

Exhibit #4

From: Rob Southwick
To: [Rob Sexton](#)
Subject: License discounts
Date: Friday, April 6, 2018 5:09:51 PM

Hi Rob - I got your message about ideal price discounts for state hunting and fishing licenses. We've helped many states assess optimal prices, discounts and more, including Ohio. We're big fans of multi-year licenses and combination licenses are both are tools that have consistently shown the ability to boost revenues for conservation. Your question about discounts is key. It is essential that discounts for these products be structured to prevent revenue loss. Based on the research we've conducted for states, we in general do not recommend a total discount of more than 5%. To do otherwise risks revenue loss as the stimulative effect typically will not offset the loss of revenue generated by the discounts. Often, just allowing the consumer to only pay one year's transaction or handling fee vs three years is the proper incentive. Please let me know if you have any questions. Thanks Rob!

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