

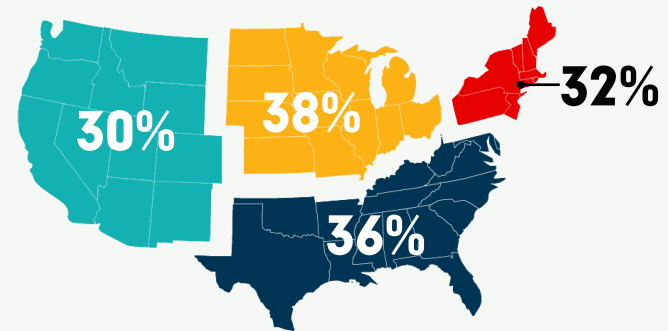
POST COVID-19: THE FUTURE OF PREMIUM TICKET BUYERS

As the world of sports & entertainment returns, the makeup of premium seat attendees is evolving. 4FRONT and ALSD have partnered to use data to showcase what the new emerging categories will be and what the future of premium seating customers will look like.

Premium Ticket Re-emergers:

~3.1M Devices

Cognitive psychological research to get to the heart of people's attitudes and actions. AnalyticsIQ dug into various lifestyles elements, from how people are coping to the purchases they are prioritizing.



MLS Fans (U.S.):

280,800 Devices Re-emerged: **36.8%**

% Tagged as Small Business Owners/SBO: 5.4%

% Tagged as C-Level or Executives: 14.0%



NHL Fans (U.S.):

343,800 Devices Re-emerged: **35.9%**

% Tagged as Small Business Owners/SBO: 5.5%

% Tagged as C-Level or Executives: 13.5%



Motorsports Fans (U.S.):

353,100 Devices Re-emerged: **34.5%**

% Tagged as Small Business Owners/SBO: 5.7%

% Tagged as C-Level or Executives: 13.7%



NBA (U.S.):

328,500 Devices Re-emerged: **33.3%**

% Tagged as Small Business Owners/SBO: 5.4%

% Tagged as C-Level or Executives: 13.7%



College Sports Fans (U.S.):

386,700 Devices Re-emerged: **33.1%**

% Tagged as Small Business Owners/SBO: 5.5%

% Tagged as C-Level or Executives: 13.7%



Concert Goers (U.S.):

114,000 Devices Re-emerged: **33.0%**

% Tagged as Small Business Owners/SBO: 5.5%

% Tagged as C-Level or Executives: 11.4%



NFL Fans (U.S.):

353,100 Devices Re-emerged: **32.8%**

% Tagged as Small Business Owners/SBO: 5.4%

% Tagged as C-Level or Executives: 13.5%



MLB Fans (U.S.):

381,000 Devices Re-emerged: **32.8%**

% Tagged as Small Business Owners/SBO: 5.5%

% Tagged as C-Level or Executives: 13.6%



Live Theater Goers (U.S.):

530,100 Devices Re-emerged: **30.6%**

% Tagged as Small Business Owners/SBO: 5.3%

% Tagged as C-Level or Executives: 12.8%