

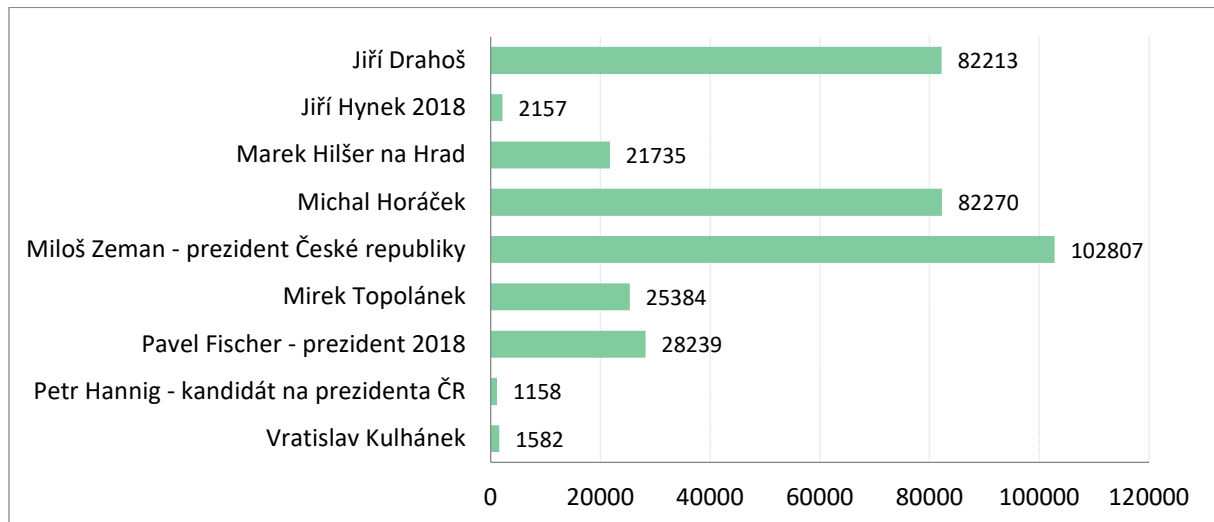
Activity of presidential candidates on Facebook before the elections

Miloš Zeman has the greatest number of fans

The elections of the new Czech president will take place later this week on 12 and 13 January 2018. One of the main activities of the candidates is communication which includes uploads to their Facebook pages. Performics, a performance agency, focused on this activity and monitored each presidential candidate in the pre-election period thanks to its patented tool SocialTools. Miloš Zeman has the largest number of fans, followed by Michal Horáček and Jiří Drahoš. Mirek Topolánek and Pavel Fischer are the most active in respect of adding content. The number of Facebook fans of Pavel Fischer is growing the fastest.

The performance marketing agency, Performics monitored the Facebook pages of 9 Czech presidential candidates (Miloš Zeman, Mirek Topolánek, Jiří Drahoš, Marek Hilšer, Michal Horáček, Pavel Fischer, Petr Hannig, Jiří Hynek and Vratislav Kulhánek) in the most active period of their candidature.

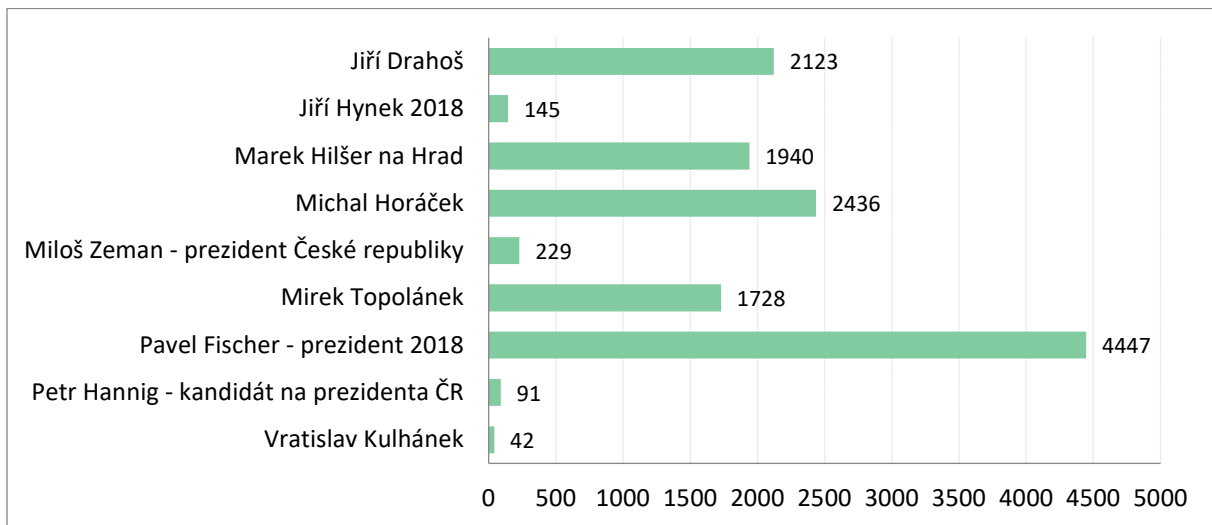
Chart: Number of fans of the presidential candidates' Facebook pages (on 5 January 2018)



Miloš Zeman has the greatest number of fans (almost 103,000), followed by Michal Horáček, Jiří Drahoš (the same number of fans – 82,000) and Pavel Fischer (more than 28,000). On the contrary, Petr Hannig (less than 1,200) and Vratislav Kulhánek (less than 1,600) have the smallest number of fans.

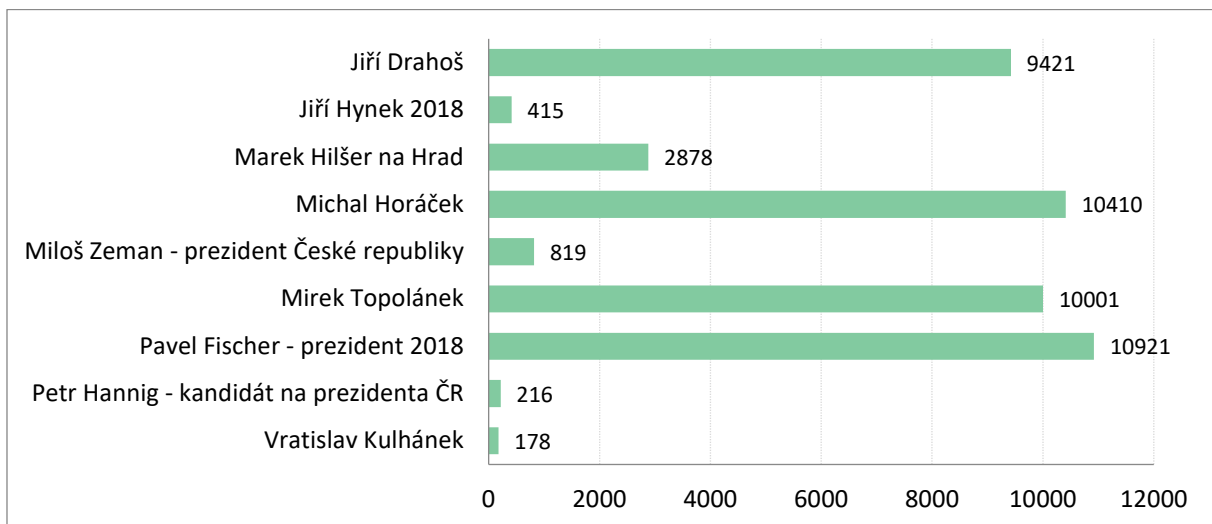
Mirek Topolánek and Pavel Fischer are the most active in terms of adding content.

Chart: Number of new fans (between 5 and 8 January 2018)



The number of fans of Pavel Fischer (more than 4,400) and Michal Horáček (almost 2,500) grew the fastest in the monitored period. On the other hand, Petr Hannig and Vratislav Kulhánek's growth of new fans were remarkably lower.

Chart: Activity of fans – numbers of likes, comments or shares of content (between 5 and 8 January 2018)



The fans of Pavel Fischer are the most active. They are very closely followed by the fans of Michal Horáček and Mirek Topolánek with their activity on Facebook pages. The fans of Petr Hannig and Vratislav Kulhánek are once again the least active.

What is SocialTools and how does it work?

SocialTools is a patented software application of Performics, which monitors the performance and efficiency of selected Facebook pages. SocialTools calculates basic metrics, such as numbers of fans, likes, comments or the sociodemographic profile, and also metrics which map the activity of fans and administrators of the Facebooks pages: how active they are, what they write about, how often they write, etc. All this is shown for each brand separately or as a competitive comparison between different brands.

About Performics

As the original performance marketing agency, Performics is the premier revenue growth driver for many of the world's most admired brands. Across an expansive global network operating in 57 countries, Performics leverages data, technology and talent to create and convert consumer demand wherever it is expressed—search, social, display, commerce and offline channels. Performics is built for the relentless pursuit of results. Headquartered in Chicago, Performics is a Publicis Media company and has offices within Publicis One. To learn more, visit www.performics.com.

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