CONNECT

What % of our members registered for a WIFM event in 2024?

11% (886 members)*
*since transitioning to the CRM for event registration in June 2024

How many events did we host in 2024 vs 2023?

2024	2023
16 in-person	**12** in-person
7 virtual	**7** virtual

What were our most successful events in 2024? (Outside of the Gala and conference)

- Asset Management Derivatives Forum - WIFM Washington Update in Laguna
- Treasury Clearing: Market Structure Impact and Path to Readiness in NYC
- Boston events
- EU Gala in London

CONNECT

What website analytics do we have, and are we seeing an increase in traffic?

We will have Google Analytics on our new website.

What LinkedIn analytics do we have, and are we seeing an increase in traffic?

9,000+ followers YTD, a **50%** increase from 6,000 followers at the end of 2023

Over **300,000** organic impressions in 2024

CONNECT

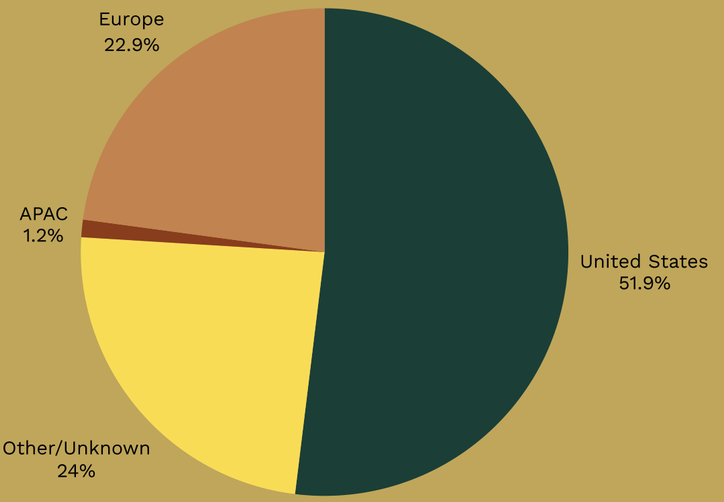
How many new members have we added? Where are we seeing the greatest growth?

~8,000 global members YTD, a **33%** increase from 6,000 members at the end of 2023

532 new members in the last 3 months (majority from the US, followed by the UK, with **32** new APAC members)

Current Global Distribution

- **4202** in the United States
  - 3098 in the Tri-State Area (NY, NJ, CT)
  - 191 in Boston
- **1850** in Europe
- **94** in APAC
- **1945** Other/Unknown



ELEVATE

How many WIFM members have updated their profile with us in the last 12 months?

The email “WIFM Announcement - CRM & Update Contact Info” received a **35.84%** open rate.

The self-service page received over **4000** views. We are unable to track which members have made updates.

Have we received any success stories about jobs being filled through our job postings or whisper network?

ADVANCE

What was the growth in our programming in 2024 vs 2023?

Cohort Programs (Emerge, RS, and TB)
- 2024- 95 women
- 2023- 91 women

Ally Program
- Cohort 1- 14 men
- Cohort 2- 17 men

Wolfpack Program
- 2024- 305 in 40 Wolfpacks
- 2023- 235 in 33 Wolfpacks

Mentorship Program
- 2024- 106 women

Scholarships
- 2024- 99 applications, 15 winners
- 2023- 30 applications, 20 winners

2025 OUTLOOK

What does our programming look like for 2025?

Cohort Programs
- Up to **122** cohort members based on 2024 sponsorship

Wolfpack Program
- 473 women total
  - 427 signed up
  - + 46 from interest form

Mentorship Program
- 20 mentors
- 66 mentees
  - + 31 on waitlist
- 19 mentors/mentees

Sponsor Hosted Events
- 11 marquee events (including S&P)