

EXHIBIT H

separated out the accounts that were first tagged in the chargebacks queue. Since the tags were not applied preemptively, these accounts should not be included.

i. **3462 accounts** received one of these tags: 3447 in a queue besides chargebacks and 15 in the chargebacks queue.

- **Minor's Accounts that were reviewed and not tagged:** The second query includes all users aged 13-17 as of March 2011 that spent credits between 10/12/2010 and 1/12/2011 and were not tagged as UnderageUser, SuspectTooYoung, or TooYoungforFB. This query should be more representative of the total presence of minors within our gaming ecosystem.

i. **84,030 accounts** belong to FBZ users aged 13-17 and were not tagged in CRT

- It is important to note that minors who make purchases on any account legitimately belonging to someone over the age of 17 will not be included in this study.
- Also worthy of note: when an account is permanently disabled by UO or another team for violating certain policies, all data is erased from that account. Thereby any account that was disabled under UO's Underage Privacy policy will not be included in this data. These accounts are labeled as NULL and are mixed in with legitimate, non-minor accounts that also are missing the age data for some reason. There appear to be a large number of these accounts, and this could bias the results in either direction.

4. Results

a. FBZ Payments from Tagged Accounts Belonging to Minors (see Appendix A)

i. The 3447 accounts tagged in a non-cb queue spent \$755K on FBZ: \$460K of "good" revenue, \$40K of refunds, and \$255K of chargebacks.

- 61% of total is good revenue
- 34% is charged back
- 5% is refunded

b. FBZ Payments from Non-Tagged Accounts Belonging to Minors (See Appendices B + C)

i. The 84,030 accounts not tagged in CRT spent a whopping \$3.6 million on FBZ: \$3.2 million of "good" revenue, \$88K of refunds, and \$335K of chargebacks.

- 88% is good revenue
- 9% is charged back
- 3% is refunded

5. Conclusion + Next Steps

When I started thinking about this project, I hypothesized that a large percentage of underage FBZ spend would be refunded or charged back. This is true of the accounts that are tagged in CRT (around 4% of all accounts belonging to minors that were analyzed in this study) where almost 40% of incoming spend was returned to the user as either a chargeback or a refund. However, of accounts that were not tagged in CRT, either because they were not queued for review or because the reviewing analyst believed the user was truthful in reporting their age as 13-17, an overwhelming 88% of incoming spend was ultimately "good" revenue (in that it was not refunded or charged back). This allows me to state confidently that the current policy of not refunding for