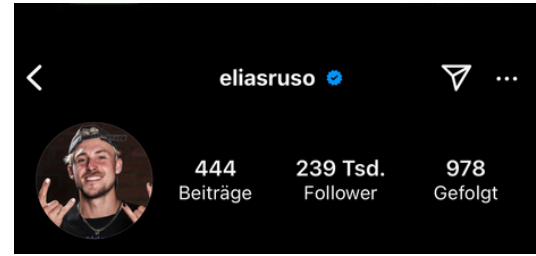
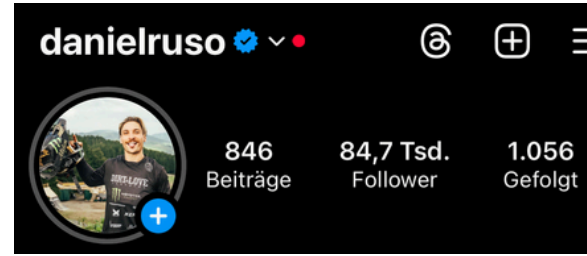




**SEASON
2024**

SOCIAL MEDIA INSIGHTS



TOTAL FOLLOWERS

85K

239K

TOP COUNTRIES:

BRA 12%, GER 10.2%, USA 9.3%, AUT 6.8%, IND 4.7%

IND 16%, BRA 15.8%, GER 6%, USA 5.1%, AUT 3.2%

AGE GROUPS:

13-17: 10.3%
18-24: 31%
25-34: 26.7%
35-44: 15.7%
45-54: 9.3%

13-17: 9.9%
18-24: 27.9%
25-34: 27.9%
35-44: 16.9%
45-54: 9.6%

AMOUNT OF POSTS WITH TAGGING OF BRANDS

101

107

AVERAGE AMOUNT OF STORIES WITH EXCLUSIVE TAGGING OF A BRAND :

36

15



@rusodaniel

44 Following | 40.3K Followers | 698.6K Likes

40.3K

GER 18.1%, USA 11.7%, UK 11.6%, PHIL 11.1%, FRA 9.4%

18-24: 58%
25-34: 24%
35-44: 10%
45-54: 4%



@elias.ruso

21 Following | 36.8K Followers | 888.6K Likes

36.8K

GER 29.3%, USA 27%, AUT 11.2%, UK 8.2%, AUS 6.3%

18-24: 44%
25-34: 24%
35-44: 17%
45-54: 10%

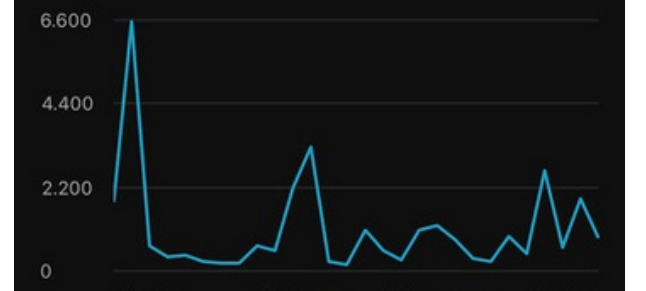


Ruso Bros

We are the Ruso Bros! Dirtjump/Slopestyle and Freeride-Mountainbike Riders from Austria! Welcome to our channel, where we give you insights into ou...

YouTube

Dein Kanal hat in den letzten 28 Tagen 30.406 Aufrufe erzielt



TOP COUNTRIES:

GER 47.5%, AUT 20.2%, USA 4.5%

AGE GROUPS:

13-17: 10.2%
18-24: 27.5%
25-34: 25.6%
35-44: 24.7%
45-54: 8.7%

We continuously strive to expand our social media reach. We understand that having a large following gives us the opportunity to build an actual fan base and to connect with our followers regularly. Whilst we always try to grow our channels on all platforms, by posting entertaining and exciting content, we want to focus even more on our YouTube account to provide an even closer look into our lives for our community. We want to create authentic videos that show who we really are and take people on a 'freeride journey' with us.

We see YouTube as the best platform to establish a strong connection with our audience. In addition to our athletic goals, we want to focus on creating interesting and entertaining content for our fanbase.

MILESTONES 2024

2024 was once again an intense and action-packed but super successful season for us. Our calendar was filled with major gigs such as Freeride Fiesta, Darkfest, and various video shoots. Special highlights for us this year included:

- **DARKFEST:** Elias absolutely came out swinging this year and managed to win the whole event, securing himself the title of 'King of Darkness'. Daniel also had a really good week and walked away with a worlds first trick on a DH bike.
- **MASTERS of DIRT Tour:** We rode every single tour stop with a total of 24 international shows, where we pushed our performance every weekend.
- **Backyard Battle:** Conceptualizing and executing the second edition of our own exclusive event, which turned out to be a big success and had all the riders leave the course with a big smile on their faces.



GOALS AND OUTLOOK 2025

As always, we have big plans for 2025 and are currently using the off-season to work on a video project that we have been dreaming of for a long time. We think that by achieving this goal, we'll leave our own personal mark in the sport and hope to release the finished product in the first half of the coming season.

A brief summary of other goals of 2025 looks like this:

Saudi Arabia Video Project - Darkfest SA - Complete Master of Dirt Tour in Austria, Germany, and Italy - Backyard Battle Series (5 stops this year) - Swatch Nines - Fest Sessions - Rampage(?)

We are looking forward to a new season and can't wait to continue evolving as athletes and as individuals. Personal networking with fans and friends is essential for us. In addition to the obligatory major events, we aim to be present at as many local events as possible in Austria and Germany to support the local scene and stay in touch with our community.

Let's take on 2025 - We're ready for it!🔥



OUR PHILOSOPHY FOR PARTNERSHIPS



TEAMWORK MAKES THE DREAM WORK!

Our special focus is on establishing meaningful partnerships with brands that share our values. Humanity, authenticity, and a general commitment to sustainability are important to us in order to enter into a healthy, long-term collaboration.

Equally important to us is always generating mutual, shared benefits with the partner brand. We want to ensure that both sides noticeably profit from the collaboration and are always open to finding new ways to achieve this goal.

We would love to get to know you, but in any case, we wish your entire team much success for the 2025 season and we are certain:

#thebestisyettocome.

AKTUELLE PARTNER



