



PLAYMAKER

Q4 2022 INVESTOR HIGHLIGHTS



ABOUT PLAYMAKER

ENGAGING SPORTS FANS ACROSS THE AMERICAS

Consolidating a lineup of brands at the convergence of sports, media, betting and technology; Playmaker is a digital sports media company that provides turnkey access to immense fan value for tier-one advertisers and online sports betting operators.



Q4 2022

A foundational year culminating
in a record Q4, powered by
direct sales execution

\$47.4M
2022 Pro Forma Revenue

\$15.3M
2022 Pro Forma aEBITDA

51%
YoY Revenue Growth

36%
YoY aEBITDA Growth

\$19.0M

Pro Forma Revenue
(+102% YoY)

\$6.8M

Pro Forma aEBITDA
(+96% YoY)

NOTES

1. Financial results presented are on a pro forma unaudited basis, which includes the aggregate financial results of all companies acquired through March 20, 2023. YoY revenue and aEBITDA growth rates refer to growth of 2022 compared to 2021

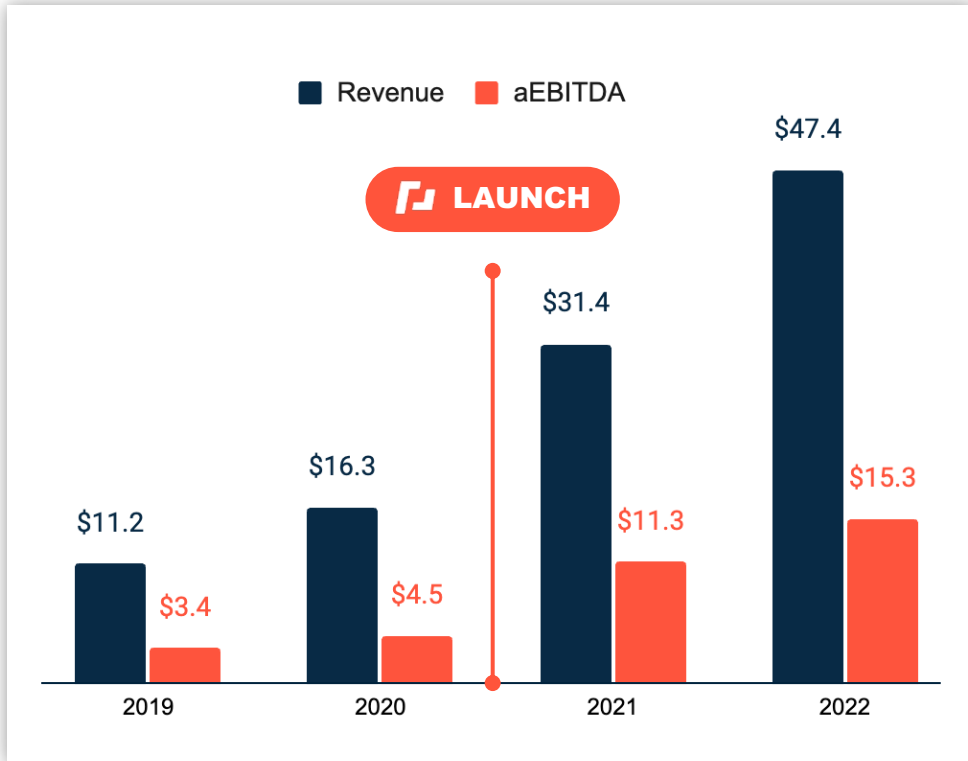
2. aEBITDA reflects earnings before interest, taxes, depreciation and amortization, head office costs, transaction costs, loss on impairment and other one-time expenses



ANNUAL PERFORMANCE

REVENUE & aEBITDA^{1,2}

IN US\$ MILLIONS



KEY METRICS

62%

3 Year Revenue CAGR

65%

3 Year aEBITDA CAGR

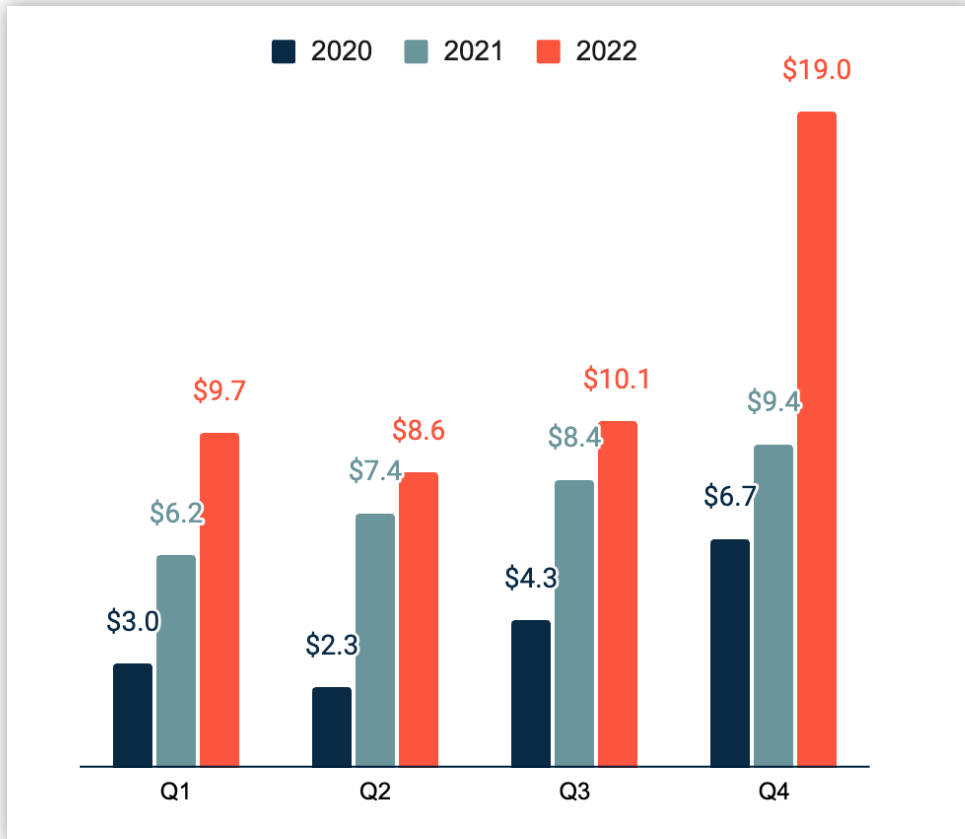
32%

2022 aEBITDA Margin

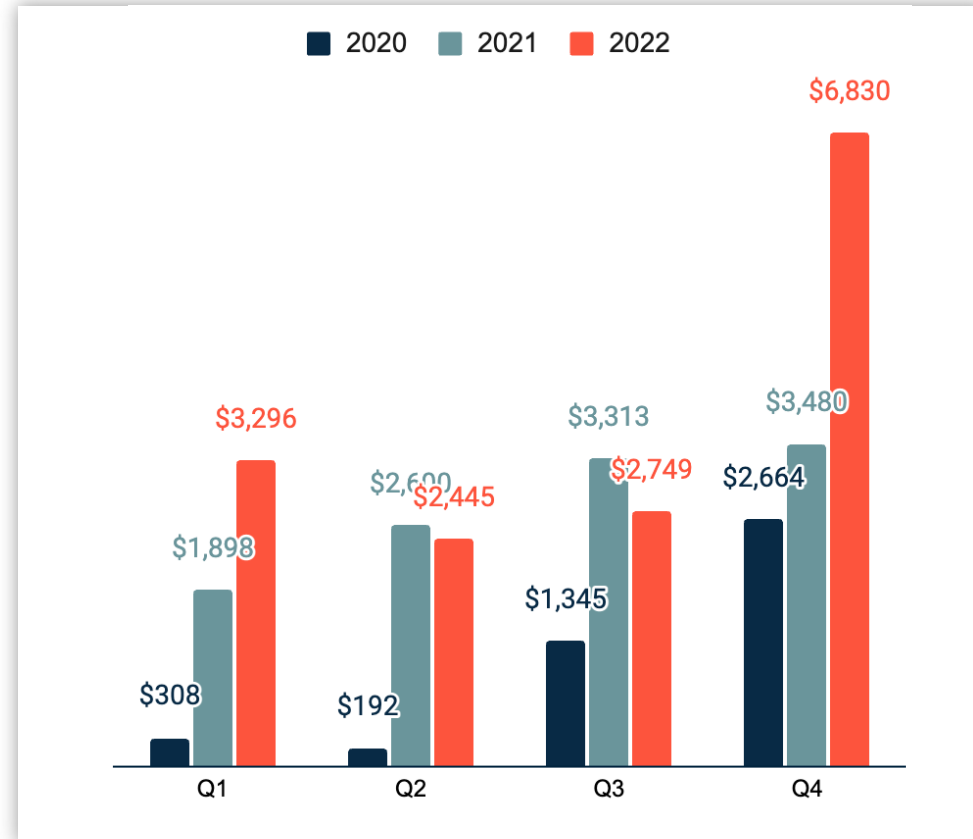
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REVENUE^{1,2,3} IN US\$ MILLIONS



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



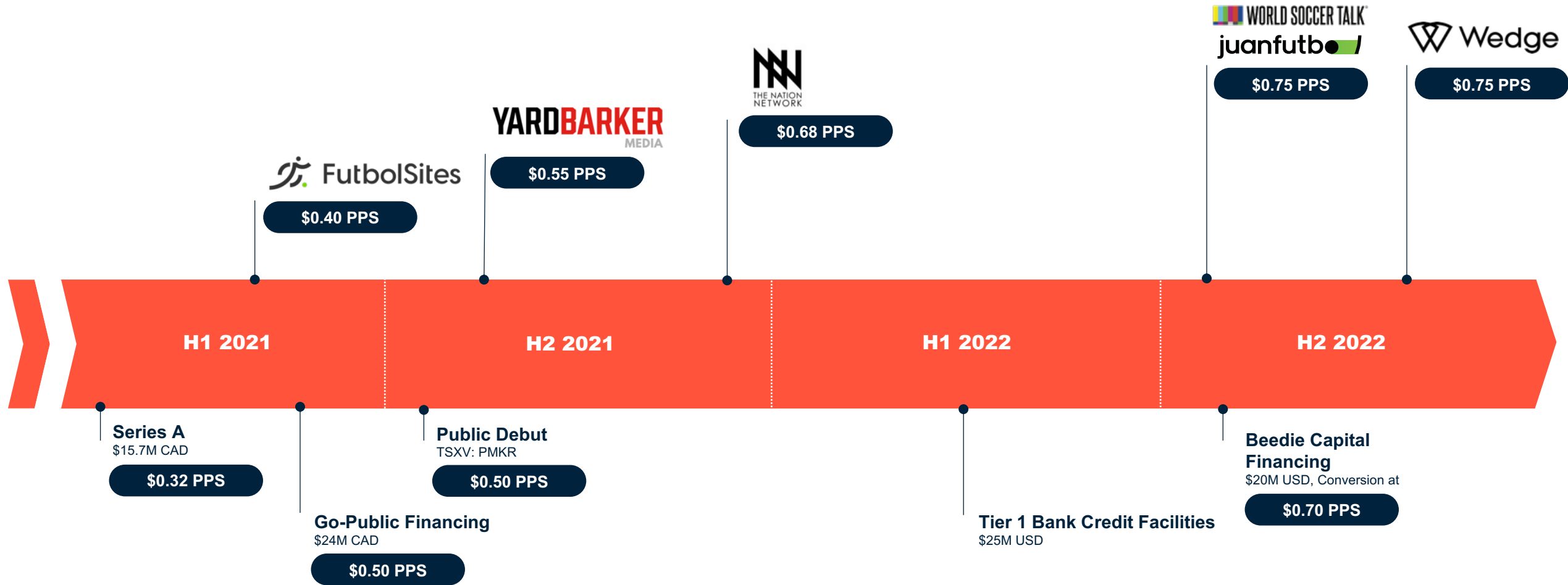
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A CONSISTENT FOCUS ON CREATING SHAREHOLDER VALUE

Financing and M&A share issuances at increasing levels to maintain and expand shareholder value ■■■

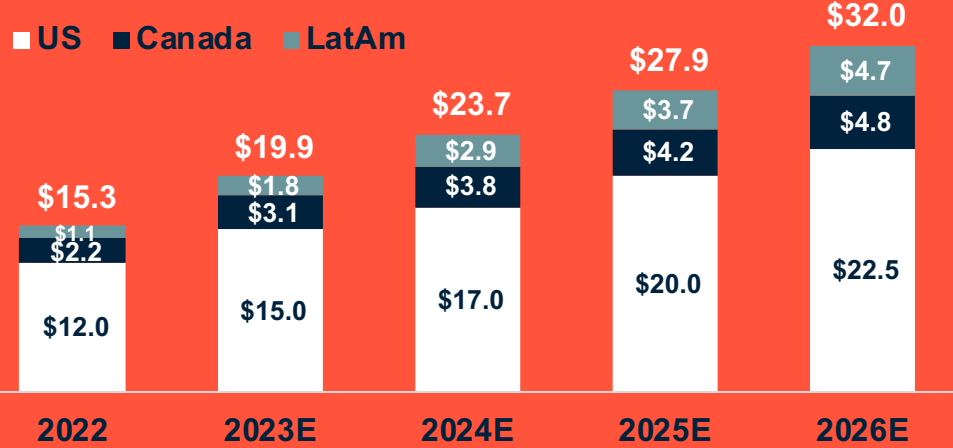




INTEREST IN LIVE SPORTS IS AT AN ALL-TIME HIGH AND SURGING

SPORTS BETTING & iGAMING

Regulated Online Gaming GGR - Americas (US\$B)



- Market for regulated gaming expected to grow at a CAGR of 20% between 2022 and 2026
- 66% of NFL fans and 57% of NBA fans watch more of the game when they place a bet

MEDIA RIGHTS & ADVERTISING

- 82 of the top 100 US TV broadcasts in 2022 were NFL games
- March Madness 2023 set ad revenue record for the tournament, topping \$1B
- Non-traditional rights owners are driving values: Apple, Amazon, and Google own \$28B of sports media rights
- Global value of sports media rights is growing steadily; increasing from \$52B in 2018 to \$55B in 2022 and projected to reach \$62B by 2026

TEAM VALUATIONS

- Team valuations on the rise driven by recent emergence of growth capital for teams and leagues, as well as steady gains in valuations

Average Franchise Value Appreciation 2012-2021



+387%



+215%



+215%



+207%



Expansive cross-channel user base of sports fans in newly regulating sports betting markets

100M+

Monthly Users

623M+

Q4 User Sessions

175M+

Social Media Followers

20+

iGaming & Streaming
Affiliate Partners

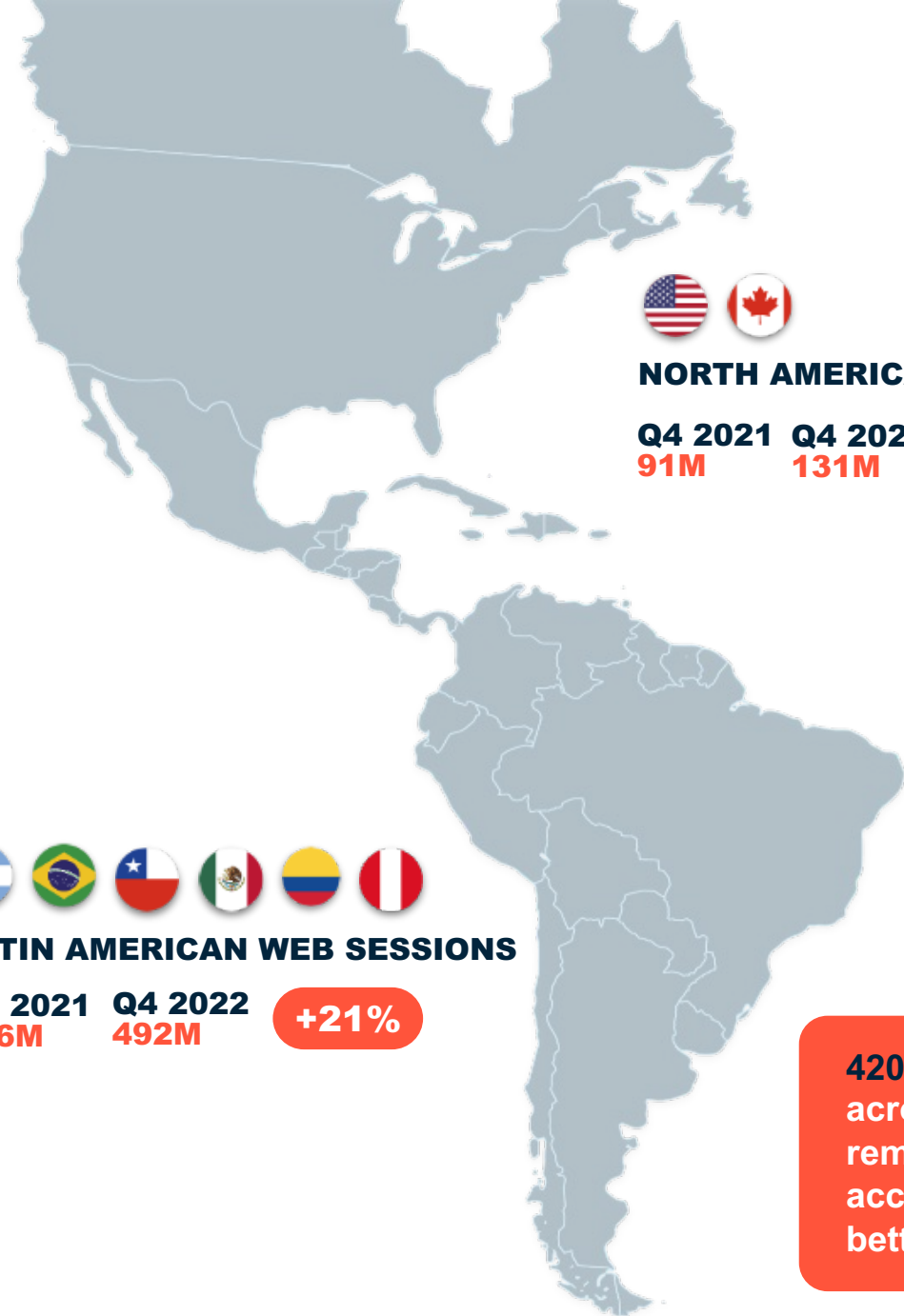
820K+

Monthly Podcast Streams

600M+

Annual YouTube Views

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NORTH AMERICAN WEB SESSIONS

Q4 2021 91M **Q4 2022** 131M

+44%



LATIN AMERICAN WEB SESSIONS

Q4 2021 406M **Q4 2022** 492M

+21%

420M+ people across the Americas remain without full access to sports betting



TOP SPORTS MEDIA GROUPS ACROSS THE AMERICAS (DECEMBER 2022)

Playmaker is the
#7 ranked sports
media group **across**
the **Americas** and **#1**
in **LatAm**

 COMSCORE.

| | TOTAL VISITS (000) |
|--------------------------------|-----------------------|
| ESPN | 731,891 |
| GLOBO ESPORTES | 345,492 |
| MSN SPORTS | 339,743 |
| CBS SPORTS | 317,333 |
| YAHOO SPORTS NBC SPORTS | 273,621 |
| SPORTS ILLUSTRATED MEDIA GROUP | 235,533 |
| PLAYMAKER.FANS GROUP | 198,178 |
| USA TODAY SPORTS MEDIA GROUP | 153,047 |
| MINUTE MEDIA | 140,054 |
| NFL INTERNET GROUP | 137,859 |



MEDIA PROPERTIES THAT DELIVER AUTHENTIC CONTENT AT SCALE



- Owns and operates market leading web properties, social accounts, and video properties
- #1 Comscore ranked regional sports media group in LatAm
- Strong and growing share of US Hispanic audience with Bolavip US
- Owner of #1 Spanish speaking YouTube sports channel, Cracks; strong social following across all major platforms

CORE PROPERTIES



- US-based media platform, specializing in core NA sports (NFL, NBA, MLB, NHL, PGA, etc.)
- 25K topical and evergreen monthly articles from in-house editorial team and syndication network of over 300 content partners
- Email newsletters, including Morning Bark and Bark Bets, deliver curated content feeds to ~400K daily subscribers with 25% open rates

CORE PROPERTIES



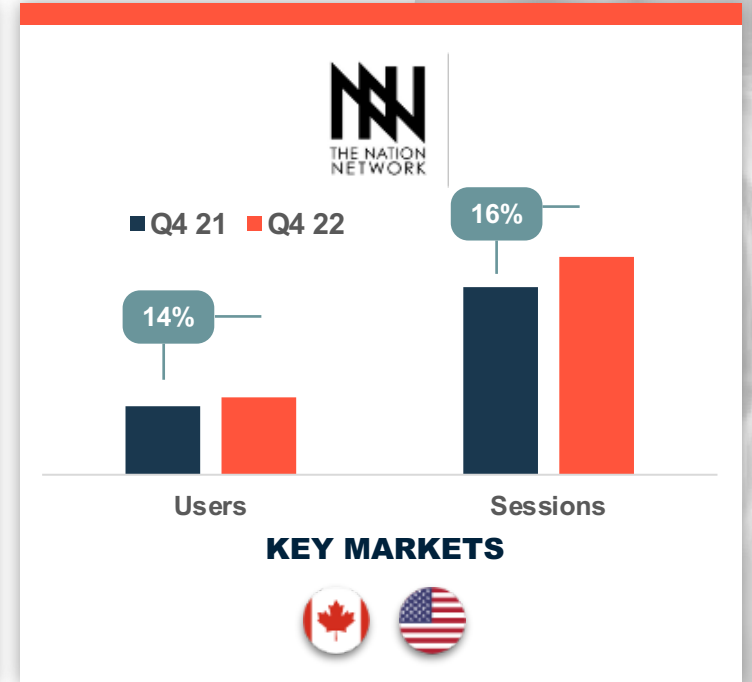
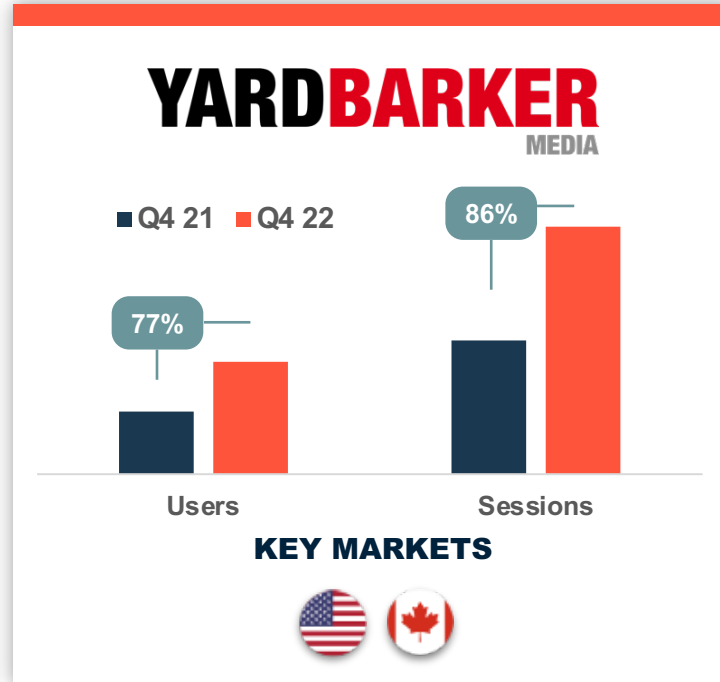
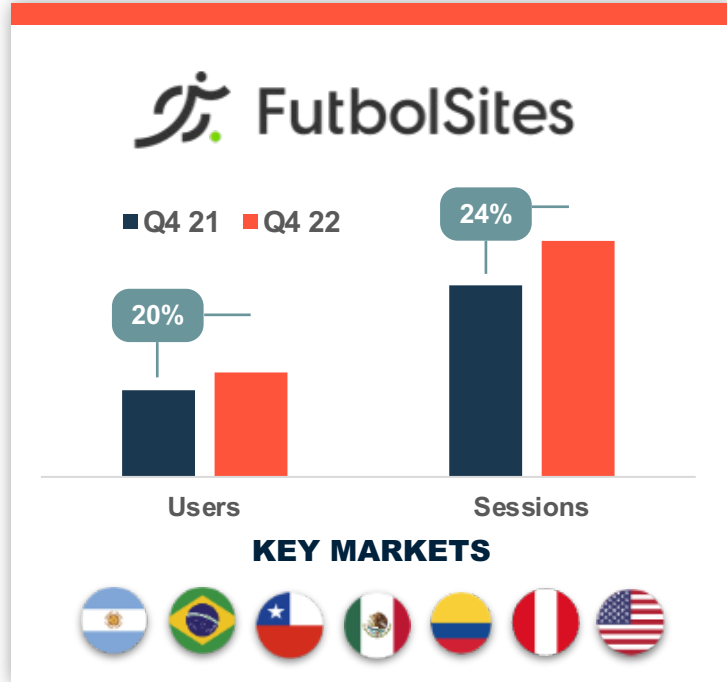
- Canada-based, hockey-first media platform, specializing in web, social, and video content
- Team sites are affinity brands with a loyal base of fans that engage with content and direct to consumer offerings
- Daily Faceoff is a league-wide destination and top-rated source for news and fantasy tools
- Podcast network with more than 25 shows generating over 820K streams monthly

CORE PROPERTIES



ORGANIC WEB GROWTH FROM BUSINESS DRIVERS¹

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GROWTH DRIVERS

1 TECH IMPROVEMENTS

New backend and frontends driving stronger web vitals

2 EDITORIAL VELOCITY

Investment in increased content output with quantifiable ROI

3 NEW MARKETS

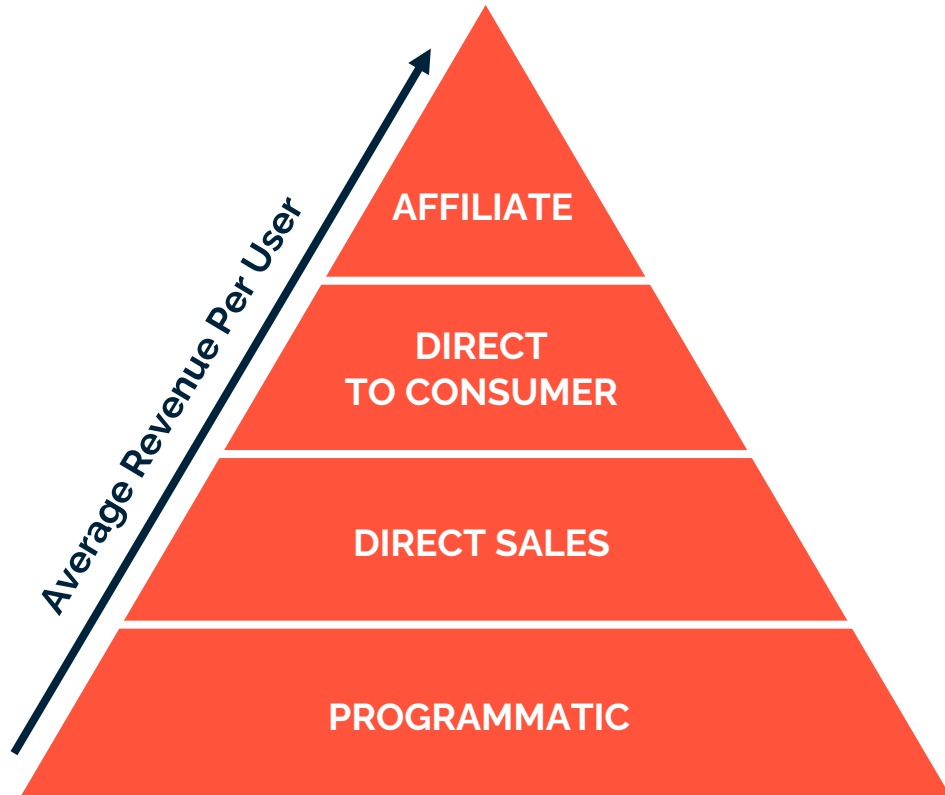
Continued development and stabilization of new markets

NOTES

1.Sessions are reflected on a pro forma basis and include the aggregate traffic results of these brands' owned and operated web properties through December 31, 2022



TRANSLATING MULTI-CHANNEL REACH TO REVENUE GENERATION



The combination of highly engaged fans and full-stack monetization drives Playmaker's profitable growth.

All assets are integrated into a revenue engine that generates results across four primary levers.

Powered by: **BENCH** 



PLAYMAKER IN-HOUSE PUBLISHING & REVENUE ENGINE IS A DIFFERENTIATOR



Streamlined Content Management System

- ✔ Starting point for web property content publishing
- ✔ Built on AWS (Cloudfront CDN, S3, Lambda, RDS)
- ✔ Back-End 1st Party Libraries for Ads, Widgets, Stats, etc.
- ✔ Front-End built w/ React, optimized for Google Core Web Vitals
- ✔ API for direct integration with 3rd Party Tech Partners



Delivering Market-Leading Campaigns For Brands

Media Strategy Client Solutions BI & Research

- ✔ Creation and maintenance of commercial materials (Media Kits)
- ✔ Commercial package development and RFP response
- ✔ Media industry benchmarking and awareness
- ✔ Project management to ensure client KPIs are met
- ✔ Delivery of innovative solutions to tell compelling stories
- ✔ Branded Content Studio and Production capabilities



30+ Curated Demand Partners

- ✔ Less than 30-day migration timeline post-acquisition
- ✔ All PMKR web properties monetized with Bench
- ✔ Powers all programmatic ads and directly sold display and video ads
- ✔ Dedicated in-house ad-ops team
- ✔ 1st party data collection and unlimited contextual targeting capabilities

Select Partners:





PLAYMAKER'S DIVERSIFIED CHANNEL MIX

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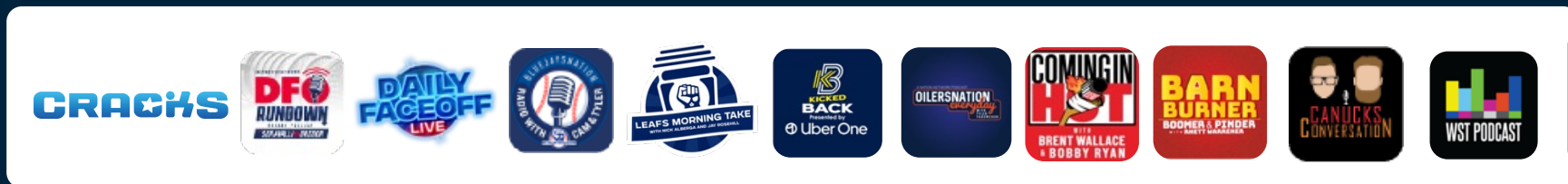
WEB + SOCIAL



35+

Web Properties

AUDIO + VIDEO



25+

Video Podcasts

NEWSLETTER



150+

Social Accounts

20+

YouTube Channels

AFFILIATE



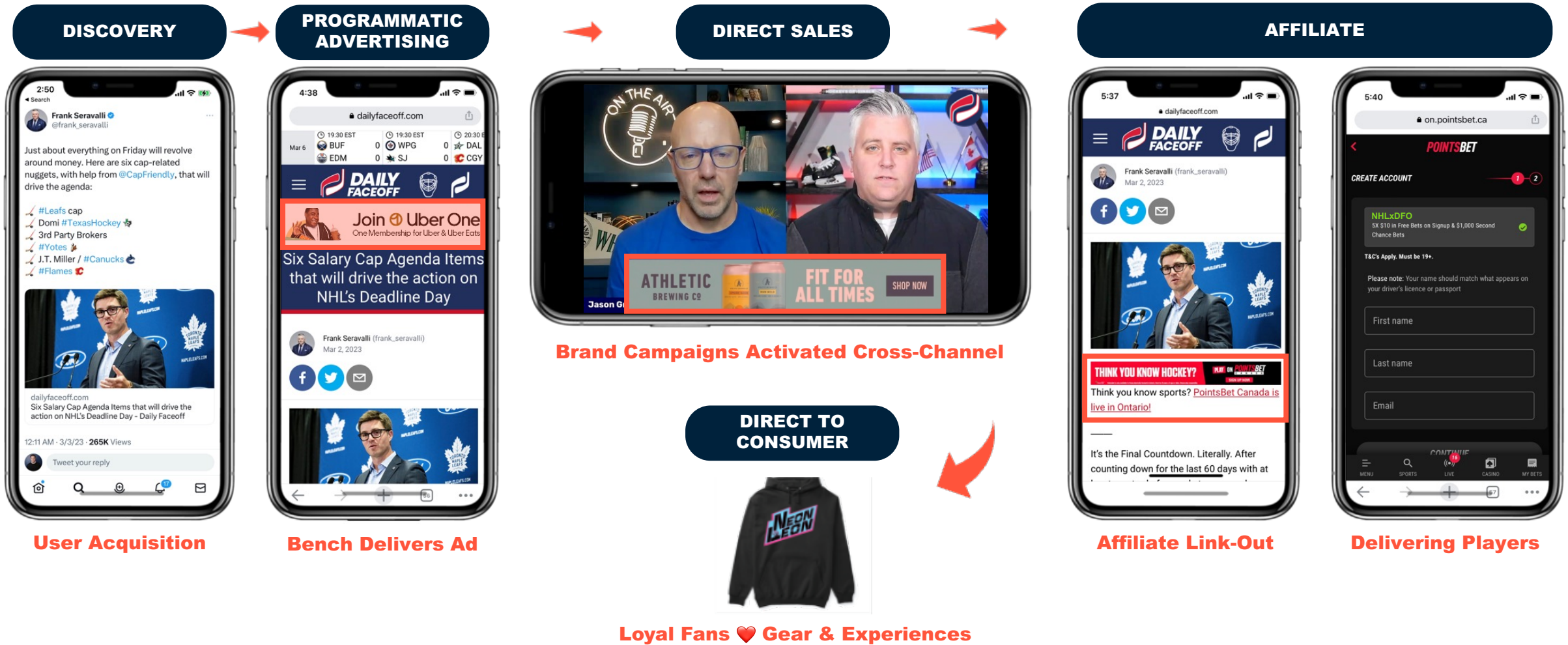
400K+

Newsletter Subscribers



REPRESENTATIVE USER JOURNEY THROUGH FULL STACK MONETIZATION

PLAYMAKER.FANS



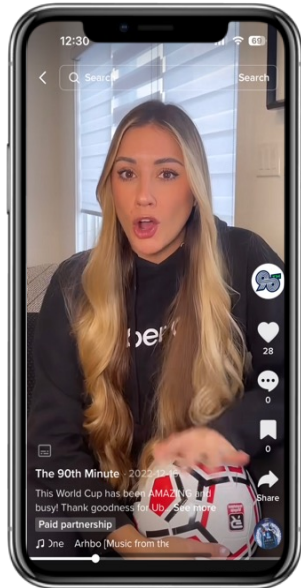


WORLD CUP 2022: RECORD ENGAGEMENT & EXPOSURE FOR COMMERCIAL PARTNERS

PLAYMAKER.FANS

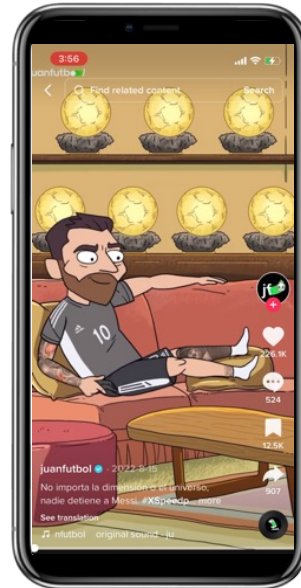
Building on the Velocity of Content Production & Direct Campaigns Executed During FIFA World Cup 2022 ■■■

SELECT CAMPAIGNS



Uber One

61M+ Impressions



juanfutbol

adidas x Rick and Morty

2M+ TikTok Views



290+ Direct Campaigns



196M Video Views



525M Social Interactions



TRUSTED BY LEADING BRANDS

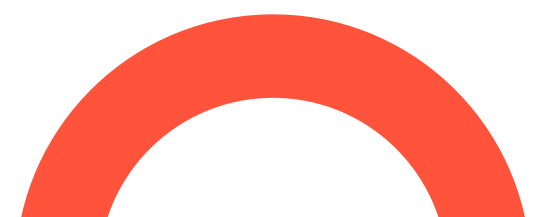


Operating our media business with a focus on direct sales

Major endemic and non-endemic brands partner with Playmaker to access a targeted audience of sports fans: Opportunities to engage with users across all major channels (web, social, audio, video, and newsletter) and a path to bolster appeal and awareness with this coveted demographic.

Q4 Direct Sales Highlights

| | |
|---|------|
| Portion of Ad Sales From Direct Campaigns | 60% |
| YoY Increase in Direct Sales | 100% |
| YoY Increase in Sports Betting Direct Sales | 200% |





GROWING FOCUS ON AFFILIATE DRIVES DIVERSIFIED REVENUE MIX

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SPORTS BETTING AND iGAMING

IN-HOUSE

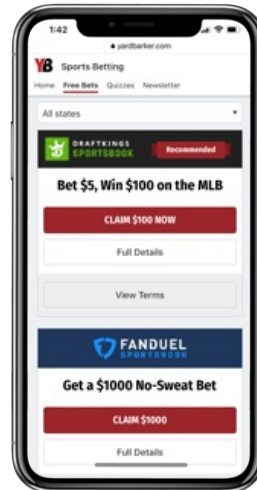


- First pure affiliate business acquired in October 2022
- Active relationships with 17+ operators
- Core focus on US and Canadian betting markets
- Capitalizes on sports events in Q4 & Q1, generating a revenue profile counter-cyclical to Playmaker's media businesses

Recent State Launches:
MD, OH & MA

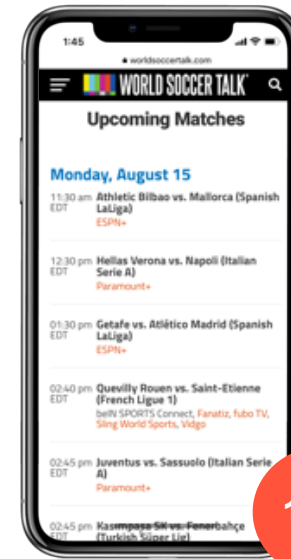


STRATEGIC PARTNERSHIPS



- Original and SEO-optimized sports betting vertical to attract and engage a betting audience
- Betting tools and widgets for enhanced conversion
- Odds comparisons, offers and promotions

STREAMING



Generating Value For Streaming Platforms

- World Soccer Talk has strong brand authority for "where-to-watch" content that converts users to streaming platforms
- Other Playmaker brands, such as Bolavip, are also driving affiliate revenue with leading streaming platforms

133%

GROWTH IN STREAMING AFFILIATE REVENUE Q4 2022 OVER Q1 2022

Select Sportsbook & iGaming Partners:



Select Streaming Partners:





2023 OUTLOOK

01



Leverage integration opportunities and accelerate synergies among core media and affiliate brands

02



Broaden content offering from media assets and diversify revenue mix from affiliate activities in sports betting, casino, and streaming

03



Capitalize on strong tailwinds for share of advertising spend shifting to digital channels and additional sports betting markets coming online

04



Utilize reach to scale direct sales and partnerships with leading advertisers and sportsbooks

05



Operate profitably and remain opportunistic towards organic and M&A growth drivers



PLAYMAKER

TSXV: **PMKR**





LEADERSHIP TEAM

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JORDAN GNAT
CHIEF EXECUTIVE OFFICER

Jordan is a Senior Business Executive with over 25 years of leadership experience and over 18 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 previously 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



MARYANN TURCKE
BOARD CHAIR

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



JOHN ALBRIGHT
DIRECTOR

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



SEBASTIAN SISELES
DIRECTOR

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



MARK HARRISON
DIRECTOR

Founder of The T1 Agency
Founder of SponsorshipX
Founder of MH3 Collective



SPONSORSHIP X



MARK TRACHUK
DIRECTOR

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



SARA SLANE
DIRECTOR

Founder of Slane Advisory
Former SVP, Public Affairs at the AGA



JORDAN GNAT
CEO / DIRECTOR

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

