



NV Dream Tags 2018 Recap



You Win. Nevada Wins!

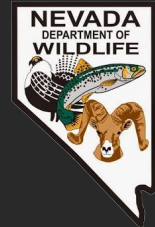


Table of Contents

1. Sales Totals
2. Statistics

2018 Dream Tags - Sales Totals



Tickets: Annual Sales by Species

* Note: Gross rev includes fees for 2017 & 2018.

| Species | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2018 YoY Change (#) | 2018 YoY Change (%) |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------------|---------------------|
| California BHS | 13,618 | 12,337 | 13,326 | 9,942 | 8,431 | 10,463 | 12,540 | 2,077 | 19.85% |
| Elk | 18,402 | 15,136 | 14,653 | 11,729 | 9,642 | 12,105 | 16,144 | 4,039 | 33.37% |
| Mule Deer | 16,487 | 12,128 | 11,736 | 9,085 | 8,152 | 10,649 | 14,330 | 3,681 | 34.57% |
| Desert BHS | 18,655 | 18,308 | 18,567 | 14,781 | 12,224 | 15,384 | 18,069 | 2,685 | 17.45% |
| Pronghorn | 5,512 | 3,634 | 3,601 | 3,154 | 2,892 | 3,866 | 4,528 | 662 | 17.12% |
| Bear | 0 | 0 | 0 | 0 | 0 | 0 | 1,726 | 1,726 | n/a |
| Total Units | 72,674 | 61,543 | 61,883 | 48,691 | 41,341 | 52,467 | 67,337 | 14,870 | 28.34% |
| Gross Rev | \$363,370.00 | \$307,715.00 | \$309,415.00 | \$243,455.00 | \$206,705.00 | \$288,568.50 | \$387,187.75 | \$98,619.25 | 34.18% |

2018 Dream Tags - Sales Totals



Tickets: Monthly Sales by Species

| Species | March 2018 | April 2018 | May 2018 | June 2018 | Total |
|--------------------|-------------|--------------|-------------|--------------|--------------|
| California BHS | 724 | 5,114 | 1,153 | 5,549 | 12,540 |
| Elk | 942 | 6,328 | 1,690 | 7,184 | 16,144 |
| Mule Deer | 811 | 5,746 | 1,272 | 6,501 | 14,330 |
| Desert BHS | 1,281 | 7,335 | 1,676 | 7,777 | 18,069 |
| Pronghorn | 233 | 1,925 | 422 | 1,948 | 4,528 |
| Bear | 106 | 946 | 127 | 547 | 1,726 |
| Total Units | 4,097 | 27,394 | 6,340 | 29,506 | 67,337 |
| Gross Rev | \$23,557.75 | \$157,515.50 | \$36,455.00 | \$169,659.50 | \$387,187.75 |

2018 Dream Tags - Sales Totals



RES: Annual Sales by Month

| Month | 2017 | 2018 | 2018 YoY Change (#) | 2018 YoY Change (%) |
|--------------------|-------------|-------------|---------------------|---------------------|
| pre-March | 328 | 0 | -328 | -100.00% |
| March | 1200 | 180 | -1,020 | -85.00% |
| April | 4353 | 1741 | -2,612 | -60.00% |
| May | 146 | 491 | 345 | 236.30% |
| June | 970 | 2408 | 1,438 | 148.25% |
| Total Units | 6997 | 4820 | -2,177 | -31.11% |
| Gross Rev | \$69,970.00 | \$53,020.00 | -\$16,950.00 | -24.22% |

2018 Dream Tags - Sales Totals



Total Sales by category, YoY

| Month | 2017 | 2018 | 2018 YoY Change (#) | 2018 YoY Change (%) |
|-----------------------------|--------------|--------------|---------------------|---------------------|
| Tickets - Units Sold | 52,467 | 67,337 | 14,870 | 28.34% |
| Tickets - Gross Rev | \$288,568.50 | \$387,187.75 | \$98,619.25 | 34.18% |
| RES - Units Sold | 6,997 | 4,820 | -2,177 | -31.11% |
| RES - Gross Rev | \$69,970.00 | \$53,020.00 | -\$16,950.00 | -24.22% |
| Total - Units Sold | 59,464 | 72,157 | 12,693 | 21.35% |
| Total - Gross Rev | \$358,538.50 | \$440,207.75 | \$81,669.25 | 22.78% |

2018 Dream Tags - Statistics

Tickets: Maximum Purchase Quantities by Species

| Species | Max Purchase Qty by Order | Max Purchase Qty by Customer |
|----------------|------------------------------|---------------------------------|
| California BHS | 104 | 104 |
| Elk | 200 | 300 |
| Mule Deer | 200 | 287 |
| Desert BHS | 177 | 351 |
| Pronghorn | 40 | 52 |
| Bear | 525 | 525 |

2018 Dream Tags - Statistics

Tickets: Number of Single Ticket Purchases by Species

| Species | Single Ticket by Order | Single Ticket by Customer |
|----------------|---------------------------|------------------------------|
| California BHS | 1,297 | 1,064 |
| Elk | 1,598 | 1,313 |
| Mule Deer | 1,515 | 1,250 |
| Desert BHS | 1,455 | 1,192 |
| Pronghorn | 1,018 | 864 |
| Bear | 377 | 330 |

Tickets: Purchase behavior

| | Per order | Per customer |
|---------------------------|-----------|--------------|
| Average tickets purchased | 12.53 | 16.10 |
| Max tickets purchased | 627 | 801 |

2018 Dream Tags - Statistics

Tickets: Customers by State

| | NV | CA | OR | UT | CO | TX | WA | AZ | ID | MT | Other States | Canada | Other Countries | Total |
|---------------------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|--------|-----------------|---------|
| Clients | 1,438 | 874 | 178 | 211 | 149 | 170 | 131 | 125 | 119 | 94 | 992 | 35 | 4 | 4,520 |
| % of clients | 31.81% | 19.34% | 3.94% | 4.67% | 3.30% | 3.76% | 2.90% | 2.77% | 2.63% | 2.08% | 21.95% | 0.77% | 0.09% | 100.00% |

Tickets: Units by State

| | NV | CA | OR | UT | CO | TX | WA | AZ | ID | MT | Other States | Canada | Other Countries | Total |
|---------------------|--------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|--------|-----------------|---------|
| Tickets | 21,101 | 13,133 | 3,468 | 3,131 | 2,436 | 2,366 | 2,059 | 1,709 | 1,531 | 1,066 | 14,823 | 468 | 46 | 67,337 |
| % of tickets | 31.34% | 19.50% | 5.15% | 4.65% | 3.62% | 3.51% | 3.06% | 2.54% | 2.27% | 1.58% | 22.01% | 0.70% | 0.07% | 100.00% |