. Watch clothing hack videos from 5-Minute Crafts GIRLY, including 36 Fashion Hacks To Upgrade Your Wardrobe, 20 Cool

https://www.youtube.com/channel/UC2etEuP6shP4P53wM0KImA

1/3

EXHIBIT E

12/11/2020 5-Minute Crafts PLAY - YouTube

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5-MINUTE CRAFTS PLAY





18.4M subscribers

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 11:45 K views • 1 hour ago	 13:52 71K views • 9 hours ago	 11:49 76K views • 17 hours ago	 12:17 56K views • 1 day ago

DIY Crafts And DIYs by 5-Minute Crafts PLAY ▶ PLAY ALL

easy crafting life hacks and DIYs you can make yourself: room decor, DIY gifts, toys and school supplies. Enjoy the magic of crafting!

2 COOL DIY PLAYHOUSES YOU CAN MAKE IN 5...	20 GENIUS NEW WAYS TO USE ORDINARY THINGS	13 HOMEMADE CANDIES AND DESSERTS YOU WILL...	20 DIY DOLLHOUSE FURNITURE AND...
 14:27 5-Minute Crafts PLAY 6M views • 1 year ago	 11:56 5-Minute Crafts PLAY 29M views • 2 years ago	 14:18 5-Minute Crafts PLAY 27M views • 2 years ago	 11:27 5-Minute Crafts PLAY 26M views • 2 years ago

What To Do When You Are Bored #StayAtHome ▶ PLAY ALL

cool and fun ideas to have fun at home: DIYs, crafts and creative life hacks for the whole family.

https://www.youtube.com/channel/UC57XAJ04TY8gNzOWf-Sy0Q 1/3

EXHIBIT F

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Intelligencer



LIFE IN PIXELS | JULY 26, 2019

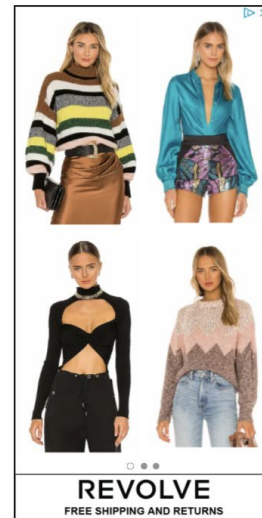
The Egg Is Bigger Than Before, or, the Cosmic Mysteries of YouTube's Third-Most-Popular Channel

By Max Read



Photo: [5-Minute Crafts](#)

Please take a moment to watch the following video posted by Twitter user [@chipsopandabar](#):



December 11, 2020

<https://nymag.com/intelligencer/2019/07/the-egg-is-bigger-than-before-what-is-5-minute-crafts.html>

EXHIBIT G

12/11/2020

These are the most subscribed YouTubers | Technobezz



TechnoBezz



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These Are The Most Subscribed YouTubers

No doubt YouTube is the largest video sharing platform in the world. You can find anything on this website. And we mean anything! From sports to comedy, music, academic lessons, life hacks, motivational speeches, you name it! The guys who own the channels are ordinary folks like you but they share valuable content that people like. That means people decide to follow them and subscribe to their channels. As a reward, people are able to listen and watch their content and even get notified when each new video is shared. Some of these guys have a jaw-dropping number of followers. Here are 8 most subscribed YouTubers.

See also: [Most Viewed YouTube Videos](#)

Most Subscribed YouTubers

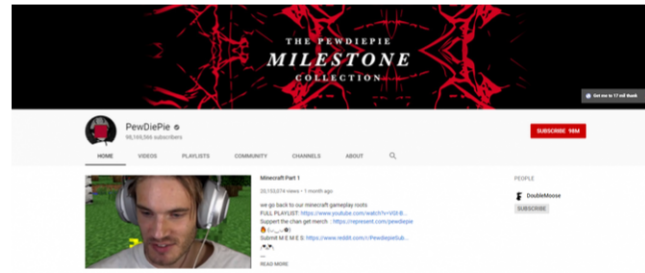
T-Series (106,38 Million)



T-series is the largest music record label and movie production company from India. It is owned by Super Cassettes Industries Private Limited. The channel has a variety of languages and genres and is well known for its Bollywood soundtracks which strive to sweeten the lives of listeners. It has the pole

These are the most subscribed YouTubers | Technobezz
position now but a few years back it switched position with PewDiePie.

PewDiePie (98,16 Million)



The channel is about gaming and comedy. Felix Arvid Ulf Kjellberg, the owner, is a Swedish Youtuber who mostly posts video game reviews and gaming tricks. He is almost 10 years on a YouTube from the point he left college to focus on creating content. Felix created the channel in 2010 and gained popularity only two years after. In 2016 he was named as one of the world's 100 most influential people.

5-Minute Crafts (58,91 Million)



It has amazing DIY projects, crafts and life hacks. The hacks offered are super useful and a must-see for everyone. It is owned by a media publisher called The Soul Publishing. The channel started in 2015 and in only 4 years it has gained tremendous popularity which is increasing exponentially each day. There are over 3000 video posts.

Canal KondZilla (50,66 Million)



EXHIBIT H

12/11/2020

Three-Day Blue Egg Is Truly Extravagant. Here's what to know. | Time

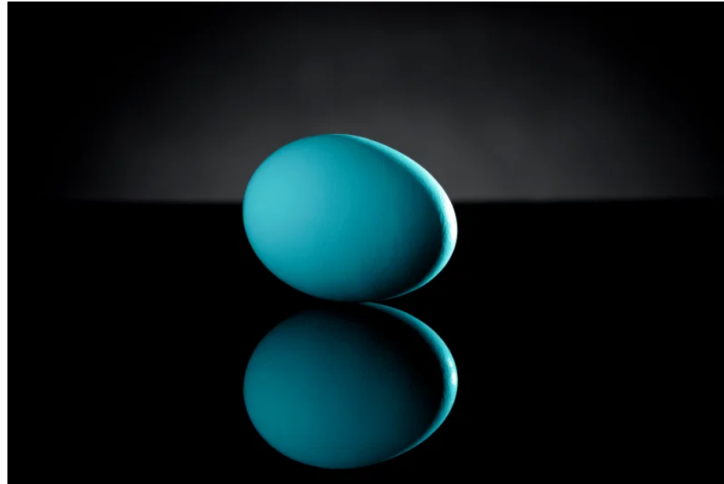
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Everyone's Enthralled by This Craft Video of the 3-Day Jiggly Blue Egg



A pink egg on black acrylic with its reflection. Separated from background by a separation light. joeygil—Getty Images/Stockphoto

BY ASHLEY HOFFMAN

JULY 26, 2019 9:51 AM EDT

People are obsessed with the strange instructional three-day blue egg video, a “Crazy Home Science Trick” that makes an ordinary egg bigger, blue and bouncy.

The multiple steps of the egg journey are unexpected to say the least, which is likely why it went viral to the tune of more than 33,000 likes as of Friday morning.

Shared by Twitter account @chipspopandabar, this egg video originated from the 5-Minute Crafts Facebook page. Specializing in life hacks with everyday items, the associated YouTube channel commands 58 million subscribers, making it the third most popular on YouTube.



<https://time.com/5636175/three-day-blue-egg/>

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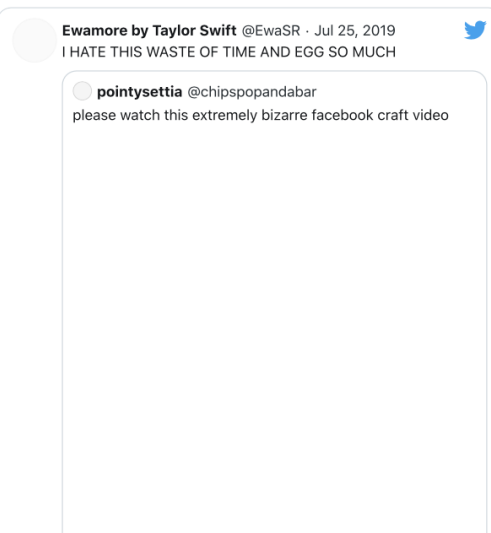
3:59 PM · Jul 25, 2019

75.5K 21.5K people are Tweeting about this

While the brief craft video does not exactly deliver on its “five minute” promise because it takes multiple days, it does amuse.

It calls for viewers to drop a basic, boring pale egg in white vinegar and leave it there for the day in order to dissolve the eggshell. Then, you’ve got your bigger egg. But not content to settle for bigger, this DIY project directs do-it-yourselfers to take things further. You then soak the egg in maple syrup and then in blue dye. The result? A bouncy, jiggly, much bigger egg.

People can’t get enough.



→ Get more TIME. Create a free account. Go Now.



Kate Gray
@hownottodraw

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it's not a waste. how else do you make three day big blue egg?

6:08 PM · Jul 25, 2019



32 See Kate Gray's other Tweets

5-Minute Crafts has previously gone viral with a video that recommends people craft a makeup brush out of a lock of hair.

And this is far from the humble egg's first rodeo when it comes to viral videos. We can all recall the egg that bested Kylie Jenner at the Instagram game, egg boy who made headlines for egging an Australian senator and the trend popularized by food obsessives--cloud eggs.

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EXHIBIT I



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December 11, 2020

EXHIBIT L

12/11/2020

Barbie Shows Off Her COVID-19 Craft Projects 07/31/2020



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Barbie Shows Off Her COVID-19 Craft Projects

by Tanya Gazdik (/publications/author/3041/tanya-gazdik/) · July 31, 2020



Mattel Inc is partnering with 5-Minute Crafts to give Barbie something to do during the quarantine.

With many consumers still contending with some degree of pandemic-inspired social isolating, Mattel recognized that demand for DIY and craft content continues to increase exponentially, especially since many summer camps for kids are closed.

A DIY-style YouTube channel, 5-Minute Crafts was launched in 2016 by TheSoul Publishing. As of July 2020, it is the fifth most-subscribed channel on the platform with more than 100M subscribers and over 100 million followers on Facebook.

The collaboration includes the launch of DIY videos focused on a variety of family-friendly crafts and at-home activities celebrating camping, sports and fashion.

The first video highlights tips to enhance Barbie's Dreamhouse and premiered recently on Barbie's official YouTube channel (https://urldefense.proofpoint.com/v2/url?u=https-3A_youtu.be_5GeZCtj9SDM&d=DwMGaQ&c=euGZstcaTDilvimeN8b7JXrwqOf-v5A_CdpgnVfilMM&r=robit1fQJZwl-U31do39QI&qm=hRBqS816KvIFrHODEVCSpmZKgoVZaZhBuslHTuof-0&s=wH7NF3zC4ctewDOsyOkKohyJROhmAP1Jcv4ZuhRk&e=). It had nearly a half million views in just few days. It also appears on the 5-Minute Crafts' YouTube Channel (https://urldefense.proofpoint.com/v2/url?u=https-3A_youtu.be_z-2DgMhLsaNCE&d=DwMGaQ&c=euGZstcaTDilvimeN8b7JXrwqOf-v5A_CdpgnVfilMM&r=im0yUg44NuUAmNmcaAbg.g&m=OWS2uK57GKVsC8T4f2-ZAHd1lumdekRddfn_jctoIM&s=k2t8ob9JBK18Kpkl_xX0eySNvgmZZpWFGdV7lgWVE8&e=).

advertisement
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The response has been positive, with Barbie's 5-Minute Crafts quickly becoming some of highest performing content on the channel, says Isaac Quiroga, vice president of digital engagement, Mattel.

"As Barbie is the number one girls' brand on YouTube, we are always looking for ways to further engage our fans in the digital space, especially during this time when parents are looking for inspiration to create at home," Quiroga tells *Marketing Daily*.

The videos have been localized in 12 different languages.

Multiple pieces of content were shared across the YouTube channels of Barbie and 5-Minute Crafts allowing for audiences to simultaneously interact with each brand, says Jonathan Kowalski, head of brand partnerships, TheSoul Publishing.

"To Mattel's credit, they recognized both the value of 5-Minute Crafts' reach and the creative integration options around our engaging DIY content," Kowalski tells *Marketing Daily*.

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EXHIBIT M

12/11/2020

The Positive Content Digital Boom -

NewDigitalAge

Interviews, insight & analysis on digital media & marketing

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Analysis Latest Research

The Positive Content Digital Boom

July 8, 2020 Eleanor Oakes covid-19, digital media, positivity, youtube

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The Covid-19 pandemic has changed the way the world operates, and many people have been looking for ways to keep calm – and entertained – during lockdown. [Ofcom now reports](#) that UK adults spent a quarter of their waking day online during lockdown – a record high. From learning how to bake sourdough bread, to workouts with Joe Wicks in the garden, a number of trends have popped up. One that seems like more than a flash in the pan is the increase in positive video content consumers are watching online.

Leading digital studio [TheSoul Publishing](#) is seeing weekend viewing figures, which are normally significantly higher than weekday viewing figures, every day throughout this period. In particular, life-hack videos, which empower viewers to try fun things at home, have become a big hit. On Instagram, one video "Genius bathroom hacks you need to try" quickly reached more than 2 million views. Similarly, "How to make anything with a 3D pen" was the most viewed 5-Minute Crafts video in May, collecting more than 70 million views and watched an impressive 71 million minutes.

Overall, TheSoul found that through the course of lockdown, light-hearted and entertaining content is booming as audiences search for positive videos. One of the company's most popular channels is Brightside, which quenches viewers' never-ending thirst for knowledge with recent discoveries, tips for self-improvement, and challenging riddles. It saw an overall subscriber growth of 75% since the lockdown began in March. In the same period Slick Slime Sam, a DIY, comedy and science channel showcasing family activities, grew its following by 66%. 7-Second Riddles, a channel focusing on riddles and answers, saw a 43% boost.

[Research earlier this year](#) by Channel Factory gave further insight into why positive content is increasing in popularity since the start of the lockdown. It found that 80% of consumers go to YouTube to improve their mood as they stay home and practice social distancing. It also found that 69% of respondents felt that YouTube offers more uplifting content than other social media channels.

Victor Potrel, Vice President of Platform Partnerships at TheSoul Publishing says the positive pivot is here to stay. "It would be easy to conclude that positive content is only seeing a temporary boom, as people seek to distract themselves while stuck at home. However, we are seeing no sign of this trend changing as people move out of lockdown. On the contrary, early data shows it is increasing further still and new subscribers and followers are continuing to watch this type of content."

<https://newdigitalage.co/2020/07/08/the-positive-content-digital-boom/> 1/2

12/11/2020

The Positive Content Digital Boom -

Figures from YouTube show the company's 123 Go channel, which produces, life hacks, challenges and beauty tip videos, has seen a 30% increase in subscribers between 1st-10th June. And over the same period, Slick Slime Sam has seen increases in viewership by 12% and subscribers by +18%.

This phenomenon is not only happening on YouTube. On Pinterest, TheSoul Publishing's 5-Minute Crafts page saw a significant search spike since the beginning of June, amassing 11M impressions, a 233% increase compared to the previous period.

Victor summarizes, "Even as lockdowns are easing around the world, this clear demonstration that viewers are specifically looking for positive content is important for advertisers and creators to note. Whether it's taking some time away from a work proposal, or escapism from global events, viewers see video entertainment as a way of balancing their mood.

"The increase in viewers seeking positive lighthearted content was seen across our portfolio of channels and a range of different platforms. It's clear that sometimes people need to take a break and want to have a quick infusion of lighthearted positivity when they're online."

The findings are likely to make advertisers think twice about cutting their activity across social channels. With corporate advertising budgets under pressure because of the coronavirus pandemic, coupled with fears over safeguarding from harmful content, brands have been hesitant to push the activation button.

Whilst it does not come as a shock that people staying home for long periods of time has resulted in increased screen time, if advertisers are to spend their money, it is important to dig deeper and understand trends in order to have an impact.

With many unable to decipher what the world will look like after the pandemic, particularly in the digital space, it has never been more important for brands to have their fingers on the pulse of their target audiences. Indications from TheSoul Publishing suggest the new normal will be led by viewers who are hungry for positive, empowering and humorous content.

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The importance of marketers being disruptors at a time of mass disruption →

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EXHIBIT N

12/11/2020

TheSoul Publishing has released the viewing trends they have noticed.



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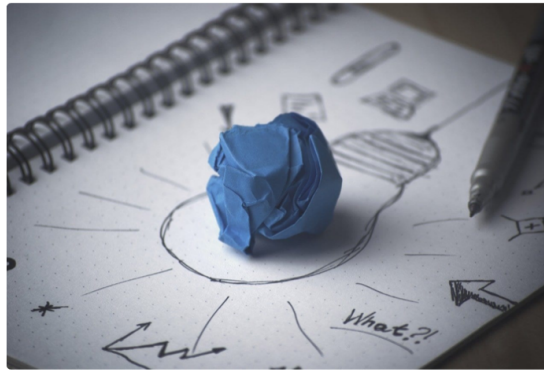
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The surprising virtual trends that have emerged due to the lockdown



The Coronavirus lockdown has seen screentime rocket, yet the content we have been consuming has been evolving. Now, digital content studio [TheSoul Publishing \(https://www.thesoul-publishing.com/\)](https://www.thesoul-publishing.com/), independent digital studio, has released the viewing trends they have noticed over the course of the lockdown. **The studio owns over 100 YouTube channels, with more than 480M total subscribers across 18 different languages.**

Fortunately for the company, 80% of its employees work remotely, limiting disruption to production when lockdown hit. It has meant the company was in a unique position and able to meet the demands of audiences in a way few other studios were. With viewing habits evolving at a speed not seen before thanks to the lockdown, TheSoul Publishing has seen the following trends. You could get inspiration from these trends in order to better target your store/clients and better understand their needs.

Bathroom Hacks

Given the global attention around toilet paper, one may not be surprised to learn of viewer's continued interest in content relating to the bathroom. This has been particularly apparent on Instagram, where shorter videos are very popular: Trending on Instagram, the post "Genius bathroom hacks you need to try" has quickly reached more than 2 million likes.

DIY beauty hacks

TheSoul Publishing also saw an enormous appetite of viewers for content related to looking and feeling good. Whether connecting with friends on a video chat or with colleagues on Zoom, everyone has become a 'digital video star' overnight and

increased interest in beauty-focused content.

Over these confined times, viewers are focusing on self-care and DIY beauty hacks. In the last week of April alone 23 million tuned into the video "Nail and Manicure ideas" (5-Minute Crafts, Facebook page).

Though a bit harder to go to the salon these days, viewers flocked to 5-Minute Crafts on Instagram to relive the hairstyling experience with "Super Cool Hair Transformations" — generating over 10 million views it became our #1 video on the social platform.

ASMR

Sushi From Insects And Rotten Fish



Known as autonomous sensory meridian response, or ASMR for short, this term refers to a tingling sensation that typically begins on the scalp and moves down the back of the neck and upper spine. This effect has a calming nature for many people.

Frankenfood, one of the channels in TheSoul Publishing's portfolio, has seen strong growth of its ASMR content since the beginning of the Covid-19 crisis. Views on the Frankenfood YouTube channel grew +83% between February and March, with its video "Sushi from insects (<https://www.youtube.com/watch?v=5-VG9FKxEo4>)" generating over 100 million views – 30 million of which came in April alone.

Crafting

5-Minute Crafts, already the company's most popular channel with over 66 million subscribers on YouTube alone, also saw engagement increases across Facebook and Pinterest.