

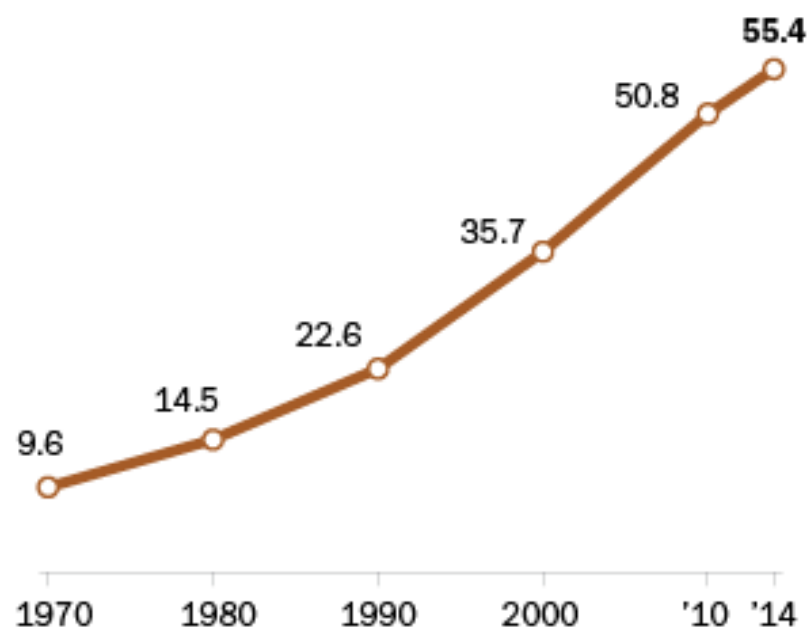


The Rise of the Multicultural New Society

PRESENTED BY:
XCELENTE GLOBAL
April 2016

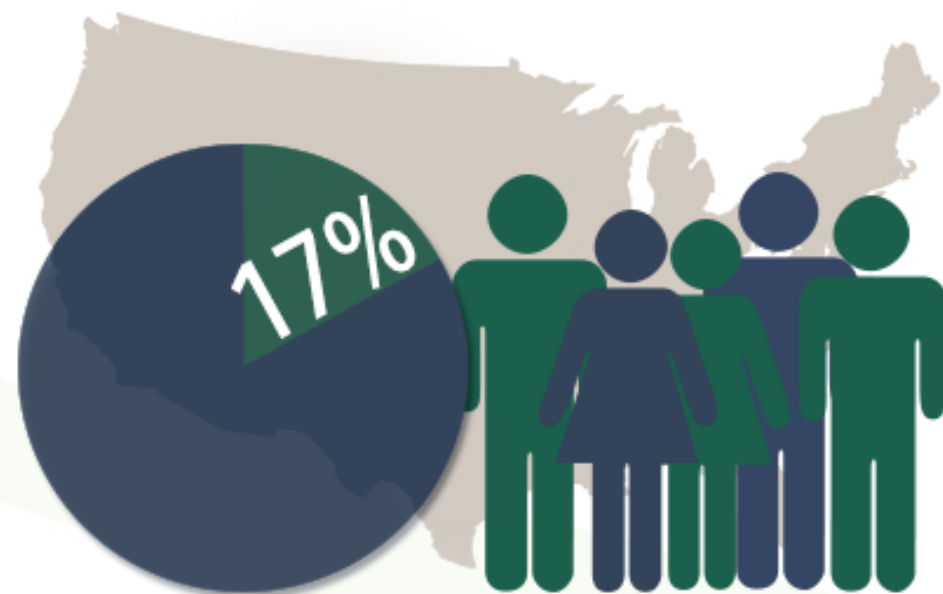
Hispanic Population Growth

U.S. Hispanic population, in millions



Note: 1990-2014 estimates are for July 1.
Source: 1970-1980 estimates based on the Decennial Censuses, see Passel & Cohn 2008. 1990-2014 estimates based on Intercensal population estimates and Vintage 2014.

PEW RESEARCH CENTER

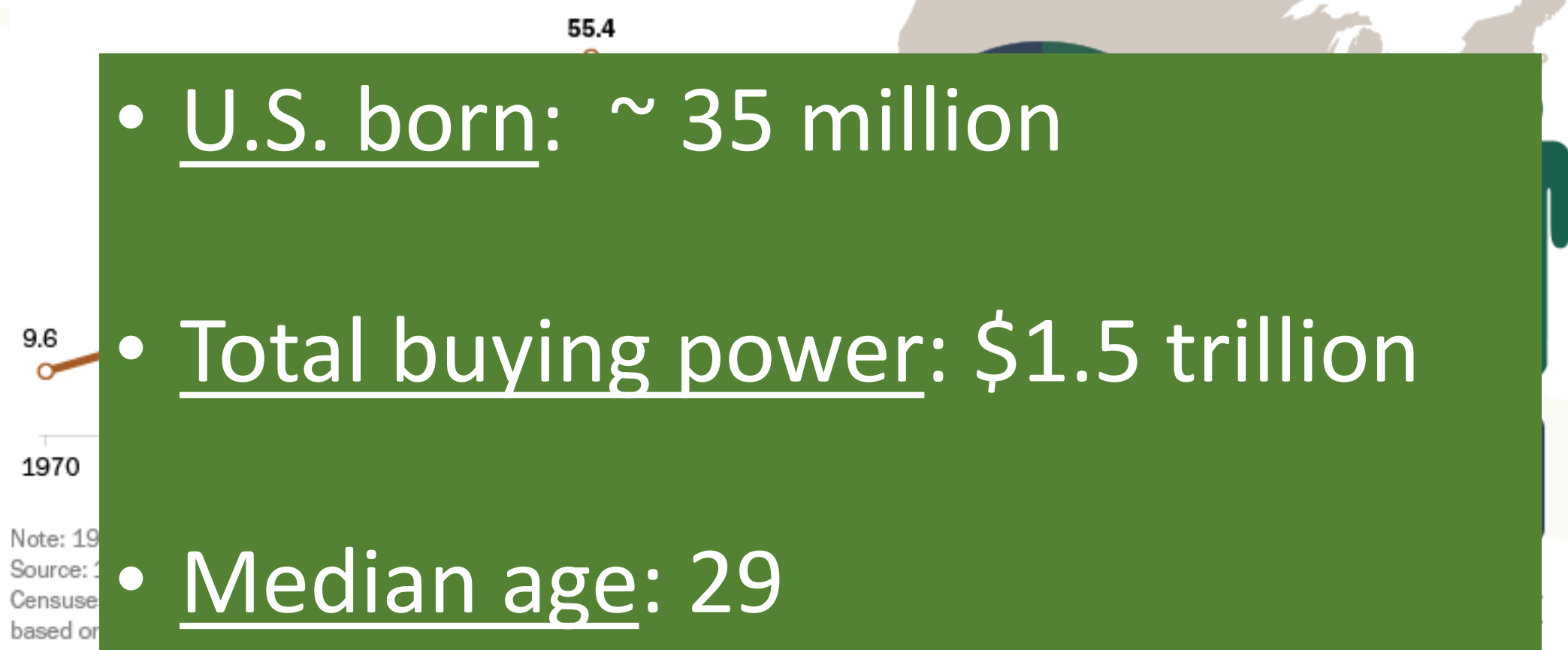


Hispanics account for 17 percent of the country's population.


CDC

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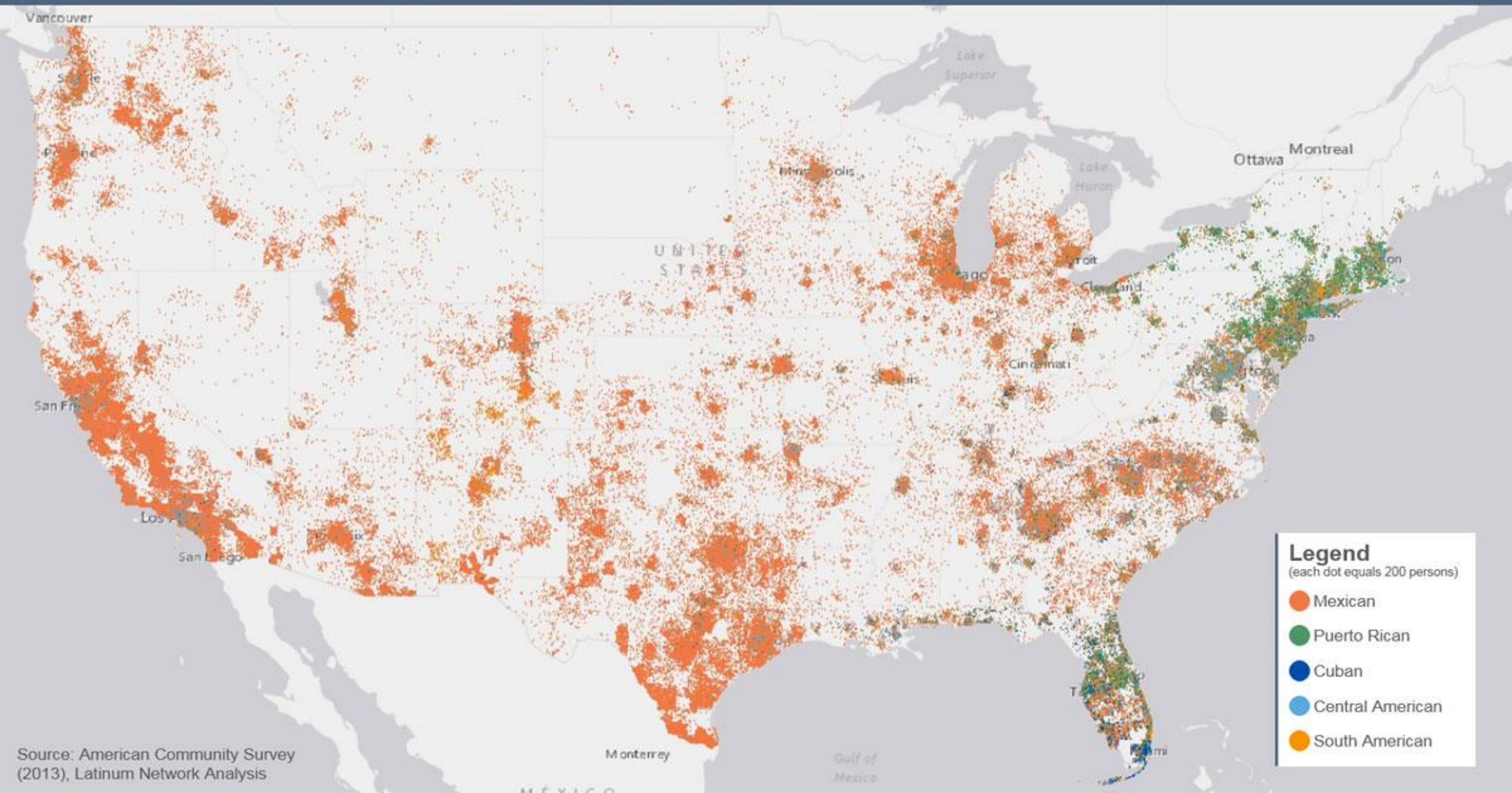
Note: 19
Source: 1
Censuse
based on



-Meet the New Mainstream-

It's a Hispanic Millennial Market

Population Distribution by Hispanic Origin (2013)

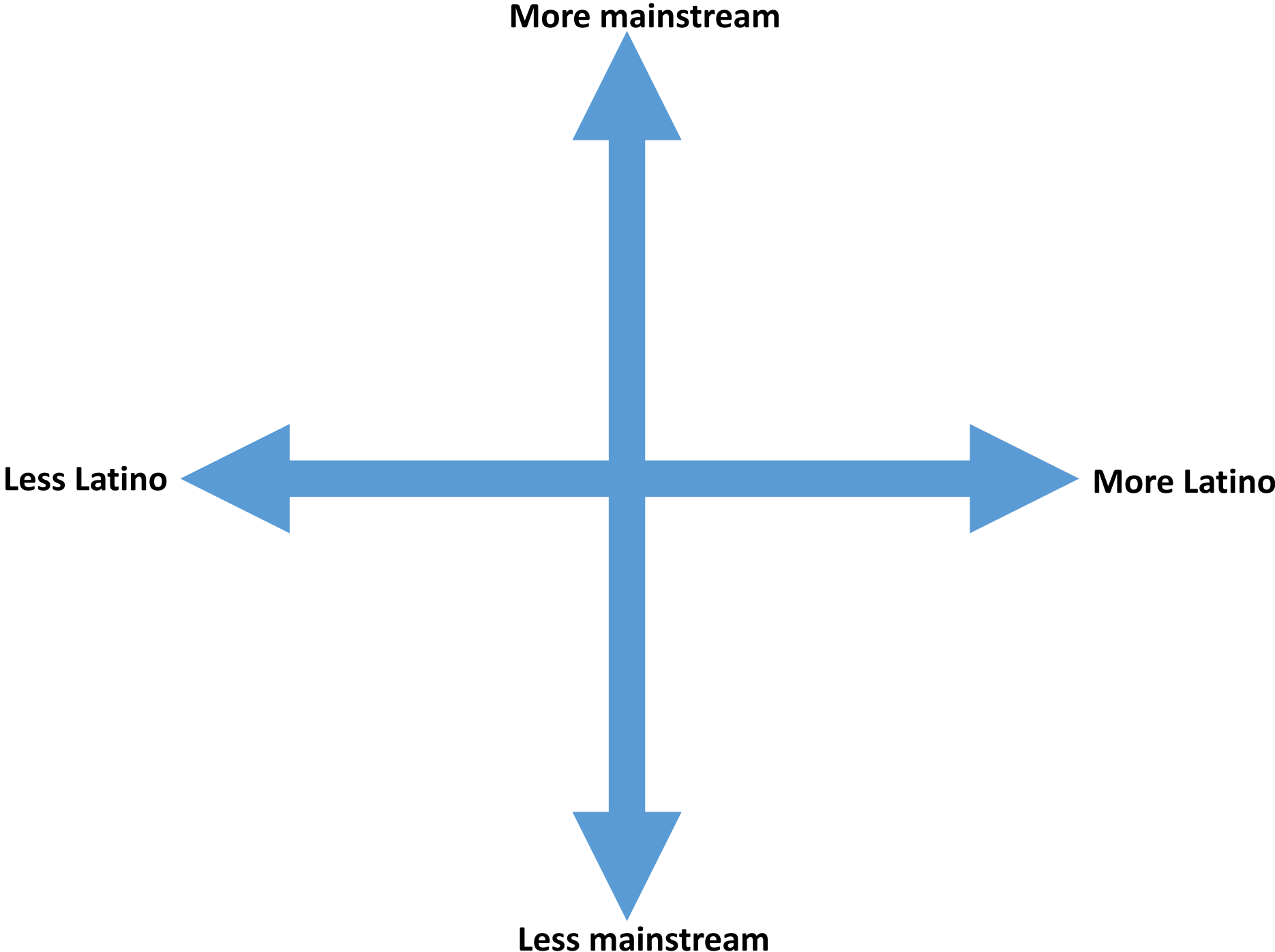


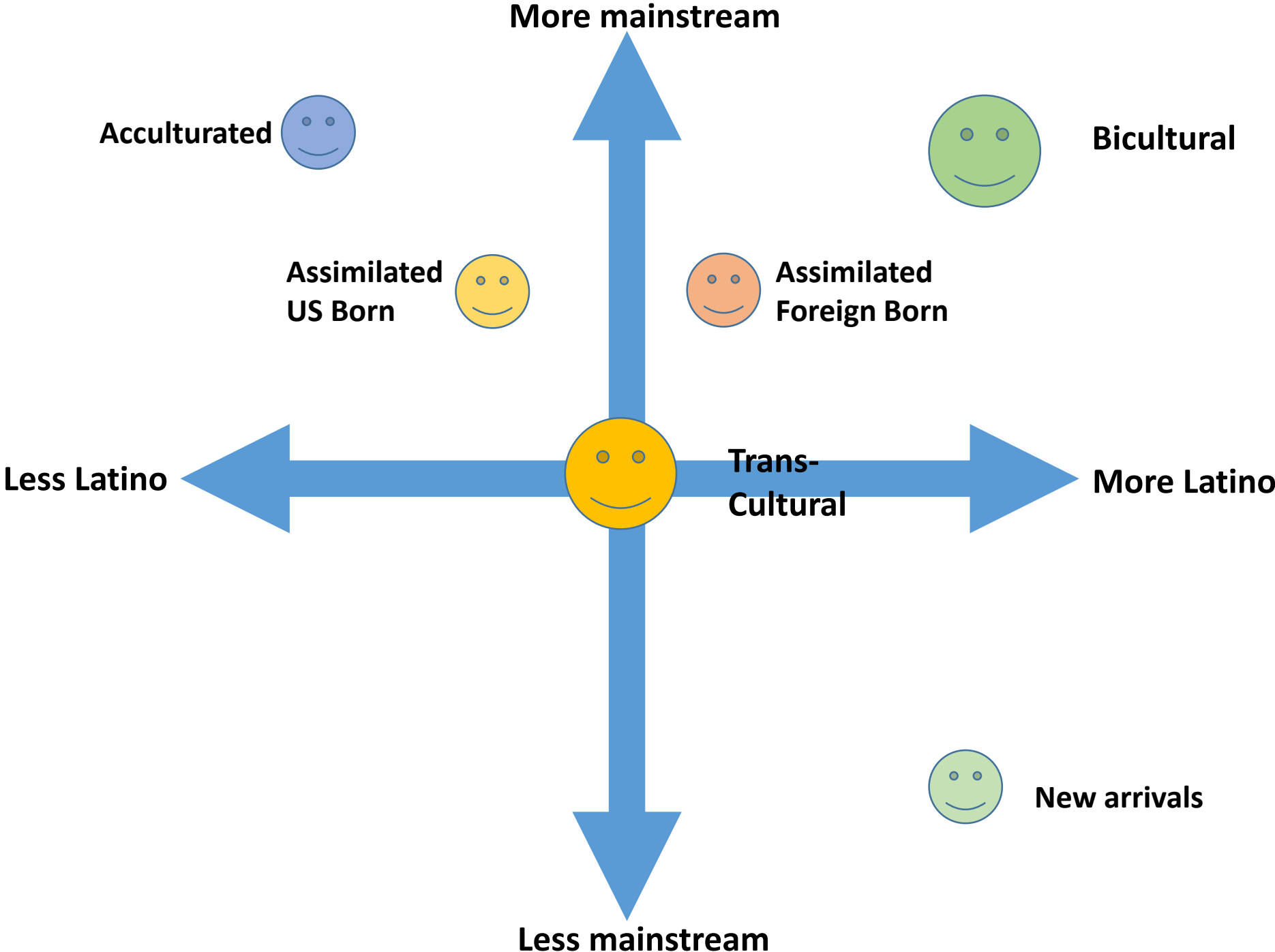
Legend
(each dot equals 200 persons)

- Mexican
- Puerto Rican
- Cuban
- Central American
- South American

Source: American Community Survey (2013), Latinum Network Analysis











Miles Morales
Marvel's new mainstream Peter Parker!

14 27	ESPN 2nd & 3 TA&M 43	8:30 PM MT ESPN	25 USC WIS	8-5 9-3	Final AUB MEM	31 10	Final NCST MSST	28 51	NCAAM	Final 19 WVU VT	88 63	Final LBSU DUKE	10
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NCAAF Soccer NHL ...

12h
From The Mag: Stories of the year -- Mina Kimes on Faker
From ringing in the new year with A-Rod to the real story behind Deflategate to Ronda Rousey's post-knockout confessions, here is a collection of stories from ESPN that helped define 2015.

SPANISH PRIMERA DIVISIÓN 2d
Benítez: Campaña contra Florentino, contra mí y el club
El técnico madridista, silbado por buena parte de sus aficionados, pidió apoyo para el encuentro ante la Real Sociedad.

alth
SO
SPORTS AUTHORITY
Manning expected to backup Brock Osweiler (0:30)

Key Takeaways

- Hispanic population is young and growing
- Median age of Latinos is right in the middle of the Millennial generation
- New views of the demographics recognize the concepts of Bi-Cultural and Trans-Cultural as a trend to be watched
- Technology facilitates the borderless cultural exchange, and especially so in the Latino community, who are strong adopters of mobile technology
- If you do not start taking this into consideration now, you will be left behind

Thank You!

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