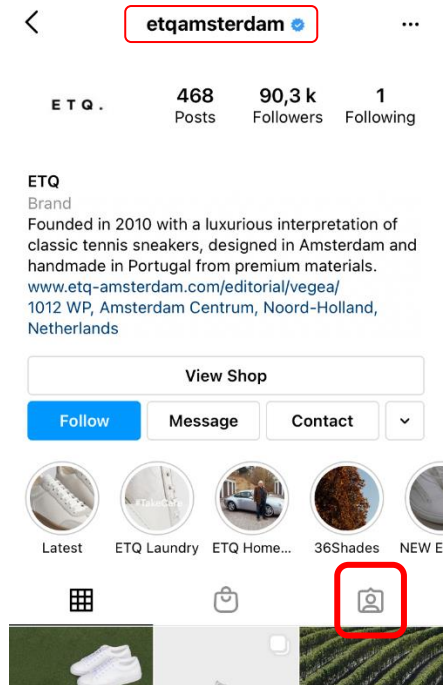


Appendices

1) Account of the brand → photos with brand mark:



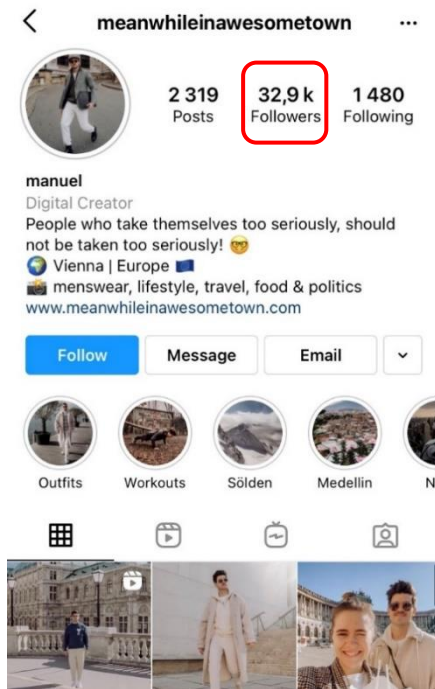
2) The number of likes and comments on the post of the influencer:



3) The 10th comment:



4) The number of followers:



Brands	Number of followers	Number of likes	Number of comments
1. Axel Arigato	8 500	1 336	51
Axel Arigato	78 000	1 408	24
Axel Arigato	35 000	2 065	112
Axel Arigato	5 600	6 005	51
Axel Arigato	37 000	92 007	1761
Axel Arigato	19 000	1 595	266
Axel Arigato	33 000	1 338	103
Axel Arigato	37 000	1 878	79
Axel Arigato	19 000	8 339	176
Axel Arigato	2200000	2 107	35
Axel Arigato	624 000	5 889	202
Axel Arigato	6 300	1 382	293
Axel Arigato	5 600	1 569	92
Axel Arigato	19 000	1 366	172
Axel Arigato	19 000	1 297	77
Axel Arigato	35 000	3 556	141
Axel Arigato	44 000	3 291	110
Axel Arigato	11 000	1 426	28
Axel Arigato	19 000	2 921	238
Axel Arigato	14 000	4 703	200
2. CQP	789 000	6 860	72
CQP	99 200	1 264	62
CQP	61 100	1 519	8
CQP	99 400	1 416	48
CQP	15 100	1 035	34
CQP	61 200	1 550	16
CQP	98 400	2 937	51
CQP	67 600	2 274	21
CQP	64 500	1 002	21
CQP	48 200	3 133	54
CQP	70 200	1 160	11
CQP	53 400	2 421	24
CQP	44 300	4 714	57
CQP	787 000	14 239	150
CQP	46 800	1 008	5
CQP	774 000	11 407	131
CQP	301 000	2 342	1
CQP	60 600	1 003	4
CQP	54 500	14 513	209
CQP	330 000	1 200	4

3. ETQ	48 300	1 244	7
ETQ	13 700	1 779	90
ETQ	84 700	2 614	139
ETQ	32 700	1 811	203
ETQ	32 900	1 112	34
ETQ	28 300	1 097	17
ETQ	88 200	2 366	32
ETQ	20 900	1 632	42
ETQ	48 700	1 814	48
ETQ	7 900	1 733	147
ETQ	32 700	1 092	35
ETQ	88 200	1 036	52
ETQ	1 516	1 024	25
ETQ	7 900	2 094	85
ETQ	20 900	1 005	50
ETQ	32 700	1 002	29
ETQ	48 400	3 925	23
ETQ	2 057	1 088	55
ETQ	8 355	1 044	245
ETQ	2 202	1 064	230
4. Eytys	141 000	5 095	118
Eytys	661 000	8 380	34
Eytys	165 000	2 916	11
Eytys	12 700	1 029	17
Eytys	5 732	1 041	17
Eytys	6 016	1 047	57
Eytys	10 400	1 004	29
Eytys	520 000	4 497	63
Eytys	153 000	1 020	0
Eytys	460 000	19 217	108
Eytys	177 000	4 222	98
Eytys	224 000	8 547	150
Eytys	13 200	1 003	166
Eytys	97 200	1 361	47
Eytys	37 400	1 141	16
Eytys	10 000	1 096	21
Eytys	10 500	1 010	22
Eytys	348 000	3 983	27
Eytys	315 000	10 348	52
Eytys	47 100	1 219	18
5. Filling Pieces	52 600	1 017	53
Filling Pieces	376 000	4 304	19

Filling Pieces	22 000	3 591	23
Filling Pieces	244 000	14 103	183
Filling Pieces	69 900	2 658	41
Filling Pieces	372 000	12 982	164
Filling Pieces	21 000	1 759	104
Filling Pieces	292 000	14 193	107
Filling Pieces	816 000	17 524	143
Filling Pieces	16 700	1 073	52
Filling Pieces	160 000	5 377	143
Filling Pieces	13 800	1 627	26
Filling Pieces	38 800	4 127	42
Filling Pieces	20 300	1 263	81
Filling Pieces	40 300	4 437	82
Filling Pieces	46 000	2 754	73
Filling Pieces	384 000	6 700	48
Filling Pieces	315 000	3 203	33
Filling Pieces	86 800	5 214	26
Filling Pieces	6 200 000	83 116	244
6. Mason Garments	278 000	5 024	233
Mason Garments	10 800	1 007	76
Mason Garments	10 700	2 003	56
Mason Garments	287 000	2 415	33
Mason Garments	17 100	3 519	68
Mason Garments	191 000	5 570	27
Mason Garments	33 300	2 765	14
Mason Garments	21 800	2 723	9
Mason Garments	48 700	2 808	51
Mason Garments	34 800	1 622	17
Mason Garments	136 000	3 193	26
Mason Garments	191 000	3 859	63
Mason Garments	10 700	1 467	57
Mason Garments	14 900	1 020	27
Mason Garments	31 000	1 145	53
Mason Garments	3 900	3 541	127
Mason Garments	33 300	2 020	24
Mason Garments	10 800	4 163	64
Mason Garments	267 000	8 704	53
Mason Garments	278 000	4 823	317
7. Mercer Amsterdam	35 800	4 047	62
Mercer Amsterdam	80 000	6 544	89
Mercer Amsterdam	61 200	1 638	1
Mercer Amsterdam	956 000	3 598	76

Mercer Amsterdam	76 000	2 696	27
Mercer Amsterdam	1 909	1 092	46
Mercer Amsterdam	2 881	1 048	74
Mercer Amsterdam	32 700	1 220	15
Mercer Amsterdam	6 154	2 146	591
Mercer Amsterdam	71 000	1 006	29
Mercer Amsterdam	575 000	6 280	134
Mercer Amsterdam	75 400	1 003	6
Mercer Amsterdam	7 190	1 026	5
Mercer Amsterdam	5 690	1 503	30
Mercer Amsterdam	61 200	1 823	4
Mercer Amsterdam	7 544	1 652	6
Mercer Amsterdam	466 000	10 040	49
Mercer Amsterdam	16 100	1 728	84
Mercer Amsterdam	2 014	1 171	23
Mercer Amsterdam	5 972	1 592	59
8. Morjas	19 300	1 021	27
Morjas	53 200	1 305	40
Morjas	21 000	1 002	20
Morjas	32 400	1 312	103
Morjas	52 300	1 256	19
Morjas	32 400	1 097	88
Morjas	19 600	1 620	25
Morjas	23 300	1 009	50
Morjas	24 800	1 002	34
Morjas	54 800	1 091	25
Morjas	19 500	1 064	46
Morjas	92 600	3 013	23
Morjas	54 800	1 008	2
Morjas	25 600	1 029	46
Morjas	7 314	1 003	70
Morjas	20 700	1 192	41
Morjas	52 300	1 185	20
Morjas	54 600	1 171	33
Morjas	23 300	1 093	53
Morjas	55 700	1 510	14
9. Myrqvist	19 500	1 005	66
Myrqvist	53 200	1 216	44
Myrqvist	14 200	1 283	9
Myrqvist	4 443	1 007	7
Myrqvist	20 000	1 018	23
Myrqvist	54 300	1 406	35

Myrqvist	23 000	1 054	66
Myrqvist	344 000	10 343	134
Myrqvist	55 000	1 582	79
Myrqvist	14 500	1 617	11
Myrqvist	50 500	1 476	57
Myrqvist	39 700	1 049	29
Myrqvist	126 000	1 017	1
Myrqvist	10 100	3 257	22
Myrqvist	19 300	1 078	52
Myrqvist	12 400	1 056	49
Myrqvist	24 000	1 084	80
Myrqvist	20 200	1 212	20
Myrqvist	416 000	4 568	22
Myrqvist	35 600	788	21
10. NUBIKK	855 000	1 086	13
NUBIKK	32 800	1 036	50
NUBIKK	110 000	14 843	640
NUBIKK	569 000	8 942	97
NUBIKK	18 400	1 061	108
NUBIKK	450 000	8 934	52
NUBIKK	282 000	2 586	58
NUBIKK	483 000	6 966	225
NUBIKK	1 608	1 067	20
NUBIKK	110 000	16 474	286
NUBIKK	32 800	1 015	109
NUBIKK	8 209	1 046	59
NUBIKK	900 000	4 620	69
NUBIKK	38 800	1 049	5
NUBIKK	140 000	3 280	29
NUBIKK	10 800	1 002	101
NUBIKK	28 700	1 576	124
NUBIKK	10 000	1 086	45
NUBIKK	4 998	1 006	117
NUBIKK	50 600	1 024	35