



SHARPLINK

Making Sports Betting Easy

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A Wide Open Playing Field

Sports betting is the new frontier of America's obsession with gaming. It's poised to make things a lot more fun for a lot more people, with an estimated \$150 Billion in Gross Wagers¹ by 2025, generating **\$9.20 Billion in Net Gaming²** revenue, **\$2.76 Billion³** of which will go to **affiliate services**.



SharpLink Can Win the Affiliate Space

We're the bot behind the bet. The intelligent analytics that will bring the players to the table and get them to put the money down.

Our innovative tools and experience-based services give our users the power to **collect** data on potential users, **connect** them with sports betting content, and **convert** them into paying customers.



Our Leadership Is Ready

Co-Founded by Rob Phythian Proven experience selling data and gaming solutions to strategic partners such as Turner Sports, Google, Facebook, and more.

Management Exits Totaling \$120M+ SportsData (acquired by Sportradar), Fanball (acquired by Liberty Media) and Sports Technologies (acquired by Time Inc./SI).



With a Great Team

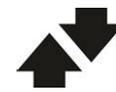
Experienced Team World class management team with executive experience at ESPN, NBC, Sportradar, AOL, Cantor, Betfair, and Genius Sports.

Domain Expertise A combined 100+ years of experience delivering innovative sports solutions to media companies (NFL, NBA, NASCAR, PGA TOUR, BWW, NCAA, Turner Sports) and consumers.



sp^ort^radar

Aol.

 betfair



genius sports

The Opportunity

Sports Betting is Exploding Nationwide

75%+

of the U.S. population is expected to have legalized sports betting in just a few years.

2021

21 States + D.C: Live and Legal

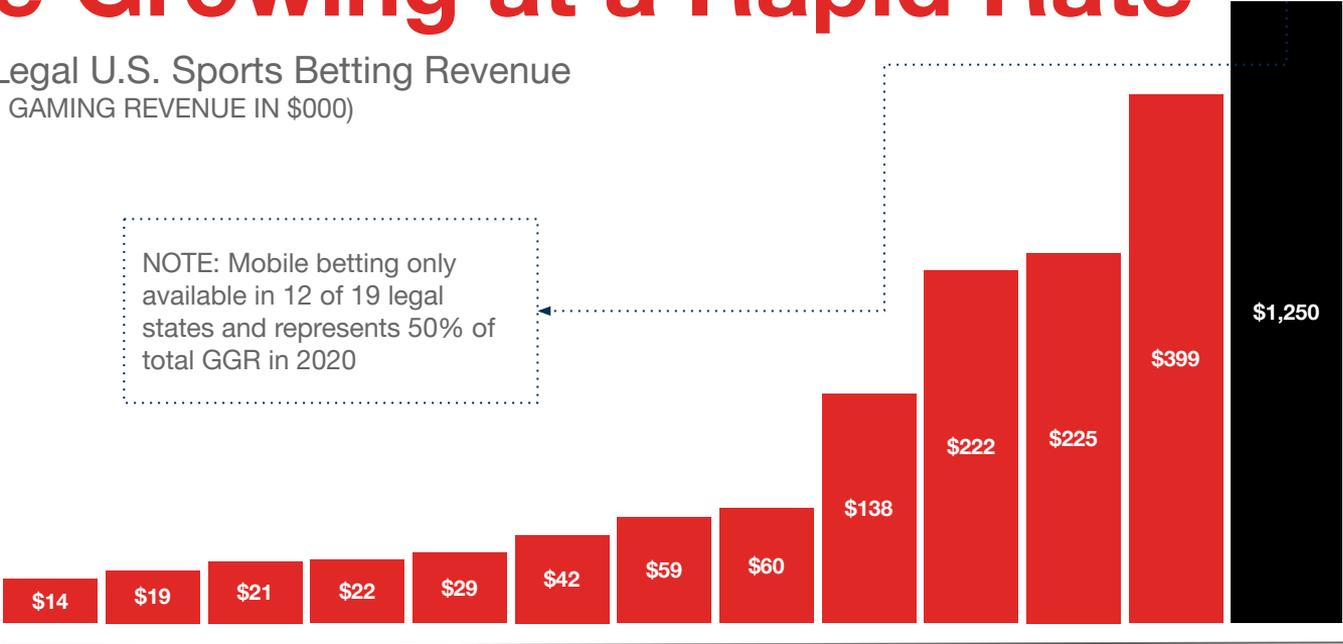
5 states: Legal

14 States: Active or Pre-filed Legislation

Digital Sports Betting Revenues are Growing at a Rapid Rate

2020 Legal U.S. Sports Betting Revenue
(GROSS GAMING REVENUE IN \$000)

NOTE: Mobile betting only available in 12 of 19 legal states and represents 50% of total GGR in 2020



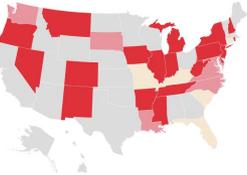
Growth Drivers

70% In-Game (by 2025)

90% Mobile (by 2025)

State Launch	DC	NH	OR	RI	WV	IA	CO	IL	IN	NV	PA	NJ	Total
Pop (000)	712	1,366	4,242	1,057	1,785	3,164	5,808	12,588	6,755	3,138	12,783	8,882	62,280

The U.S. Market Will be One of the World's Biggest by 2025

Market	Total Sports Fans	Gross Wagers ¹	Net Gaming Revenue ²	Gross Affiliate Opportunity ³
	3.5B	\$300B	\$19.50B	\$5.90B
	250M	\$150B	\$9.20B	\$2.76B

1. Total Legal and Illegal Wagers (AGA, Statista, Technavio) | 2. Morgan Stanley | 3. Estimated 30% Paid to Affiliates

Strategic Deals are Shaping the U.S. Market

In the last year, companies invested **\$20B** in sports betting acquisitions and partnerships.

Media Players



Launched full-service sports betting platform and app with the Stars Group



Integrated in-game sports betting information and interactive prediction element for select Washington Wizards games



Added 24/7 sports betting news on ESPN NEWS which complements the Daily Wager betting show

Sports Leagues



Became authorized sports betting partner along with BET MGM and FanDuel

sportradar



Gained the exclusive right to sell NFL data to casinos and sportsbooks worldwide



Signed deal to become authorized MLB gaming operator, promoting more efficient in-game odds

Tech Players

Google

Lifted its long-held ban on gambling service advertising for Google and YouTube



Announced a merger that creates the world's largest online gaming and betting company

sportradar

Launched new programmatic advertising platform that gives sports betting advertisers enhanced access

But... Fans and Operators are Out of Sync

Sportsbooks and media operators don't fully understand their users, so **they can't convert** players with high-performing betting offers.



Overwhelmed with generic offers and content

Traditional media / banner conversion is low



Blind to the data they have with their users

Unable to optimize player monetization

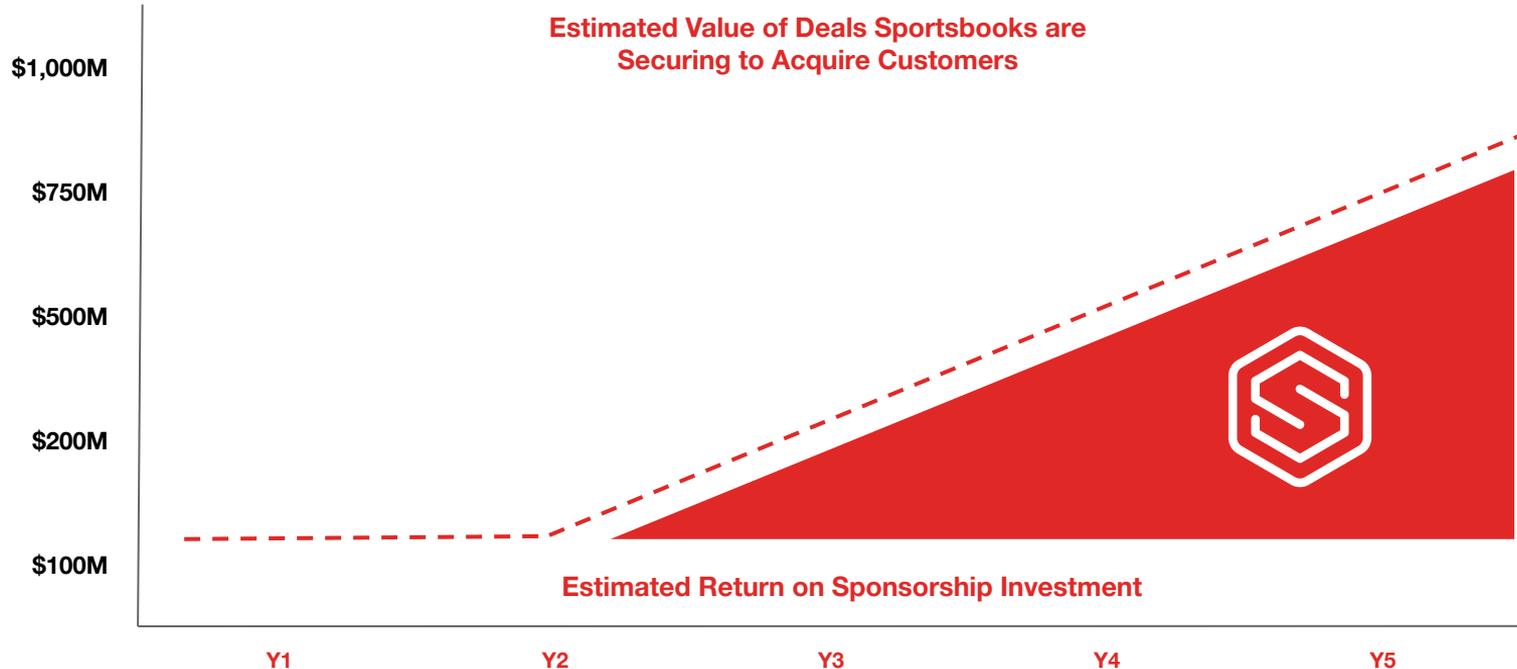


Qualified customers are underleveraged

How do we super serve the sports betting audience?

SharpLink Closes the Gap Between Spending and Sportsbook ROI

SharpLink reduces CAC and improves LTV on acquired players.



Sharplink is the Solution

The SharpLink monetization platform drives more efficient conversion for sportsbooks and media operators.



Personalized
offers and content

Contextual betting offers
drive high conversion



Turn audience data into
monetizable asset

Optimize player conversion
and monetization



Sports fans
become sports bettors

Improve ROI for
sportsbook operators

The Power of Sharplink

Conversion Ecosystem

We **collect** information on potential users, **connect** them with sports betting content and **convert** them into paying customers.

Collect



**Publishing Partners
(Fans)**

On a daily basis, millions of players around the U.S. are consuming sports content on major sports league and media sites.

Connect



Technology & Products

SharpLink enables next-generation connections between users and sportsbooks.

Convert



Sportsbook Partners

SharpLink delivers leading online bookmakers with targeted user acquisition and increased user engagement.

Efficient Customer Conversion

Our unique conversion platform does the work:



Proprietary Technology Using extremely sophisticated behavioral modeling and tracking technologies, we can predict what people need, before they even know they need it.



Data Science The path to converting a Sports Fan into a Sports Bettor isn't always linear or predefined. We enrich our understanding of every person with behavioral data, query terms, clicks and more.



Machine Learning Every interaction we capture online tells us more about a user, and by analyzing their past and present behaviors, we shape the experience and bring them to the right outcome, faster.



Sharplink Key Advantage

Everything you need to make sports betting easy.

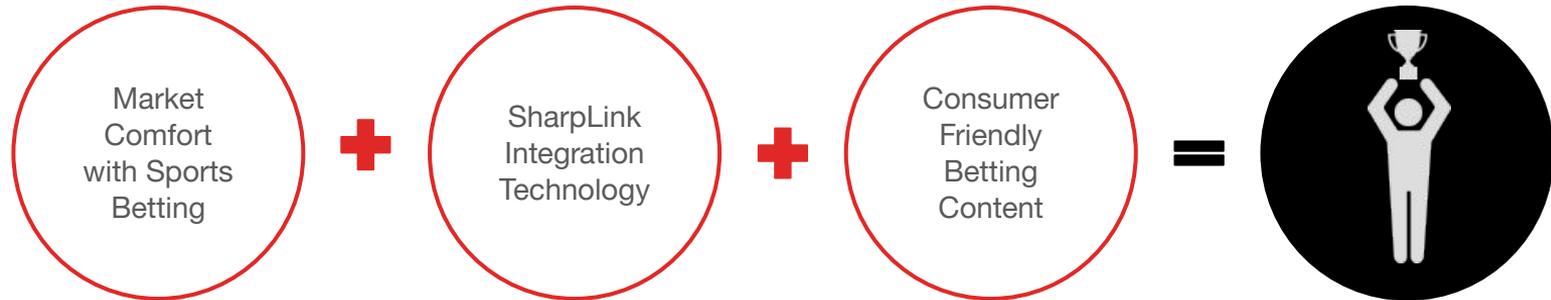
We're **smarter** and **more efficient** than our competitors.

Our cutting edge technology constantly innovates to improve how publishers, leagues and sportsbooks interact with their customers.



SharpLink Key Results

We provide sports leagues and media companies with unmatched value.



As states make sports betting more palatable and consumer demand increases, large brands will begin to seek out new ways of providing betting products to their consumers.

SharpLink is being built from the ground up with partnership and services in mind. This allows for seamless integration with a brand's existing consumer facing technology and analytics.

SharpLink delivers frictionless, safe and targeted products within the sports betting marketplace. Integration and delivery of SharpLink to a brand's consumers becomes a positive and reliable experience.

SharpLink attains access to the vast potential user base from each client thus reducing customer acquisition costs dramatically and fostering a positive growth minded relationship with partners.

SharpLink Value Proposition

It All Works Together

All aspects of the product—from F2P to Personalization—are built to work together, so that operators and their users can do as much with sports betting as they choose.

Free-to-Play Games
Sportsbook Integration
Marketing Automation

Design

We tailor and update our products to help operators integrate sports betting seamlessly into their unique platforms.

Customized Interface
Skinnable Games
Bespoke Integrations

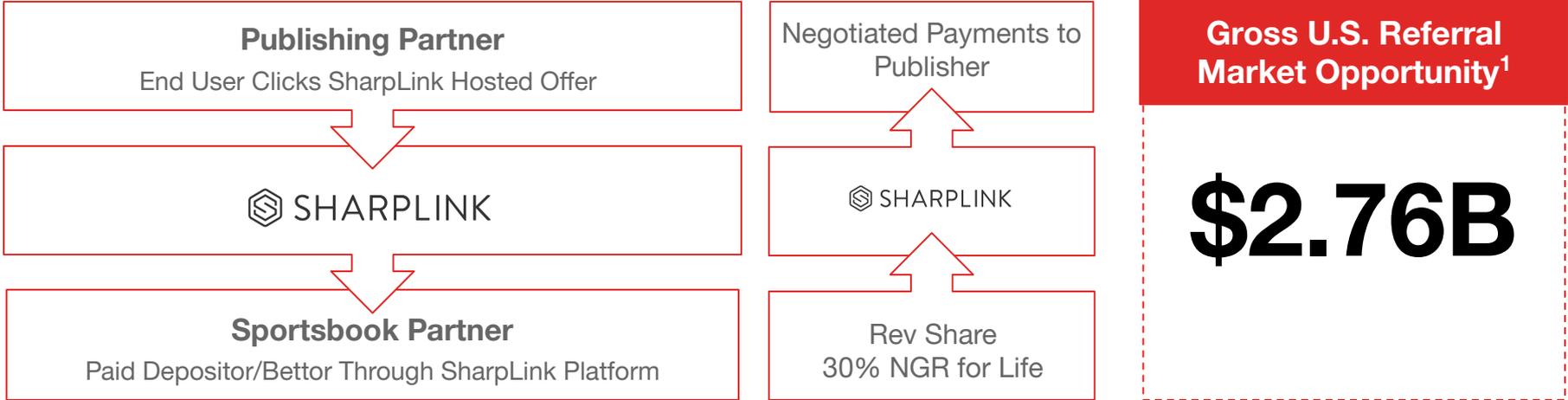
Making a Dynamic Industry Manageable

We go beyond the tech, offering licensing, compliance, and account management expertise that takes the hassle out of competing in this dynamic industry.

Compliance Expertise
Value-Added Services

Business Model

We generate income through revenue share and/or referral fees.



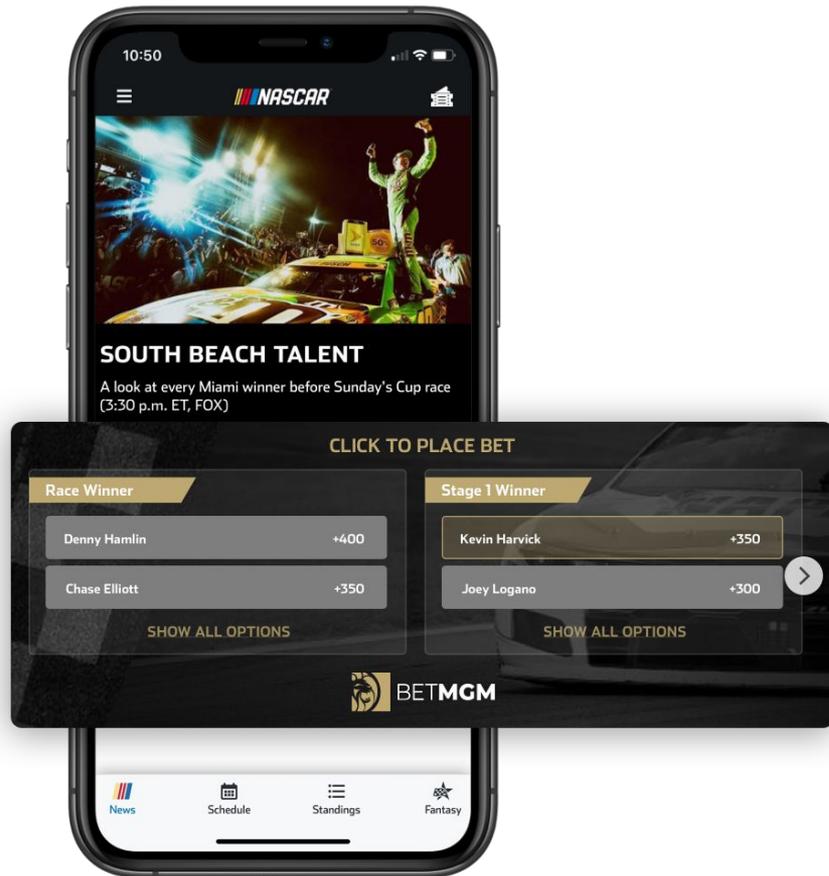
Case Studies

Live Results

Live betting module for a major sports organization.

SharpLink created and seamlessly integrated a custom live Betting Module directly on the **NASCAR.com homepage**. The SharpLink Module geotargets NASCAR.com users with multiple betting opportunities for each weekly race within an easy-to-use, intuitive platform.

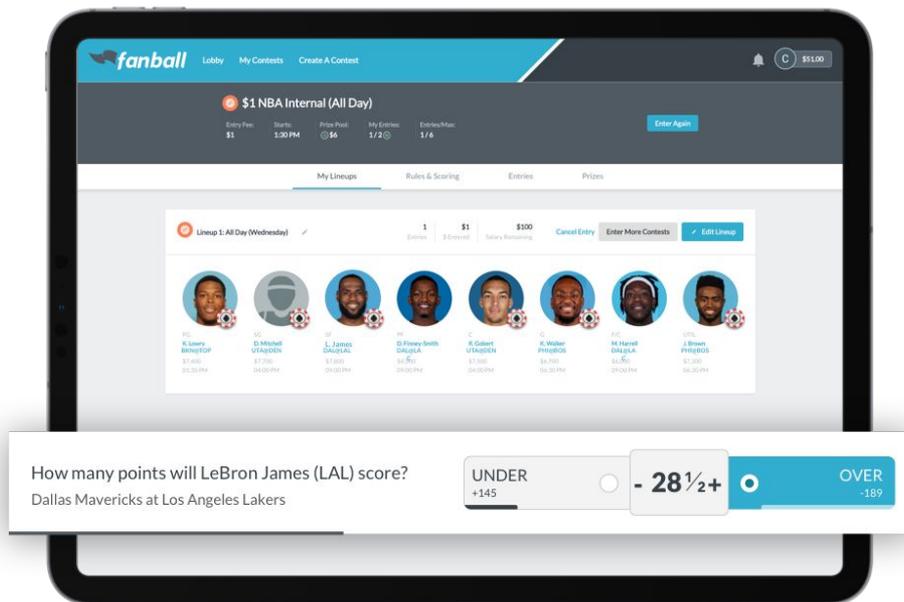
By using SharpLink, NASCAR is able to provide their audience with a weekly dynamic, real-time betting experience.



Contextual Product Integration

Greatly enhanced consumer pipeline KPI.

SharpLink created a fully-contextualized better experience within SportsHub Game Network's DFS and High Stakes Fantasy Football games. The contextual bet placements allowed users to become acclimated to new betting opportunities without leaving their Fantasy team environment. This resulted in **exponentially higher conversion rates** vs. ads previously run, and a snowball momentum effect for response rates as the season progressed.



Seamless 3rd Party Integration

Plug and play integration with no cost or set-up hassle.

SharpLink created a plug and play version of the contextualized betting experience for RTSports. This allowed RTSports to get up and running with a fully-operational betting platform for the 2020 football season using **minimal internal resources and seamless 3rd party integration.**

The image displays a mobile application interface for RTSports, showing a football team's roster and a betting slip overlay. The app interface includes a search bar, a list of players with their positions and teams, and a betting pop-up for Odell Beckham Jr. The betting slip overlay shows a bet on 'Under 89.5 yards?' with a stake of \$5.00 and a potential payout of \$22.50.

POS	PLAYER	TEAM
QB	Will Odell Beckham Jr. receive over or under 89.5 yards?	
RB		
RB		
WR	Odell Beckham Jr.	
WR	Davante Adams	GNB 5
TE	Austin Hooper	CLE 9
Flex	Jarvis Landry	CLE 9
K	Chris Boswell	PIT 8
DiST	New Orleans Saints	NOR 6

BETSLIP

STRAIGHT | PARLAY

Under +350
Will Odell Beckham Jr. receive over or under 89.5 yards? \$ 5.00

Hide Details | Clear Betslip

Bet Stake \$5.00
To Win \$17.50
Potential Payout (incl. Stake) \$22.50

PROCEED TO BETMGM

BETMGM SPORTS

1 BETSLIP



Everything You Need to Make Sports Betting Easy

Thank You

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