



Making Sports Betting Easy

## Corporate Highlights

**Founded:** 2019

### Management:

**Rob Phythian | Co-Founder & CEO**  
**Chris Nicholas | Co-Founder & COO**  
**Robert DeLucia | CFO**  
**Dave Abbott | CTO**

### Board of Directors:

**Joseph Housman | Chairman**  
**Adrienne Anderson**  
**Chris Nicholas**  
**Paul Abdo**  
**Rob Phythian**  
**Scott Pollei**  
**Tom Doering**

### U.S. Legal Counsel:

**Loeb & Loeb LLP**

### Independent Audit Firm:

**Cherry Bekaert, LLP**

### Stock Transfer Agent:

**Equiniti Shareholder Services**  
**Phone: 800-937-5449 or 718-921-8124**

### Corporate Headquarters:

**SharpLink Gaming Ltd.**  
**333 Washington Avenue North**  
**Suite 104**  
**Minneapolis, Minnesota 55401**  
[www.sharplink.com](http://www.sharplink.com)

### Media Relations Contact:

**Michael Adorno, Hot Paper Lantern**  
**Phone: 212-931-6143**  
**Email: madorno@hotpaperlantern.com**

### Investor Relations Contact:

**Jeremy Roe, Integra Consulting Group**  
**Phone: 926-262-8305**  
**Email: jeremy@integragc.com**

**Exchange:** Nasdaq

**Ticker:** SBET

**Recent Closing Stock \$:** \$1.59  
 (As of 10-13-2023)

**Shares Outstanding:** 2.83 million

**Estimated Float:** 2.46 Million

**Market Capitalization:** \$4.50 million

**Fiscal Year End:** December 31

**No. of Employees:** 61

Headquartered in Minneapolis, **SharpLink Gaming Ltd.** is a leading business-to-business provider of performance marketing and advanced technology-enabled fan engagement, activation and conversion solutions for the fast-emerging U.S. sports betting and iGaming industries. Our base of marquis customers and trusted business partners includes many of the nation's leading sports media publishers, leagues, teams, sportsbook operators, casinos and sports technology companies, including Turner Sports, NASCAR, PGA TOUR, NBA, NCAA, NBC Sports, BetMGM, SaharaBets, SB Nation, Party Poker, World Poker Tour and Tipico, among numerous others.

SharpLink is on a mission to have a profound impact on the U.S. sports betting industry – not just by improving prevailing methods for reaching and converting sports fans into sports bettors, but by *fundamentally changing* how we:

- connect with and entertain fans wherever they are;
- seamlessly tap into each fan's affinity for the sports, teams and players they love through quality articles, free-to-play games, real money fantasy sports and contests, polls, quizzes and other content that deeply resonates, educates, entertains and inspires fans to return again and again; and
- invoke calls to action that result in highly personalized and 'sticky' user experiences; quantifiable conversions to sports bettors and active sports product consumers; and, of course, profitable revenue growth for SharpLink and our valued customers and business partners.

Through SharpLink's proprietary portfolio of fantasy sports games and direct-to-player affiliate marketing websites, the total audience of sports fans that we reach either directly or indirectly stands at an estimated 8,000,000 users today. We are avidly working to expand this number through an aggressive marketing approach and through expanded state licensing initiatives that continue to fuel growth of the total addressable market within the U.S. sports betting and iGaming sectors.

SharpLink is guided by an accomplished, entrepreneurial leadership team of industry veterans and pioneers encompassing decades of experience in delivering innovative sports solutions to partners that have included Turner Sports, Google, Facebook, the NFL, NCAA and NBA, among many other iconic organizations, with executive experience at companies which include ESPN, NBC, Genius Sports, Sportradar, AOL, Betfair and others.

**38 states, D.C. and Puerto Rico have legalized some form of sports betting, with more states expected to follow. Operators have so far combined to generate more than \$21 billion of revenue from more than \$260 billion in total wagers since PASPA was repealed in 2018.**

*Source: [Legalsportsreport.com](https://legalsportsreport.com) | 10-13-2023*



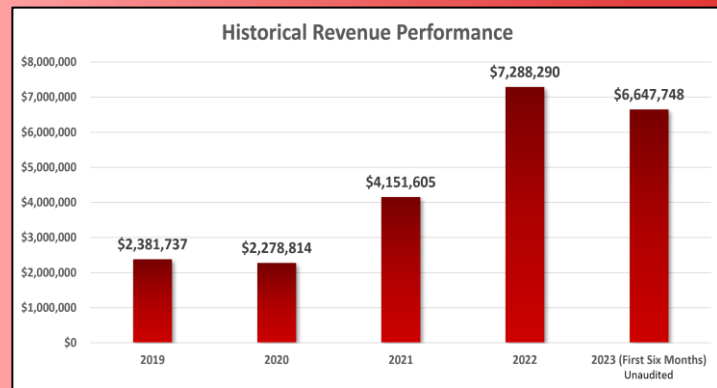
## SharpLink's Business Units Produce Multiple Revenue Streams

**Sports Gaming Client Services:** designs, develops, tests, hosts and manages online Free-To-Play ("F2P") games and mobile apps for a licensing fee. We also integrate sports betting markets for major league and media clients for a licensing fee. We hold longstanding F2P game development agreements with several of the biggest names in sports, including Turner Sports, NBA, NFL, NASCAR, BetMGM and the PGA TOUR, among many others.

**SportsHub/Fantasy Sports:** In December 2022, SharpLink completed its merger with SportsHub Games Network. Originally founded in 2015 by Rob Phythian, SharpLink's Chief Executive Officer, and based in Minneapolis, SportsHub owns and operates a variety of real-money fantasy sports and sports simulation games and mobile apps on its platform, including [National Fantasy Championships](#), [Bestball10s](#), [Fanball](#), [Fantasy National Golf Club](#), [WhatIfSports](#) and [LeagueSafe](#).

**Affiliate Marketing Services – International:** In December 2021, SharpLink acquired certain assets of FourCubed, including FourCubed's iGaming and affiliate marketing network, known as PAS.net ("PAS"). For more than 16 years, PAS has focused on delivering quality traffic and player acquisitions, retention and conversions to U.S. regulated and global iGaming operator partners worldwide. In fact, PAS won industry recognition as the European online gambling industry's Top Affiliate Manager, Top Affiliate Website and Top Affiliate Program for four consecutive years by both [igamingbusiness.com](https://www.igamingbusiness.com) and [igamingaffiliate.com](https://www.igamingaffiliate.com). The strategic acquisition of FourCubed brought SharpLink an industry respected operating team with decades of combined experience in conversion through affiliate marketing services and in securing recurring net gaming revenue contracts with many of the world's leading iGaming companies, including Party Poker, bwin, UNIBET, GG Poker, 888 poker, betfair and others.

**Affiliate Marketing Services – US:** As part of our strategy to deliver unique fan activation solutions to our sportsbook and casino partners, SharpLink has been executing a multi-phase roll-out of our U.S.-focused D2P business with the launch of 17 state-specific affiliate marketing websites. These state-specific domains are designed to attract, acquire and drive local sports betting and casino traffic directly to the Company's sportsbook and casino partners' which are licensed to operate in each respective state, earning us commissions on new depositors. In October 2023, SharpLink launched [www.sharplinkhq.com](https://www.sharplinkhq.com), bringing all of our affiliate marketing assets together in a hyper-local, fan-centric experience.



## Recent Developments

**July 2023:** SharpLink unveils plans for launching C4 BetSense, a sports industry-focused content creation band bet recommendation engine powered by generative Artificial Intelligence ("AI").

**August 2023:** SharpLink partners with SB Nation, Vox Media's collection of nearly 200 fan-centric sports team communities, to create a new F2P survivor-style fantasy game for the 2023/2024 NFL football season.

**September 2023:** SaharaBets teams with SharpLink to drive personalization of sports betting and materially increase betting handle through C4 BetSense.

**September 2023:** SharpLink and SB22 join forces to disrupt the current event wagering industry with full integration of C4 BetSense with SB22's GLI 33 Certified Fi22 sports betting platform.

**October 2023:** SharpLink announces that the Company's LeagueSafe fantasy sports league management platform has collected more than \$31.5 million in total entry fees from over 56,000 private fantasy football leagues for the 2023/2024 NFL season – up 22% when compared to the prior year's NFL season.

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