



PLAYMAKER.FANS



# PLAYMAKER

**Q2 2023** INVESTOR UPDATE



ABOUT PLAYMAKER CAPITAL

# ENGAGING SPORTS FANS ACROSS THE AMERICAS

Playmaker is the 4th largest digital sports media company across the Americas. Through an integrated portfolio of digital sports media and affiliate properties, Playmaker engages sports fans through compelling content experiences and delivers customers at scale to Fortune 500 advertisers, and iGaming and sports betting operators.



## TRACK RECORD OF PROFITABLE GROWTH

**\$56.9M**

TTM Pro Forma Revenue  
(\$US)

**\$19.5M**

TTM Pro Forma aEBITDA  
Excl. Corporate Segment  
(\$US)

**\$15.1M**

TTM Pro Forma aEBITDA  
Incl. Corporate Segment  
(\$US)

### NOTES

1. Financial results are unaudited and presented are on a pro forma basis, which includes the aggregate financial results of all companies acquired through June 30, 2023. YoY revenue and aEBITDA growth rates refer to growth in Q2 2023 compared to Q2 2022.

2. aEBITDA reflects earnings before interest, taxes, depreciation and amortization, stock-based compensation, acquisition-related costs, and other one-time expenses. aEBITDA Excl. Corporate Segment also excludes head office costs

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Q2 2023 (\$US)

**\$12.6M**

Pro Forma Revenue  
(+53% YoY)

**\$3.3M**

Pro Forma aEBITDA  
Excl. Corporate Segment  
(+24% YoY)

**\$2.2M**

Pro Forma aEBITDA  
Incl. Corporate Segment  
(+34% YoY)



# INVESTMENT HIGHLIGHTS

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01

## Pure Play on Sports & Betting

Exposure to the growing sports, iGaming and sports betting markets. The opening and maturing of these markets across the Americas to provide multi-year tailwind

02

## Financial Performance

Proven track record of organic revenue and aEBITDA growth

03

## Premier Brands

Integrated ecosystem of market-leading media and affiliate brands that directly engage digitally native sports fans and betting participants

04

## Highly Connected Partnership Network

In-house direct sales and advertising solutions groups are driving significant growth in the Company's direct sales and partnerships business

05

## Well-Defined M&A Playbook

Acquisition expertise evidenced in history of successful integration and accretion

06

## Leadership

Experienced management team and Board of Directors



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

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The global sports market is projected to grow to \$624 billion by 2027, representing a 5% CAGR

**+73%**

Global Sports Sponsorship Value  
(2021 – 2030)

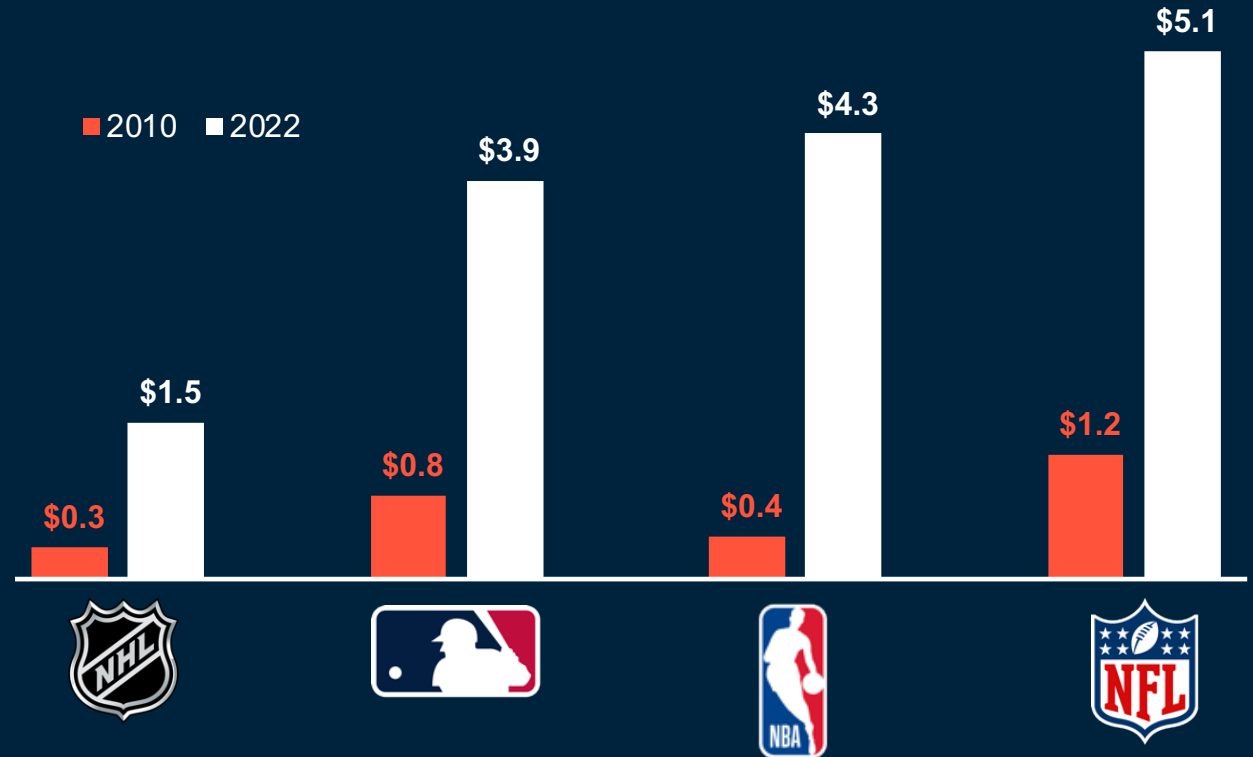
**+200%**

Avg. US Sports Media Rights  
(at time of renewal)

**\$100B**

Value of private equity led sports  
transactions since 2020

GROWTH IN AVG. SPORTS FRANCHISE VALUE (\$B)

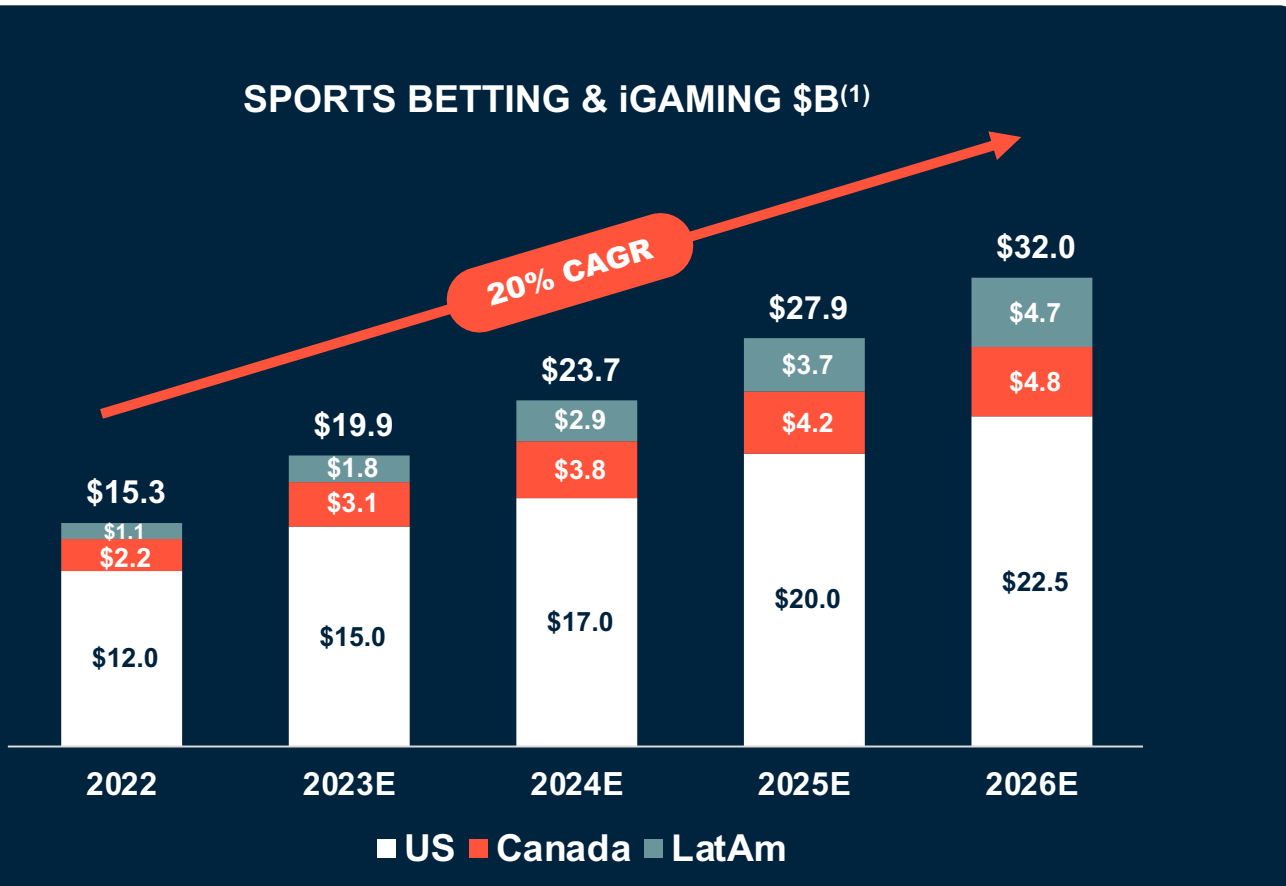




# SPORTS BETTING AND IGAMING REGULATION CREATES A **GENERATIONAL OPPORTUNITY**

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Sports betting is growing at an unprecedented rate as markets across the Americas legalize online gaming and sports leagues partner with regulated operators



**75%**

Growth in US sports betting gross gaming revenue 2022 over 2021

**44%**

Those who claim to watch more sports when placing a bet



# THE SPORTS FAN IS AT THE EPICENTRE OF THE SPORTS ECOSYSTEM

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Sports fans are the most highly coveted and transactional customer demographic on the planet; fans have a high propensity to consume content and place bets, and spend on merchandise, tickets, and accommodation. To reach fans, brands must embrace digital.

1

Sports fans invest in travel & hospitality to fuel their passion

2

Digital fan communities & social networks are becoming more prevalent

3

Sports betting and fantasy sports turns casual fans into passionate fanatics

4

Emerging technology is enabling fans to redefine how they choose to engage their fandom

5

Fans have more control over content consumption than ever – timing, channel, delivery

6

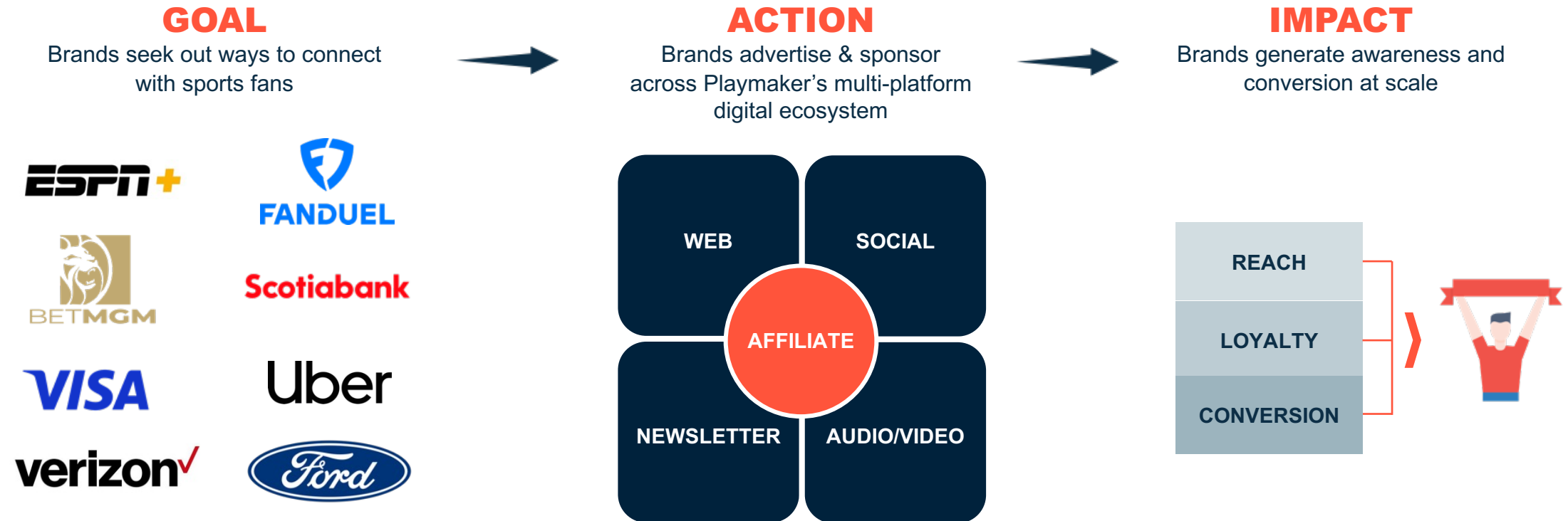
Athletes and content creators are becoming more influential to Gen Z and digitally-native fans





# THE HIGH-VALUE ROLE OF BRIDGING BRANDS, BETTING OPERATORS AND FANS

The integrated Playmaker media and affiliate ecosystem connects motivated brands to high-intent audiences of sports fans





# PLAYMAKER MEDIA BUSINESSES

## DELIVER AUTHENTIC CONTENT AT SCALE

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### YARDBARKER MEDIA

- 30K topical and evergreen monthly articles
- 20M+ monthly web sessions on owned and operated web property
- 400K+ daily newsletter subscribers with 25% open rates
- Big 4 North American sports & NCAA coverage

#### CORE MARKETS



- 25+ video podcast shows generating 2M+ monthly streams
- 4M+ monthly web users
- 18M+ monthly pageviews against suite of web properties covering hockey, baseball, soccer and more
- Top hockey fantasy website globally

#### CORE MARKETS



- #1 Comscore ranked regional sports media group in LatAm
- #1 Spanish speaking YouTube sports channel, Cracks
- #1 sports media brand in Brazil, Bolavip
- #2 sports media brand in Chile, Redgol

#### CORE MARKETS





# SOLIDIFYING CANADA-WIDE REACH

Introducing Playmaker's latest acquisition:



- ✓ Expands North American reach & plants a flag in Quebec
- ✓ Bolsters growing lineup of video podcast series and on-air talent
- ✓ Catalyses direct-to-consumer business

## TIER 1 SPONSORS



## DIVERSE PRODUCT MIX





# PLAYMAKER'S DIVERSIFIED CHANNEL MIX

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**2B+**

Annual Web Sessions

**2M+**

Monthly Podcast Streams

**180M+**

Social Followers

**410K+**

Newsletter Subscribers

## WEB & SOCIAL

**YARDBARKER**



**BOLA VIP** *redgol*



**WORLD SOCCER TALK**

**SPORTSDROP**

juanfutbol



**VARSKY SPORTS**

## AFFILIATE



**WORLD SOCCER TALK**

**BOLA VIP**

## NEWSLETTER

♦ **MORNINGBARK** ♦ ♦ **BARKBETS** ♦

**WORLD SOCCER TALK**



## AUDIO-VIDEO

**CRACKS**















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



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## TOP SPORTS MEDIA GROUPS ACROSS THE AMERICAS (JUNE 2023)

		TOTAL VISITS
ESPN		517M
GLOBO ESPORTES		326M
MSN SPORTS		232M
PLAYMAKER.FANS GROUP		222M
YAHOO SPORTS   NBC SPORTS		211M
CBS		186M
SPORTS ILLUSTRATED MEDIA GROUP		186M
MLB		158M
MINUTE MEDIA / PLAYER'S TRIBUNE		146M
WARNER BROS. DISCOVERY SPORTS		137M

SOURCE: COMSCORE - SPORTS – JUNE 2023- MULTI-PLATFORM - DESKTOP G+ AND TOTAL MOBILE 18\*- TOTAL VISITS- ARGENTINA. BRAZIL. CANADA. CHILE, COLOMBIA, MEXICO, UNITED STATES



# GENERATING REVENUE FROM **FOUR PILLARS**

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## INCREASING AVERAGE REVENUE PER USER

### PROGRAMMATIC ADS



- Dynamic ad placement on Playmaker web properties
- Real-time auction & bidding processes
- Approx. 50% of ad revenue generated

### DIRECT AD SALES



- Sponsorship sold directly to advertisers
- Pre-determined terms & timelines improve revenue visibility
- Higher-margin than programmatic
- Approx. 50% of ad revenue generated

### DIRECT TO CONSUMER



- Live events & fan experiences
- Consumer products & merchandise
- Offline engagement & community involvement

### AFFILIATE



- Receiving a commission for delivering a customer to an iGaming operator
- Trackable links embedded on owned & operated properties or placed on external websites for users to engage and convert



# IMPRESSION-BASED (CPM) REVENUE GENERATION



In-house monetization expertise maximizes placement of programmatic / open-auction advertising and optimizes layouts for premium UI & UX

## 1.8B

Ad Impressions Served Monthly

### Delivering the right ad to the right customer at the right time

- With 30+ web properties across 10+ markets, the Bench and ad operations teams consistently optimize demand partners across each individual site and layout
- Precise audience targeting enhances UX and increases ad relevance
- Growing our user base and monetization capabilities in lockstep



### Ad Unit Demand Partners



Google Ad Manager

amazonadvertising

Index<sup>7</sup>  
Exchange

Magnite



PubMatic



triplelift

Acast



xandr



# OPERATING OUR MEDIA BUSINESSES WITH A FOCUS ON DIRECT PARTNERSHIPS

Major brands partner with Playmaker to access a targeted audience of sports fans. Playmaker creates opportunities for brands to engage with users across all major channels (web, social, audio, video, and newsletter), offering a direct connection to this coveted demographic.

## Q2 Direct Sales

Portion of Core Media Ad Sales  
From Direct Campaigns

54%

YoY Increase in Direct Sales

25%

WEB DISPLAY  
STATS & ODDS  
INTEGRATION





DIRECT TO CONSUMER

# ACTIVATING FAN-CENTRIC EVENTS & MERCHANDISE

- Mobilizing communities and fanbases through the shared love of sport
- Facilitating offline fan engagement
- Generating significant interest from sponsors
- Actively promoting local community development and raising proceeds for charity partners
- Building brand affinity through unique activations and experiences

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## FAN EXPERIENCES & LIVE EVENTS



## CONSUMER PRODUCTS



## LOCAL & GLOBAL SPONSORS





AFFILIATE

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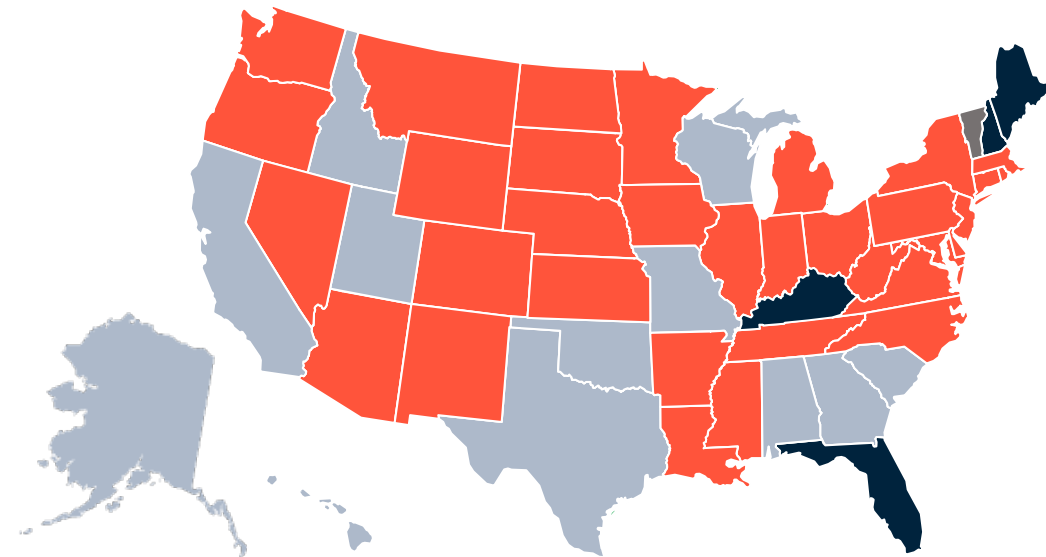
# DELIVERING HIGH-VALUE CUSTOMERS TO SPORTS BETTING OPERATORS



- Active relationships with 17+ operators in 20 US states & Ontario
- Core focus on US and Canadian betting markets; expanding to LatAm
- Operates 8+ websites & leverages integrated PMKR ecosystem of 30+ web properties with 100M monthly users

Growing affiliate business is fuelling the growth of sports betting & iGaming in the US

■ Legalized & Launched ■ Legalized & Pending Launch ■ Illegal





# REPRESENTATIVE USER JOURNEY THROUGH FULL-STACK MONETIZATION

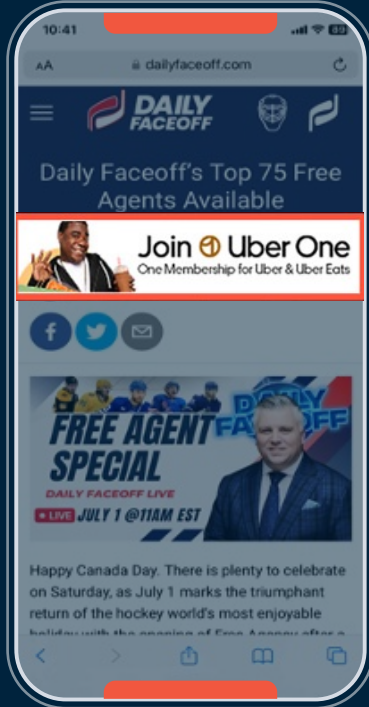
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DISCOVERY



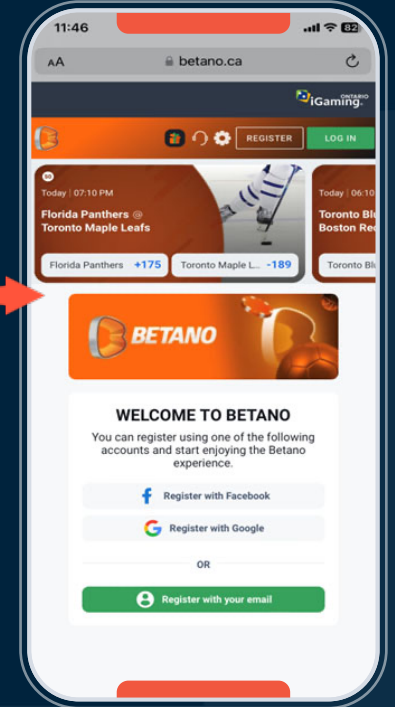
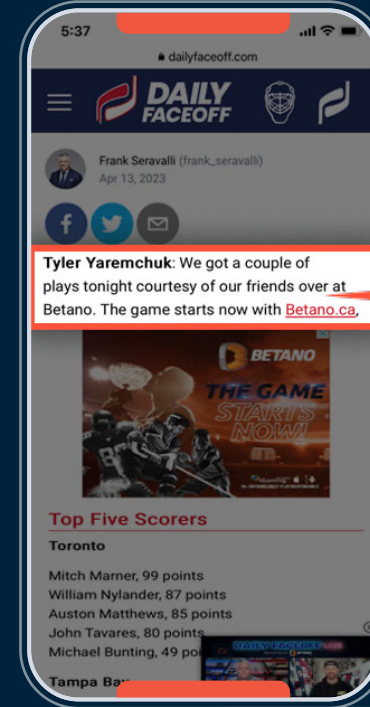
PROGRAMMATIC ADS



DIRECT AD SALES



AFFILIATE



DIRECT TO  
CONSUMER





# TRACK RECORD OF CONSOLIDATING & INTEGRATING **PREMIER MEDIA BRANDS**

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M&A executed at accretive levels; share issuances and financings issued at premiums-to-market to maximize shareholder value

## Acquisitions

### 2021

**Futbol Sites** (April)  
**Fanaticos** (June)  
**Yardbarker** (July)  
**Soccer Memes** (September)  
**The Nation Network** (November)  
**Varsky Sports** (November)  
**SuperPoker** (November)  
**Cracks** (December)

### 2022

**Futmarketing** (January)  
**The Sports Drop** (April)  
**World Soccer Talk** (July)  
**JuanFutbol** (August)  
**The 90<sup>th</sup> Minute** (August)  
**Wedge** (October)

### 2023

**La Poche Bleue** (August)

## Capital Raises

### 2021

**Series A**  
\$12.2M USD  
  
**Go-Public**  
\$24M CAD

### 2022

**Bank Credit Facility**  
\$15M USD  
  
**Beedie Capital Financing**  
\$15M USD

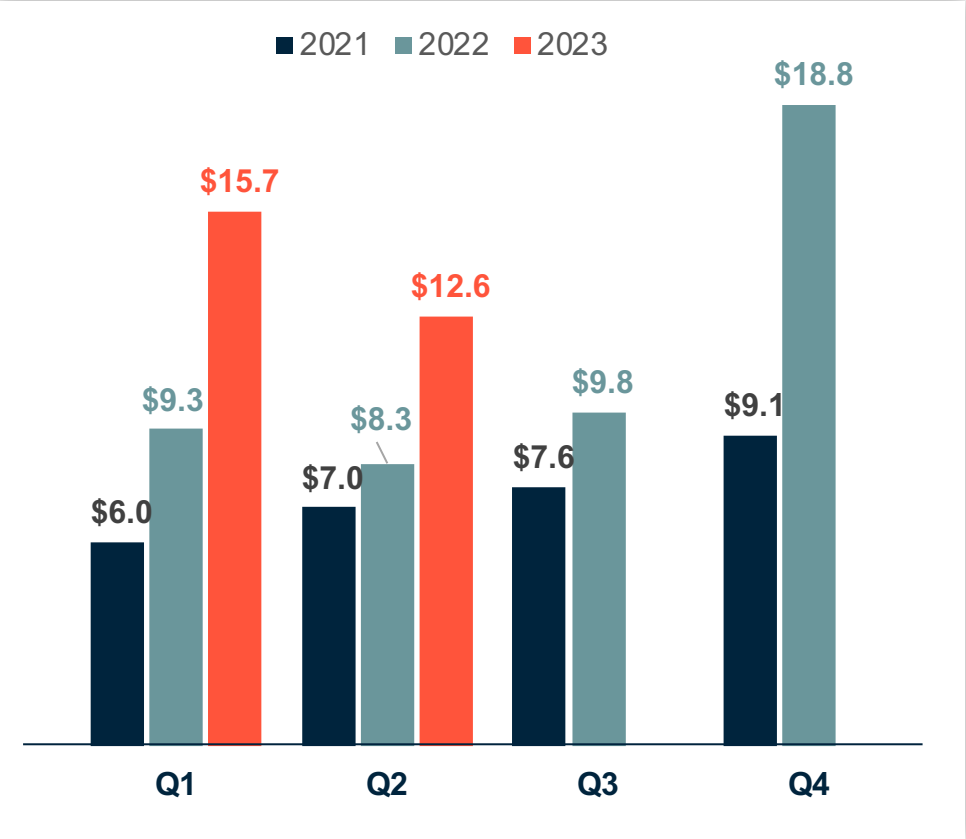
### 2023

**Bank Credit Facility**  
\$10M USD

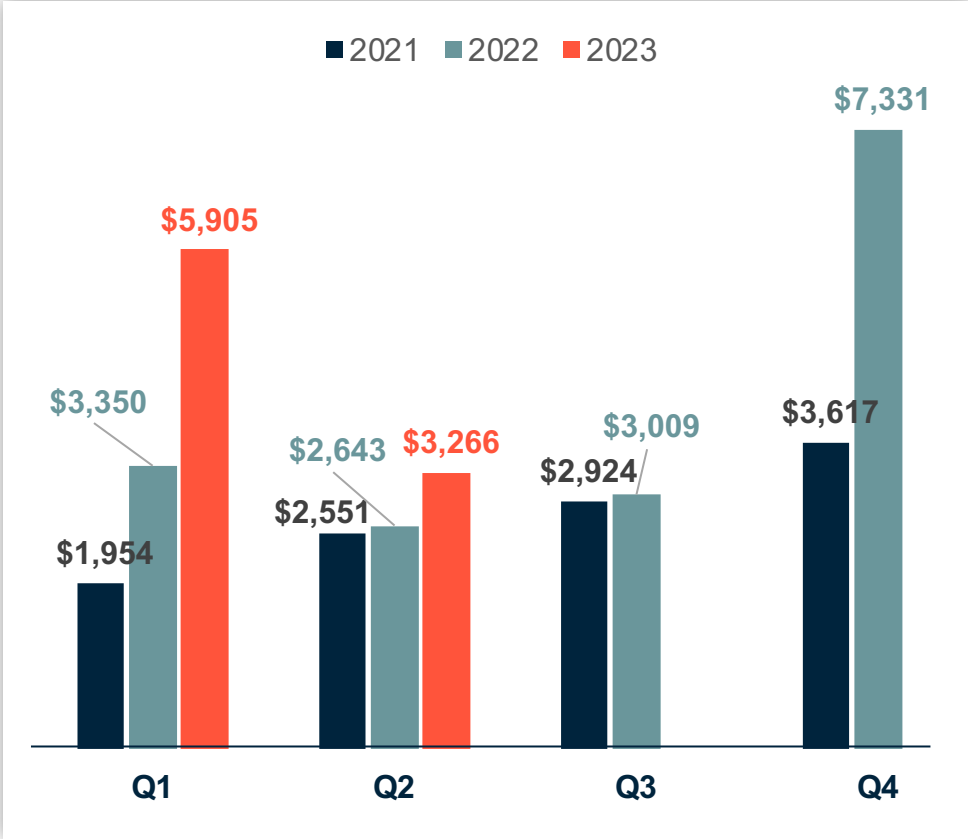


# QUARTERLY PERFORMANCE

## REVENUE<sup>1,2,3</sup> IN US\$ MILLIONS



## aEBITDA<sup>1,2,3</sup> IN US\$ THOUSANDS



### NOTES

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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



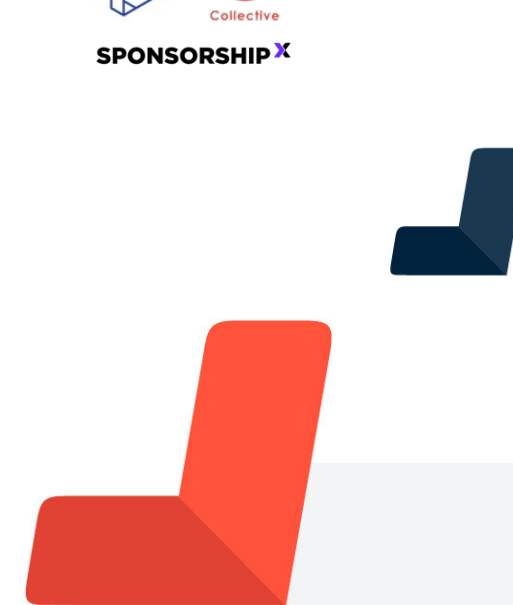
**SARA SLANE**  
DIRECTOR

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





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