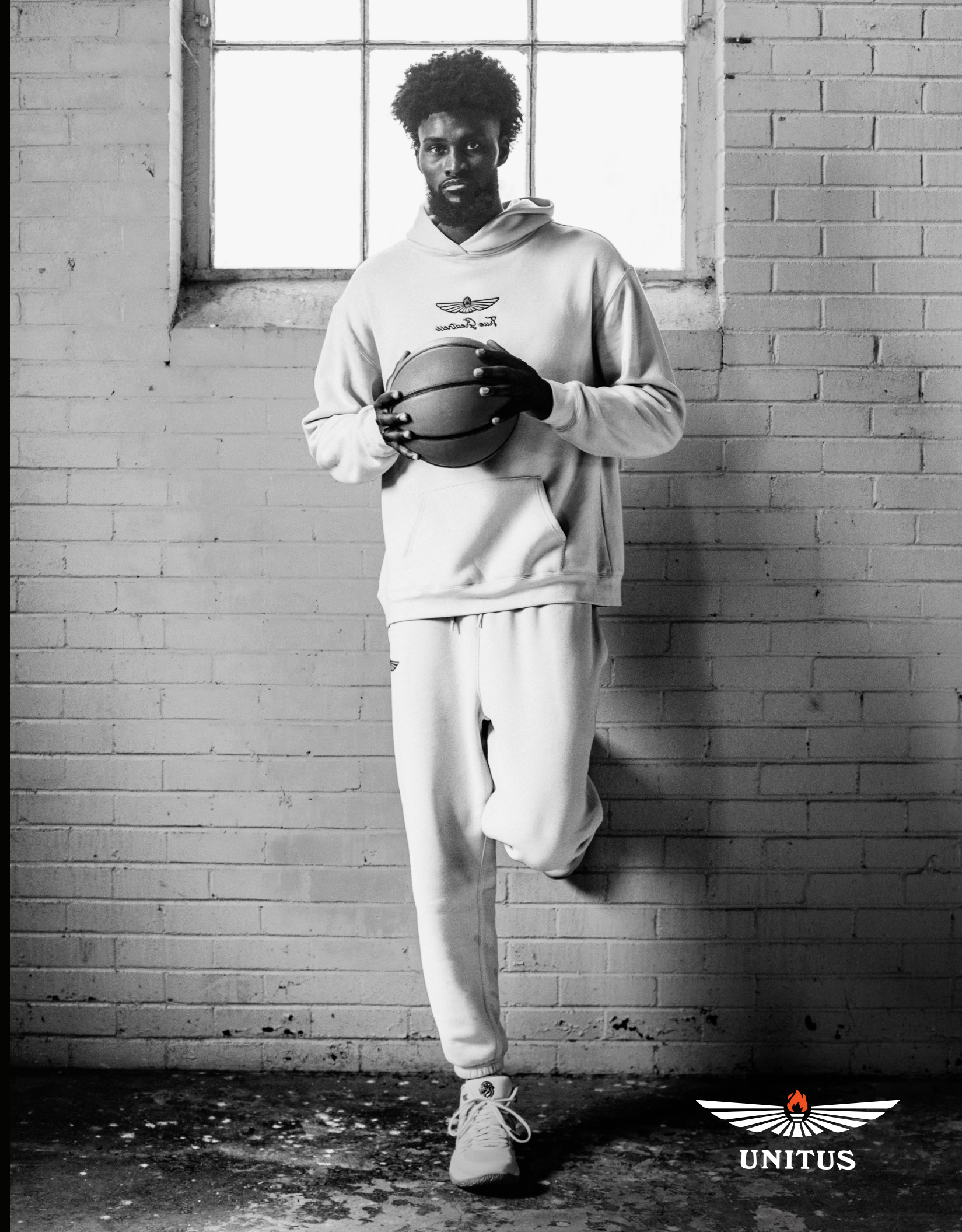


creating
a more
abundant
& Impact Report
2023
generous
world

Prolific

Prolific Growth

Prolific *jda* CQR  ProlificCapital



At Prolific, we wake up every day with one goal:

Help high-vision,
high-values leaders grow
beyond imagination.

Prolific *jda* CQR  ProlificCapital



As we look back on 2023, we've done just that. We've seen our partners start global movements, experience rapid growth, and maximize their calling. **We count it an honor to stand shoulder to shoulder with such amazing organizations and leaders.**

The following is our Annual Impact Report—a breakdown of the impact and results Prolific and our portfolio companies helped cause for our partners. The results have been beyond imagination.

Partners Served

We want to partner with the world's most impactful organizations. **Over the last year, we've served a significant number of partners who are up to big things.**

147

Total number of clients served in 2023 across all entities

71% ↑

Percent increase in total company revenue from 2021 to 2023

PARTNER SPOTLIGHT

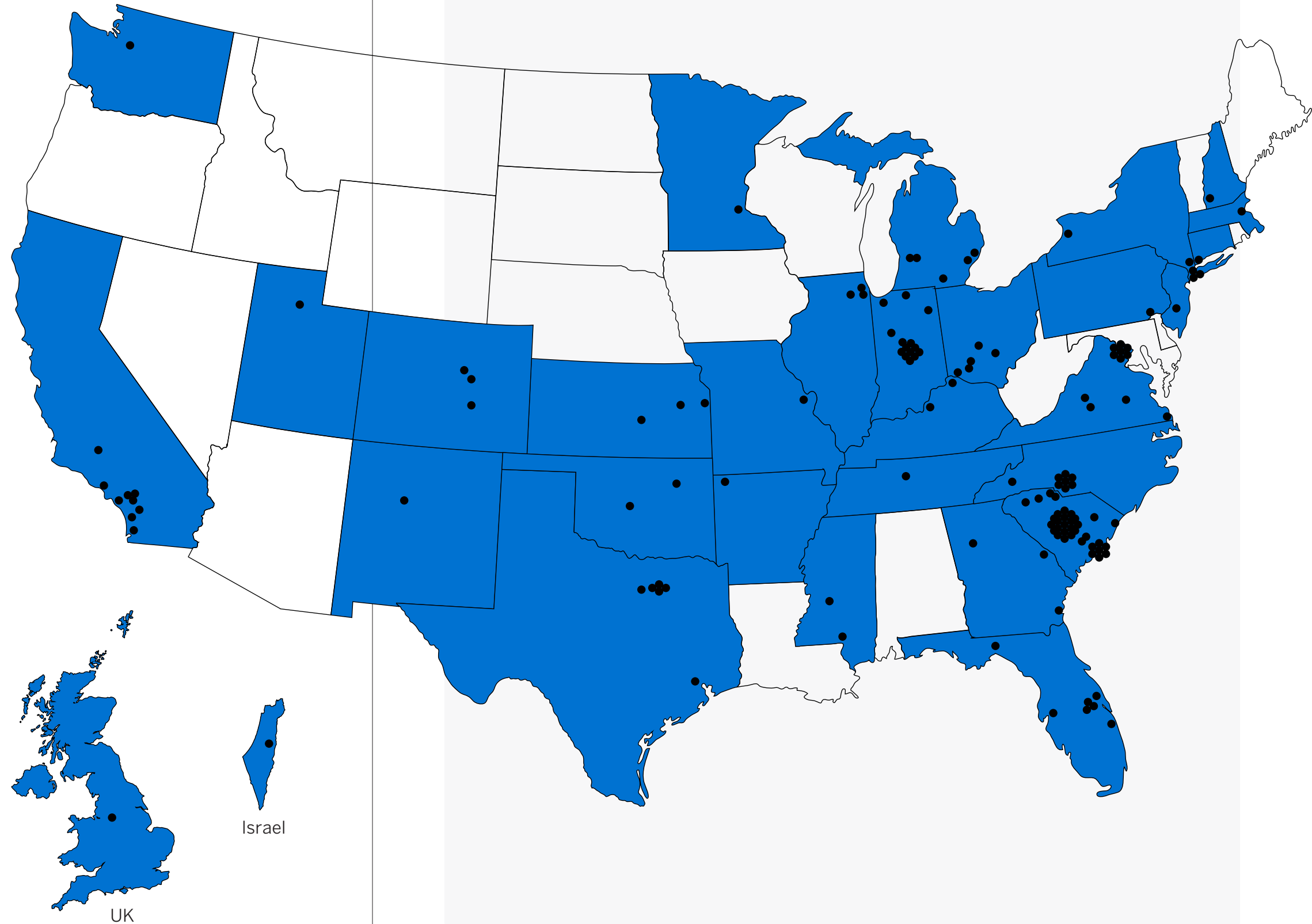


The world stopped on October 7, 2023 when Hamas terrorists attacked Israel and took over 150 civilians hostage. Their families relied on JDA Worldwide to shock the conscience of America to action, and we did it. In only two days, we secured \$20 million dollars of earned media, and 1,100 news hits. Public appearances to 10,000 college students in one setting. Bipartisan political action through meetings with the Democrat and Republican leadership and foreign embassies. After our efforts, no American could say, 'I didn't know.'



Partners Headquartered Nationwide + Worldwide

Over the last seven years,
we have scaled our partnerships
coast to coast, representing
category leading partners
nationwide.



4x ↑

As the growth firm, we should model what exponential growth looks like for our partners. **Over the last 5 years, we have experienced a 4x boom in top-line revenue.**



Introducing Prolific Capital + the Empower Fund™

In 2023, we launched **Prolific Capital**, which invests strategically, acquires intelligently, and helps dynamic companies scale to new heights. Over the last four years, our investments and acquisitions have increased by over 300%.

300% ↑

Learn more about this exciting addition to the Prolific portfolio of brands at ProlificCapital.com.

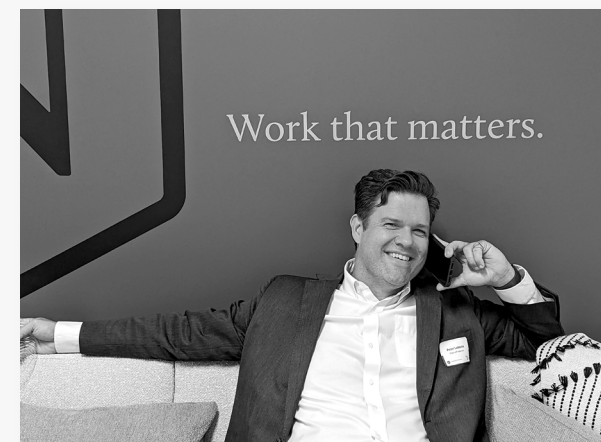
ProlificCapital

CASE STUDY: CHERNOFF NEWMAN



CHERNOFF NEWMAN

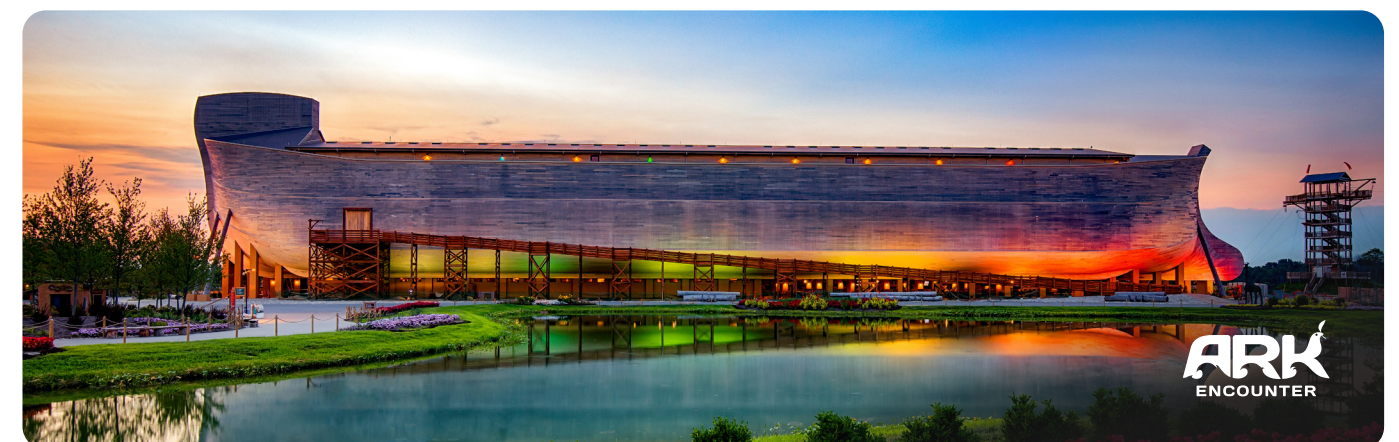
Work that matters.



National Brands

A hallmark of our firm is focusing on national brands.

- We represent **Ruth's Chris Steak House**, one of North America's largest steakhouse chains.
- We created a multi-year partnership with **FarmRich** and the SEC Network.
- We aided Fortune 500 giant **AES** in the rollout of their new brand across multiple key U.S. markets.
- We continue to envision and execute on the multi-year giraffes creative campaign for the #4 most popular museum in the United States, **Ark Encounter**. According to Google's 2023 *Year in Search*, the Ark was preceded only by the American Museum of Natural History, the 9/11 Memorial & Museum, and the Smithsonian National Museum of Natural History.



Awards



7 Years of Sustained Growth

For 7 consecutive years, we have earned a spot on Inc. 5000's Fastest Growing Companies list. Only two Indiana businesses achieved such sustained growth.



Indianapolis HQ

Our office space has been the recipient of numerous design awards, receiving top honors from Interior Design Excellence Awards and Monumental Awards.



Strong Leadership

Our Chairman & CEO, Brad Benbow, was honored as a finalist in EY's Entrepreneur of the Year Award in 2021. This distinction is well-earned for Benbow, who has guided our growth since 2003.



2021 Finalist



Local + Global Impact

Chernoff Newman CEO, **Carrie McCament** was recognized as one of Charlotte's 50 Most Influential Women by the Mecklenburg Times in 2023—noting her exceptional professional achievements, community involvement, and mentorship..

Additionally, JDA President, **Johnnie Moore** was honored on the world stage as one of 2023's "25 ViZionaries" by Jersalem Post, recognizing his work advocating for peace and tolerance in the Middle East. This important work has only increased in the wake of the Hamas attacks.



 **Carrie McCament,**
CEO Chernoff Newman

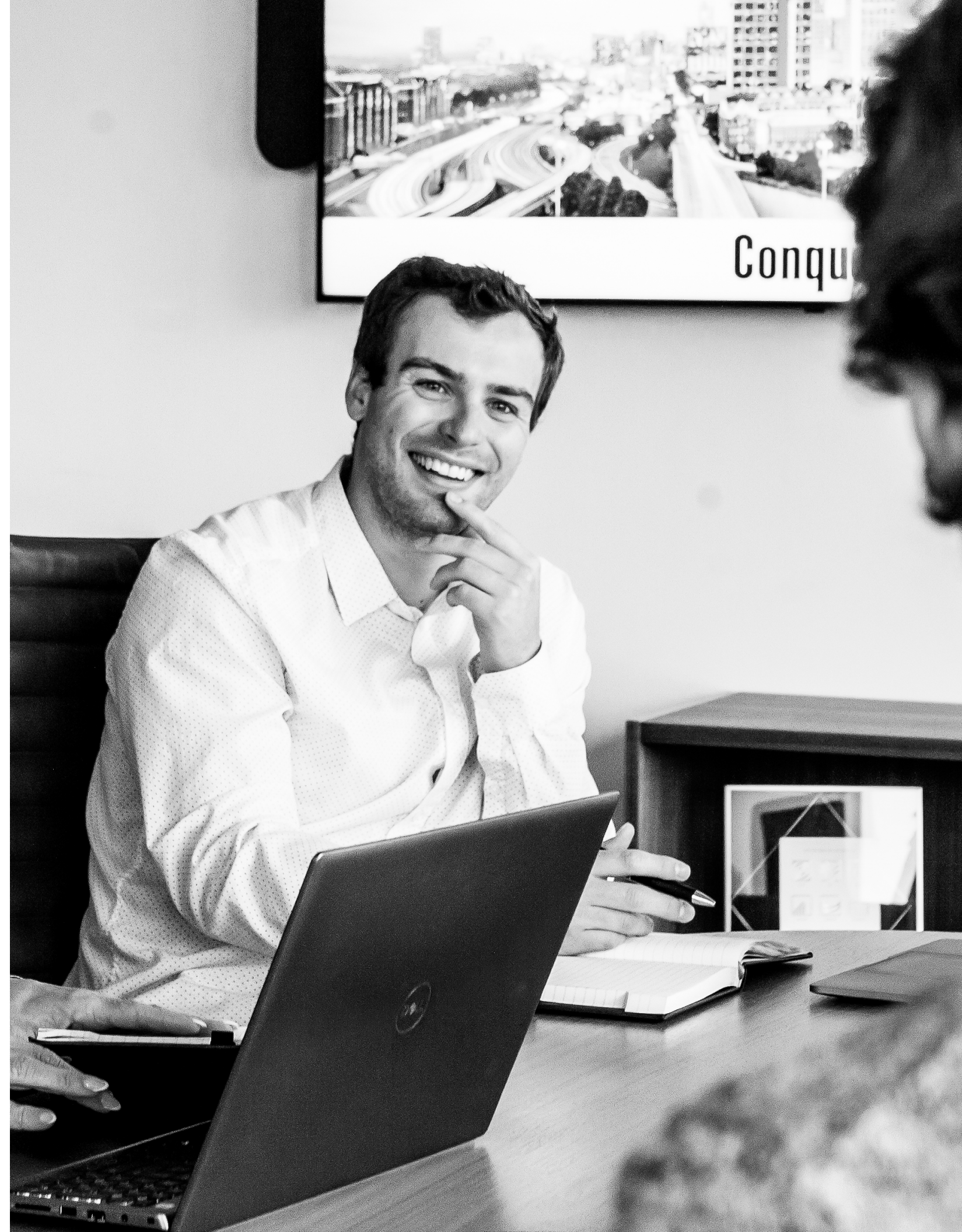


 **Johnnie Moore,**
President, JDA Worldwide



Our Most-Valued Award

Most valuable to us was being named one of Indiana's best places to work for the third consecutive year in 2023. At Prolific, we care about our people as much as we do our partners.



Partner Success



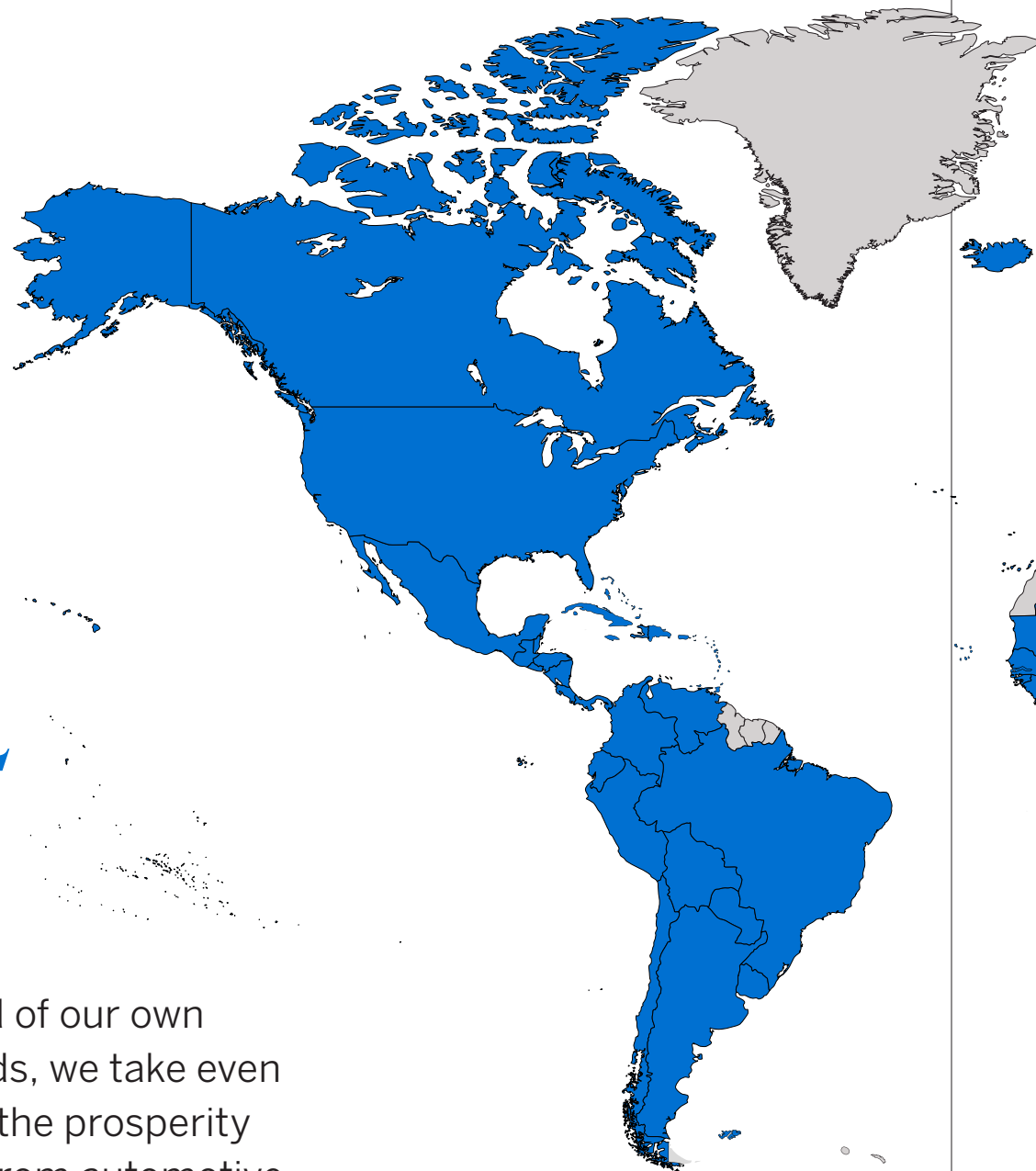
Prolific *jda* CQR  ProlificCapital


Securitas

185

While we're proud of our own growth and awards, we take even more pleasure in the prosperity of our partners. From automotive, enterprise-nonprofit, real-estate, and food-and-beverage industries, our partners are prolific.

In 2023, our partners operated in 185 countries worldwide.



~\$5,161,410,000

Our partners had an astounding amount of money raised in support of their worthy causes. Collectively, more than \$5.16B was given to support our world-class nonprofit partners, ranging from philanthropic, educational, faith-based, and advocacy efforts. Our teams' strategy and performance capabilities helped drive a meaningful share of this global revenue and impact.



Speaking of high-performing partners, the organizations we represent excel in their fields. **Since 2020, several of our partners have made extraordinary leaps in revenue, impact, and relevancy:**

140% ↑

We helped drive a 140% increase in call volume to the pregnancy hotline of our long time, category-leading nonprofit partner on the heels of a comprehensive advertising campaign.

10x ↑

Alongside new creative and paid media efforts, our team helped an impactful nonprofit experience a 10x boom in overall website traffic, wildly exceeding all of the conversion goals stated at the beginning of the effort.

196% ↑

Our team played a pivotal role increasing sales 196% beyond projections for a national sports retail partner in 2023.

80% ↑

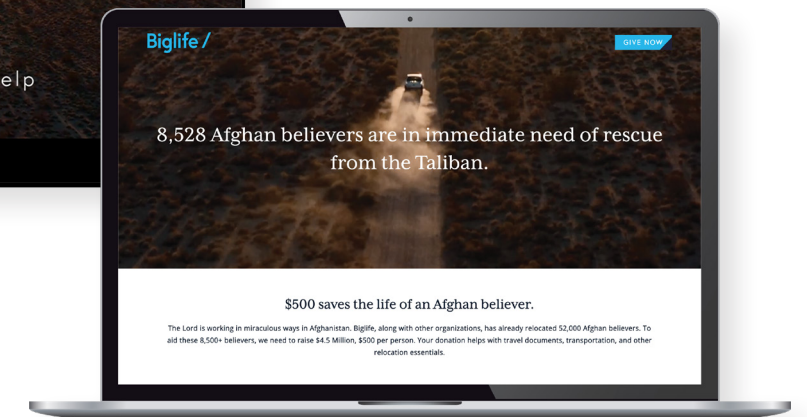
80% increase in subscribers, leading to a \$100M buyout for a category leading streaming video on demand platform.

1,000,000+

Attendance yet again reached an all-time high for one of our long-time attraction clients who welcomed 1,000,000+ guests to their property last year, powered by a full-service marketing and communications relationship.



Biglife /



46x ↑

An incredible return on ad spend: \$46.50 of revenue for every \$1 of paid media for a popular frozen food giant.

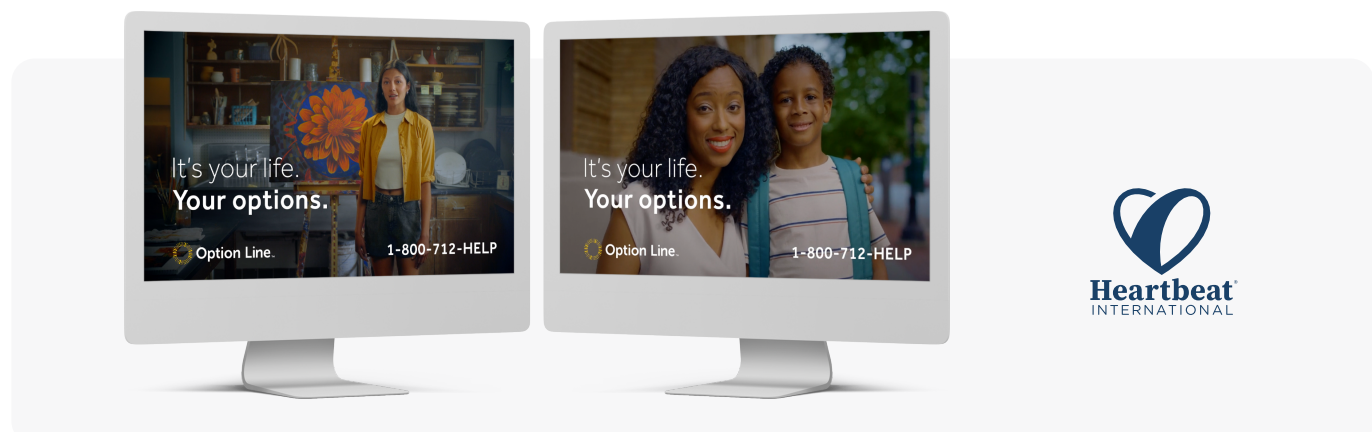
1,400% ↑

One of our longest standing clients has seen a 1,400% increase in year-end giving from 2017 to 2023. This disciple-making ministry, the fastest growing organization of it's kind, continues to see exponential growth in revenue.

National Exposure

Many of our partners have a national and international reach. As a result, our creative often shows up in high-profile places. Below is a sample of some of our most highly visible work for our partners:

- **Farm Rich:** Official Sponsor of the South Eastern Conference (SEC): ESPN, SEC Network+, SEC Social Content
- **Christian Healthcare Ministries:** Fox News, NBC Sports, HGTV, Food Network
- **Museum of the Bible:** Fox News, Fox5 DC, Kentucky Derby, Preakness Stakes, Indy 500, NASCAR, MLB, Hallmark Channel, Great American Family, K-Love Awards, Discovery+
- **Heartbeat International:** Hulu, YouTube TV, Google Display, and Meta



Internal Growth



Team Growth

With a growing number of national partners, we've added more talent and new capabilities to our teams.

In just five years, we've grown from 37 to 143 teammates in 10 offices across the country.

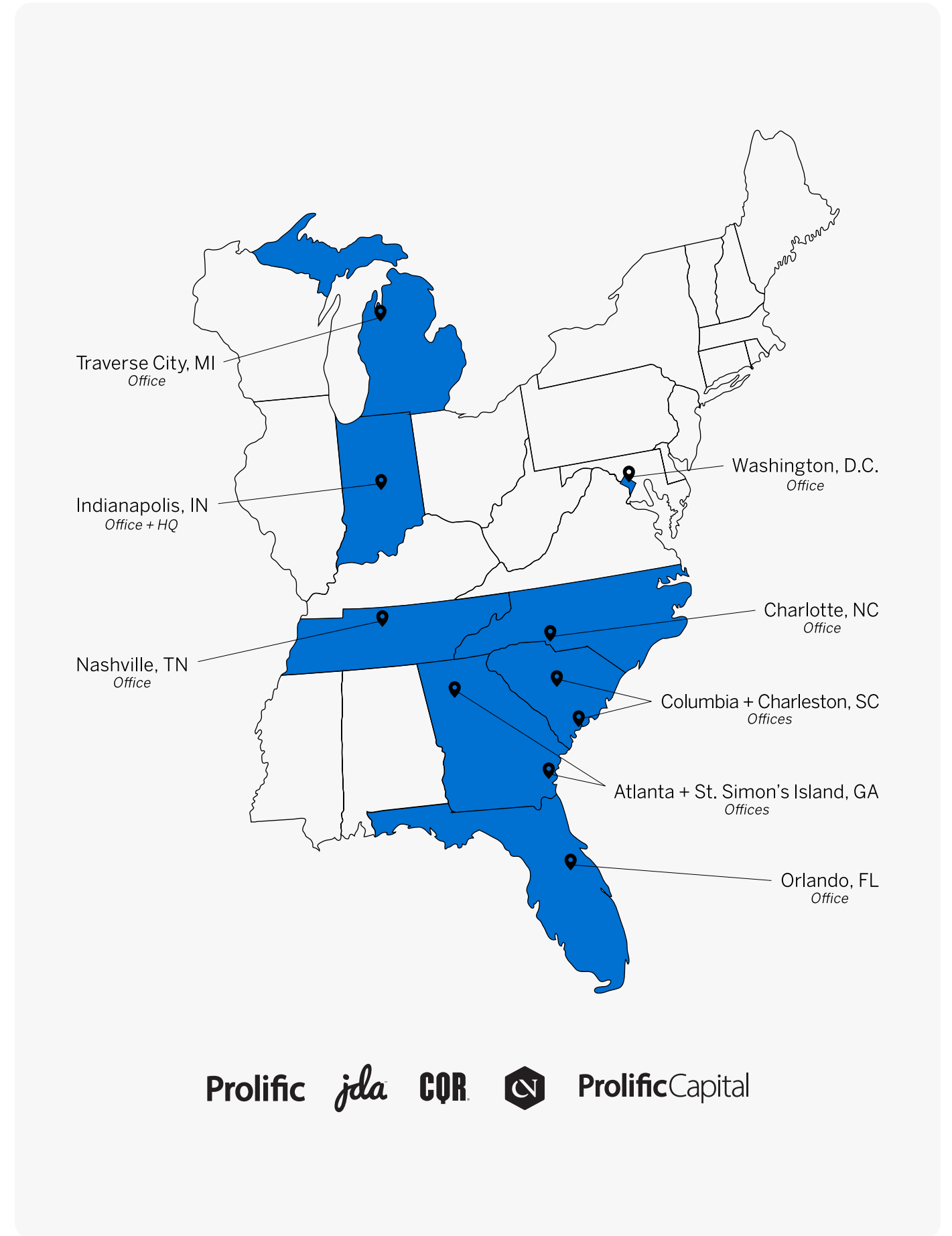
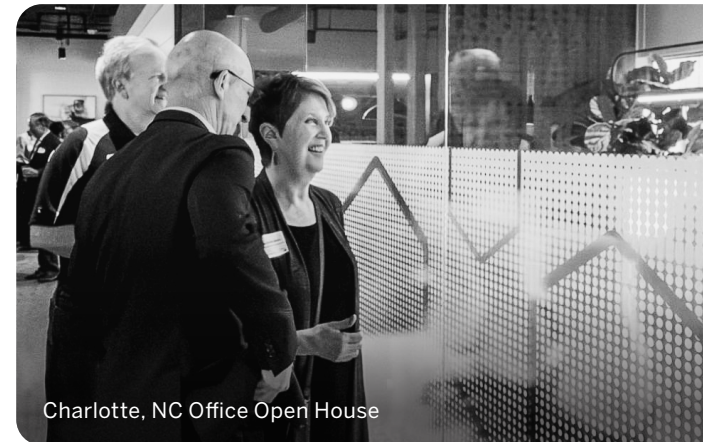


Office Growth

Prolific boasts 10 offices across the nation, now including:

- Washington, D.C.
- Charlotte, NC
- Charleston, SC
- Nashville, TN

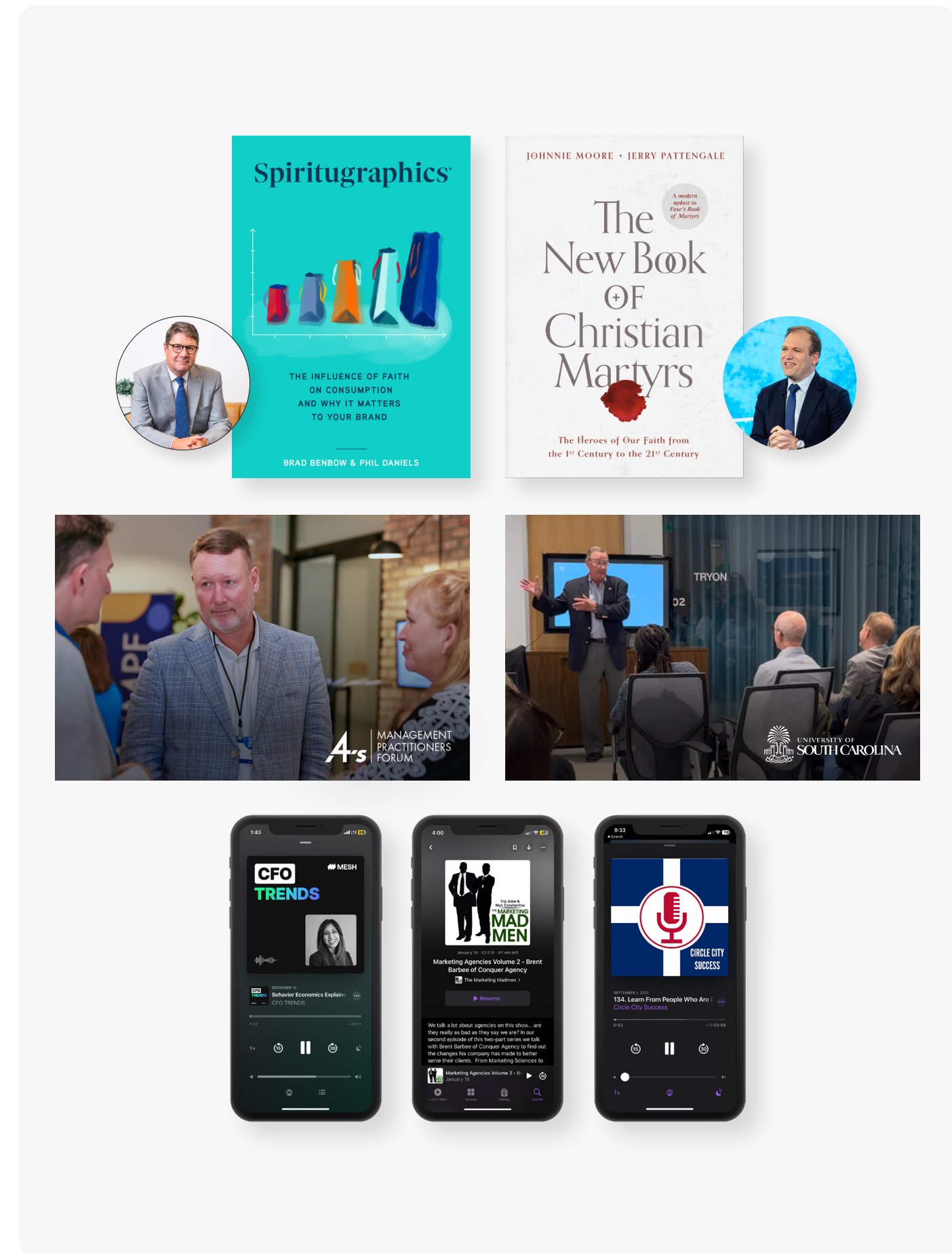
HQ (Indianapolis, IN) continues to actively foster local collaboration through events like VIPs at the Vault, uniting civic, nonprofit, and corporate communities for greater collective impact.



Thought Leadership

Whether through words written on pages, spoken from stages, or communicated in interpersonal relationships, our people embody what it means to be *prolific*.

- Prolific Chairman and CEO Brad Benbow, along with Phil Daniels, wrote *Spiritugraphics: The Influence of Faith on Consumption and Why It Matters to Your Brand*
- JDA Worldwide President Johnnie Moore, along with Jerry Pattengale, wrote *The New Book of Christian Martyrs: The Heroes of Our Faith from the 1st Century to the 21st Century*
- Prolific Capital CEO King Lumpkin spoke at 4A's Management Practitioners Forum in Chicago
- Chernoff Newman Special Counsel Lee Bussell addressed University of South Carolina
- Conquer President Brent Barbee was interviewed as part of an agencies series on *The Marketing Mad Men* podcast
- Prolific CFO Almera Mahmood was interviewed on CFO Brew, as well as the CFO Trends podcast
- Prolific Chief Growth Officer Dave Neff was interviewed on the *Circle City Success* podcast



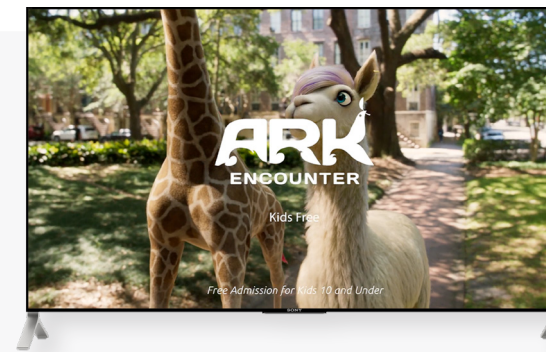
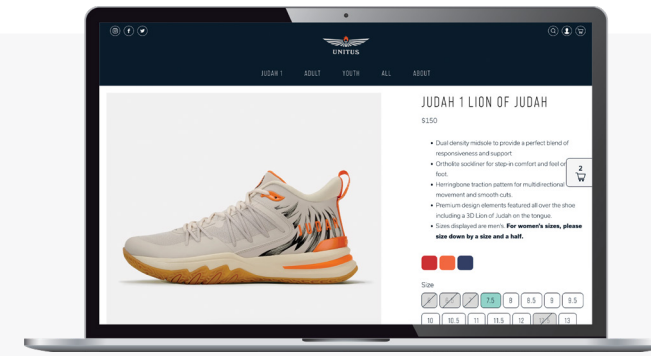
Industry-Agnostic + Results-Driven

Our industry-agnostic approach presents us opportunities to work with various businesses and organizations. **This year, we produced meaningful impact and measurable results in the following sectors:**

- Advocacy
- Agriculture
- Automotive
- Consulting
- Consumer Packaged Goods
- Energy
- Healthcare
- Insurance
- Sports
- Tech
- Tourism



JUST PLAIN KILLERS .COM



Core Business Track Record

In addition to the new sectors we've entered, our track record of working with attractions, food and beverage, sports, and enterprise-nonprofit organizations continues to be a magnet for new relationships. **In 2023, we started and deepened partnerships with:**

- AC Hotel – *Hospitality*
- Christian Healthcare Ministries – *Healthcare*
- Major League Cricket – *Sports*
- International Fellowship of Christians & Jews – *Enterprise-Nonprofit*
- Securitas – *Tech*
- Fresh from Florida – *Agriculture*
- DAODAS – *Addiction Prevention*
- SC Department of Corrections – *Government*



Our Model

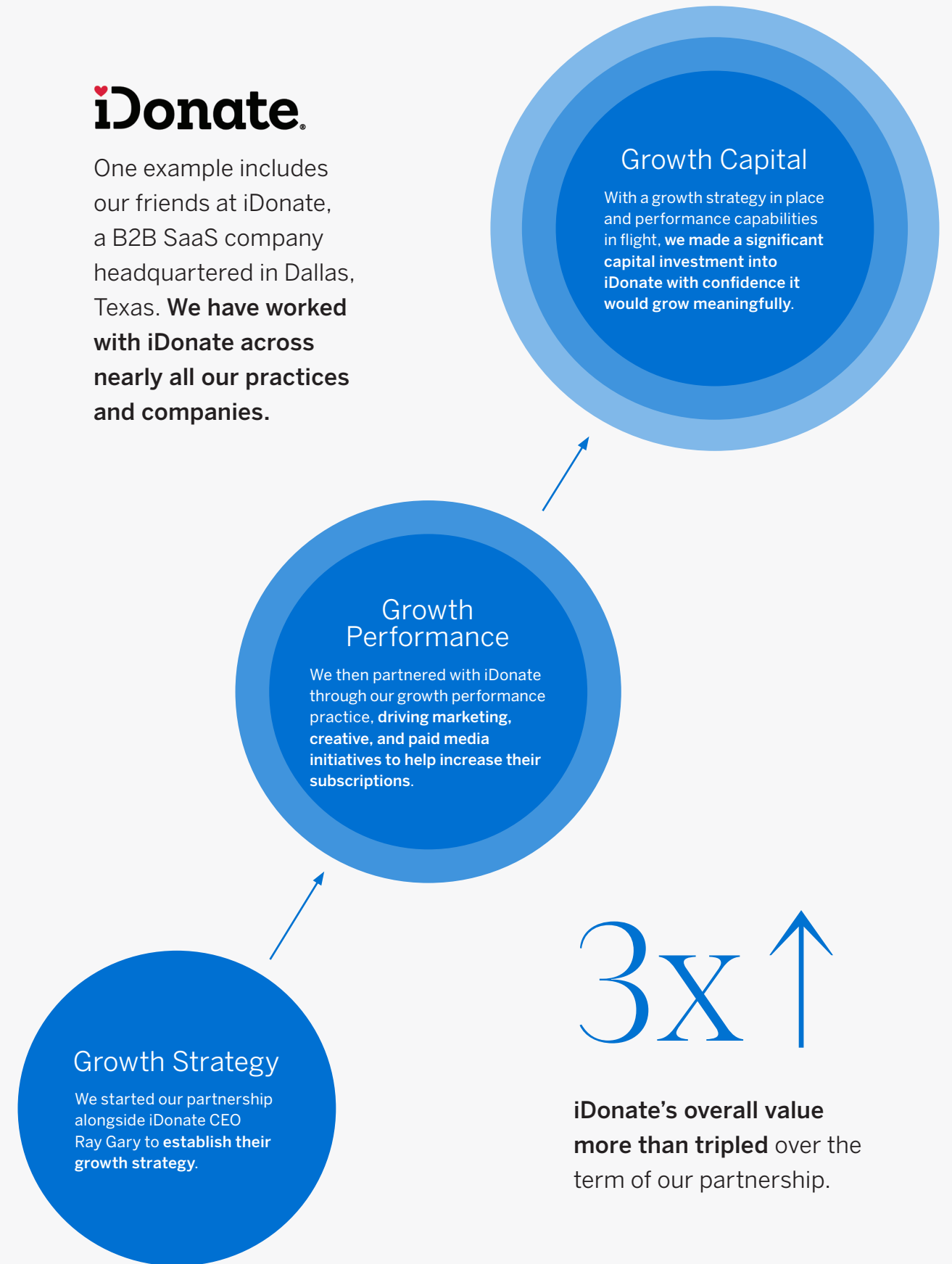
As we fly into 2024, we are excited about our model and what we bring to our partners. **According to a 2021 PwC survey of CEOs, three of the top ten long-term investment initiatives CEOs plan to increase moderately or significantly include:**

- Organic Growth Programs
- Advertising and Brand Building
- Capital Investments

These initiatives aligned tightly with our core business. **In the last five years, we've seen proof that our model is effective.**

iDonate.

One example includes our friends at iDonate, a B2B SaaS company headquartered in Dallas, Texas. **We have worked with iDonate across nearly all our practices and companies.**





What's Next?