

Fanatics Online

2014-15

| | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------|-----------|-----------|------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|
| Number Visits | | | | | | | 36,005 | 26,358 | 27,374 | 26,082 | 23,693 | 30,572 | 170,084 |
| Number Orders | 833 | 1,508 | 1,954 | 1,846 | 2,990 | 5,289 | 954 | 776 | 627 | 607 | 580 | 687 | 18,651 |
| Order Conversion Rate | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | 2.6% | 2.9% | 2.3% | 2.3% | 2.4% | 2.2% | 11.0% |
| Net Sales | \$ 38,929 | \$ 84,365 | \$ 112,568 | \$ 102,768 | \$ 172,296 | \$ 276,411 | \$ 43,576 | \$ 37,773 | \$ 39,905 | \$ 28,534 | \$ 36,529 | \$ 84,456 | \$ 1,058,109 |

2015-16

| | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------|-----------|------------|------------|-----------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Number Visits | 29,932 | 48,919 | 56,508 | 41,486 | 70,021 | 65,284 | 33,224 | 21,934 | 24,480 | 22,725 | 24,844 | 22,257 | 461,614 |
| Number Orders | 918 | 1,567 | 1,866 | 1,224 | 2,877 | 3,869 | 703 | 532 | 730 | 566 | 778 | 661 | 16,291 |
| Order Conversion Rate | 3.07% | 3.20% | 3.30% | 2.95% | 4.11% | 5.93% | 2.12% | 2.43% | 2.98% | 2.49% | 3.13% | 2.97% | 3.53% |
| Net Sales | \$ 56,878 | \$ 105,917 | \$ 129,262 | \$ 76,026 | \$ 169,181 | \$ 248,895 | \$ 27,641 | \$ 27,319 | \$ 38,505 | \$ 31,191 | \$ 43,302 | \$ 35,522 | \$ 989,640 |

2016-17

| | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------|-----------|------------|------------|-----------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
| Number Visits | 25,533 | 44,343 | 61,083 | 40,997 | 52,607 | 52,171 | 18,851 | 18,182 | 22,511 | 20,724 | 23,516 | 24,597 | 405,115 |
| Number Orders | 691 | 1,535 | 1,965 | 1,287 | 2,392 | 3,230 | 395 | 453 | 613 | 614 | 591 | 758 | 14,524 |
| Order Conversion Rate | 2.71% | 3.46% | 3.22% | 3.14% | 4.55% | 6.19% | 2.10% | 2.49% | 2.72% | 2.96% | 2.51% | 3.08% | 3.59% |
| Net Sales | \$ 39,309 | \$ 107,525 | \$ 138,484 | \$ 80,871 | \$ 129,374 | \$ 220,931 | \$ 16,145 | \$ 25,107 | \$ 32,452 | \$ 33,013 | \$ 37,688 | \$ 39,042 | \$ 899,939 |
| Commission - Arkansas | \$ 9,827 | \$ 26,881 | \$ 34,621 | \$ 20,218 | \$ 32,343 | \$ 55,233 | \$ 4,036 | \$ 6,277 | \$ 8,113 | \$ 8,253 | \$ 9,422 | \$ 9,760 | \$ 224,985 |

2017-18

| | July | August | September | October | November | December | January | February | March | April | May | June | TOTAL |
|-----------------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|----------|---------|---------|---------|---------|------------|
| Number Visits | 22,576 | 26,056 | 42,289 | 29,899 | 40,042 | 45,750 | 20,925 | | | | | | 227,537 |
| Number Orders | 644 | 698 | 1,466 | 821 | 1,733 | 2,956 | 460 | | | | | | 8,778 |
| Order Conversion Rate | 2.85% | 2.68% | 3.47% | 2.75% | 4.33% | 6.46% | 2.20% | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | #DIV/0! | 3.86% |
| Net Sales | \$ 34,356 | \$ 96,232 | \$ 95,336 | \$ 55,731 | \$ 99,914 | \$ 183,579 | \$ 27,926 | | | | | | \$ 593,074 |