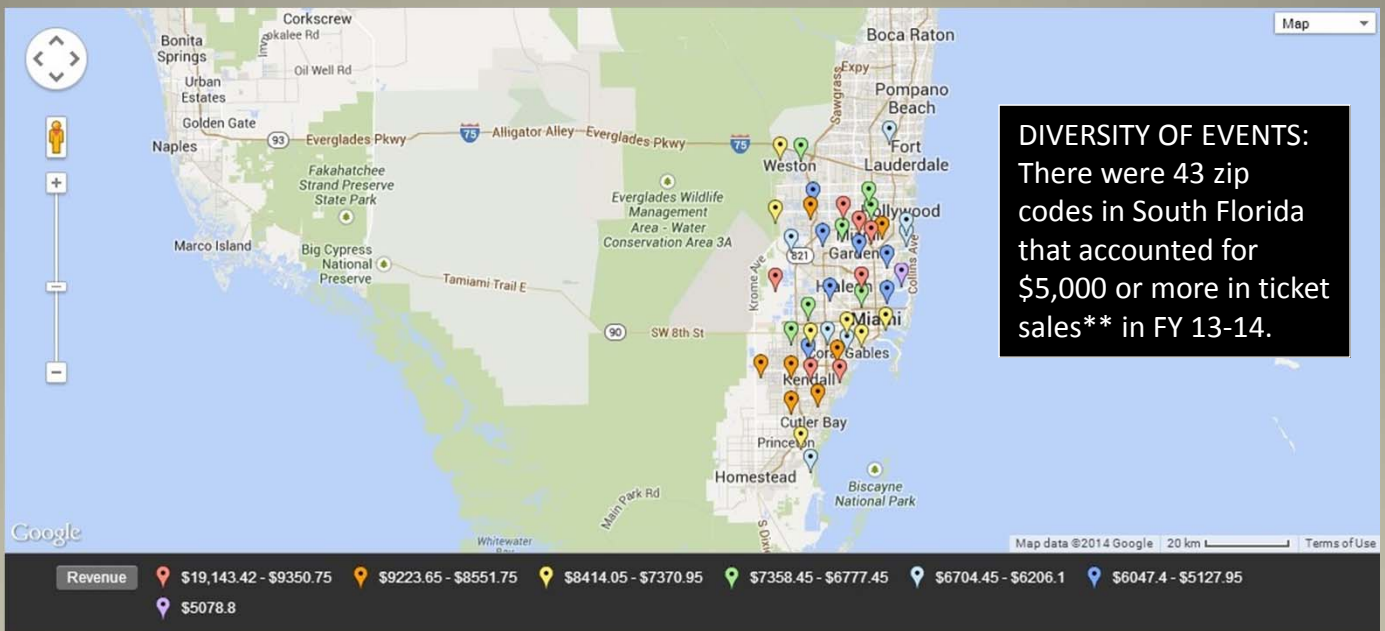


XII. BUC South Florida Customers



SOUTH FLORIDA TICKET PURCHASES

10,804 TICKETS SOLD IN REGION

\$599,605.90 IN TICKET SALES

PURCHASE METHOD

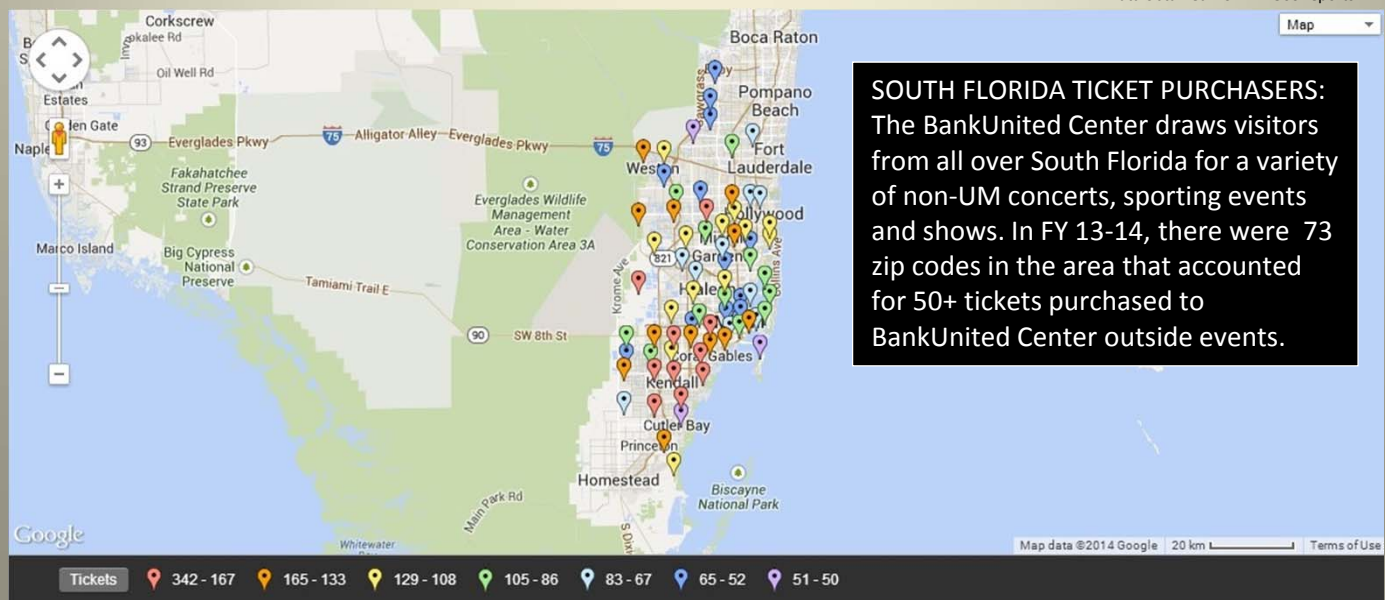
54% OF TICKETS PURCHASED ONLINE

29% OF TICKETS PURCHASED VIA MOBILE

9% OF TICKETS PURCHASED VIA TELEPHONE

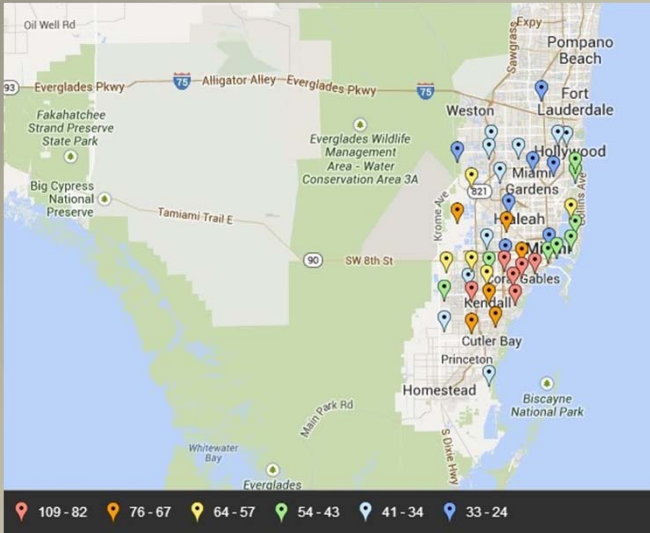
8% OF TICKETS PURCHASED AT BOX OFFICE

**Non-UM events only.
Data obtained from TM360 reports.

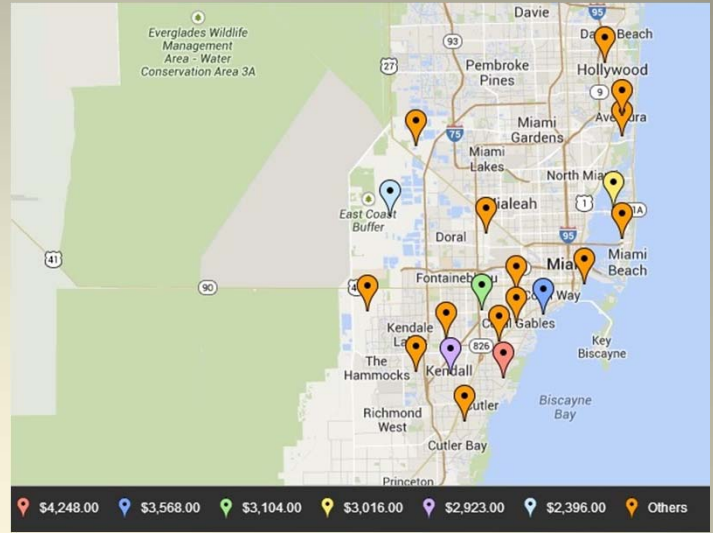


XII. BUC South Florida Customers

FAMILY SHOWS – Disney Junior Live on Tour! Pirate and Princess Adventure (2 shows)



Zip codes with 24+ tickets sold



Zip codes with \$2,000+ in ticket sales

FAMILY SHOWS - TICKET PURCHASES

3,145 TICKETS SOLD IN REGION
\$113,582 IN TICKET SALES

FAMILY SHOWS - PURCHASE METHOD

37% OF TICKETS PURCHASED ONLINE
45% OF TICKETS PURCHASED VIA MOBILE
6% OF TICKETS PURCHASED VIA TELEPHONE
12% OF TICKETS PURCHASED AT BOX OFFICE

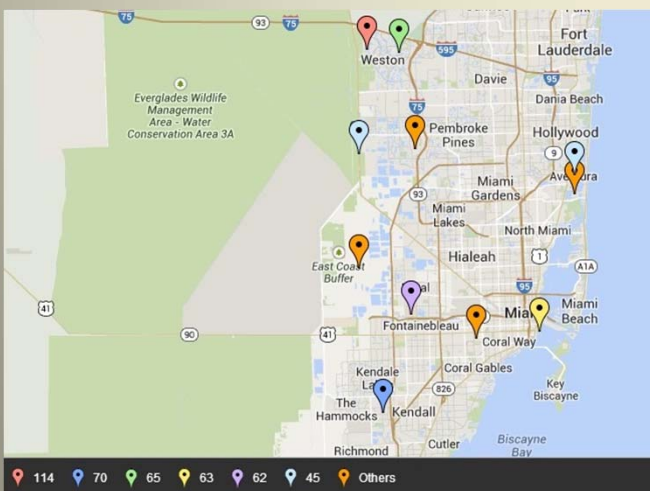
HISPANIC SHOWS - TICKET PURCHASES

2,228 TICKETS SOLD IN REGION
\$146,316 IN TICKET SALES

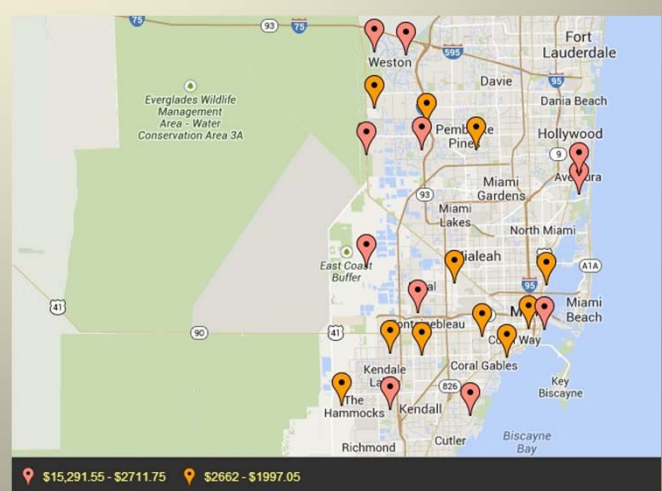
HISPANIC SHOWS - PURCHASE METHOD

80% OF TICKETS PURCHASED ONLINE
11% OF TICKETS PURCHASED VIA MOBILE
8% OF TICKETS PURCHASED VIA TELEPHONE
1% OF TICKETS PURCHASED AT BOX OFFICE

HISPANIC SHOWS – Premios Juventud, ShowBol, Emilio Lovera (2 shows)



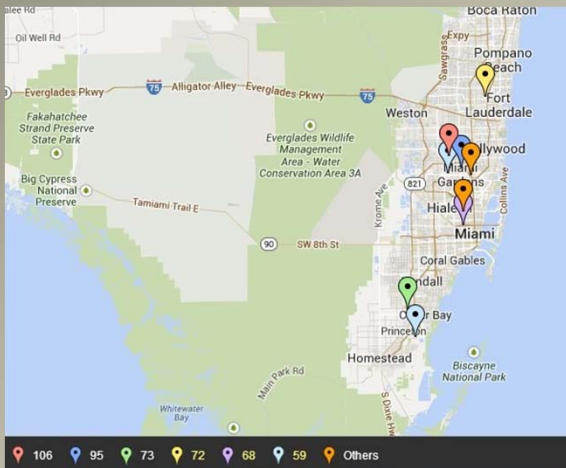
Zip codes with 40+ tickets sold



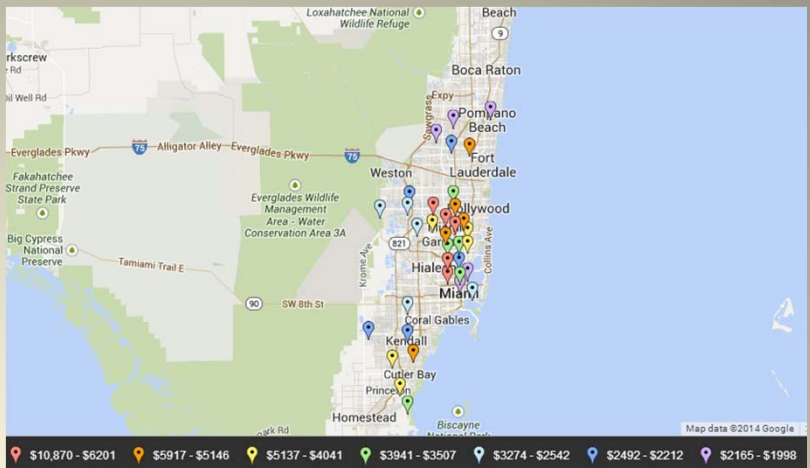
Zip codes with \$2,000+ in ticket sales

XII. BUC South Florida Customers

URBAN SHOWS – Freestyle Honor Awards, LoveFest, Mother’s Day Experience



Zip codes with 50+ tickets sold



Zip codes with \$2,000+ in ticket sales

URBAN SHOWS - TICKET PURCHASES

3,317 TICKETS SOLD IN REGION
\$253,827 IN TICKET SALES

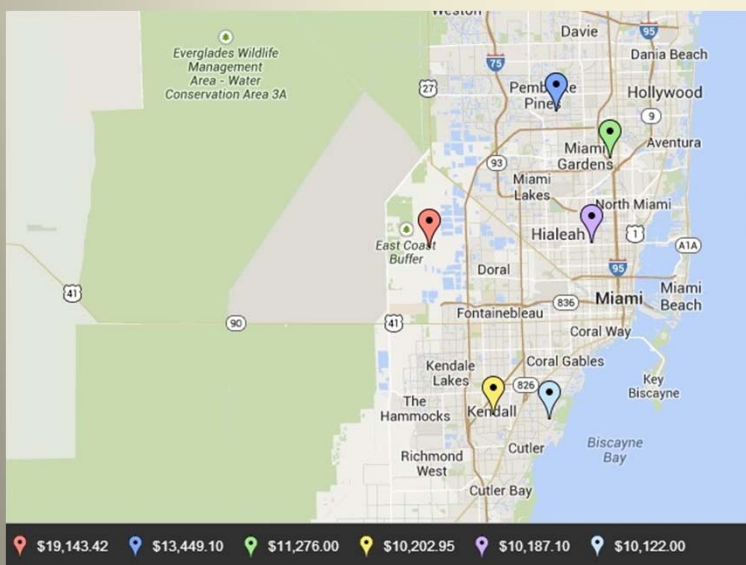
URBAN SHOWS - PURCHASE METHOD

23% OF TICKETS PURCHASED ONLINE
34% OF TICKETS PURCHASED VIA MOBILE
41% OF TICKETS PURCHASED VIA TELEPHONE
2% OF TICKETS PURCHASED AT BOX OFFICE

10,804 TICKETS SOLD TO SOUTH FLORIDA ZIP CODES (89%)

31% TIX TO URBAN SHOWS/ACCOUNTING FOR 42% OF TIX SALES*
29% TIX TO FAMILY SHOWS/ACCOUNTING FOR 19% OF TIX SALES*
21% TIX TO HISPANIC SHOWS/ACCOUNTING FOR 24% OF TIX SALES*
*% of Ticket Sales from South Florida purchasers only

KEY AREAS – Zip codes with \$10,000+ in ticket sales or more



ALL SHOWS

TOP 10 ZIP CODES – BY REVENUE

- 33178 (DORAL) - \$19,143.42
- 33025 (MIRAMAR) - \$13,449.10
- 33169 (GOLDEN GLADES) - \$11,276.00
- 33176 (KENDALL) - \$10,202.95
- 33147 (WEST LITTLE RIVER) - \$10,187.10
- 33156 (PINECREST) - \$10,122.00
- 33056 (MIAMI GARDENS) - \$9,350.75
- 33186 (THREE LAKES) - \$9,223.65
- 33179 (IVES ESTATE) - \$8,898.35
- 33196 (THE HAMMOCKS) - \$8,817.10