



December 19, 2018

To Whom It May Concern:

It is my privilege to write this letter in support of Joe Ceryanec's nomination for Deloitte CFO of the Year. As Chief Financial Officer, Joe has been a key member of a small executive team that has enabled Meredith to more than double revenues and triple revenues over the past 20 years. His financial acumen and counsel, negotiating skills, managing expertise, unparalleled work ethic and unrelenting drive have set him apart from his peers, and are major reasons for Meredith's track record of success.

Over the past year, Joe has played a leading role in every aspect of Meredith's transformational acquisition of Time Inc., which doubled the size of our National Media Group, made Meredith the world's No. 1 magazine publisher, and positioned Meredith as one of the largest digital media companies in the U.S. serving 135 million unique visitors every month.

Initiatives Joe has spearheaded have included:

- Working to secure financing from investors;
- Leading the team tasked with finding cost savings and synergies throughout the business;
- Integrating very different accounting systems and payroll processes; and
- Partnering with Meredith's development team to sell former Time Inc. brands that do not fit within Meredith's portfolio, including narrowing down the number of bidders, locking in the price, and negotiating the purchase and transitional services agreements.

Joe's leadership and counsel have been invaluable to me during this process, especially as it was also my first year as President and CEO. While we are still on our way to full integration, I'm confident that Joe will execute our financial goals. As I like to say, at Meredith we always make our budgets.

On a personal note, during the 10 years that I have worked with Joe I've had the pleasure to watch him mentor and motivate the team around him. He has invested his time and expertise into guiding students graduating with degrees in accounting and finance at the University of Iowa, his alma mater, as a member of the Tippie College of Business Advisory Board.

I highly recommend Joe for recognition as the Deloitte CFO of the Year. His financial acumen and exceptional leadership have been instrumental in Meredith's success and make him an ideal choice for CFO of the Year.

Sincerely,

A handwritten signature in dark ink, appearing to read "TH", followed by a stylized flourish.

Tom Harty
President & CEO
Meredith Corporation