

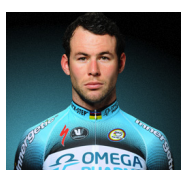
Tour de France 2013

SOCIAL MEDIA RACE - STAGE 1 - 21

TOP 5 GAINING NEW FOLLOWERS (TWITTER FOLLOWERS ADDED FROM JUNE 29, 2013 - JULY 21, 2013)



Christopher Froome
67,766
@chrisfroome

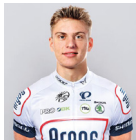


Mark Cavendish
44,605
@MarkCavendish



Bauke Mollema
18,314

@BaukeMollema



Marcel Kittel
17,997

@marcelkittel



Cadel Evans
17,090

@CadelOfficial

TOP 5 FAN PAGE GROWTH (FACEBOOK FANS ADDED FROM JUNE 29, 2013 - JULY 21, 2013)

27,671



Rui Costa

21,456



Nairo Quintana

19,369



Chris Froome

17,471



Peter Sagan

16,948



Mark Cavendish

TOP 5 TEAM PAGE GROWTH (FACEBOOK FANS ADDED ON JULY 21, 2013 : STAGE 21)

1,057



988



751



510



265



GENERAL CLASSIFICATION Stage 1 - Stage 21

(# OF NEW LIKES FOR TEAM PAGE FROM JUNE 29, 2013 - JULY 21, 2013)



25,141



20,505



18,046



15,909



10,845



9,913



7,708



9,699



7,068



6,896



5,556



5,048



3,515



4,088



2,793



2,660



1,343



1,698



1,260



934

1,014,501
TOTAL TWEETS WITH #TDF
FROM 06/29/2013 - 07/21/2013

139,632
TOTAL TWITTER FOLLOWERS
ADDED FOR ALL TEAMS
FROM 06/29/2013 - 07/21/2013

152,411
TOTAL FACEBOOK LIKES
ADDED FOR ALL TEAMS
FROM 06/29/2013 - 07/21/2013

Top tweet after Stage 21



Source: Team Sky (@TeamSky)
"RT if you are tuning in tonight to watch @TeamSky and Chris Froome bring the jersey home #TDF http://po.st/TourHub pic.twitter.com/k0TRaQKBjk" 21 July 2013, 6:54 AM. Tweet.

Stage 21 Tweet by Le Tour de France



Source: Le Tour de France (@letour)
"1. Chris Froome 2. Nairo Quintana 3. Purito Rodriguez #TDF #congrats #bravo pic.twitter.com/PheEkeJPMB" 21 July 2013, 1:31 PM. Tweet.

Tweet from Twitter Race Winner



Source: Chris Froome (@chrisfroome)
"Front row seat en route to Paris! pic.twitter.com/ZDvkYhE1Fx" 21 July 2013, 3:09 AM. Tweet.