

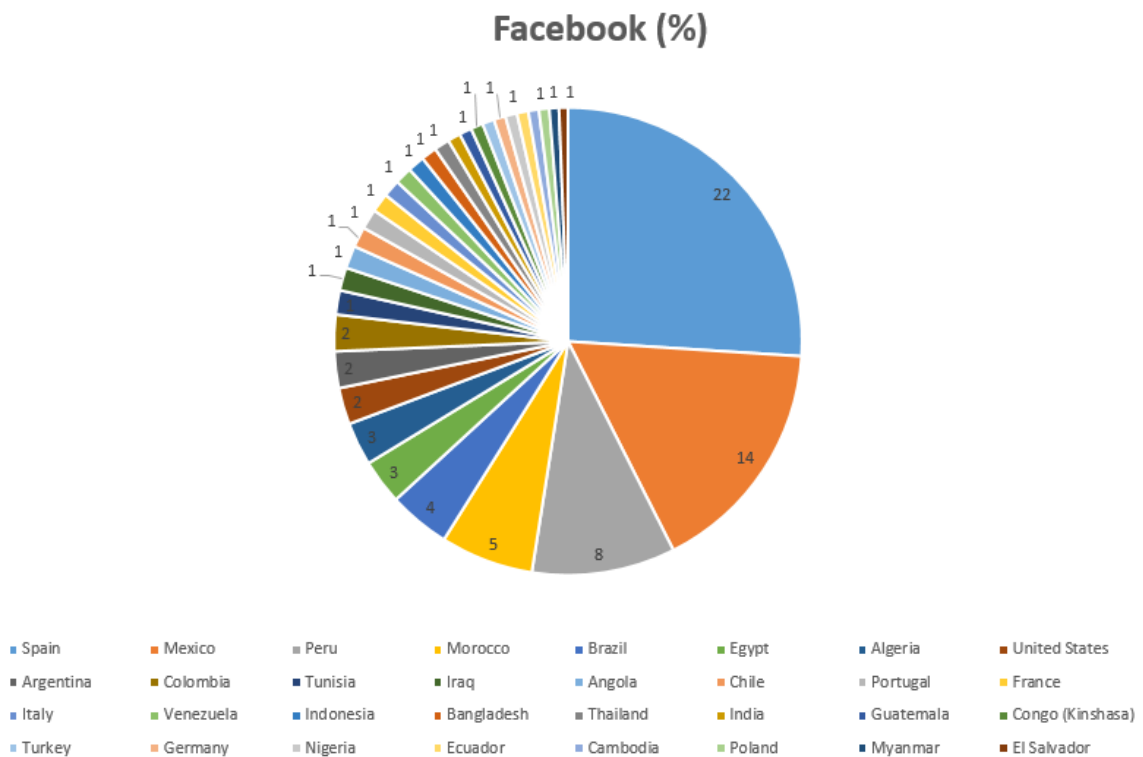
9.3. INTERACTION WITH THE ONLINE COMMUNITY.

RC Celta is highly connected to its community, which can be seen from the multiple interactions taking place via social media.

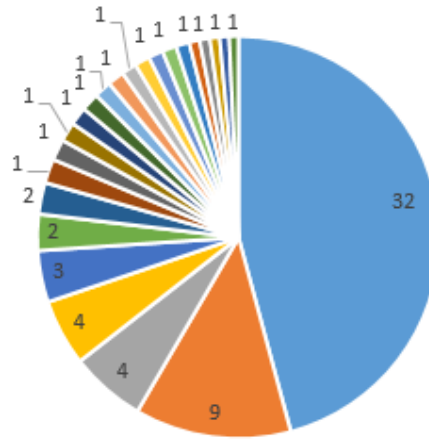
In the 2021/2022 season we can see the increase compared to 2020/2021 season in terms of followers on the different platforms on which the RC Celta Group is present:

SEASON	SOCIAL MEDIA				
	FACEBOOK	INSTAGRAM	TWITTER	TIK TOK	YOUTUBE
2021/2022	632,672	368,797	521,674	134,500	42,500
2020/2021	576,592	297,253	483,866	39,333	38,200

The following diagrams show where the different followers were from (in percentage terms) in the 2021/2022 season, indicating the major international scope of RC Celta.



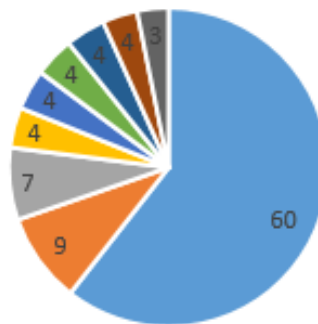
Instagram (%)



- Spain
- Mexico
- Brazil
- Peru
- United States
- Argentina
- Morocco
- Chile
- Portugal
- Italy
- Colombia
- Russian Federation
- Venezuela
- United Kingdom
- Egypt
- France
- Indonesia
- Algeria
- Iraq
- Senegal
- Iran, Islamic Republic of
- Uruguay
- Germany
- India

[ARCCdV1]

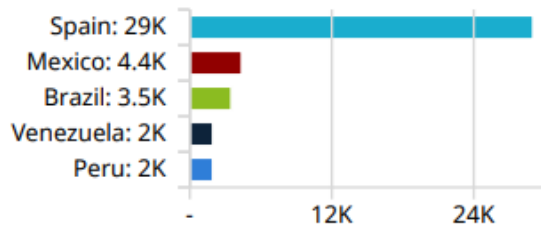
Twitter (%)



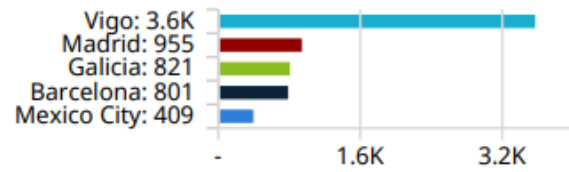
- Spain
- Mexico
- Brazil
- Venezuela
- Peru
- Colombia
- United States
- Argentina
- Egypt

Most Valuable Followers™

MVFs™ locations - Top 5 countries



MVFs™ locations - Top 5 cities



The RC Celta Group has its own website (rccelta.es) where, as we have mentioned in the course of this report, all the information on its activity is contained. In the 2021/2022 season it had 590,944 users, of which 98% were new users (578,848); while in the 2020/2021 season there were 464,127 users, of which 96% were new users (446,704).