

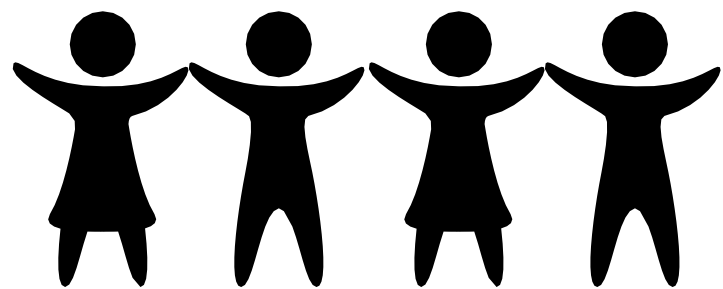


February 5, 2020
amfAR GALA NEW YORK



Halsey

WHY WE NEED A CURE

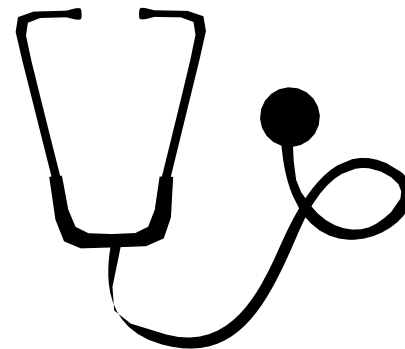


In 2018, 770,000 people died due to AIDS-related illnesses.

Nearly 38 million people worldwide are living with HIV, including 1.7 million under the age of 15.



Every day, about 5,600 people contract HIV - more than 200 every hour.



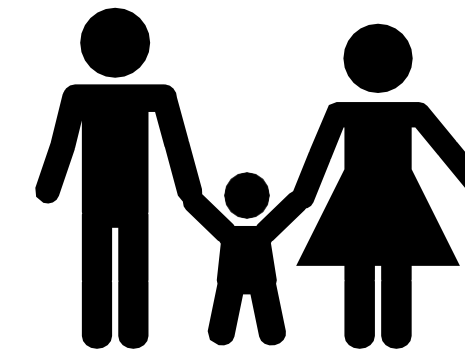
More than a third of all people living with HIV don't have access to lifesaving treatment.

About 1 in 5 people do not know that they are infected.



About 1.1 million people are living with HIV in the U.S.

Approximately 1 in 4 people living with HIV in the U.S. are women.



In the U.S. young adults and teens between 13 and 24 represent 21% of new HIV infections.

MISSION STATEMENT



amfAR's mission is to end the global AIDS
epidemic through innovative research

amfAR, The Foundation for AIDS Research, is one of the world's leading nonprofit organizations dedicated to the support of AIDS research, HIV prevention, treatment education, and advocacy. Since 1985, amfAR has invested nearly \$550 million in its programs and has awarded more than 3,300 grants to research teams worldwide.

amfAR GALA NEW YORK

This annual event kicks off New York Fashion Week and honors leading public figures who have made important contributions to the fight against AIDS. The gala attracts leaders from fashion, business, entertainment, and the arts.



LEONARDO DICAPRIO

A GOLDEN OPPORTUNITY



Known for hosting some of the biggest names in fashion and entertainment, amfAR Gala New York has been the 'it' event to attend for over ten years, making it a wonderful opportunity for premium brand visibility.



HEIDI KLUM



MARK RUFFALO



QUEEN LATIFAH



ROBIN WRIGHT



LADYGAGA



CHRIS ROCK & ROSARIO DAWSON



KENDALL JENNER



WINNIE HARLOW



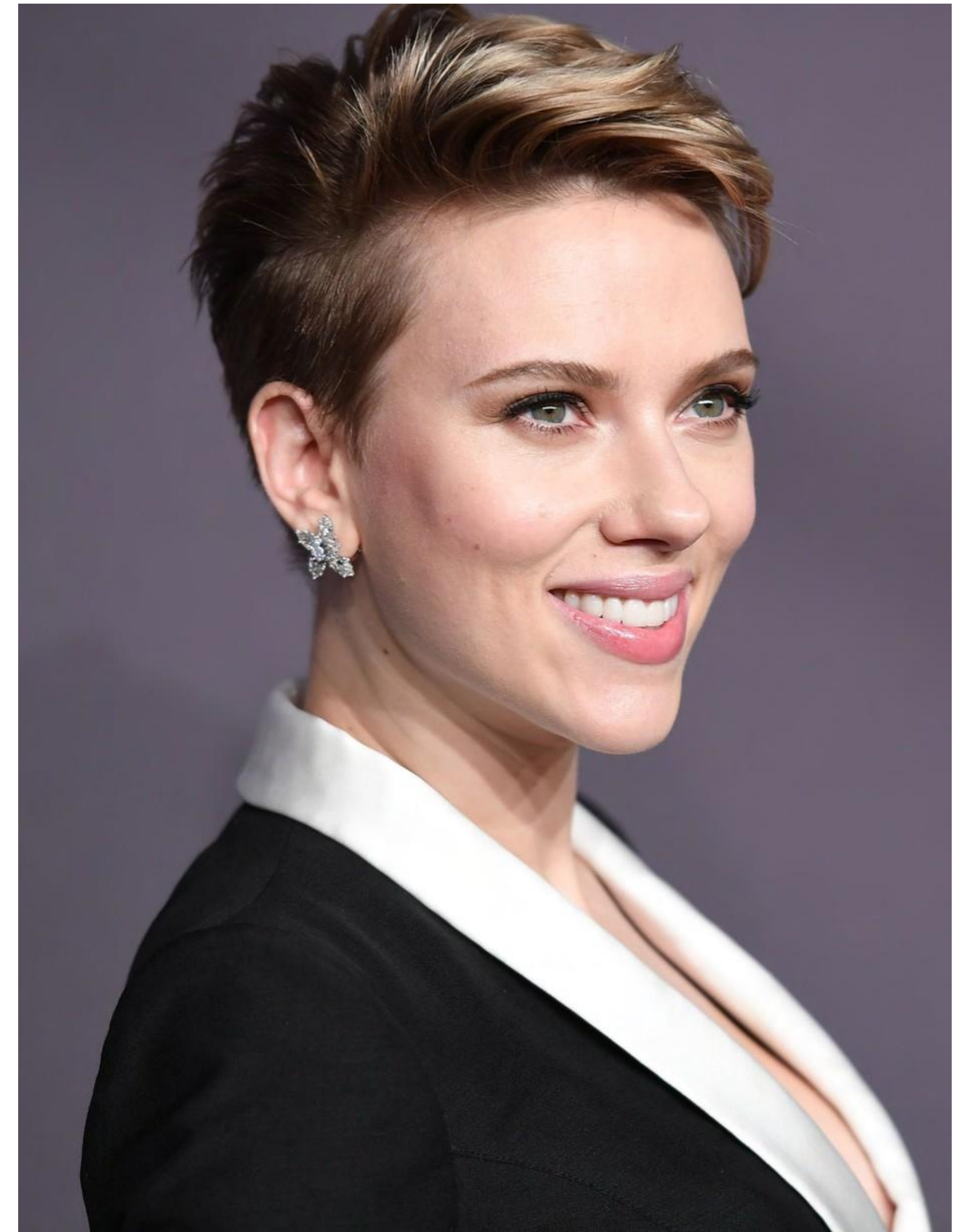
IMAN & amfAR TRUSTEE HARRY BELAFONTE



ANNA WINTOUR



JANELLE MONAË



SCARLETT JOHANSSON

A STAR STudded CAST

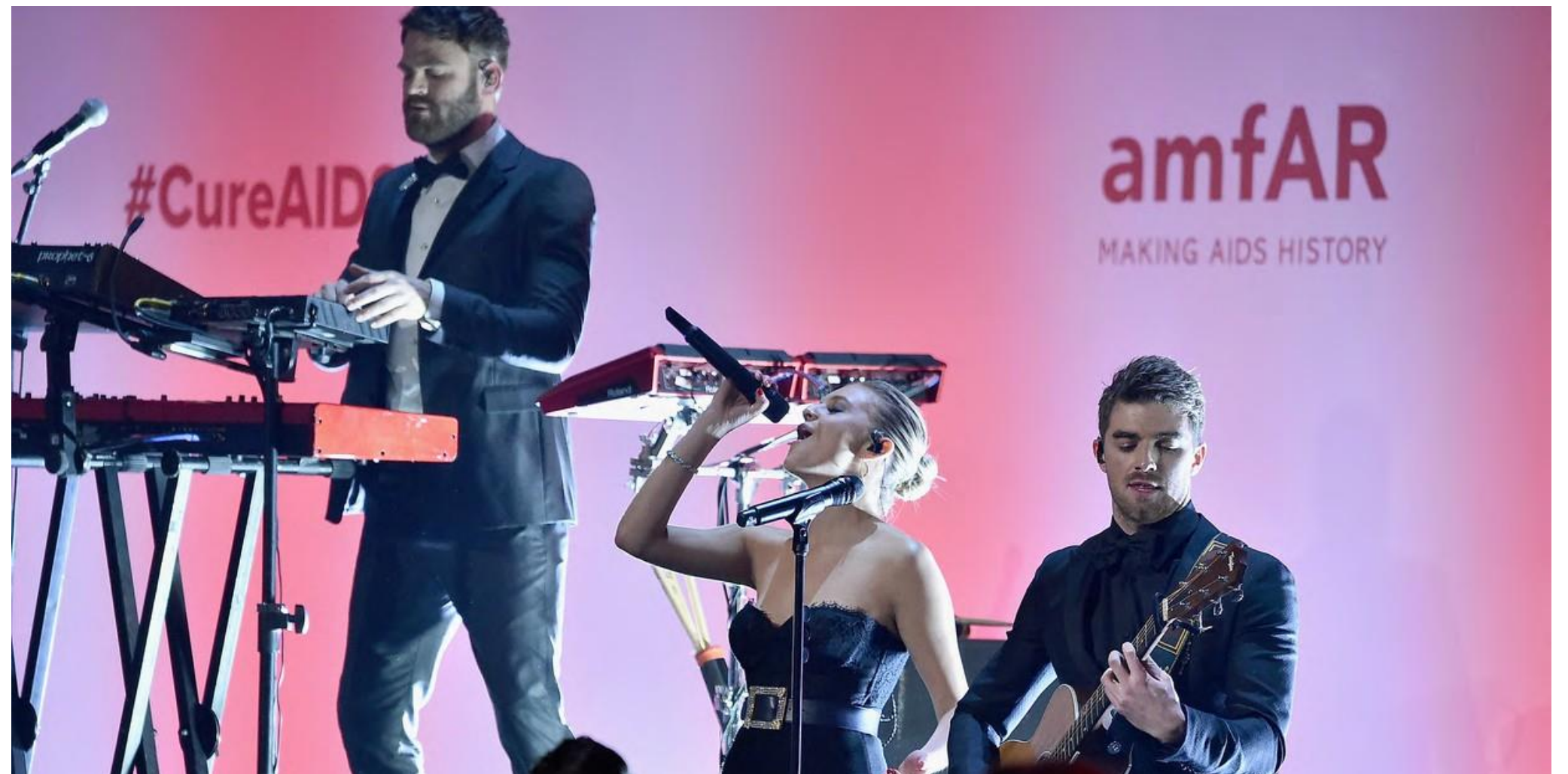
amfAR's global fundraising events are world renowned for their ability to attract a glittering list of top celebrities, entertainment industry elite, and international society.



MERYL STREEP



JULIANNE MOORE



THE CHAINSMOKERS WITH KELSEA BALLERINI



ELTON JOHN, GLADYS KNIGHT, DIONNE WARWICK, AND STEVIE WONDER REUNITED AT AMFAR GALA NEWYORK FOR A HISTORIC PERFORMANCE OF "THAT'S WHAT FRIENDS ARE FOR". RELEASED IN 1985, THE SONG RAISED MILLIONS OF DOLLARS FOR AIDS RESEARCH AND REMAINS AN ANTHEM FOR THE FIGHT AGAINST AIDS.

A NIGHT TO REMEMBER

2019 honorees include Milla Jovovich, Mert Alas and Marcus Piggott, and Simon De Pury.

Notable past honorees, attendees, and performers include Dame Shirley Bassey, amfAR Trustee Harry Belafonte, Beyoncé, Rosario Dawson, Michael Douglas, Lady Gaga, Richard Gere, Whoopi Goldberg, Halsey, Tom Hanks, Taraji P. Henson, Iman, Janet Jackson, Scarlett Johansson, Sir Elton John and David Furnish, Harvey Keitel, Heidi Klum, Gladys Knight, Michael Kors, Queen Latifah, Cyndi Lauper, Barry Manilow, Julianna Margulies, Liam Neeson, Sarah Jessica Parker, Vanessa Redgrave, Chris Rock, Carine Roitfeld, Julian Schnabel, Brooke Shields, Jon Stewart, Dame Elizabeth Taylor, Meryl Streep, Uma Thurman, Stanley Tucci, Donatella Versace, Diane von Fürstenberg, Dionne Warwick, Anna Wintour, Stevie Wonder, Robin Wright, and many more.



KIM KARDASHIAN WEST & KOURTNEY KARDASHIAN



TARAJI P. HENSON



CHANEL IMAN AND KARLIE KLOSS



BLAKE LIVELY & RYAN REYNOLDS



LEE DANIELS & STEFANO TONCHI



ELLIE GOULDING



UMATHURMAN



ALESSANDRAAMBROSIO



CHRISSY TEIGEN & JOHN LEGEND



RICHARD GERE



JANET JACKSON



DONATELLA VERSACE, NAOMI CAMPBELL, HEIDI KLUM, ALESSANDRA AMBROSIO & ZOË KRAVITZ

PROGRAM & EVENT MEDIA COVERAGE



January - May 2018

Total Broadcast Impressions: 31,923,147

Total Print Impressions: 273,671,511

Total Online Impressions: 31,494,220,770

Overall Impressions: 31.8 Billion

Media Value: \$64 Million

Impressions and value are higher during the 1st quarter because our major events that take place in New York, Hong Kong, and Cannes are held during that period. amfAR Gala Cannes also accounts for most of the broadcast received during these months.

Due to the change in privacy laws, we are no longer able to report on social media.

PROGRAM & EVENT MEDIA COVERAGE



May - August 2018

Total Broadcast Impressions: 8,182,182

Total Print Impressions: 113,365,335

Total Online Impressions: 22,459,704,637

Overall Impressions: 22.5 Billion

Media Value: \$22 Million

Overall impressions are down due to the small number of special events held during the 2nd quarter.

Due to the change in privacy laws, we are no longer able to report on social media.

PROGRAM & EVENT MEDIA COVERAGE



August - December 2018

Total Broadcast Impressions: 16,243,179

Total Print Impressions: 39,370,906

Total Online Impressions: 21,351,534,082

Overall Impressions: 21 Billion

Media Value: \$25 Million

Overall impressions are down about 1Million from the previous quarter, however the media value increased by \$1 Million as a result of the broadcast media coverage of the LA Gala.

Due to the change in privacy laws, we are no longer able to report on social media.

PROGRAM & EVENT MEDIA COVERAGE



January - May 2019

Total Broadcast Impressions: 1,784,225

Total Print Impressions: 56,365,179

Total Online Impressions: 10,154,586,802

Overall Impressions: 10.2 Billion

Media Value: \$35 Million

Overall impressions and media value were down in comparison to January-May 2018 due to a decrease in attendance of high-profile guests and VIPs at both amfAR Gala Cannes and the Cannes Film Festival.

Due to the change in privacy laws, we are no longer able to report on social media.

amfAR, THE FOUNDATION FOR AIDS RESEARCH



amfAR, The Foundation for AIDS Research, is dedicated to ending the global AIDS epidemic through innovative research.

Today, amfAR is a leader in the search for a cure for HIV and is the largest funder of cure research among philanthropic organizations worldwide.

In just the last five years, amfAR has awarded \$50 million to support cure-focused research conducted by more than 270 scientists working at 92 institutions in 16 countries.

Since its founding in 1985, amfAR has accelerated the pace of HIV/AIDS research and contributed to numerous breakthroughs that are extending and saving lives around the world.

Informed by thorough research and analysis, amfAR is also a highly respected advocate of rational and compassionate AIDS-related public policy.

www.amfar.org

amfAR LEADERSHIP



William H. Roedy
Chairman of the Board

Kevin Robert Frost
Chief Executive Officer

Eric Muscatell
Vice President of Development

In Memoriam

Mathilde Krim, Ph.D.
Founding Chairman

Dame Elizabeth Taylor
Founding International Chairman

On the cover: Jay Z, Robert De Niro & Harvey Keitel