

— CARBON ARC MARKET INTELLIGENCE

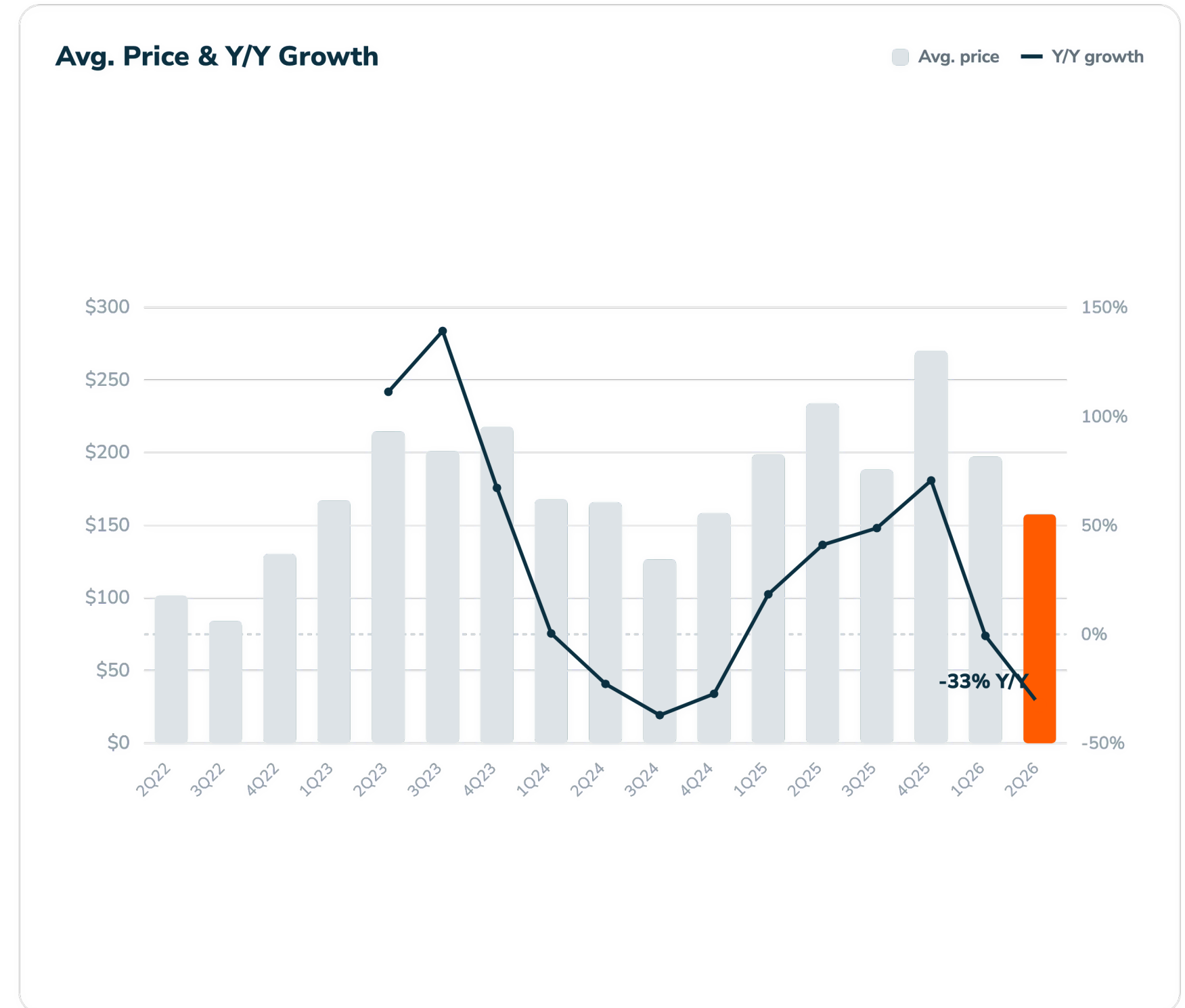
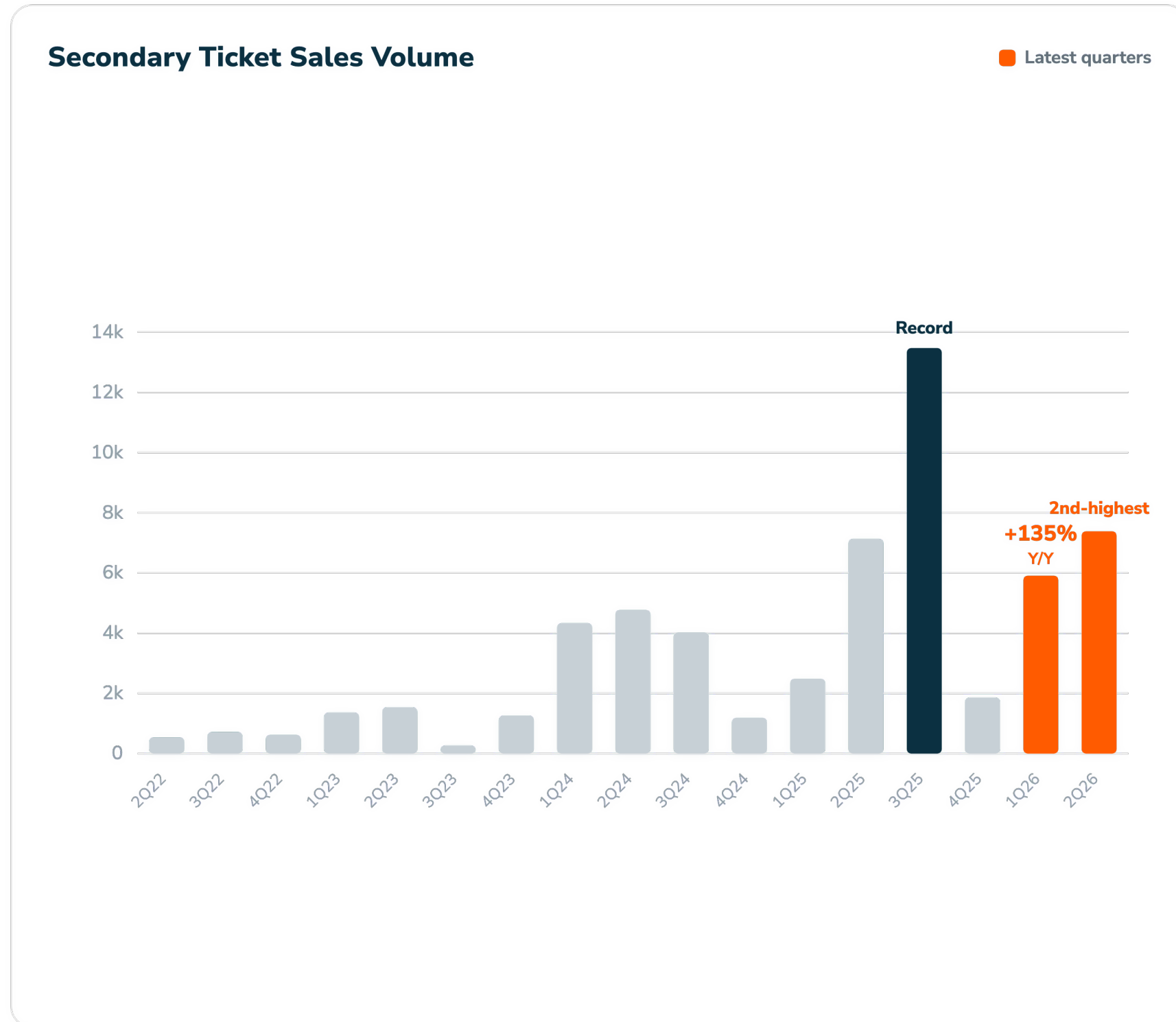
The infrastructure for the **AI economy**

Banana Ball Commands **Premium Pricing**, Broad Audiences, and Outsized Local Impact

- 1 Ticket volume is surging, but rising supply may be tempering prices:**
Secondary sales grew 135% Y/Y in 1Q26 and hit its 2nd-highest quarter ever in 2Q26, yet prices fell 33% Y/Y in 2Q26.
- 2 Banana Ball commands higher secondary pricing than every major American sports league,** a premium that extends beyond the Savannah Bananas: non-Bananas teams averaged at least \$99 per ticket in 2Q26.
- 3 Web traffic market share vs. MLB is strongest with women, Gen-X, and Millennials,** indicating greater popularity with families relative to traditional baseball.
- 4 Secondary ticket prices exceed the primary “Big 4” occupant at every shared MLB stadium and 3 of 5 NFL stadiums,** despite significantly lower per-game ticket volume than either league.
- 5 Banana Ball drives greater consumer activity than sporting events and concerts at the same stadiums,** delivering an 18% lift in convenience store volume on game days vs. an 8% average lift for other events, even at major MLB and NFL stadiums.
- 6 Baseball ticket demand is concentrated in coastal cities,** with 4 of the 5 California MLB stadiums ranking in the national top 10 and driven by market size rather than team performance, as the Giants, Mets, and Red Sox are all under .500 this season.
- 7 Banana Ball prices are highest in the Midwest and Southeast,** diverging from the coastal pattern that drives MLB demand, though secondary ticket volume increases in coastal markets.

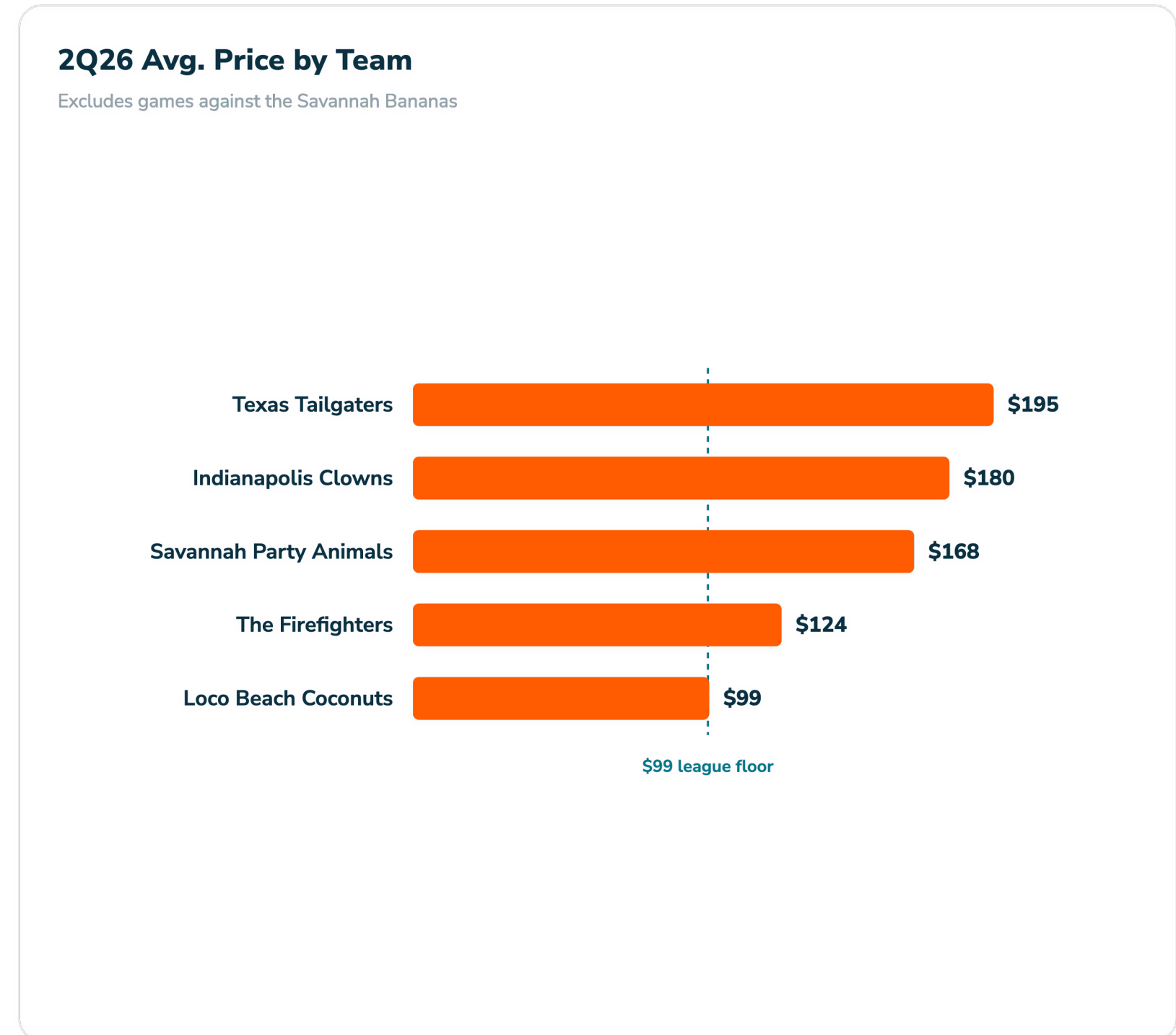
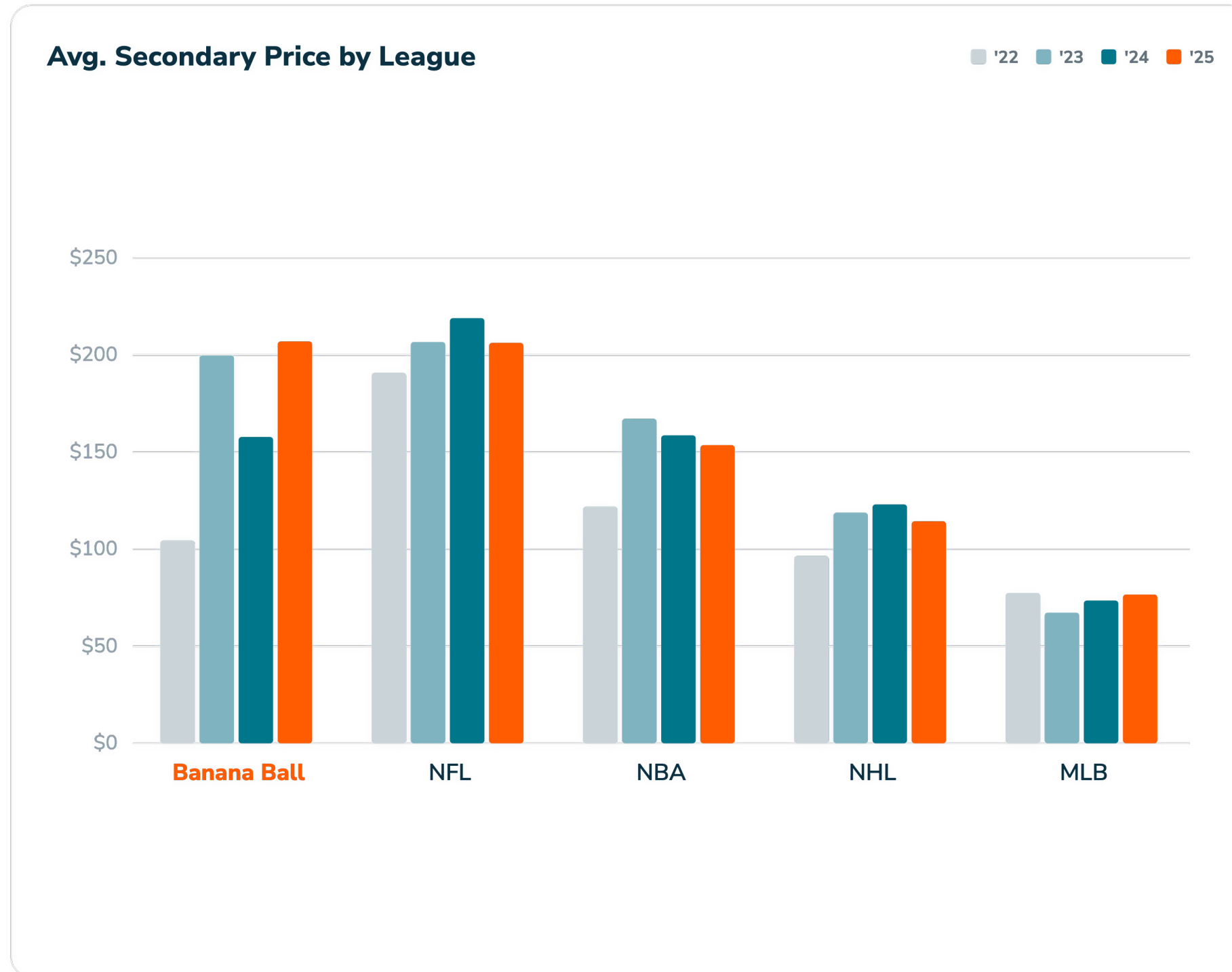
Banana Ball Ticket Volume Surges, but Rising Supply is Pressuring Prices

Secondary ticket sales volume for the Banana Ball Championship League grew 135% Y/Y in 1Q and 3.5% Y/Y in 2Q26, with total ticket volumes at the 4th and 2nd-highest levels for any quarter, respectively. Increasing volume appears to be driving prices down, with Y/Y growth falling to -33% in 2Q26 from +71% in 4Q25.



Secondary Ticket Prices Rival Major Leagues, Across the 6 BBCL Members

In 2025, the average secondary ticket price for a Banana Ball game was more expensive than the average secondary ticket for every major American sports league. The premium isn't limited to the Savannah Bananas: In 2Q26, tickets averaged at least \$99 across the other 5 teams in the league, even excluding more-expensive games against the Bananas.

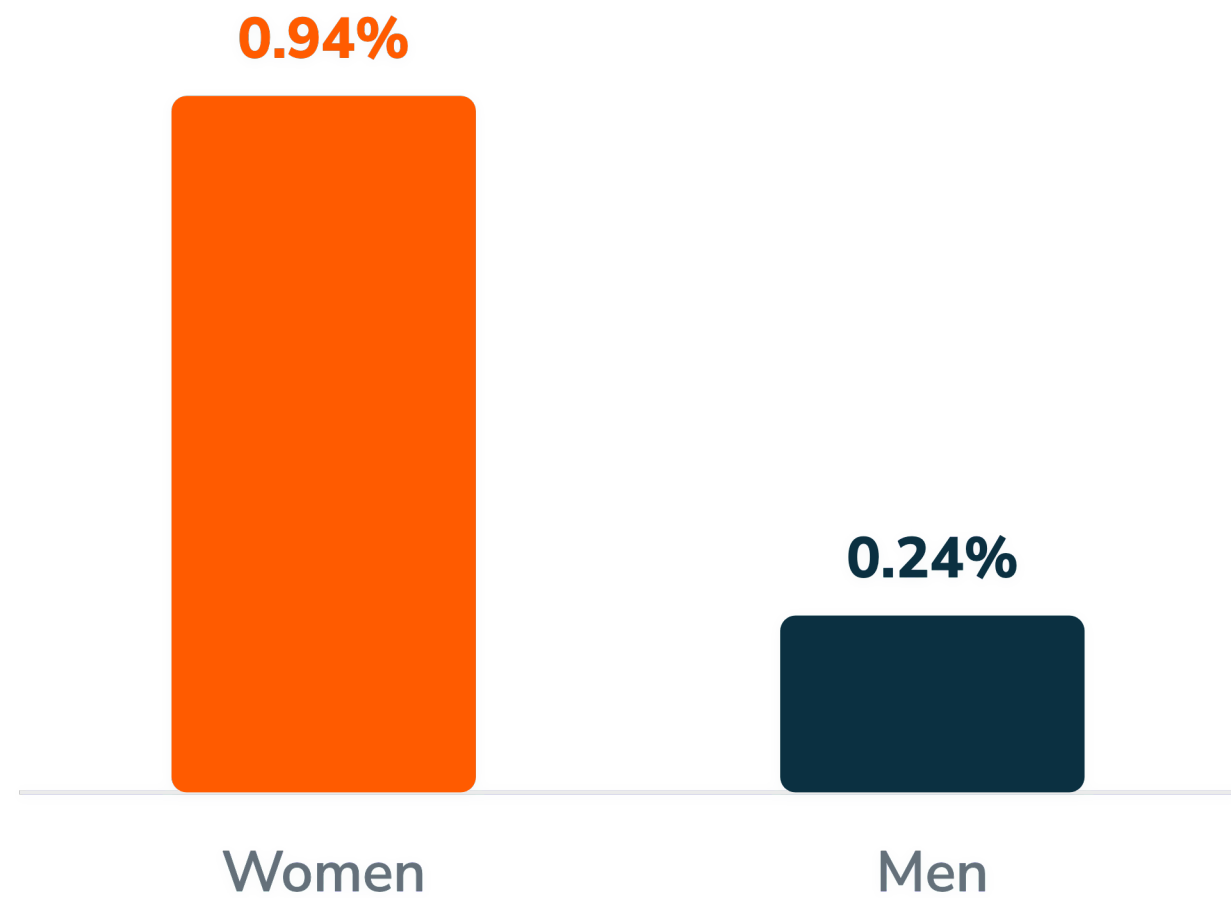


Banana Ball Shows Greater Popularity with **Women, Parent-Age Adults**

Banana Ball captures a significantly higher share of baseball web traffic among women than men and peaks in interest with Gen-X and Millennials, which incorporates parents bringing their children to games. Baby Boomers' low share indicates a stronger preference for traditional baseball among the oldest adults.

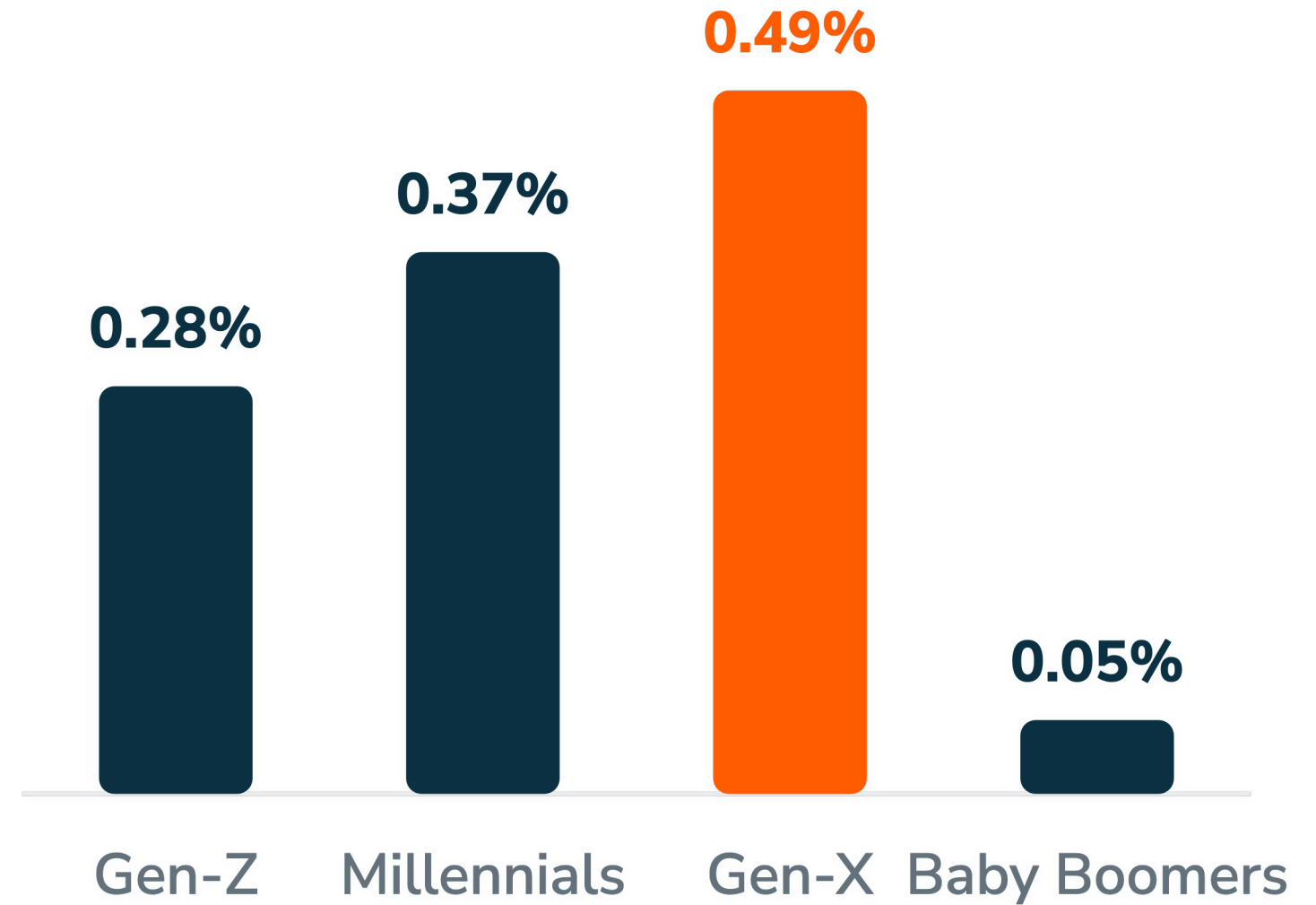
Web Traffic Share vs. MLB — by Gender

Share of combined Banana Ball + MLB baseball web visits



Web Traffic Share vs. MLB — by Generation

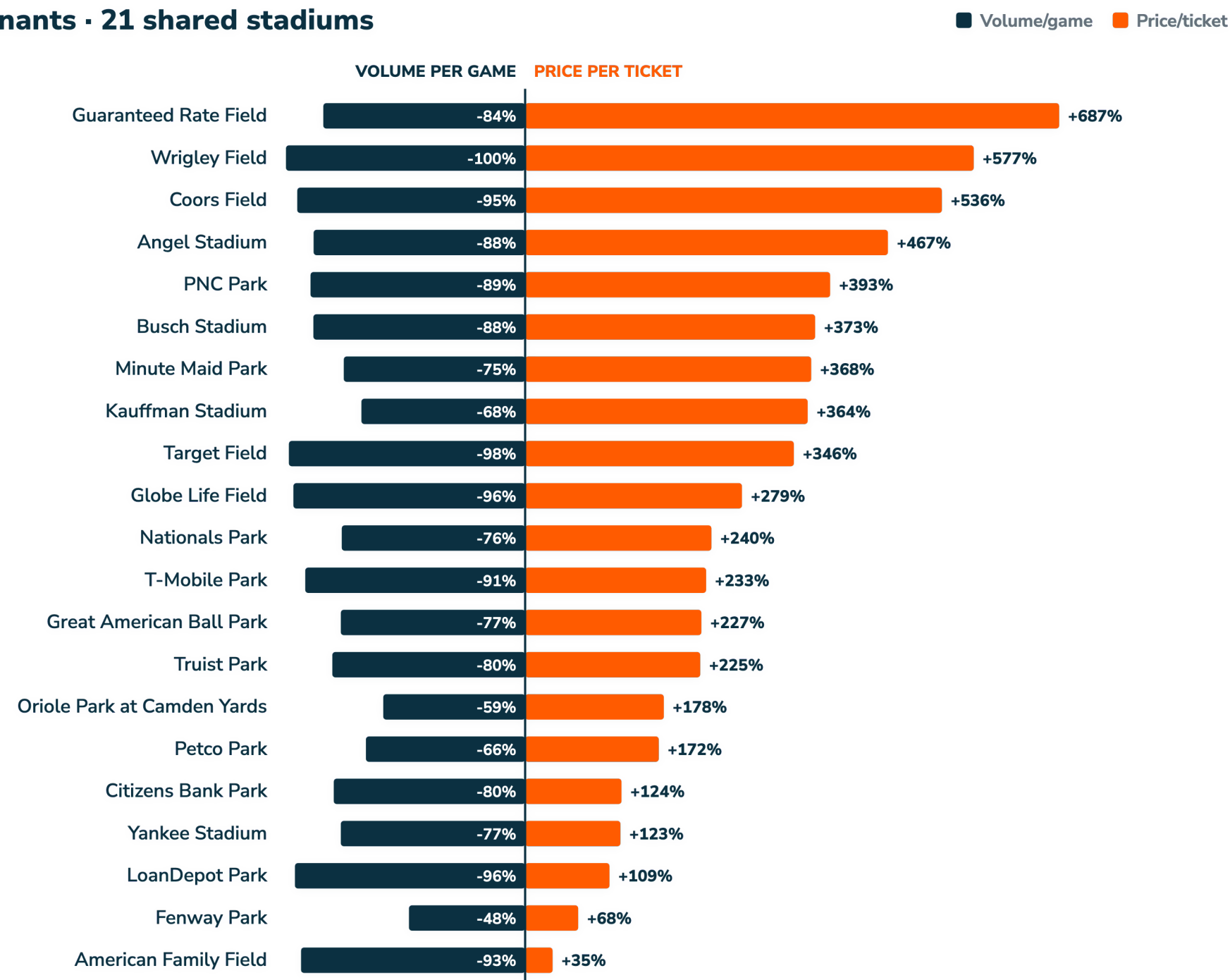
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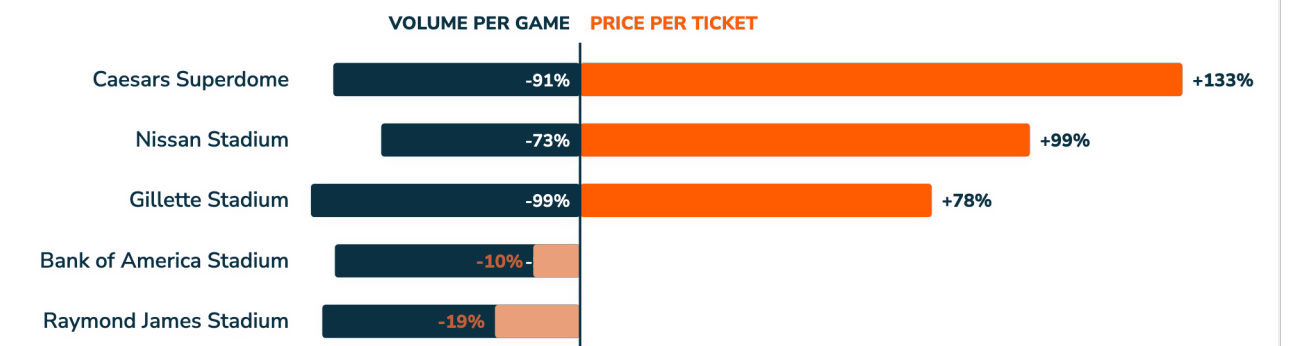
Banana Ball Commands Higher Ticket Prices than MLB Across Shared Stadiums

Secondary ticket volume is much lower for the average Banana Ball game than for MLB and NFL games, but prices are higher across all MLB stadiums and 3 of the 5 NFL stadiums hosting Banana Ball in 2025 or 2026.

vs. MLB Tenants · 21 shared stadiums



vs. NFL Tenants · 5 stadiums



Banana Ball Boosts Stadium Corridor Activity

On days with a Banana Ball game, convenience store spend in the stadium zip code increases 18% compared to non-event days, vs. an 8% average lift for other events – including MLB, NFL, and concerts. The lift from Banana Ball is larger in major stadiums, including Target Field, Raymond James Stadium, Kyle Field, and Petco Park.

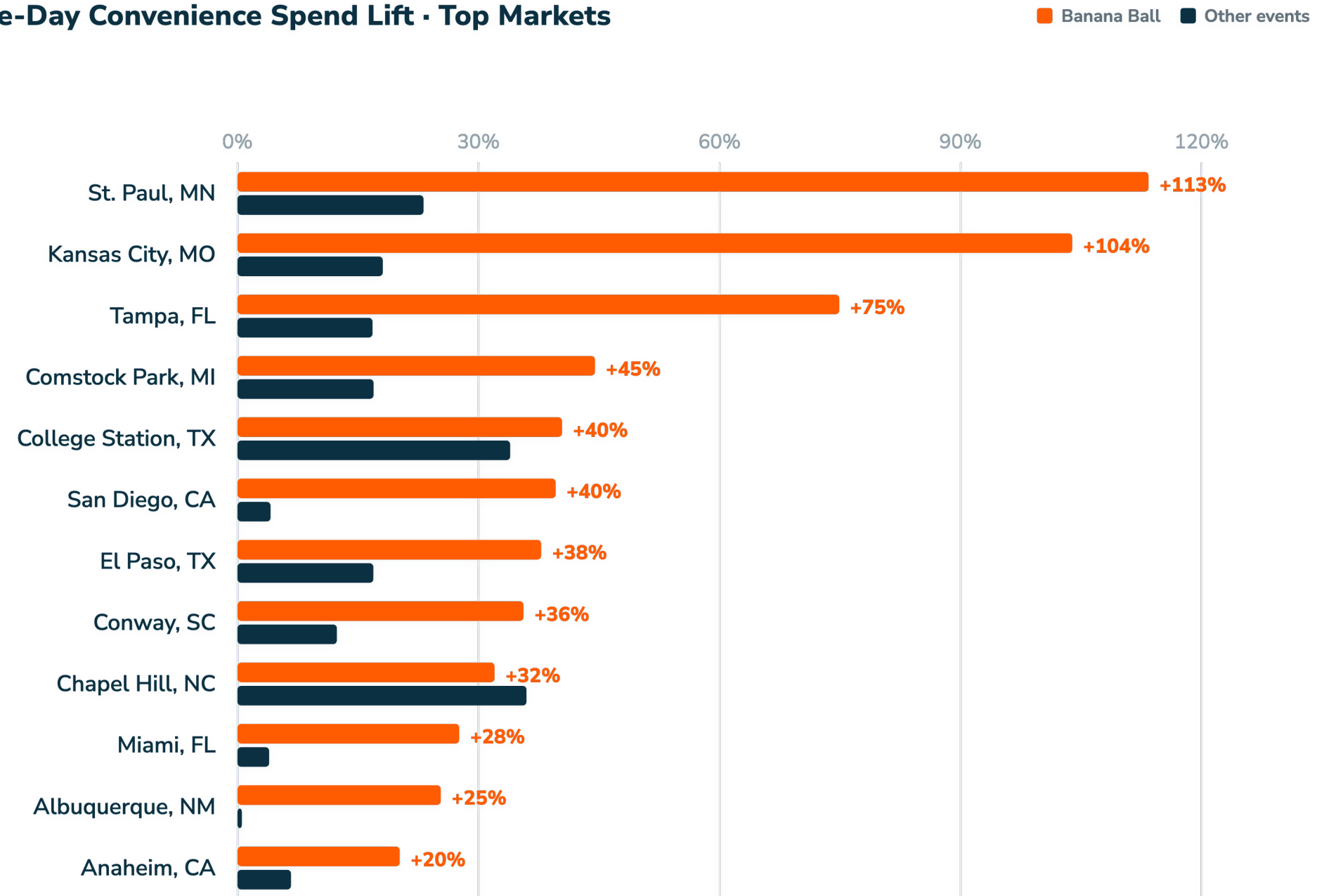
+18%

Convenience-store spend lift on Banana Ball game days

+8%

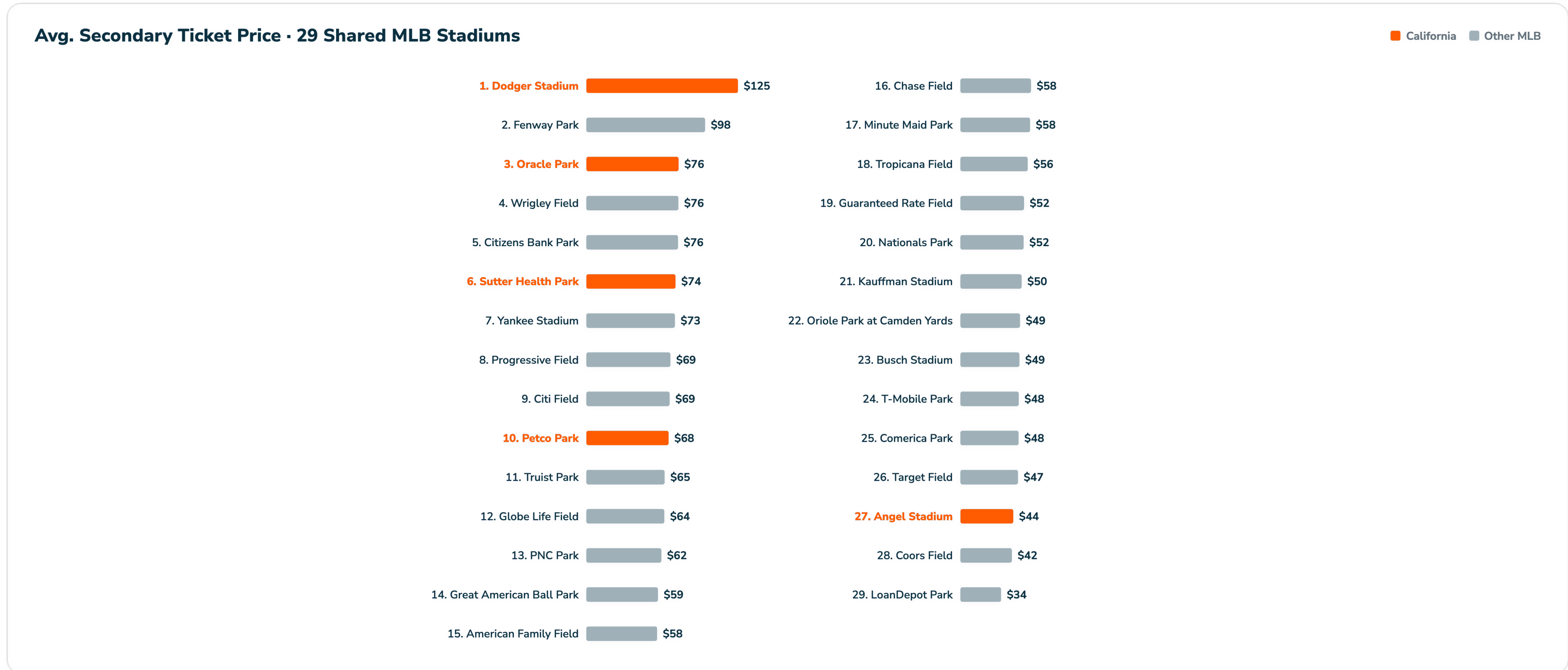
Average lift for all other ticketed events

Game-Day Convenience Spend Lift - Top Markets



Baseball Ticket Demand Highest in California, Coastal Cities

The secondary ticket market indicates the highest demand for baseball is in major coastal cities, with 4 of the 5 MLB stadiums in California appearing in the top 10. Performance only matters so much; the Giants, Mets, and Red Sox are all under .500 this season.



Banana Ball Prices Highest in the Midwest and Southeast, Diverging from MLB

While total secondary ticket sales for Banana Ball align with the higher MLB secondary prices in coastal stadiums, secondary ticket prices are higher in the Midwest and Southeast. The enormously high prices for Chicago indicate the value of revered stadiums like Wrigley Field.

