



PLAYMAKER WHERE SPORT BRINGS THE WORLD TOGETHER

PLAYMAKER FANS



PLAYMAKER

Q2 2021 COMPANY OVERVIEW



FUELING THE NEXT WAVE IN FAN MONETIZATION

Our lineup of brands are at the convergence of sports, media, gaming and betting; our ecosystem provides turnkey access to immense fan value.





INVESTMENT HIGHLIGHTS

01



Consolidator of digital sports media and technology assets cultivating an ecosystem of highly coveted fans

02



Focused on the profitable segment of the rapidly growing, gaming ecosystem

03



In-house, proprietary technology stack, Playmaker Bench, to boost monetization at scale and enhance diligence process

04



Highly-experienced, aligned management team and Board of Directors

05



Proven track record of profitability; US \$6M+ TTM pro forma adjusted EBITDA

NOTES

1. Adjusted EBITDA reflects earnings before interest, taxes, depreciation and amortization, head office costs, transaction costs and provision for historical credit losses
2. "TTM" means trailing 12 months ended June 30, 2021



PLAYMAKER OVERVIEW

\$14.4M

TTM PRO FORMA
REVENUE (USD)

\$6.0M

TTM PRO FORMA
aEBITDA (USD)

71%

TTM PRO FORMA ORGANIC
REVENUE GROWTH

70M+

UNIQUE MONTHLY USERS

170M+

MONTHLY SESSIONS

250+

EMPLOYEES GLOBALLY

SELECT BRANDS

Futbol Sites



BOLA VIP

redgol

FANATICO

FUT BOL CENTR AMERICA

YARDBARKER

The Morning Bark



TWO-UP

NOTES

1. Financial figures are on a pro forma and unaudited basis, excluding Two-Up

2. Adjusted EBITDA reflects earnings before interest, taxes, depreciation and amortization, head office costs, transaction costs and provision for historical credit losses

3. "TTM" means trailing 12 months ended June 30, 2021



With 10 offices across the Americas and Europe, Playmaker is a global business with decentralized operations and a truly local mindset.

LEADERSHIP TEAM



JORDAN GNAT
CHIEF EXECUTIVE OFFICER

Jordan is a Senior Business Executive with over 25 years of leadership experience and over 17 years in the global gaming and media industries. Most recently, Jordan was the Chief Commercial Officer of FOX Bet and Group Senior Vice President of The Stars Group, the parent company of PokerStars, PokerStars Casino, FOX Bet, Sky Betting & Gaming and Oddschecker Global Media.



MICHAEL COOKE
CHIEF FINANCIAL OFFICER

Michael brings over a decade of leadership experience leading the finance teams at multiple successful start-ups. Michael is the former Chief Financial Officer of Ritual, a social ordering app that taps networks of co-workers and colleagues for fast and easy pick up and pay at a wide variety of local restaurants and coffee shops. Mr. Cooke obtained his CPA, CA designation with KPMG LLP.



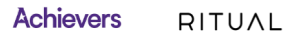
JAKE CASSADAY
CHIEF OPERATING OFFICER

Jake was most recently a Partner at Relay Ventures, a prominent North American venture capital fund, where he was focused on leading investments in early-stage SportsTech and PropTech companies. During his six-year tenure at Relay, Cassaday served on the board of directors of several high-growth companies. Prior to joining Relay, Jake led the product organization for technology brands at Spin Master as a Global Brand Manager.



FEDERICO GRINBERG
EXECUTIVE VICE PRESIDENT

Federico began his career in Buenos Aires, Argentina as an internet entrepreneur, and has been working with Sports Fans Sites and Communities since 1998. Ten years later, in 2008, he co-founded Futbol Sites (FSN) and led the opening of new markets for FSN, such as Brazil, Chile, Colombia, Mexico and the United States. Since 2014 he has overseen the global strategy of the company from their offices in Miami, Florida.





BOARD OF DIRECTORS

A highly experienced, motivated and diverse board of directors, with a focus on creating value.



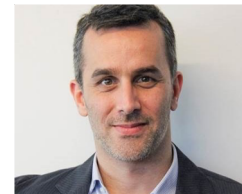
MARYANN TURCKE
BOARD CHAIR

RBC Board Member
Former COO of the NFL
Former President of Bell Media



WAYNE PURBOO
DIRECTOR

SVP Strategy at New Relic
Former SVP of AT&T
Former Founder and CEO of QuickPlay Media (sold to AT&T)



SEBASTIAN SISELES
DIRECTOR

International Vice President of
freelancer.com
Former Special Advisor to the Board of
Directors of the Central Bank of Argentina



JOHN ALBRIGHT
DIRECTOR

Co-Founder and Managing Partner of
Relay Ventures
Co-Founder and Director of Alate Partners



MARK TRACHUK
DIRECTOR

Former Senior Partner at Osler,
Hoskin & Harcourt
Previously served as General Counsel
at Entertainment One



JAKE CASSADAY
COO / DIRECTOR

Former Partner at Relay Ventures
Previously Global Brand Manager
at Spin Master



JORDAN GNAT
CEO / DIRECTOR

25+ years of leadership experience and
17+ years in global gaming and media
Former Chief Commercial Officer of FOX Bet





BUSINESS MODEL

Building a full-service ecosystem with diversified revenue



LARGE, DIVERSE & ENGAGED FANBASES



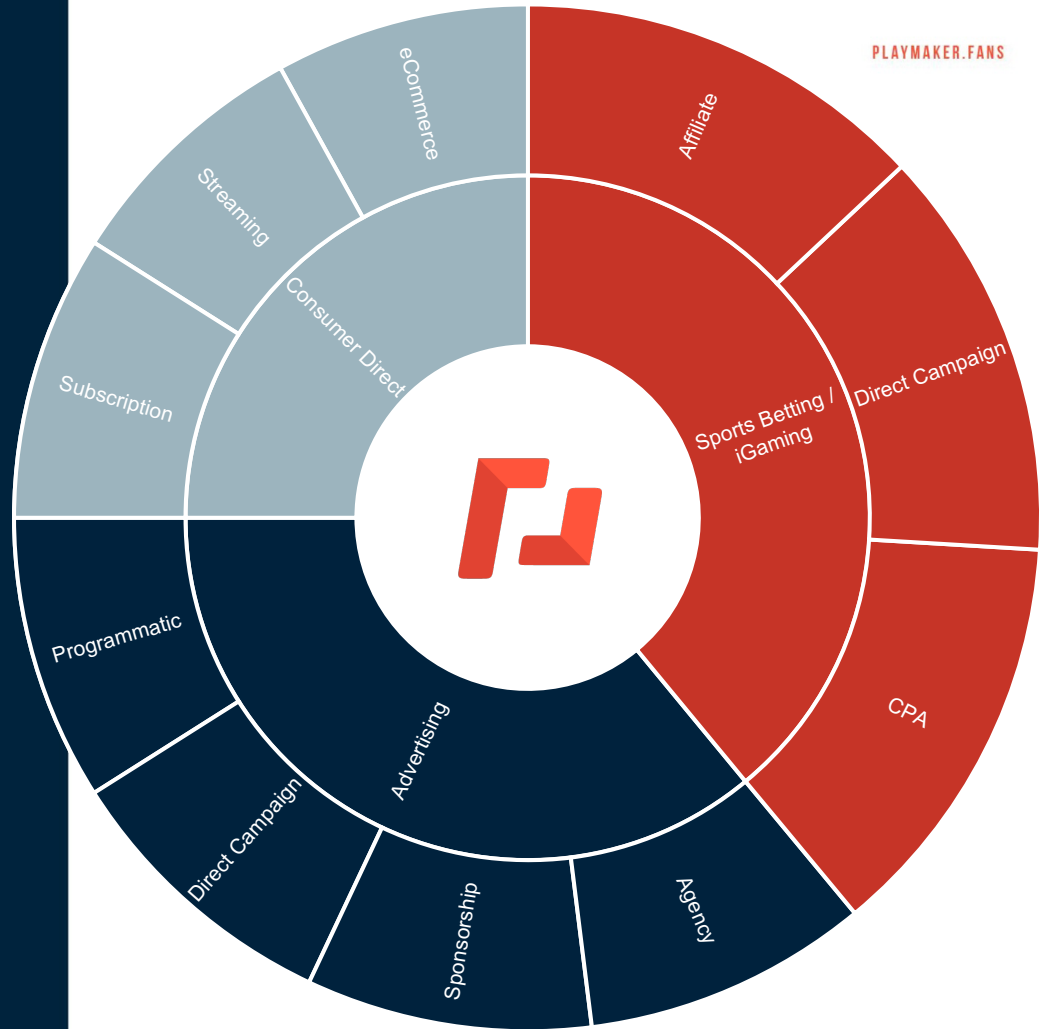
VARIETY OF CONTENT, DISTRIBUTION, & REVENUE CHANNELS



INFLUENCER NETWORKS & SOCIAL PRESENCE



TOOLS TO ACQUIRE & RETAIN USERS



INTRODUCTION TO **OUR BRANDS**





FOUNDED IN 2008, **FUTBOL SITES** IS A PREMIER SPORTS MEDIA GROUP. WITH A UNIQUE PORTFOLIO, FUTBOL SITES CAPTURES THE EYES AND HEARTS OF MILLIONS OF U.S. AND LATIN AMERICAN FANS AROUND THE WORLD.



KEY METRICS

65M+

Unique Monthly Fans

165M+

Monthly Sessions

1.4B+

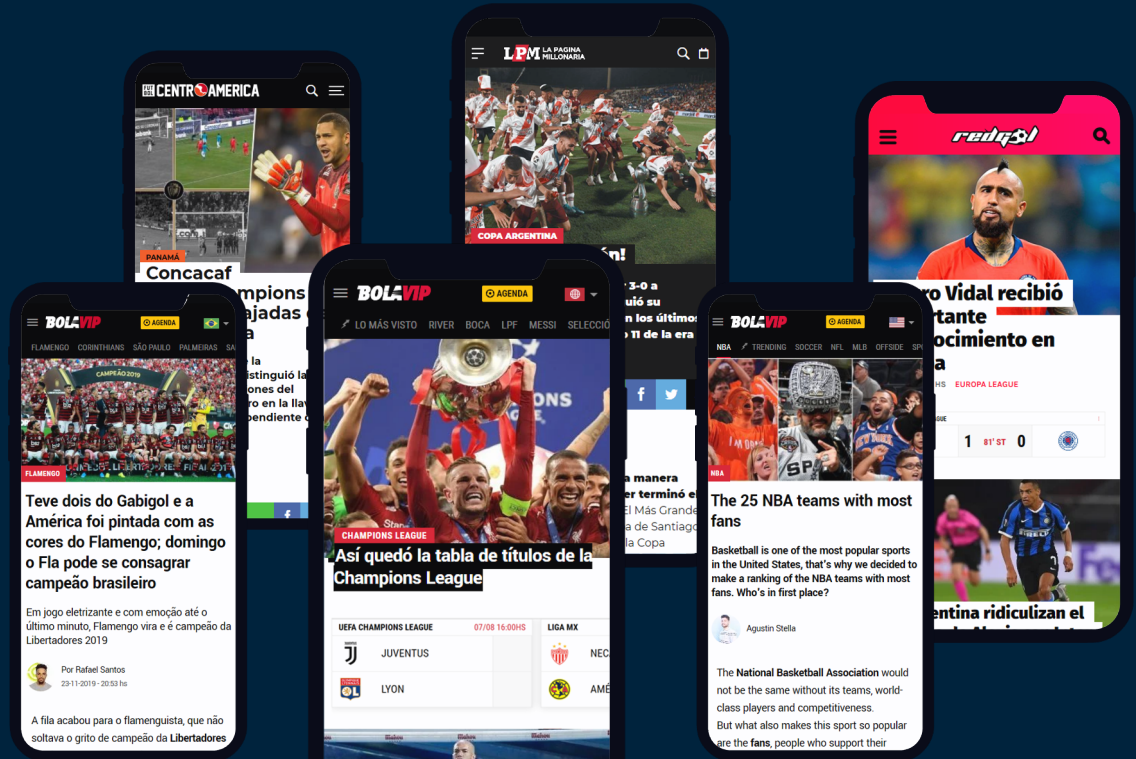
Monthly Ad Impressions

LANGUAGES

ES Spanish EN English

PT Portuguese

FLAGSHIP PROPERTIES





FOUNDED IN 2006, **YARDBARKER** IS A PREMIER NORTH AMERICAN FOCUSED SPORTS AND ENTERTAINMENT MEDIA DESTINATION. THE COMPANY'S CORE EDITORIAL FOCUS IS TO CREATE AND SURFACE TIMELY, ENGAGING, AND RELEVANT NEWS AND ANALYSIS TO ITS USERS IN A FUN AND EFFICIENT FORMAT.

YARDBARKER

A PLAYMAKER BRAND

LEAGUES COVERED



KEY METRICS

4M+

Unique Monthly Fans

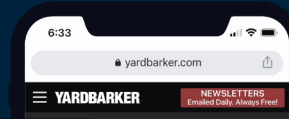
9M+

Monthly Sessions

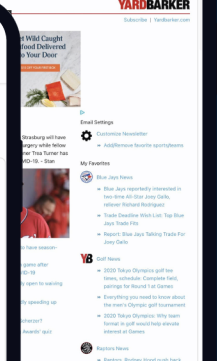
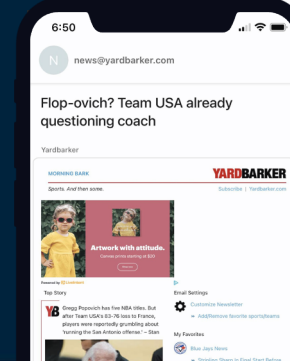
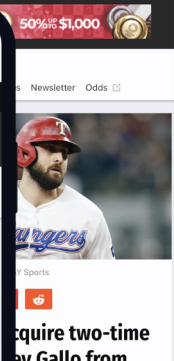
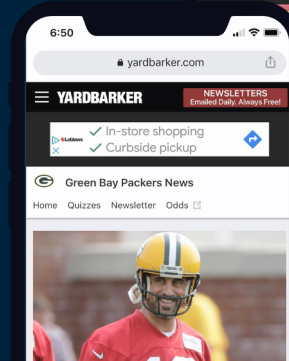
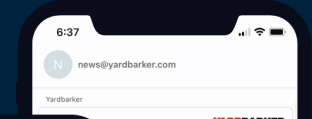
360K+

Daily Newsletter Subscribers

YARDBARKER.COM



THE MORNING BARK





FOUNDED IN 2016, **TWO-UP** PROVIDES TECHNICAL SOLUTIONS TO THE ONLINE GAMING INDUSTRY'S BIGGEST BRANDS; DELIVERING HIGHLY SPECIALIZED FAN ENGAGEMENT AND CONVERSION TOOLS ALONGSIDE INNOVATIVE PRODUCT DEVELOPMENT



A PLAYMAKER BRAND

SELECT CLIENTS



PROPRIETARY TECH

DIGITAL ADVERTISING SUITE

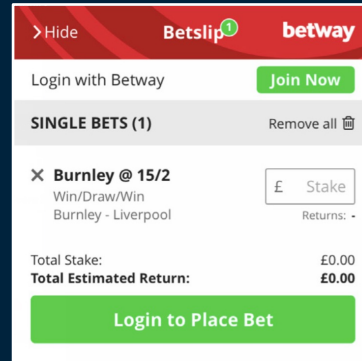
BROADCAST AD MANAGEMENT

REMOTE BETSLIPS

AFFILIATE MANAGEMENT

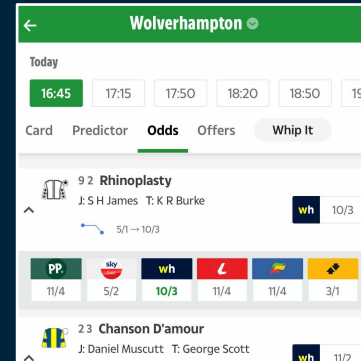
EXAMPLES

Integrated Bet Slip



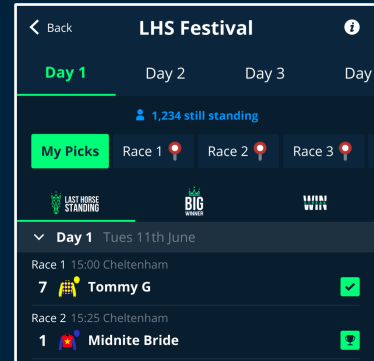
Giving customers direct access to bookmaker bet slips remotely

Live Odds and Content



Live odds integrated directly into publisher's core product

Free-To-Play Games



FTP engine to allow multiple creation of entry-level tools



OUR CLIENTS

SPORTS BETTING



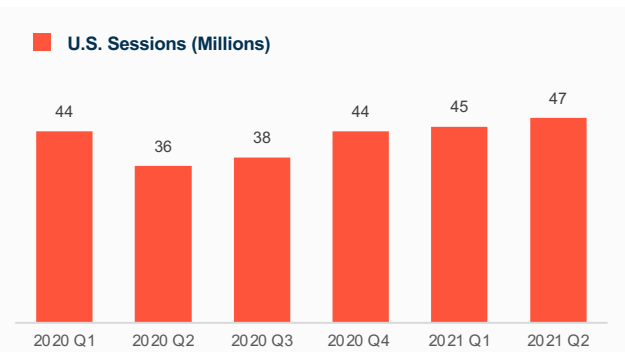
GLOBAL & REGIONAL BRANDS ADVERTISING



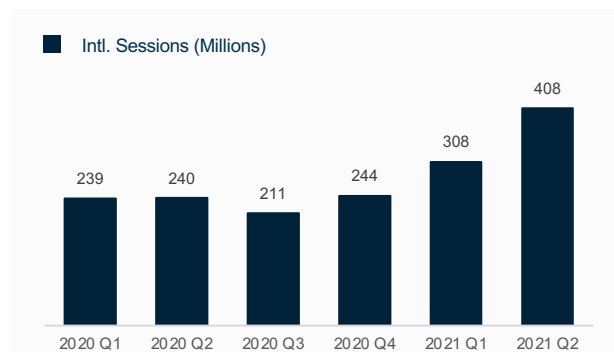


COMBINED PERFORMANCE METRICS¹

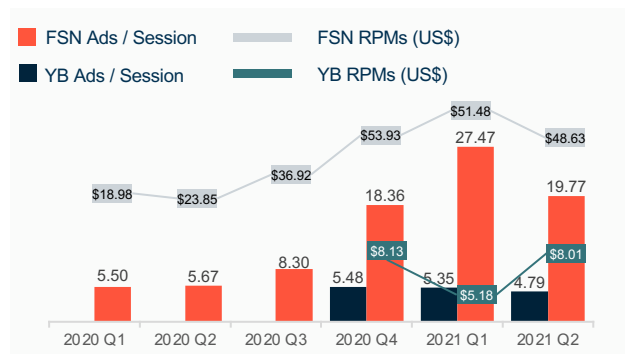
U.S. AUDIENCE BY YEAR



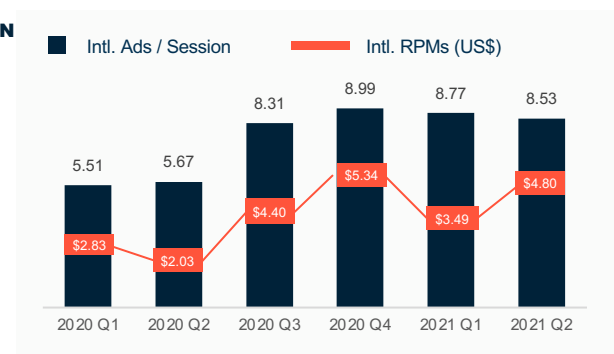
INTERNATIONAL AUDIENCE BY YEAR



U.S. ADS PER SESSION AND RPMs



INTERNATIONAL ADS PER SESSION AND RPMs



Notes:

1. Yardbarker (YB) data available for 2021 only, and US only
2. Source: Google Analytics and Google Ad Manager



PLAYMAKER BENCH

PLAYMAKER.FANS

INVESTOR PRESENTATION

Bench is a Playmaker competitive advantage; a collection of best-in-class technology tools, integrated into a proprietary software platform that is designed to enhance user engagement and supercharge monetization.

BENEFITS

Scalability

Ability to internalize and enhance acquired brands' monetization

Reporting

Consolidated, one-company analytics and reporting

M&A Benchmarking

Expedites diligence and limits information asymmetry

Control & Flexibility

Minimal dependence on 3rd party software & agencies

TECH STACK

BACKEND



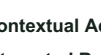
PHOTO & DATA FEEDS



USER INTERFACE & EXPERIENCE



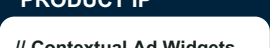
MONETIZATION



DATA AND BUSINESS INTELLIGENCE



SYNDICATION



PRODUCT IP

- // Contextual Ad Widgets
- // Integrated Bet Slips
- // Data Visualizations
- // Free-To-Play App Builder
- // Major Operator API's



ACQUISITION CRITERIA

In addition to strong organic growth from owned assets, Playmaker has a robust and growing proprietary pipeline of acquisition targets.

01



Significant strategic benefits to Playmaker ecosystem

02



Financially accretive

03



Equity and / or earnout component

04



Proven and aligned management teams

05

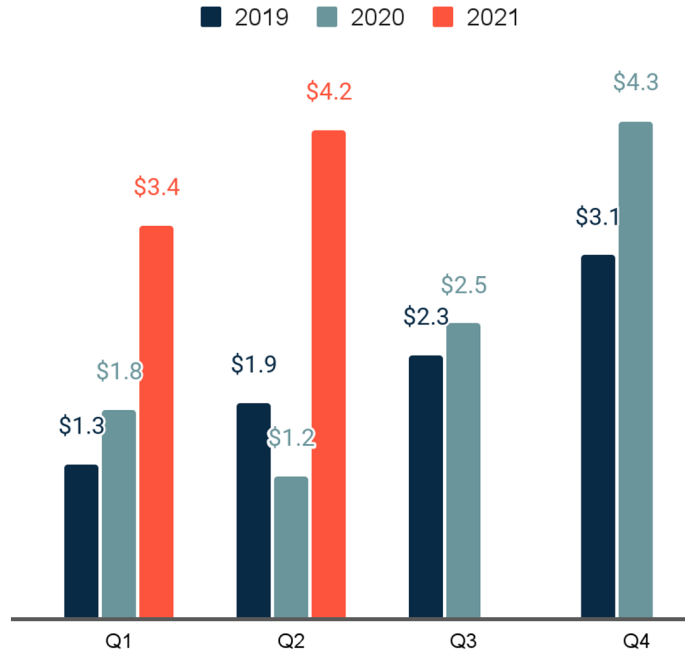


Profitable or clear path to profitability

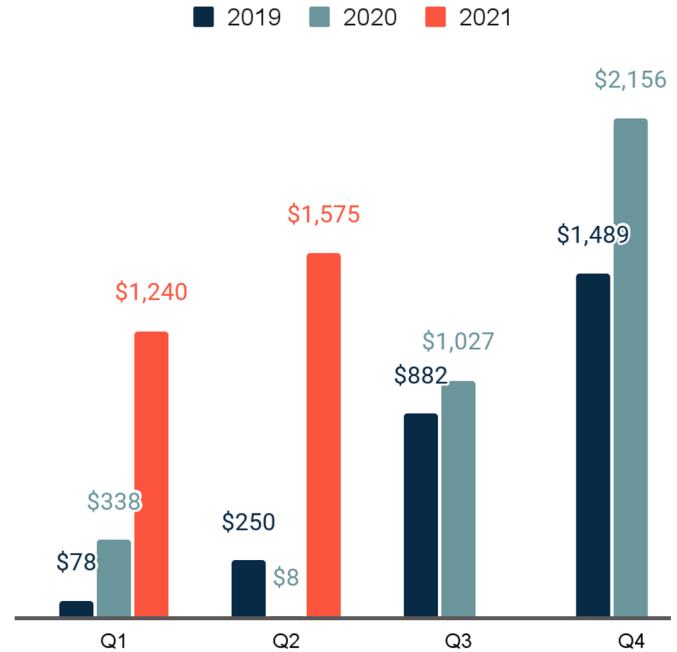


FINANCIAL PERFORMANCE

REVENUE^{1,2,3} IN US\$ MILLIONS



aEBITDA^{1,2,3,4} IN US\$ THOUSANDS

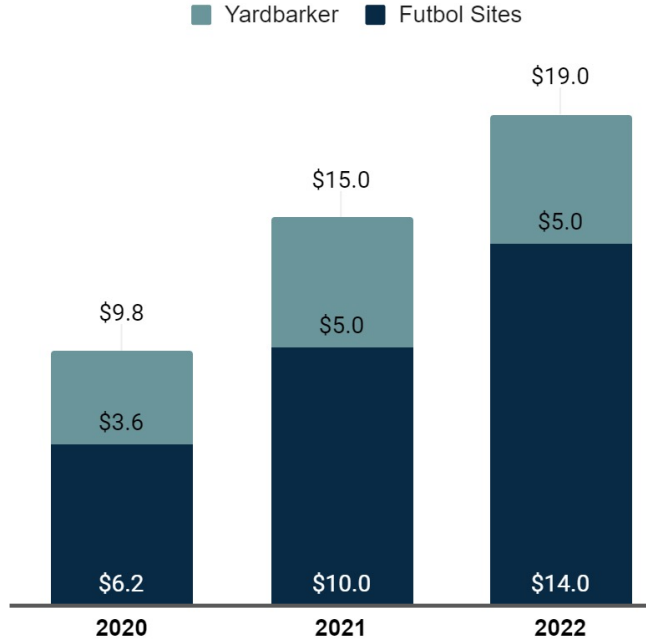
**Notes:**

1. Quarterly results based on unaudited financial statements
2. Results presented on a pro forma basis, which includes the results of Futbol Sites and Yardbarker; excludes Two-Up
3. Q2 2020 COVID reaction and impact
4. Adjusted EBITDA reflects earnings before interest, taxes, depreciation and amortization, head office costs, transaction costs and other one-time expenses

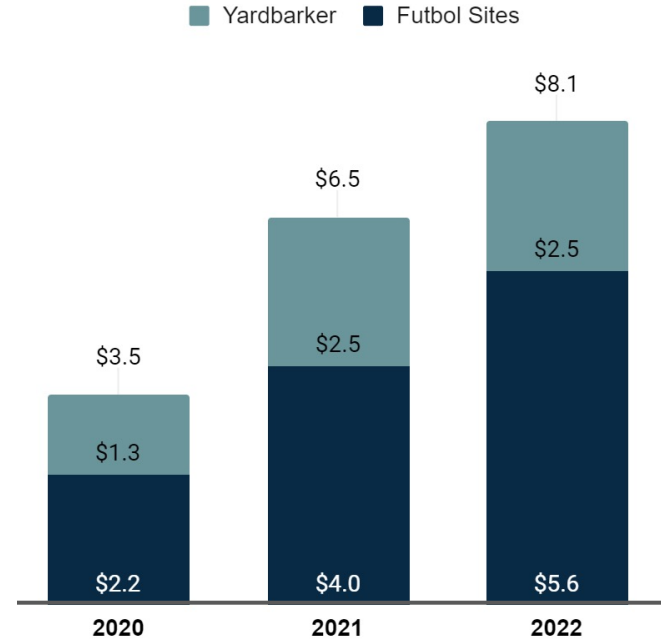


EARN-OUT TARGETS

REVENUE^{1,2,3} IN US\$ MILLIONS



aEBITDA^{1,2,3} IN US\$ MILLIONS

**Notes:**

1. Futbol Sites earn-out based on \$10.0M of revenue and \$4.0M of aEBITDA in calendar 2021 and \$14.0M of revenue and \$5.6M of aEBITDA in calendar 2022. Yarbarker earn-out based on \$2.5M of aEBITDA in each of the two successive 12-month periods following the Yarbarker acquisition in July 2021. Yarbarker revenue for 2021 and 2022 based on Yarbarker's pre-acquisition forecast of \$5.0M of revenue for 2021
2. Results presented on a pro forma basis, which includes the results of Futbol Sites and Yarbarker in all periods
3. Adjusted EBITDA reflects earnings before interest, taxes, depreciation and amortization, head office costs, transaction costs and other one-time expenses



DISCLAIMER

General: All references in this presentation to the “Company”, “Playmaker”, “us” or “we” are to Playmaker Capital Inc. All references in this presentation to dollars, “US\$” or “\$” are to United States dollars.

Cautionary Note Regarding Forward-Looking Information: This presentation contains “forward-looking information” and “forward-looking statements” (collectively, “forward looking information”) within the meaning of applicable securities laws which reflects Playmaker’s current expectations regarding future events. The words “will”, “expects”, “anticipates”, “believes”, “plans”, “intends” and similar expressions are often intended to identify forward looking information, although not all forward-looking information contains these identifying words. Forward looking information may relate to our financial outlook (including revenues, Adjusted EBITDA and Adjusted EBITDA as a percentage of revenue) and anticipated events or results and may include information regarding our financial position, business strategy, growth strategies, addressable markets, budgets, operations, financial results (including the performance of Futbol Sites and Yardbarker), plans and objectives. Particularly, information regarding our expectations of future results, performance, achievements, prospects or opportunities or the markets in which we operate, prospects and customers, expected acquisition outcomes and synergies is forward-looking information. Specific forward looking information contained in this presentation includes, but is not limited to, statements relating to the achievement of earn-out targets in connection with the Futbol Sites and Yardbarker transactions, and other statements that are not historical facts.

This forward looking information is based on our opinions, estimates and assumptions in light of our experience and perception of historical trends, current conditions and expected future developments, as well as other factors that we currently believe are appropriate and reasonable in the circumstances. Despite a careful process to prepare and review the forward looking information, there can be no assurance that the underlying opinions, estimates and assumptions will prove to be correct.

Forward looking information is necessarily based on a number of opinions, estimates and assumptions that we considered appropriate and reasonable as of the date such statements are made, are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause the actual results, level of activity, performance or achievements to be materially different from those expressed or implied by such forward looking information, including but not limited to the risk factors identified in our most recent Management’s Discussion and Analysis of Financial Condition and in our filings with the Canadian securities regulatory authorities, all of which are available under our profile on SEDAR at www.sedar.com. If any of these risks or uncertainties materialize, or if the opinions, estimates or assumptions underlying the forward looking information prove incorrect, actual results or future events might vary materially from those anticipated in the forward looking information.

The forward looking information contained in this presentation represents our expectations as of the date of this presentation (or as of the date they are otherwise stated to be made), and are subject to change after such date. However, we disclaim any intention or obligation or undertaking to update or revise any forward-looking information whether as a result of new information, future events or otherwise, except as expressly required under applicable securities laws.

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Historical Information Illustrative Only: Historical statements contained in this document regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. In this regard, certain financial information contained herein has been extracted from, or based upon, information available in the public domain and/or provided by the Company. In particular, historical results, including with respect to Futbol Sites and Yardbarker, should not be taken as a representation that such trends will be replicated in the future with respect to an investment in the Company.



INVESTOR PRESENTATION

PLAYMAKER.FANS

IR CONTACT

IR@PLAYMAKER.FANS