



PLAYMAKER.FANS



PLAYMAKER

Q1 2023 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.



FINANCIAL OVERVIEW (STATED IN US\$)

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Q1 2023

\$15.7M

Pro Forma Revenue

69%

YoY Growth

\$5.9M

Pro Forma aEBITDA
(excl. Corporate Segment)

76%

YoY Growth

\$4.9M

Pro Forma aEBITDA
(incl. Corporate Segment)

127%

YoY Growth

TTM

\$52.6M

Pro Forma Revenue

59%

YoY Growth

\$18.9M

Pro Forma aEBITDA
(excl. Corporate Segment)

52%

YoY Growth

\$14.5M

Pro Forma aEBITDA
(incl. Corporate Segment)

65%

YoY Growth

NOTES

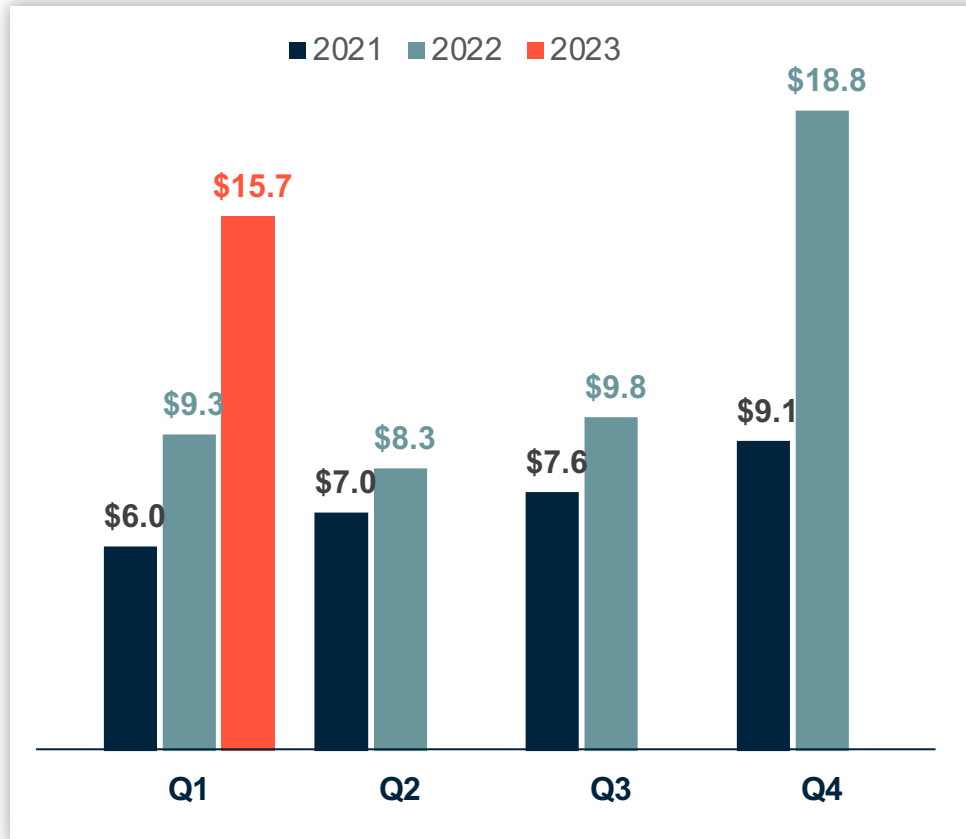
1. Financial results presented on a pro forma basis, which includes the aggregate financial results of all companies acquired through May 15, 2023, excluding the results of any companies sold before that date

2. aEBITDA reflects earnings before interest, taxes, depreciation and amortization, stock-based compensation and one-time costs. aEBITDA (excl Corporate Segment) also excludes head office costs

3. TTM reflects results for the trailing twelve months ended March 31, 2023

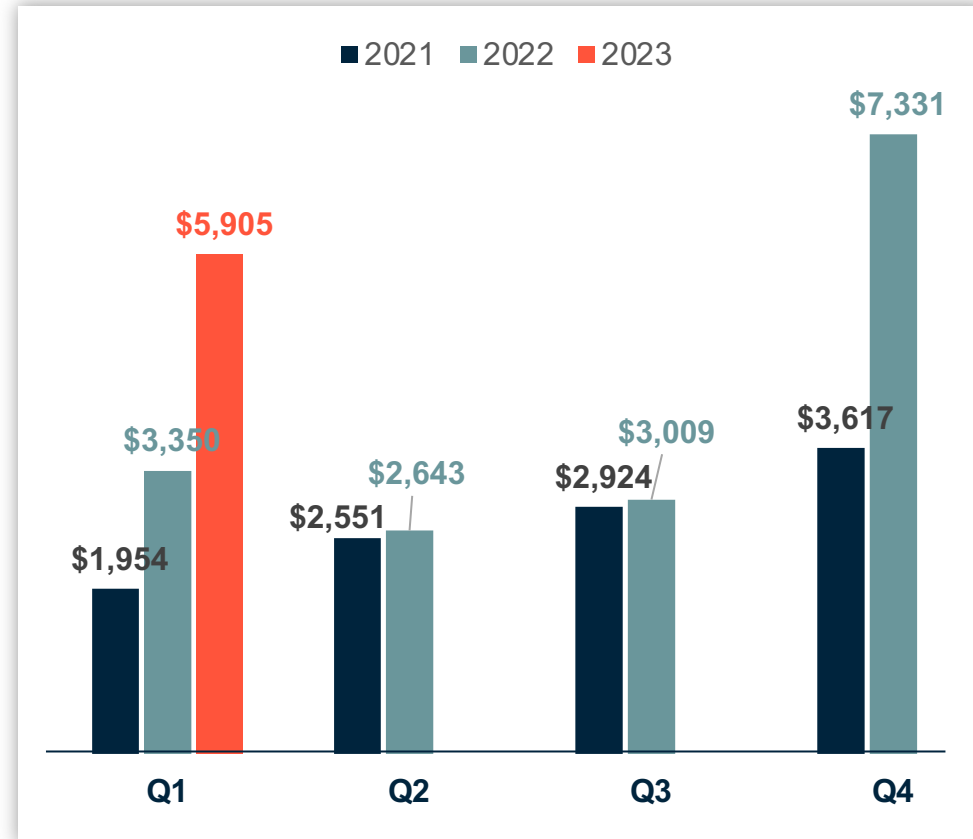
REVENUE^{1,2,3}

IN US\$ MILLIONS



aEBITDA^{1,2,3}

IN US\$ THOUSANDS



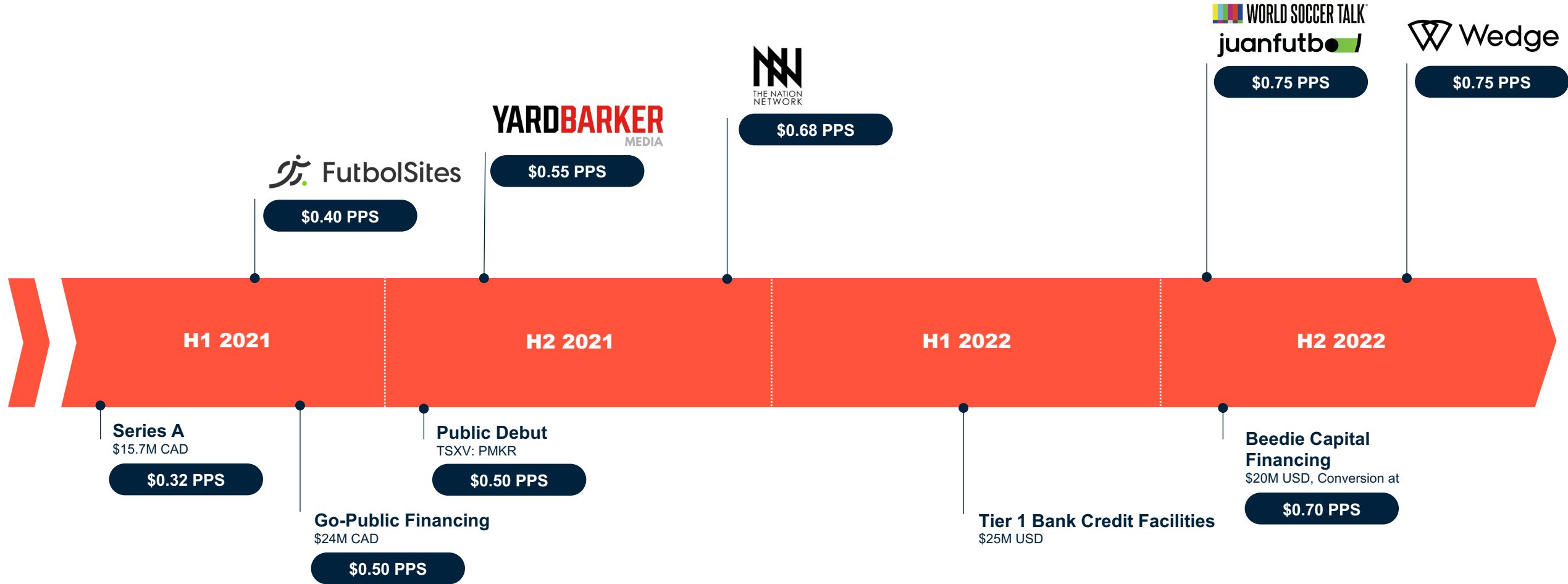
NOTES

1. Quarterly financial results based on Playmaker's unaudited financial statements
2. Financial results presented on a pro forma basis, which includes the aggregate financial results of all companies acquired through May 15, 2023, excluding the results of any companies sold before that date
3. aEBITDA reflects earnings before interest, taxes, depreciation and amortization, head office costs, and one-time expenses



A CONSISTENT FOCUS ON CREATING SHAREHOLDER VALUE

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

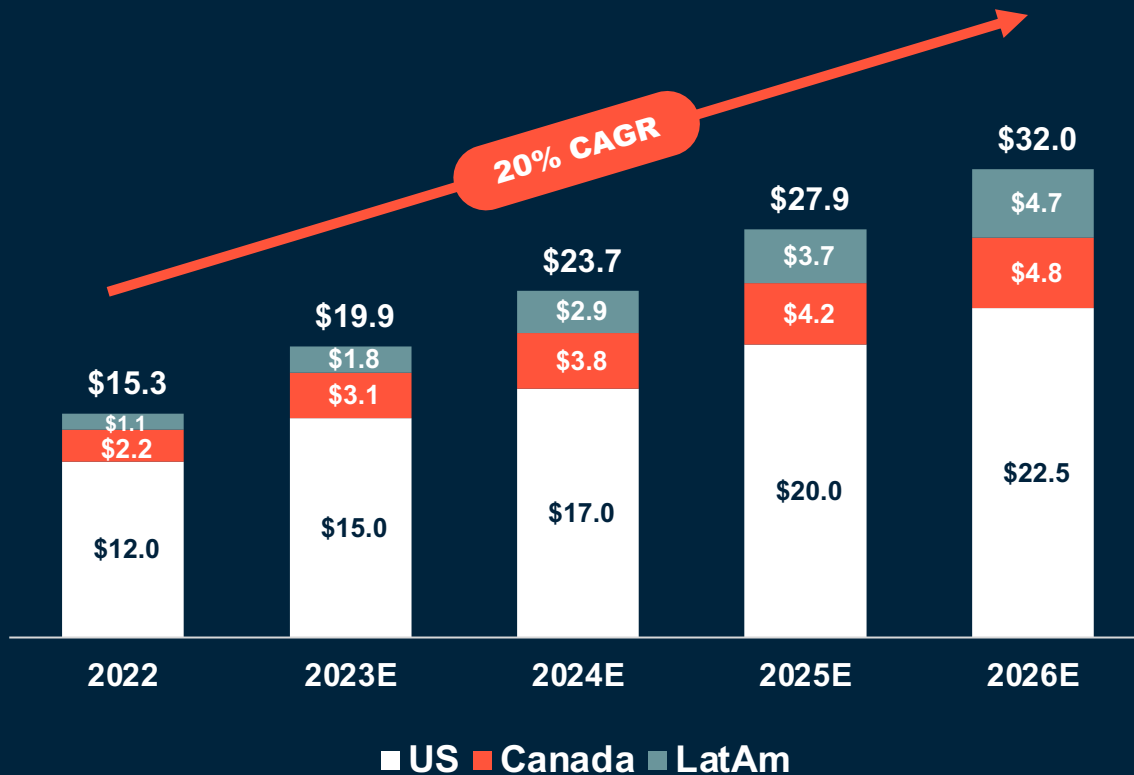




INTEREST IN LIVE SPORTS IS AT AN ALL-TIME HIGH AND SURGING

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SPORTS BETTING & iGAMING \$B⁽¹⁾



30%

Millennials and Gen Z who consume sports via online streams

80%

of top 2022 US TV broadcasts were NFL games

\$28B

Value of sports rights owned by Apple, Amazon, Google

Average Franchise Value Appreciation 2012-2021



+387%



+215%



+215%



+207%



TOP SPORTS MEDIA GROUPS ACROSS THE AMERICAS (DECEMBER 2022)

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



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



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

101M+

Monthly Web Users

642M+

Q1 Web Sessions

180M+

Social Media Followers

20+

iGaming & Streaming
Affiliate Partners

1.2M+

Monthly Podcast Streams

600M+

Annual YouTube Views

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NORTH AMERICAN SESSIONS

Q1 2022	Q1 2023
89M	147M



LATIN AMERICAN SESSIONS

Q1 2022	Q1 2023
560M	495M

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



MEDIA PROPERTIES THAT DELIVER AUTHENTIC CONTENT AT SCALE

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YARDBARKER MEDIA

- US-based media platform, specializing in core NA sports (NFL, NBA, MLB, NHL, PGA, etc.)
- 30K topical and evergreen monthly articles from in-house editorial team and syndication network of over 300 content partners
- 20M+ monthly web sessions on Yardbarker.com
- Email newsletters, including Morning Bark and Bark Bets, deliver curated content feeds to 400K+ daily subscribers with 25% open rates

CORE PROPERTIES

YARDBARKER

♦ **MORNINGBARK** ♦ **BARKBETS** ♦



THE NATION NETWORK

- 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, direct to consumer offerings, and fan excursions
- Daily Faceoff is a league-wide used destination and top-rated source for news and fantasy tools
- Podcast network with 25+ shows generating 1.2M+ monthly podcast streams

CORE PROPERTIES



FutbolSites

- #1 Comscore ranked regional sports media group in LatAm; growing share of US Hispanic audience
- Owns and operates market leading web properties, social accounts, and video properties
- Owner of #1 Spanish speaking YouTube sports channel, Cracks; #1 sports media brand in Brazil, Bolavip; #1 sports media brand in Chile, Redgol

CORE PROPERTIES





PLAYMAKER'S DIVERSIFIED CHANNEL MIX

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WEB + SOCIAL



35+

Web Properties

AUDIO + VIDEO



30+

Video Podcasts

NEWSLETTER



150+

Social Accounts

20+

YouTube Channels

AFFILIATE



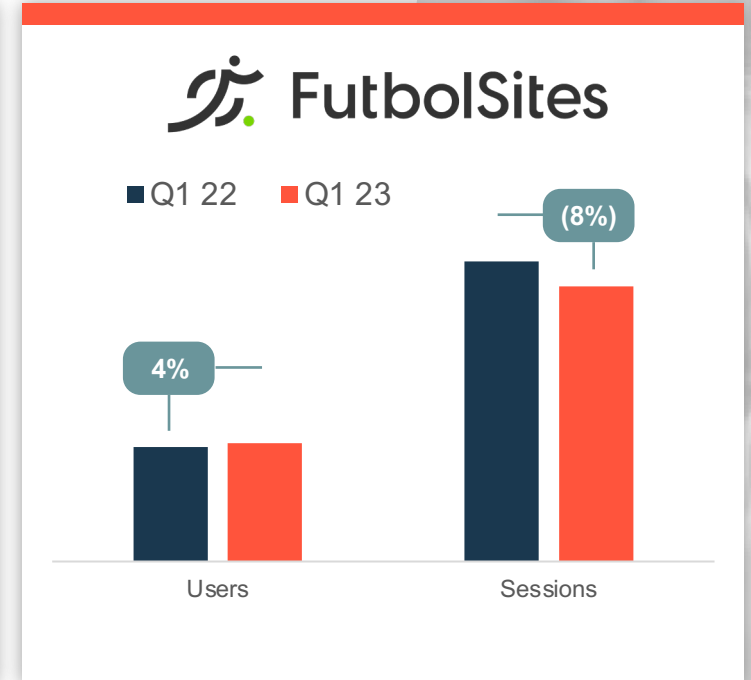
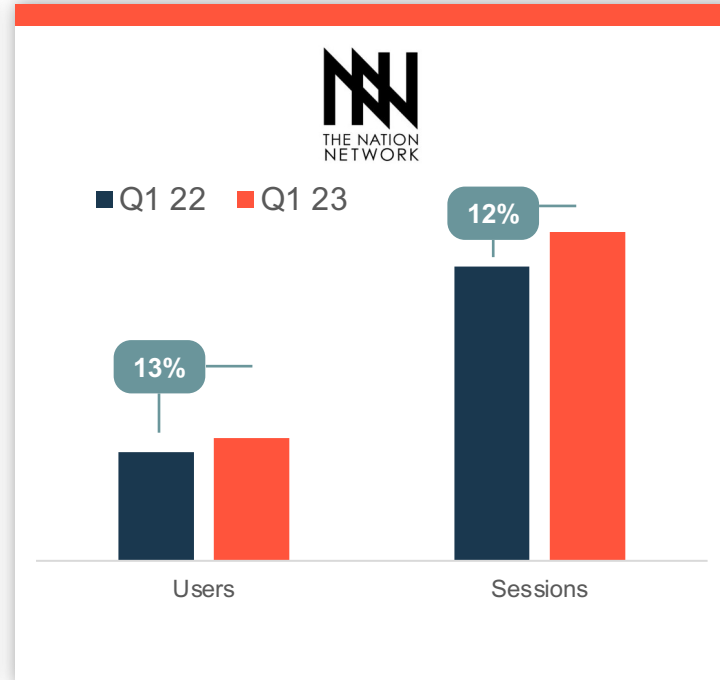
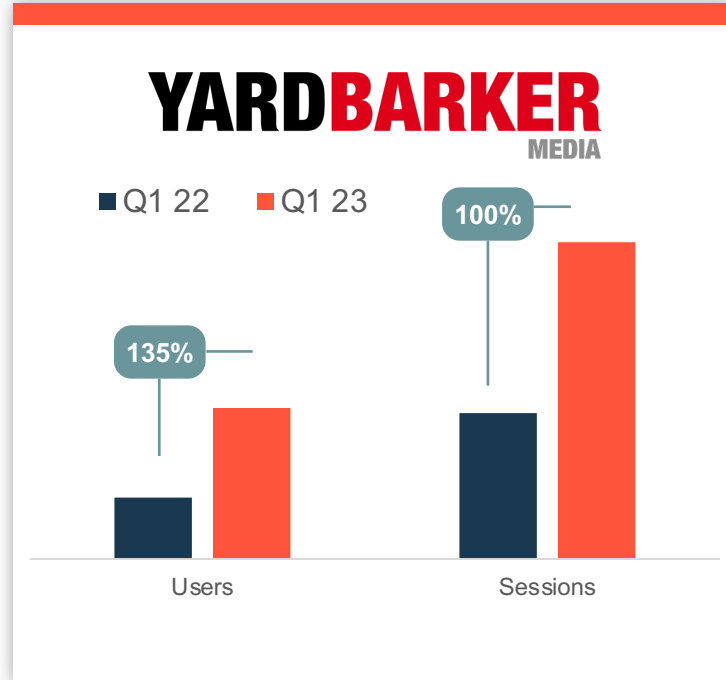
400K+

Newsletter Subscribers



GROWTH OF CORE WEB PROPERTIES¹

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ORGANIC GROWTH DRIVERS

1

TECH IMPROVEMENTS

New backend and frontend technology improving 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 March 31, 2023



IN-HOUSE PUBLISHING & REVENUE ENGINE ACCELERATES GROWTH OF MEDIA PROPERTIES

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BENCH
CMS



BENCH
BRAND LAB



BENCH
REVENUE

Web Content Publishing
Tech & Tools

Client Solutions

Branded Content Studio

BI & Research

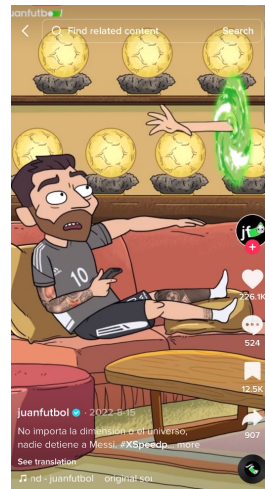
Programmatic and Direct
Advertising Delivery



+25%
YoY Sessions

+9%
Pageviews /
Session

Improved Site Performance
Driving Results



BOLA VIP

crypto.com



WORLD SOCCER TALK™

100%

Q1 2022

■ Affiliate Revenue

27%

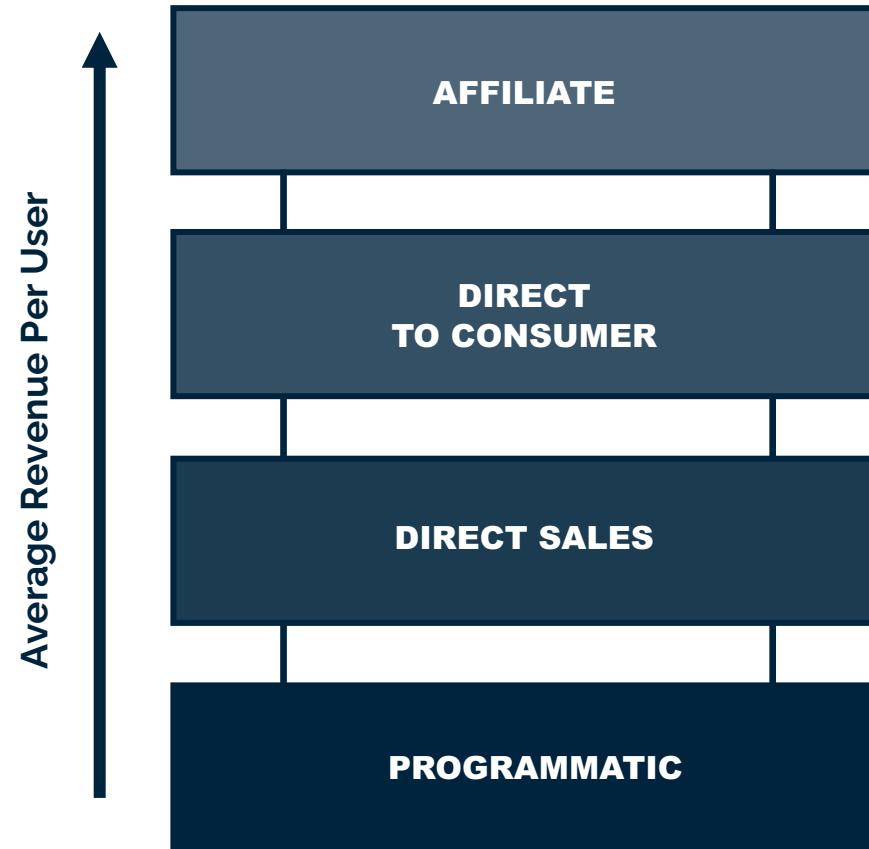
Q1 2023

■ Ad Revenue



MONETIZING USERS THROUGH **FULL-STACK** REVENUE GENERATION

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The combination of highly engaged fans and full-stack monetization drives higher revenue per user.

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

Powered by: **BENCH** 

**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.

Q1 Direct Sales Highlights

Portion of Ad Sales From Direct Campaigns

49%

YoY Increase in Direct Sales

32%



GROWING FOCUS ON AFFILIATE DRIVES DIVERSIFIED REVENUE MIX

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SPORTS BETTING AND iGAMING

IN-HOUSE

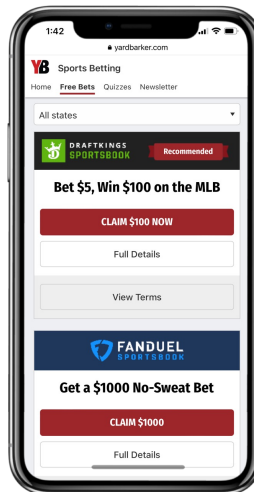


- First pure affiliate business acquired in October 2022
- Active relationships with 17+ operators
- Core focus on US and Canadian betting markets
- Capitalizes on sports events in Q4 & Q1, generating a revenue profile counter-cyclical to Playmaker's media businesses

Recent State Launches:
MD, OH & MA

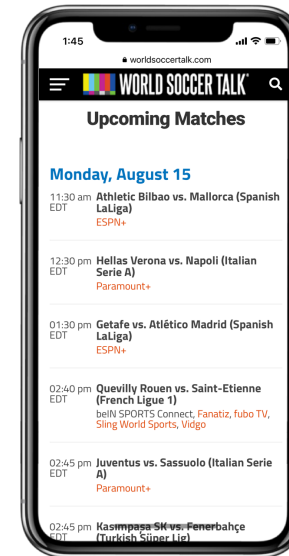


STRATEGIC PARTNERSHIPS



- 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

Select Sportsbook & iGaming Partners:



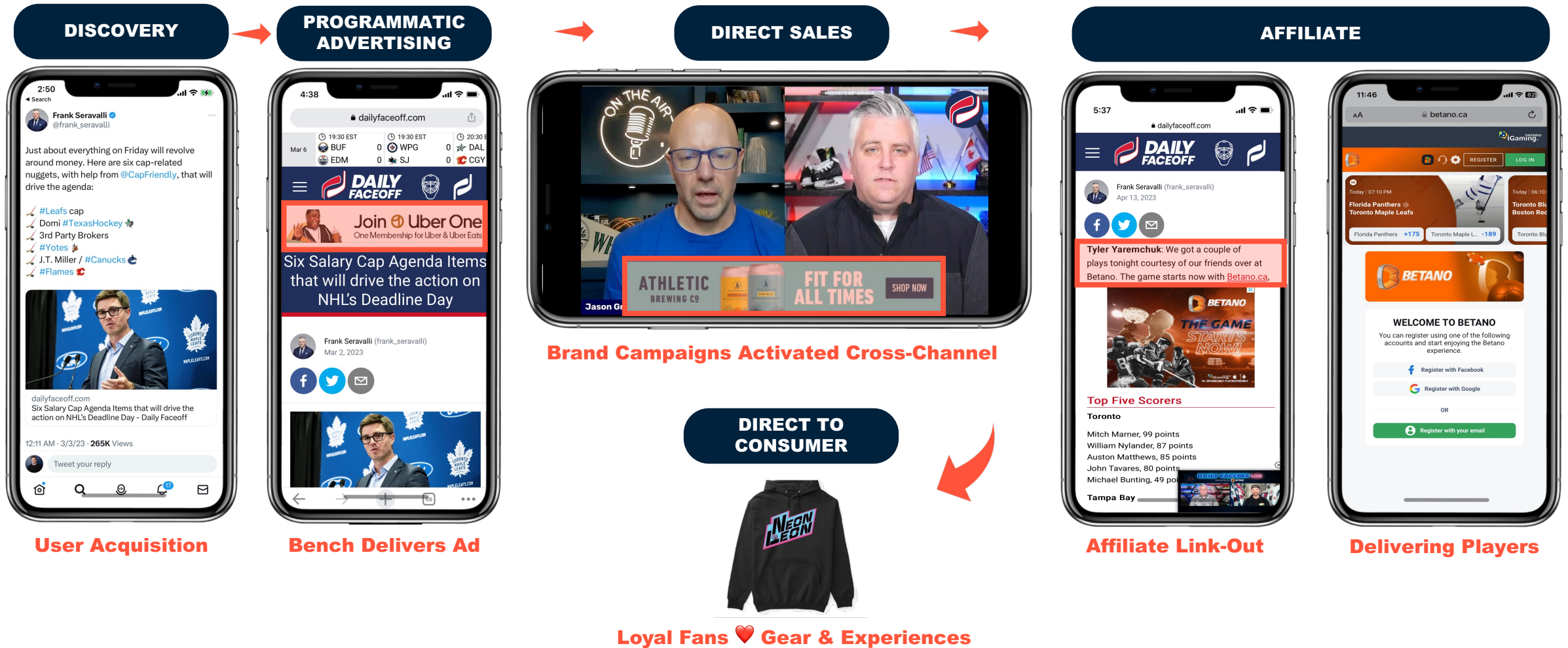
Select Streaming Partners:





REPRESENTATIVE USER JOURNEY THROUGH FULL-STACK MONETIZATION

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2023 PRIORITIES

01

Cross-brand collaboration: identifying and distributing key skillsets across the Playmaker ecosystem

02

Integration and optimization: centralizing and streamlining operations

03

Innovation: maximizing the value of our audience using best-in-breed tech capabilities to support growth initiatives

04

Scale: utilizing Pan-American reach to deliver for direct advertising and affiliate partners

05

Operating profitably and remaining opportunistic towards organic and M&A growth drivers



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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

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MARK TRACHUK
BOARD CHAIR

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



JOHN ALBRIGHT
DIRECTOR

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



MARYANN TURCKE
DIRECTOR

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



MARK HARRISON
DIRECTOR

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



SPONSORSHIPX



SEBASTIAN SISELES
DIRECTOR

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



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

