



Genius
SPORTS

Disclaimer

Forward-Looking Statements

This presentation contains forward-looking statements as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that involve significant risks and uncertainties. All statements other than statements of historical facts are forward-looking statements. These forward-looking statements include information about our possible or assumed future results of operations or our performance. Words such as “expects,” “intends,” “plans,” “believes,” “anticipates,” “estimates,” and variations of such words and similar expressions are intended to identify such forward looking statements. Although we believe that the forward-looking statements contained in this presentation are based on reasonable assumptions, you should be aware that many factors could affect our actual financial results or results of operations and could cause actual results to differ materially from those in such forward-looking statements, including but not limited to: risks related to our reliance on relationships with sports organizations and the potential loss of such relationships or failure to renew or expand existing relationships; fraud, corruption or negligence related to Sports events, or by our employees or contracted statisticians; risks related to changes in domestic and foreign laws and regulations or their interpretation; compliance with applicable data protection and privacy laws; pending litigation and investigations; the failure to protect or enforce our proprietary and intellectual property rights; claims for intellectual property infringement; our reliance on information technology; elevated interest rates and inflationary pressures, including fluctuating foreign currency and exchange rates; risks related to domestic and international political and macroeconomic uncertainty; our share repurchase program; and other factors included under the heading “Risk Factors” in our Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the “SEC”) on March 14, 2025 (“2024 Annual Report”). Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. Although we believe that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. These statements involve known and unknown risks and are based upon a number of assumptions and estimates which are inherently subject to significant uncertainties and contingencies, many of which are beyond our control. Actual results may differ materially from those expressed or implied by such forward-looking statements. We undertake no obligation to publicly update or revise any forward-looking statements contained in this presentation, or the documents to which we refer readers in this presentation, to reflect any change in our expectations with respect to such statements or any change in events, conditions or circumstances upon which any statement is based.

Use of Projections

This presentation contains projections, including with respect to revenue, net revenue retention, Adjusted EBITDA, Adjusted EBITDA margin and free cash flow. Our independent auditors have not audited, reviewed, compiled, or performed any procedures with respect to the projections for the purpose of their inclusion in this presentation and, accordingly, have not expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this presentation. These projections are for illustrative purposes only and should not be relied upon as being indicative of future results. The assumptions and estimates underlying the projected information are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the projected information. Even if our assumptions and estimates are correct, projections are inherently uncertain due to a number of factors outside our control. Accordingly, there can be no assurance that the projected results are indicative of our future performance or that actual results will not differ materially from those presented in the projected information. Inclusion of the projected information in this presentation should not be regarded as a representation by any person that the results contained in the projected information will be achieved.

Non-GAAP Financial Measures

This presentation includes non-GAAP financial measures not presented in accordance with U.S. GAAP. A reconciliation of the most comparable GAAP measure to its non-GAAP measure is included in the appendix.

Adjusted EBITDA and Free Cash Flow

We present Group adjusted EBITDA, Group adjusted EBITDA margin, Free Cash Flow, and Free Cash Flow Conversion, non-GAAP performance measures, to supplement our results presented in accordance with U.S. GAAP. Group Adjusted EBITDA is defined as earnings before interest, income tax, depreciation and amortization and other items that are unusual or not related to Genius’ revenue-generating operations, including but not limited to stock-based compensation expense (including related employer payroll taxes), litigation and related costs, transaction expenses and gain or loss on foreign currency. Group adjusted EBITDA margin is defined as Group adjusted EBITDA as a percentage of Group Revenue. Free Cash Flow is defined as Group adjusted EBITDA less Capitalization of internally developed software costs, purchases of property and equipment, changes in net working capital, taxes and cash flows from financing activities. Free Cash Flow conversion is defined as Free Cash Flow as a percentage of Group adjusted EBITDA.

Group Adjusted EBITDA and Free Cash Flow are used by management to evaluate Genius’ core operating performance on a comparable basis and to make strategic decisions. Genius believes these measures are useful to investors for the same reasons as well as in evaluating Genius’ operating performance against competitors, which commonly disclose similar performance measures. However, Genius’ calculation of Group Adjusted EBITDA and Free Cash Flow may not be comparable to other similarly titled performance measures of other companies. These measures are not intended to be a substitute for any US GAAP financial measure.

We do not provide a reconciliation of non-GAAP measures on a forward-looking basis because we are unable to forecast certain items required to develop meaningful comparable GAAP financial measures without unreasonable efforts. These items are difficult to predict and estimate and are primarily dependent on future events. The impact of these items could be significant to our projections.

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We own or have rights to various trademarks, service marks and trade names that we use in connection with the operation of our businesses. This presentation also contains trademarks, service marks and trade names of third parties, which are the property of their respective owners. The use or display of third parties’ trademarks, service marks, trade names or products in this presentation is not intended to, and does not imply, a relationship with us or an endorsement or sponsorship by us. Solely for convenience, the trademarks, service marks and trade names referred to in this presentation may appear without the ®, TM or SM symbols, but such references are not intended to indicate, in any way, that we will not assert, to the fullest extent under applicable law, their rights or the right of the applicable licensor to these trademarks, service marks and trade names.

Industry and Market Data

In this presentation we present industry data, information and statistics regarding the markets in which Genius competes, as well as Genius’ statistics, data and other information provided by third parties relating to markets, market sizes, market shares, market positions and other industry data pertaining to Genius’ business and markets. Such information is supplemented where necessary with Genius’ own internal estimates, taking into account publicly available information about other industry participants and the judgment of Genius’ management where information is not publicly available. Industry publications, research, studies and forecasts generally state that the information they contain has been obtained from sources believed to be reliable, but that the accuracy and completeness of such information is not guaranteed. Forecasts and other forward-looking information obtained from these sources are subject to the same qualifications and uncertainties as the other forward-looking statements in this presentation. These forecasts and forward-looking information are subject to uncertainty and risk due to a variety of factors, including those described under “Risk Factors” in our 2024 Annual Report. These and other factors could cause results to differ materially from those expressed in any forecasts or estimates.



Genius
SPORTS



Genius
SPORTS

400+

Leagues & Federations

250+

Brands & Advertisers

650+

Sportsbook Partners

50+

Broadcasters

400+

Leagues & Federations



650+

Sportsbook Partners



250+

Brands & Advertisers



50+

Broadcasters



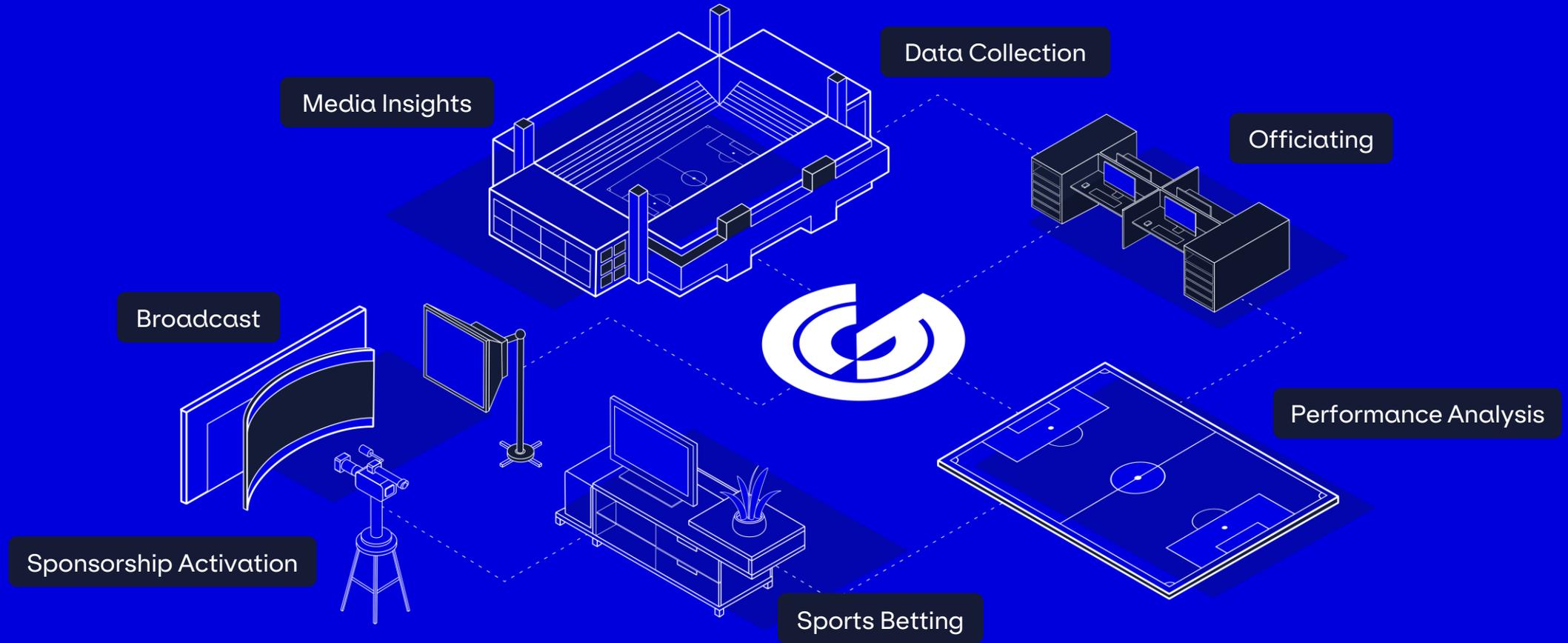
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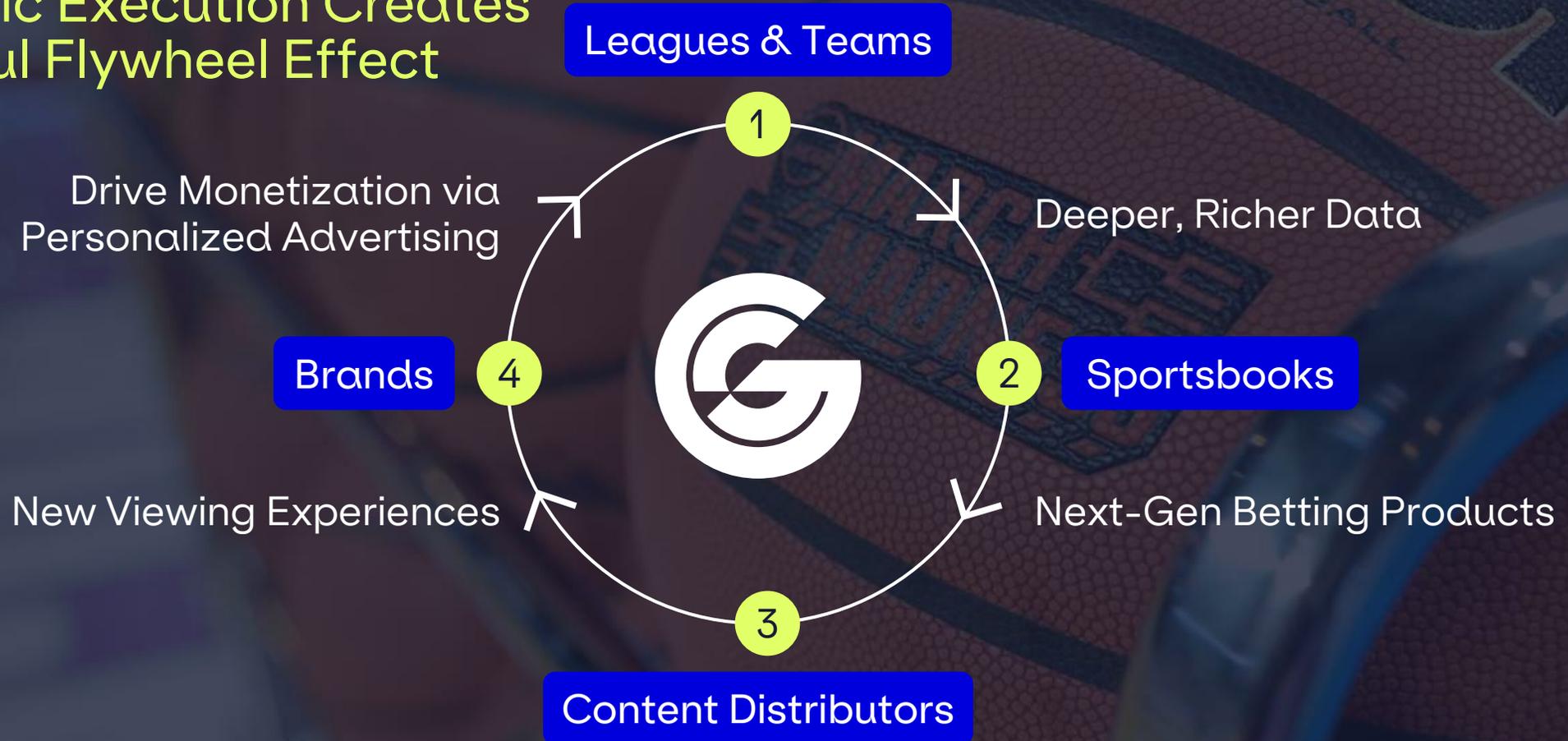
The digitization of sports is happening

now

GeniusIQ: A Single Connected Technology Platform



Strategic Execution Creates Powerful Flywheel Effect



Renewed and Expanded Key League Partnerships



Media Business Transformation



Genius Sports Media Revenue (\$m)



Global Distribution of GeniusIQ

>300

Stadium
Installations

~60

Countries

>400

Additional
Installations Planned



Genius Sports Has Outpaced the Betting Market



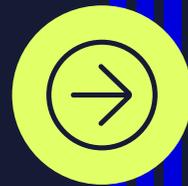
2021-2025E
CAGR

Invested Ahead of the Curve

>\$500m

Invested over the past

>12 years

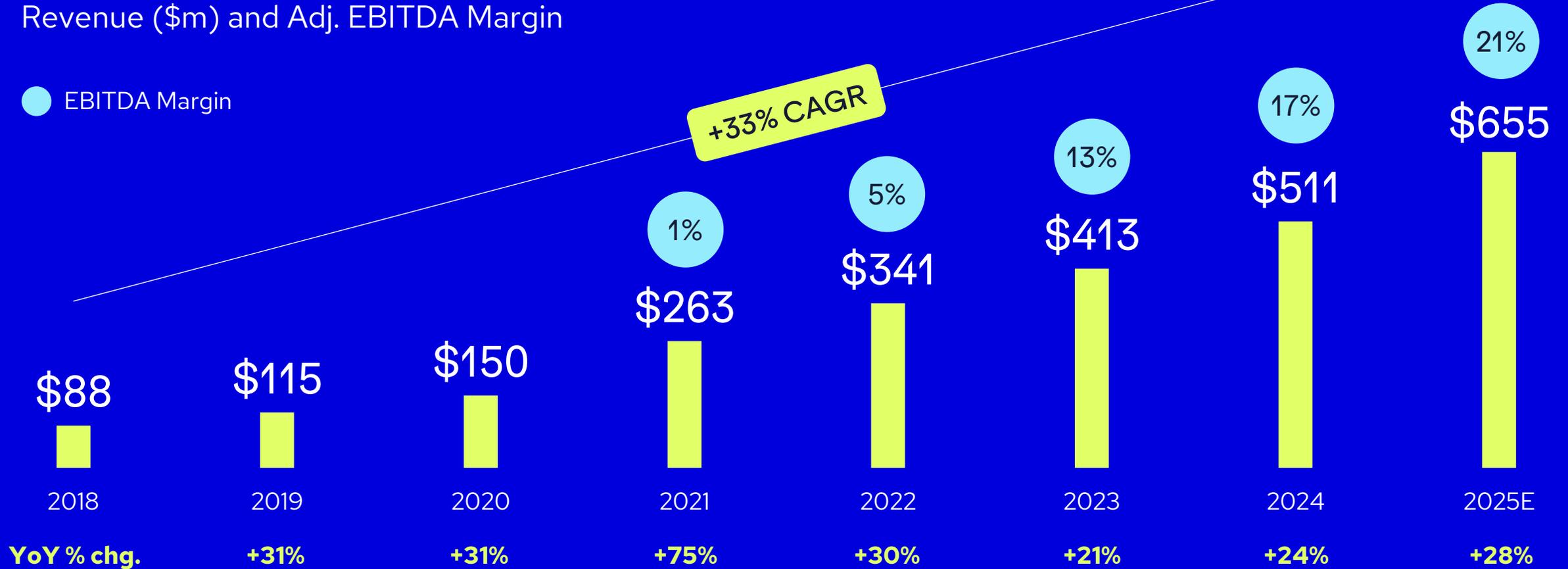


GeniusIQ

Consistent Growth and Margin Expansion

Revenue (\$m) and Adj. EBITDA Margin

● EBITDA Margin

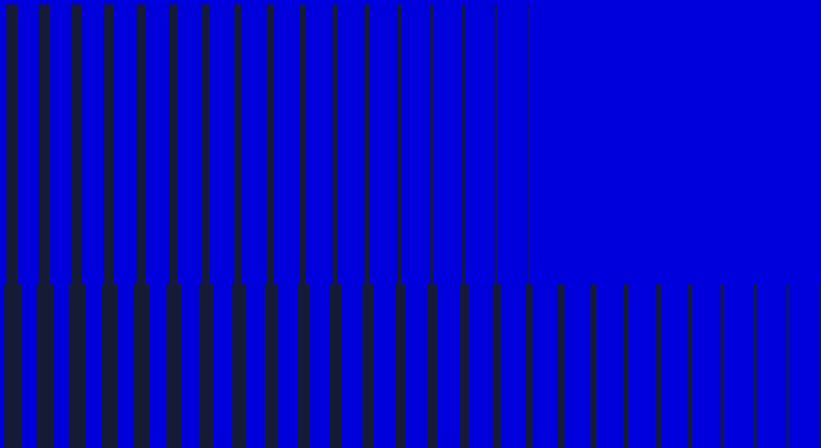


Our vision

To be everywhere in sports, redefining experiences through technology.

Our mission

To become the operating system of modern sports.



The Operating System of Modern Sports

Performance Studio



BetVision



ProView3D



FANHub



Powered by **GeniusIQ**



Broadcast Augmentation



SAOT



Genius Reels



Augmented Advertising



Mark Locke
Chief Executive Officer



Bryan Castellani
Chief Financial Officer



Jack Davison
Chief Commercial Officer



Josh Linforth
Chief Revenue Officer



Matt Fleckenstein
Chief Product & Technology Officer



Steven Bornstein
President, North America



Gina Waldhorn
SVP, Marketing & Advertising



Roger Goodell
Commissioner



Sam Bloom
Head of Partnerships



Erick Estrada
VP of Product Development



Agenda

01

One System.
Endless
Solutions

02

Panel Discussion
with NFL

03

Betting Overview
& Prediction
Markets Update

04

Media &
Advertising
Overview

05

Panel Discussion
with PMG &
Publicis

06

Financial
Outlook

07

Closing
Remarks

08

Q&A

GeniusIQ is the Operating System of Modern Sports

- Unlocks next generation data
- The only end-to-end platform
- Strengthens competitive differentiation

GeniusIQ Opens New Revenue Pathways

- Single platform
- Multiple products
- Monetize the entire fan journey

Confidence and Predictability in 2028 Financial Outlook

- Revenue: \$1.2B
- Adj. EBITDA: \$365M - 30% margin
- Free Cash Flow: \$220M - 60% conversion

The digital transformation of sports

Powered by **GeniusIQ**

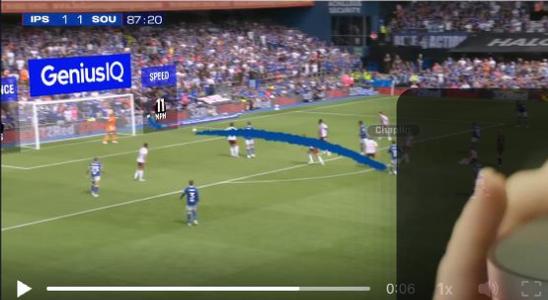
A photograph of a football team in blue and yellow uniforms huddled on a field at night. The players are wearing blue helmets with yellow ram heads and blue jerseys with yellow numbers. They are in a three-point stance, ready for the play to start. The background is dark, suggesting a night game.

One System. Endless Solutions.

Genius for Leagues & Clubs 2,684 followers
1mo · Edited · 🌐

New season, new augmentations. 🌟

Powered by our optical tracking data and **GeniusIQ**, data-driven overlays ...more



Watch: Live player speeds bringing post-game highlights to life

Like Comment Repost Send



```
# Initialize the trader
trader: BayesianKellyTrader = BayesianKellyTrader(
    alpha=alpha_prior,
    beta=beta_prior,
    expected_gain=expected_gain,
    expected_loss=expected_loss,
    kelly_fraction=kelly_fraction
)
```

```
# Generate power futures prices
params: Dict = price_params.get('ercot')
prices: np.ndarray = generate_power_futures_prices(*params)

# Create a price data object
price_data: PriceData = PriceData(
    prices=prices,
    symbol="ERCOT_NORTH_AUG"
)
```

```
# Process the data
trader.process_data(price_data)

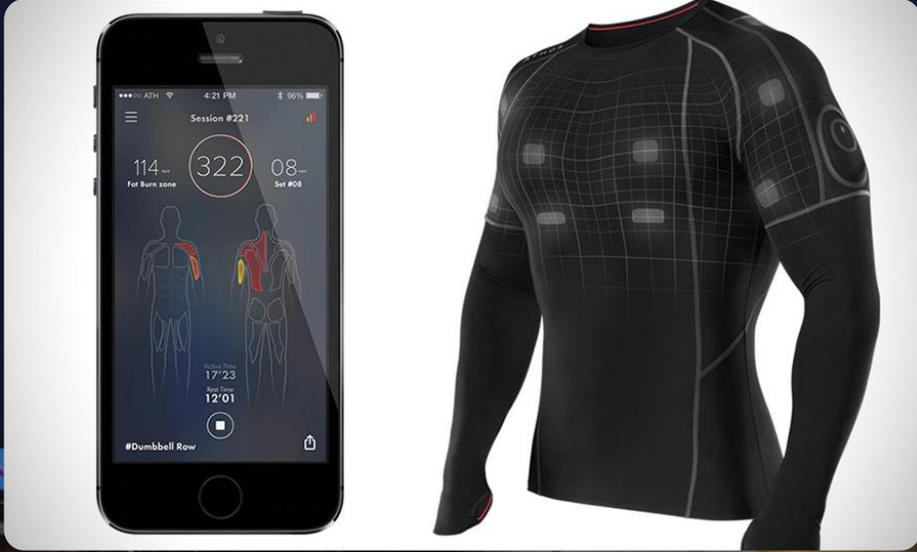
# Plot the results if requested
if show_plots:
    trader.plot_results(rolling_window=20)

# Simulate trading performance
performance = trader.simulate_trading(initial_capital=initial_capital)

# Print performance metrics
print("\nPerformance Metrics:")
for field_name, field_value in performance.__dict__.items():
    print(f"{field_name.replace('_', ' ').title()}: {field_value:.2f}")

return trader, performance
```





A crowd of fans, many wearing blue and yellow Qatar Airways jerseys, are cheering and holding a large flag. The scene is captured in a dark, blue-tinted style. The text "How can technology amplify what fans already love about sports?" is overlaid in white.

How can technology amplify
what fans already love about sports?

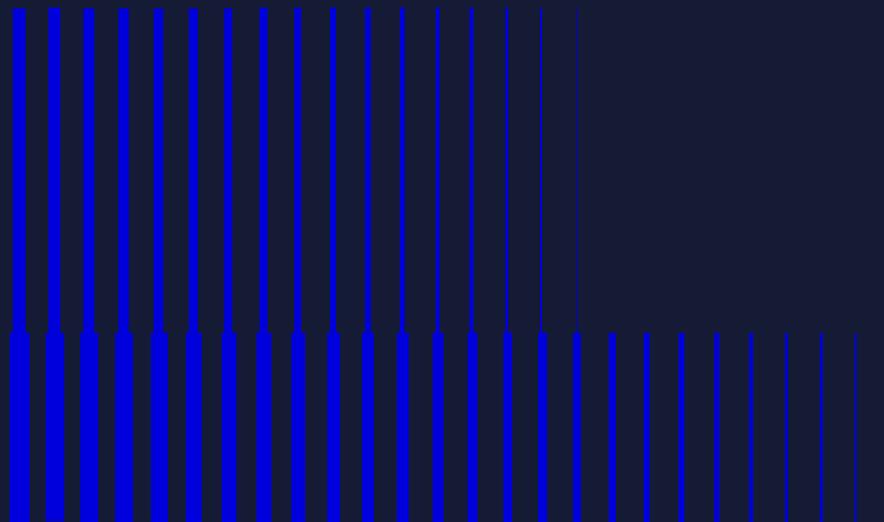
Immediate

Immediate



Intelligent

Intelligent



Immersive

Immersive

peacock
MADDEN NFL CAST

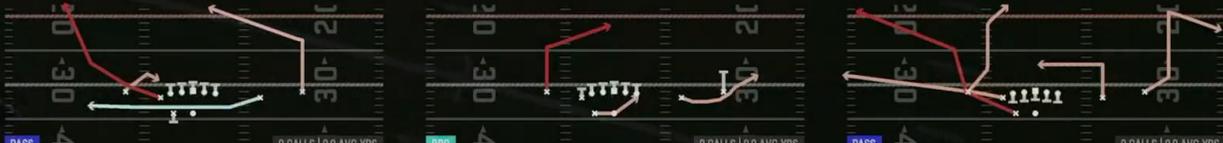


KURT BENKERT

CHAD JOHNSON

HOU / Formation / Gun

LB Split Close Split Twins Stack Deuce Close Wing Slot Offset **Normal Y Off Close** Tight Y Off Tight Y Off Wk Flex Y Off Close Y RB 12 Plays



X Fk Jet Y Wheel
Gun Normal Y Off Close

A RPO Glance Post
Gun Normal Y Off Close

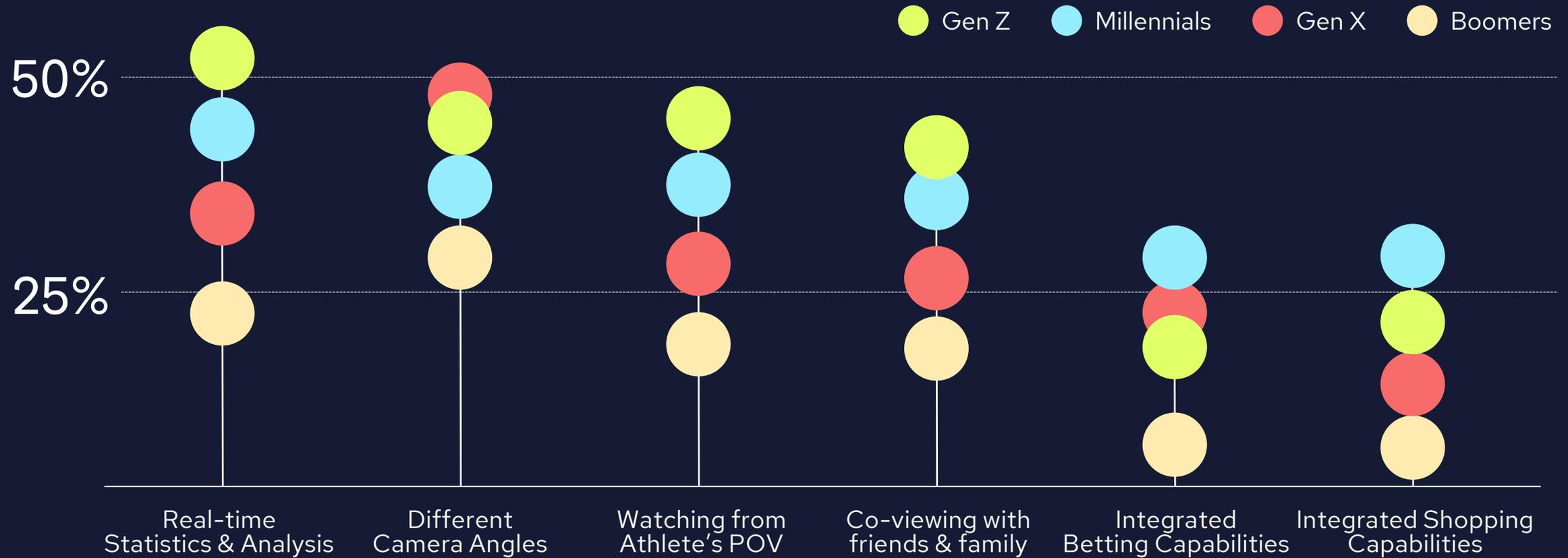
Y Redzone Scissors
Gun Normal Y Off Close

[X] [A] [Y] [Double Tap] Add/Remove Favorite [LB] Audibles [RT] Flip Play [LS] Random Normal Y Off Close [RS] Shell - Default [RS] Coach Adjustments [B] Back

HOU 9-5 **3** **0:31** **1st** 09 **7** **KC** 13-1 **LS**

3rd & 6

Sports Fan Behavior is Changing



Source: Deloitte Center for Technology, Media & Telecommunications [2023 sports fan insights: The beginning of the immersive sports era](#)



GeniusIQ – Our Data & AI Layer



Mesh Tracking

Auto Eventing

Auto Video

3D Digital Twin



A Single In-Venue System



iPhones enable camera & compute on single device

Scalable

Affordable

Easily Upgradable



Genius Sports Sees What Others Can't

Mesh Tracking



Genius Sports Sees What Others Can't

Auto-Eventing

The screenshot displays a soccer game interface. The main view is a 3D perspective of a soccer pitch with players in red and white. A player labeled '31 EDERSON' is highlighted with a 'PASS' event callout that reads 'COMPLETE, DEFENSIVE PENALTY AREA, FEET'. Another player, '6 N. AKÉ', is visible in the foreground. The top of the interface shows 'Game Clock: P1 32:16' and 'Frame: 93841'. On the right, an 'Events' sidebar lists recent game events:

- Possession**
P1, 32:11 - 93730 - 93752
20, Bernardo Silva
- Pass**
P1, 32:12 - 93752 - 93818
20, Bernardo Silva - 31, Ederson
- Possession**
P1, 32:15 - 93818 - 93841
31, Ederson
- Pass** (Now Playing)
P1, 32:16 - 93841 - 93900
31, Ederson - 6, N. Aké
Complete
Defensive Penalty Area
Feet
Delete Edit
- Possession**
P1, 32:18 - 93900 - 93937
6, N. Aké
- Pass**
P1, 32:20 - 93937 - 93965
6, N. Aké - 19, J. Álvarez

At the bottom, there are controls for 'Free', 'Broadcast', and 'Focus' views, along with video and track source settings.

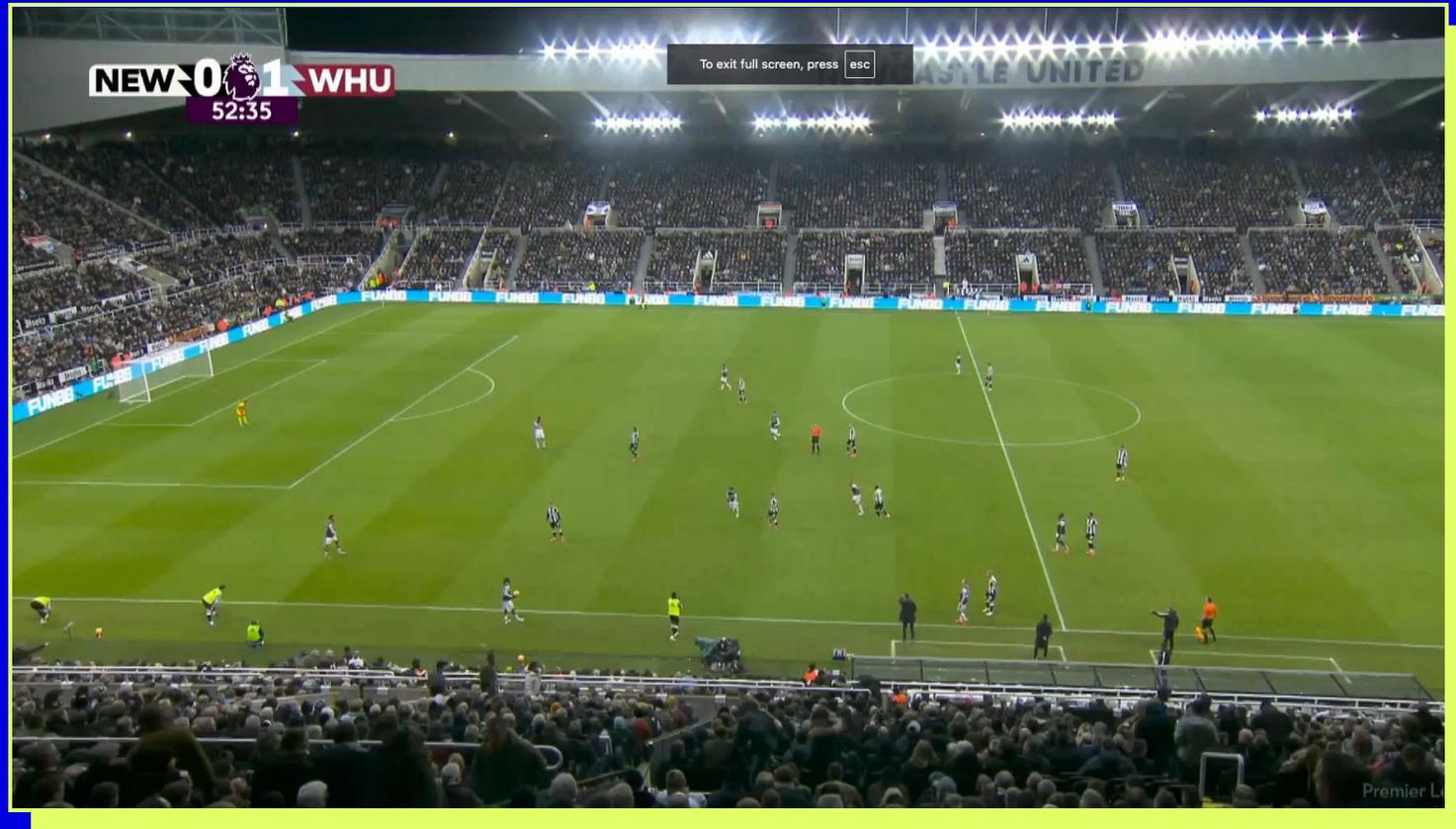
Genius Sports Sees What Others Can't

Auto-Produced
Video



Genius Sports Sees What Others Can't

Digital Twin



AREA NOT VISIBLE

Genius Perform



AREA NOT VISIBLE

Apps & Experiences

Perform

PERFORMANCE STUDIO
SAOT

Bet

BETVISION

Engage

AUGMENTATION
REELS

Perform PERFORMANCE STUDIO

Faster, richer performance analysis



INSIGHT

Deep-dive video analysis – from single moments to long-term trends.



CREATOR

Save time with automated playlist creation, for any type of analysis.



FITNESS

Track and benchmark players' physical outputs, in real-time.



Now featuring ProView3D

See through any player's perspective. Explore tactically significant angles and unlock deeper understanding of positioning and movement.



The Athletic Subscribe

NBA Teams Scores & Schedule

LeBron's fitting in, Magic's smash-mouth offense and more NBA trends I'm watching



After returning from injury, LeBron James hasn't missed a beat in helping the Lakers. Alex Goodlett / Getty Images

Fred Katz
Nov. 28, 2025 11:05 am GMT

Share 48

An offense is emerging. An all-time great is fitting in, not out. And a defensive menace is refusing to flop.

ESPN Scores

NBA Home Scores Schedule Standings

How LeBron James became one of the NBA's best shooters



yahoo/sports Sign in

NBA News Scores/Schedule Standings S

TRENDING Kiffin saga nears its end / Texas hands rival A

LeBron James leads the NBA in being tired after games, according to LeBron James



Ben Rohrbach
Senior writer
Tue, May 22, 2018

Add Yahoo Sports on Google

Hey, here's a misleading stat: LeBron James is the slowest player left in the NBA playoffs.

ProView3D



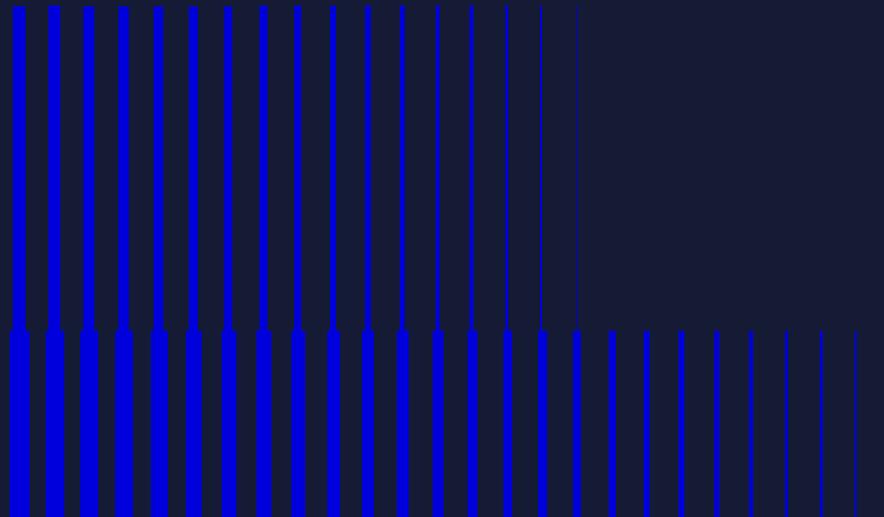
ProView3D

Camera Angles Settings

- Free
- Broadcast
- Focus
- Tactical
- Matchup

First Person #24 J. Gvardiol

- Halfway Line
- Top Down
- Goal Line
- Goalkeeper
- Left Rail
- Right Rail



SAOT



Genius Bet



Apps & Experiences

Perform

PERFORMANCE STUDIO

SAOT

Bet

BETVISION

Engage

AUGMENTATION

REELS



Bet

Premium content, services and immersive betting experiences for regulated sportsbook operators.

Bet BETVISION

First-of-its-kind watch & bet experience

BetVision is the world's first interactive in-play betting experience.

Redefining monetization of data and video rights.

Drives deeper fan engagement

Future opportunity to extend into fantasy sports

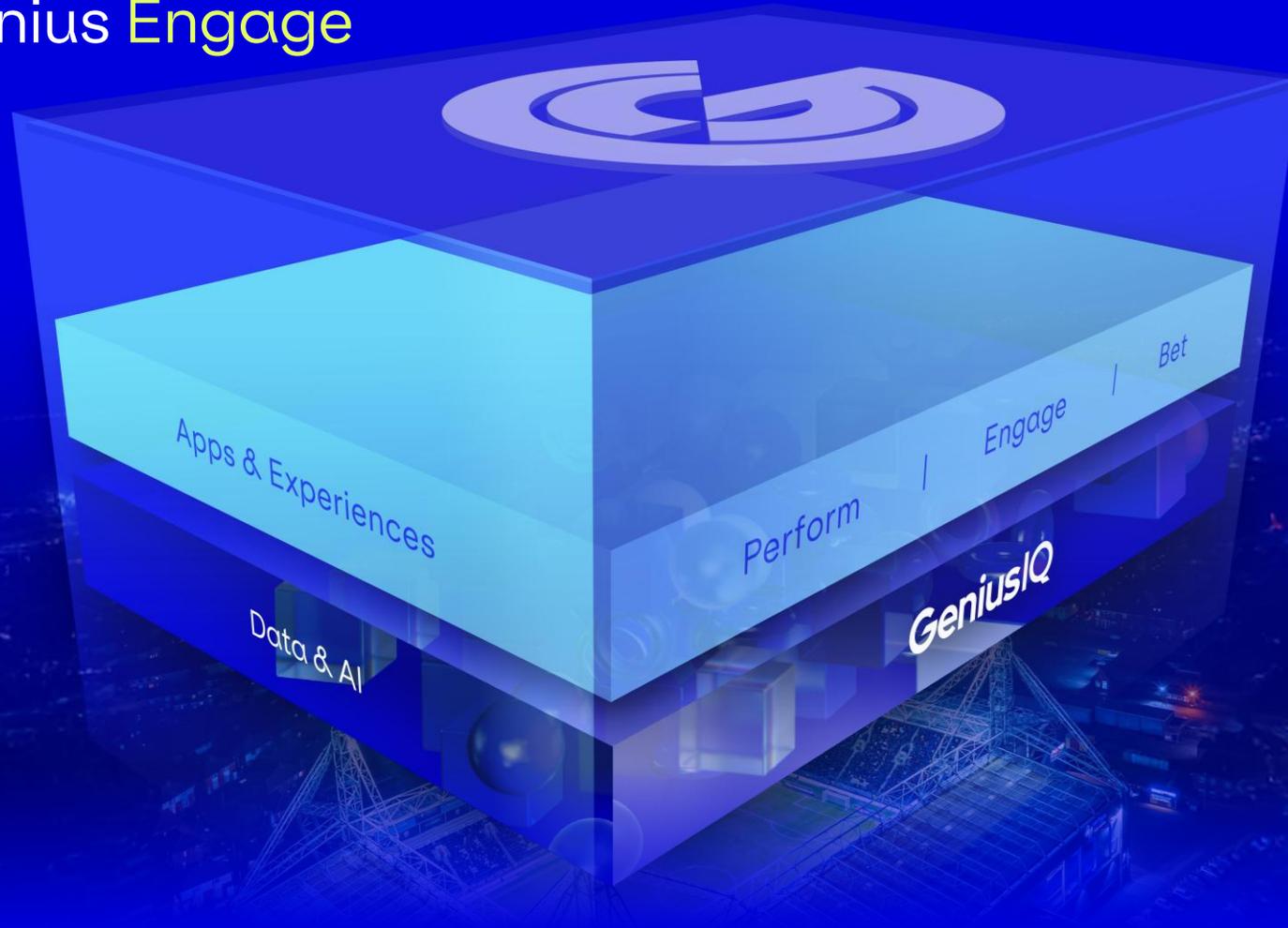


Winner
Industry innovation
of the year



Winner
Sports data supplier
Live streaming supplier

Genius Engage



Apps & Experiences

Perform

PERFORMANCE STUDIO

SAOT

Bet

BETVISION

Engage

AUGMENTATION

REELS

Engage

Innovative ways to engage, monetize and grow a fan base



2-2 EXTRA TIME
PENALTIES MEANS CRUNCHTIME
CrunchChips

Last-gasp goal for Palace sends the final to penalties! Time for snacks! #MNUVCRY

♡ 🔍 📌

Anthony
LEE

32
Age

London
Location

Crystal Palace
Favourite team

Mobile Active
Device

League Cup Final

Manchester United	2	ET
Crystal Palace	2	120:45

5 Shots on target 3

4 xG 2

44% Possession 56%

Odds boost!

Crystal Palace to win on penalties 18/2 6/1 £20

Add to bet slip

Shot speed
72
km/h

A diagram of a soccer pitch with player positions and a live match view showing a goal being scored.



Data Zjine
Total Counter-Pressures

Tottenham Hotspur	
Solanke	7
Kulusevski	3
Udogie	2
Chelsea	
Jackson	4
Palmer	2
Cucurella	1

In Defence

Match Stats Pressure

63	Total Pressures	15
17	Total Counter-Pressures	9



STATS JOUEURS

PRESSINGS EFFECTUÉS

OL	
NUAMAH	35
FOFANA	29
CHERKI	26
PARIS SG	
DEMBÉLÉ	17
DOUÉ	13
NEVES	10

MAP 2D

STATISTIQUES DU MATCH

	PRESSINGS
160	PRESSINGS EFFECTUÉS 78
15	PRESSINGS RÉUSSIS 16



Augmentation Achievements

AS SEEN ON



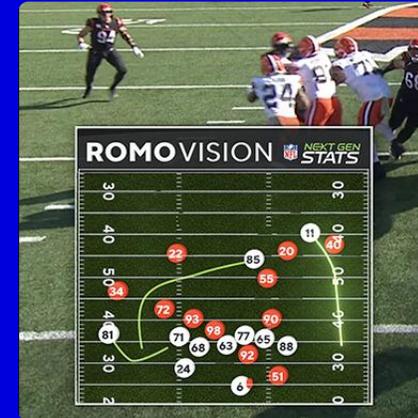
Premier League DataZone

Premier League Productions



NFL MaddenCast

NBC Sport



NFL RomoVision

CBS Sports



NBA Marvel Arena of Heros

ESPN



3 Sports
Emmy Awards



Sports Business Journal
Best in Sports Tech



NBA Team
Innovation Award



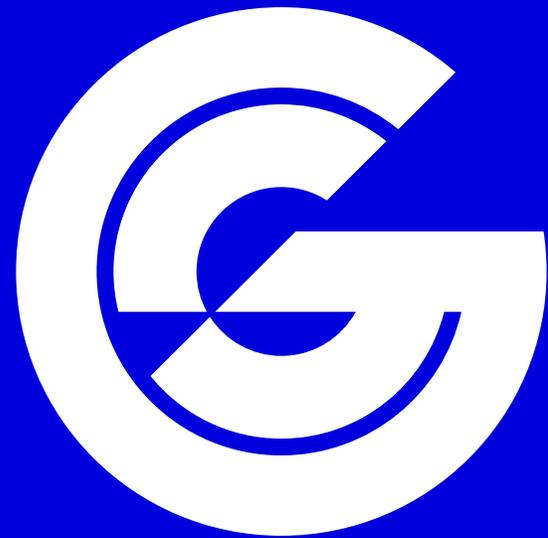
IBC Content
Innovation Award



Broadcast Sport Awards
Best Use of Data and Insight

Since the beginning of sports broadcasts





Genius
SPORTS

Global Distribution of GeniusIQ

>300

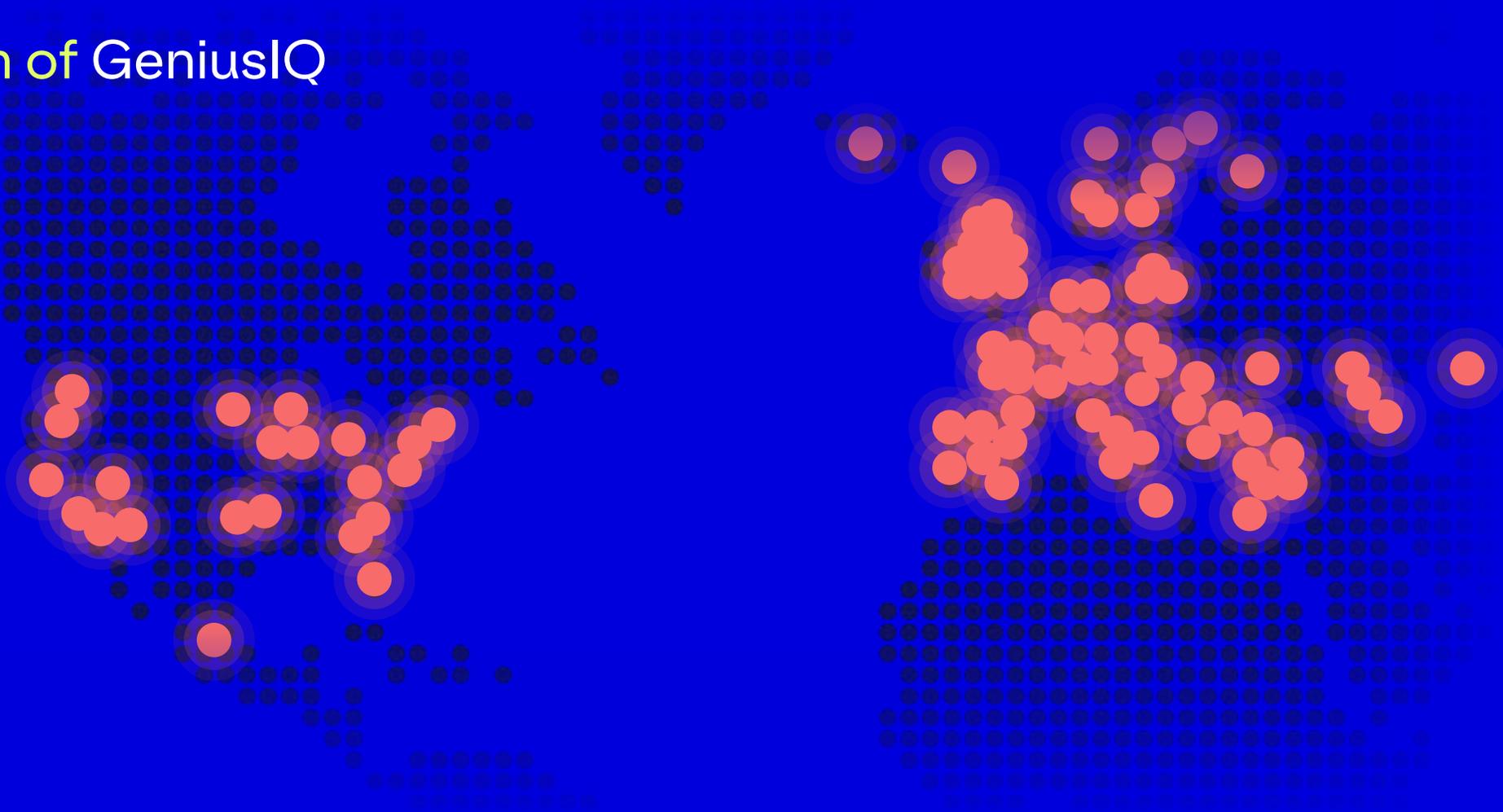
Stadium
Installations

~60

Countries

>400

Additional
Installations Planned





Genius
SPORTS



Betting Overview & Prediction Markets Update

Four Pillars of Success

01

Quality of
Content

02

Product
Strength

03

Scaled
Distribution

04

Market
Growth

Quality Content Portfolio

Powered by **GeniusIQ**

Data and Services for 300k events per year



Product Strength

We Increase Handle



97%
Market Uptime



97%
Market Uptime



95%
Market Uptime

We Improve Margins



+23%
Margin Improvement



+19%
Margin Improvement

All Soccer

+16%
Margin Improvement

We Engage & Retain Players

Increase from

6.2m to 11.1m

Unique Devices



+32%
Increase in Unique Plays



+62%
Increase in Unique Plays

Scaled Distribution

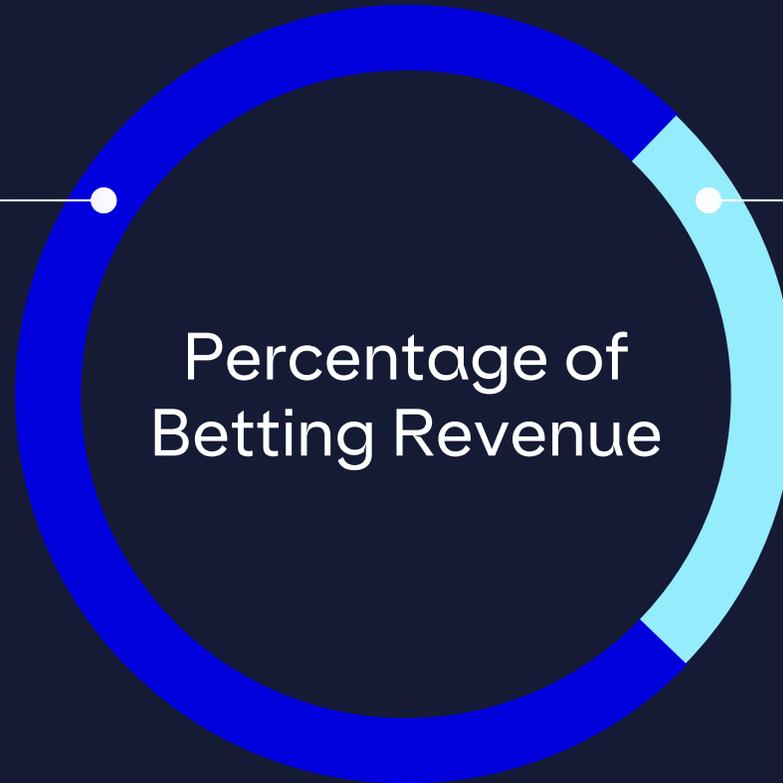


Revenue Models

70-80%

Fixed Fee

- ✓ Fixed Minimum Guarantees
- ✓ Contractual Price Escalators
- ✓ Additional Content & Services
- ✓ Geographic Expansion
- ✓ Contract Renewals



20-30%

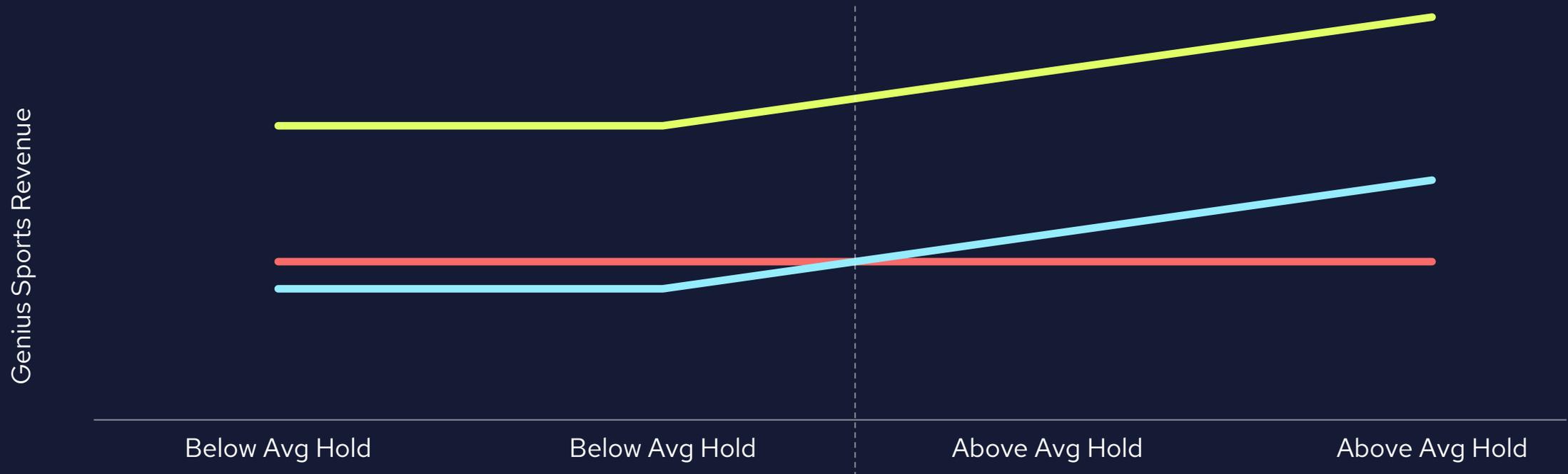
Revenue Share

- Share of In-Play Handle ✓
- Share of In-Play GGR ✓
- Share of In-Play NGR ✓
- Share of Pre-Match ✓
- Fixed Minimum Guarantees ✓

Variable Contract Structure De-Risks Volatility

Illustrative Revenue Model with US Sportsbooks

- Contractual Minimum
- Revenue Share
- Total GENI Revenue



Consistent Growth

Net Revenue Retention

2023

2024

2025E

Top 25 Global Customers

128%

146%

136%

Top 10 US Customers

124%

163%

137%

All Customers

122%

127%

131%

Customers <\$1m

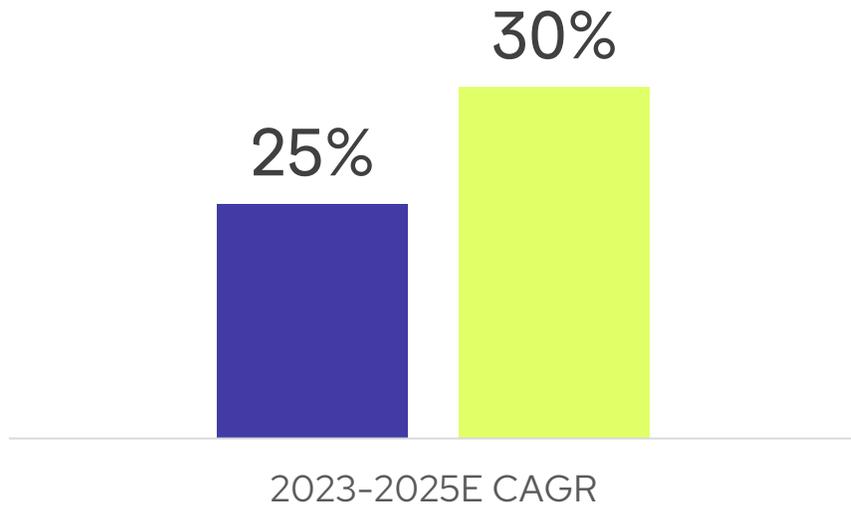
136%

177%

183%

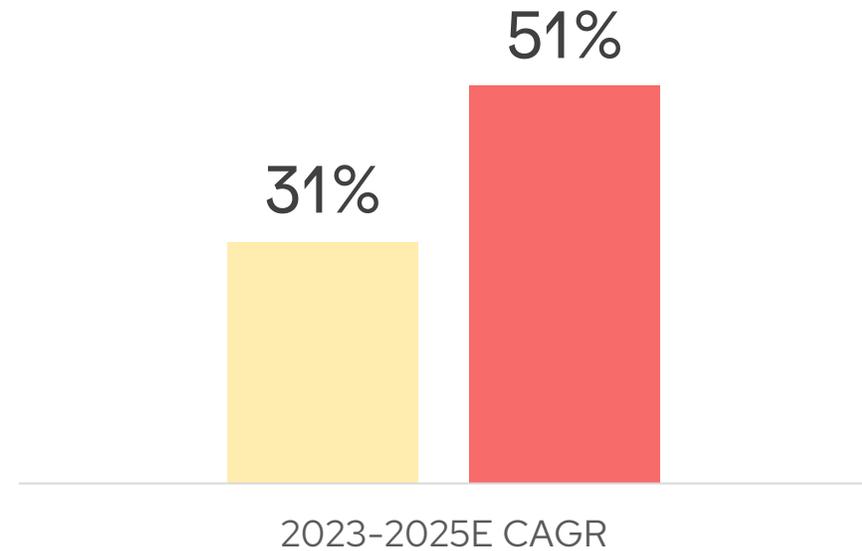
Consistently Outpace Growth of the Industry

Global Betting Revenue CAGR vs. Global GGR



● Global GGR ● Genius Sports Betting Revenue

US Betting Revenue CAGR vs. US GGR



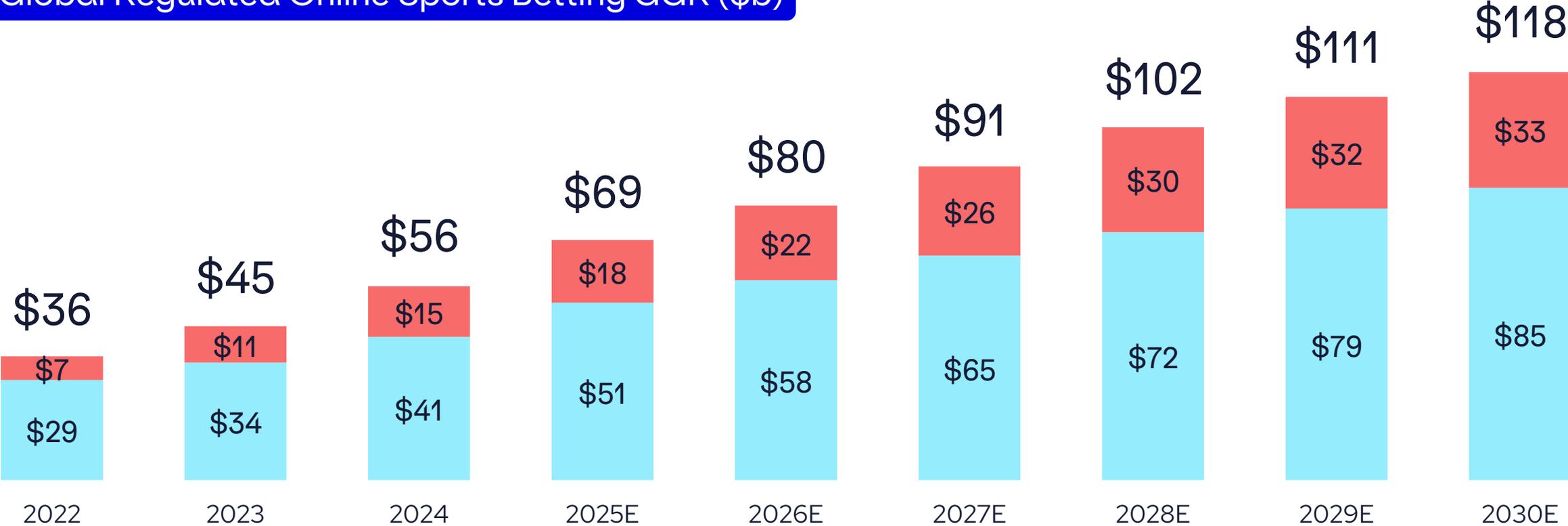
● US GGR ● Genius Sports US Betting Revenue

Note: GGR Growth sourced from H2 Gambling Capital as of November 2025

Market Growth

● US ● Rest of World

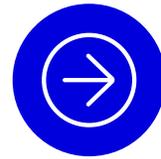
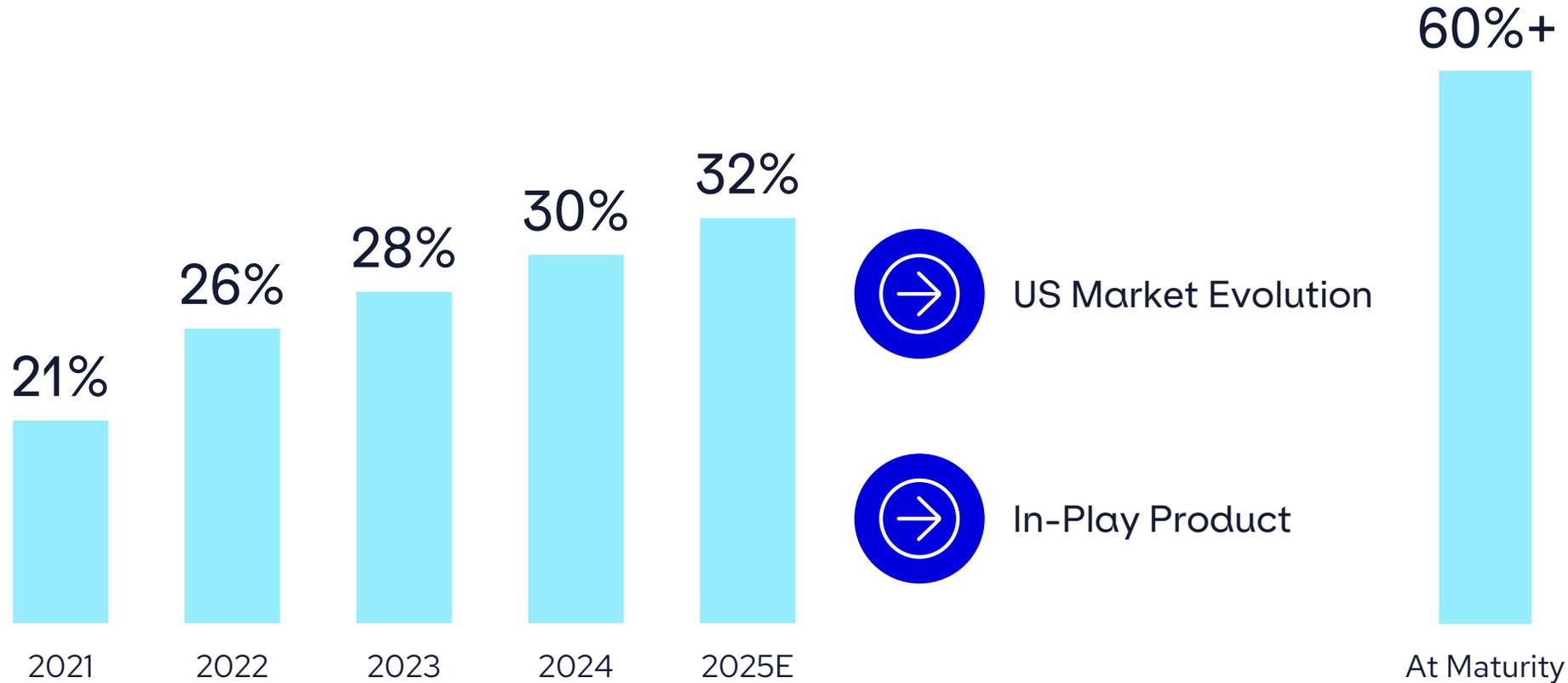
Global Regulated Online Sports Betting GGR (\$b)



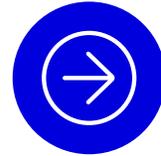
Source: H2 Gambling Capital as of November 2025

In-Play Betting Continuing to Increase in the US

In-Play



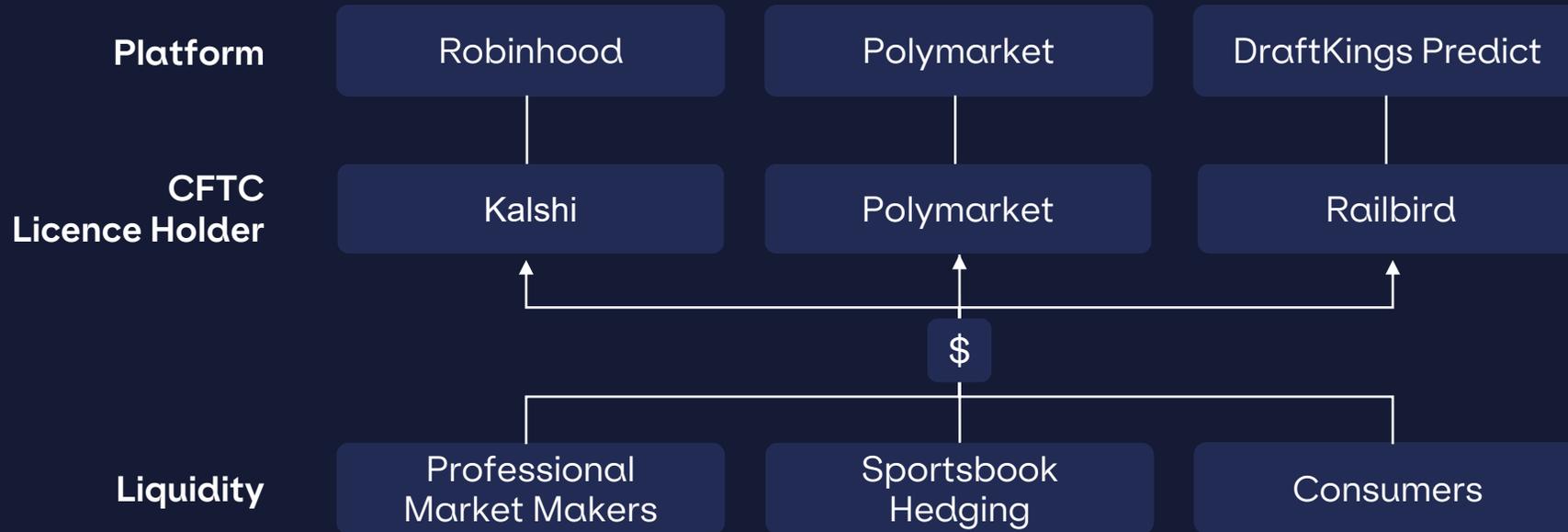
US Market Evolution



In-Play Product

Genius Sports currently earns ~3x higher revenue share vs. Pre-Match

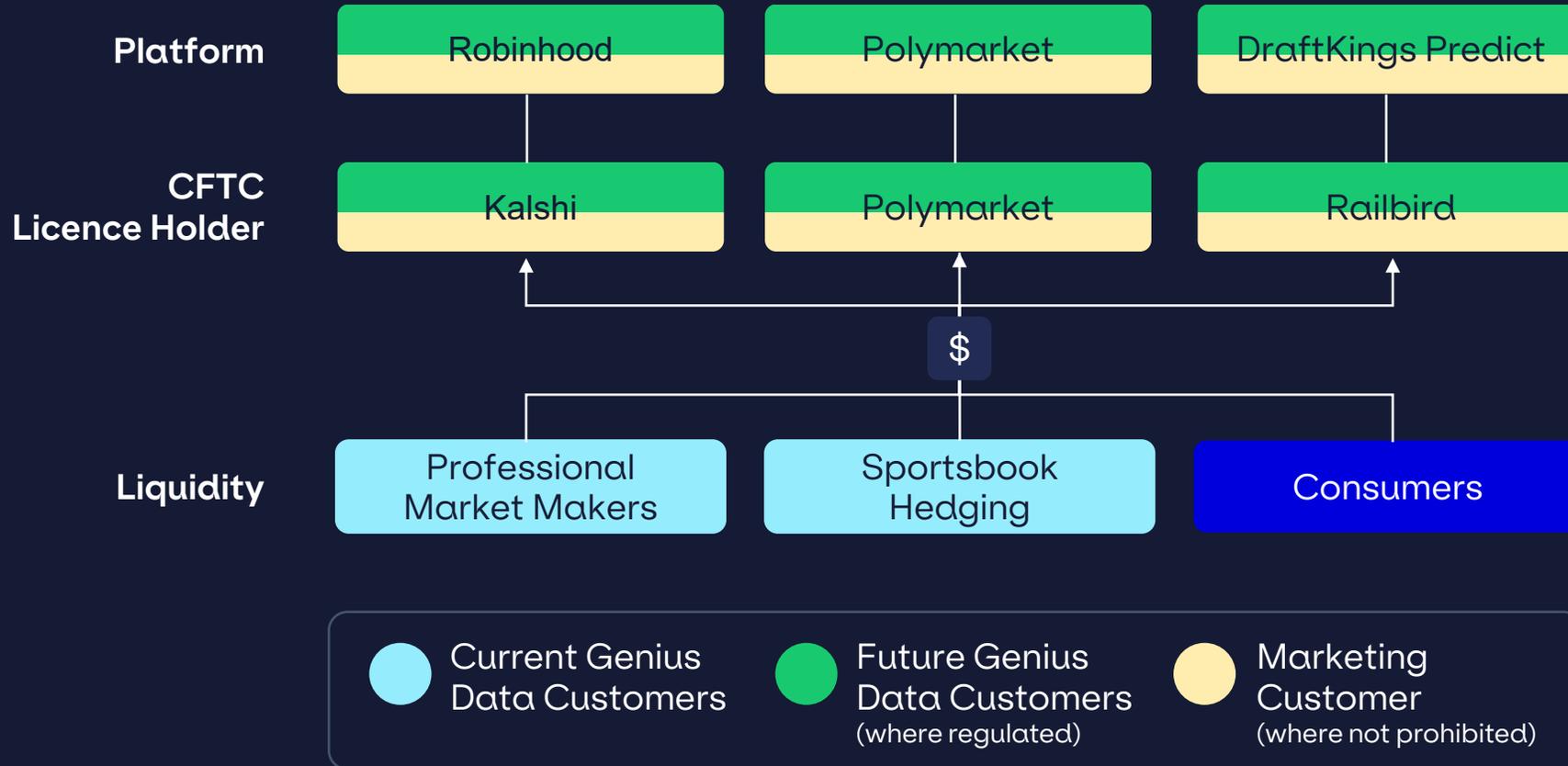
Illustrative US Prediction Market



UK Environment



Illustrative US Prediction Market



Prediction Market Evolution

Prediction Markets vs. OSB

- Low single digit market share
 - Low single digit commission vs. double digit OSB margins
 - Customer LTV 15% vs OSB
 - Little customer overlap
-

- OSB can always outspend

Benefit to Genius

- Larger TAM
 - Additive revenue opportunities
 - New customers across Genius product set
-

- In any scenario, Genius wins

In Every Scenario, Genius Wins

01 Prolonged
Uncertainty

02 Fragmentation

03 Federal
Clarity

04 Accelerated
OSB Regulation

Multiple Sustainable Revenue Growth Drivers

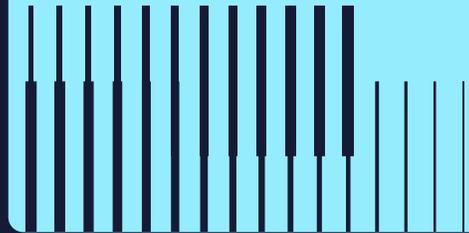
Growth of Total
Addressable Market

Increasing Mix
of In-Play
Betting Volume

Cross-Sell of
Additional
Content, Products
and Services

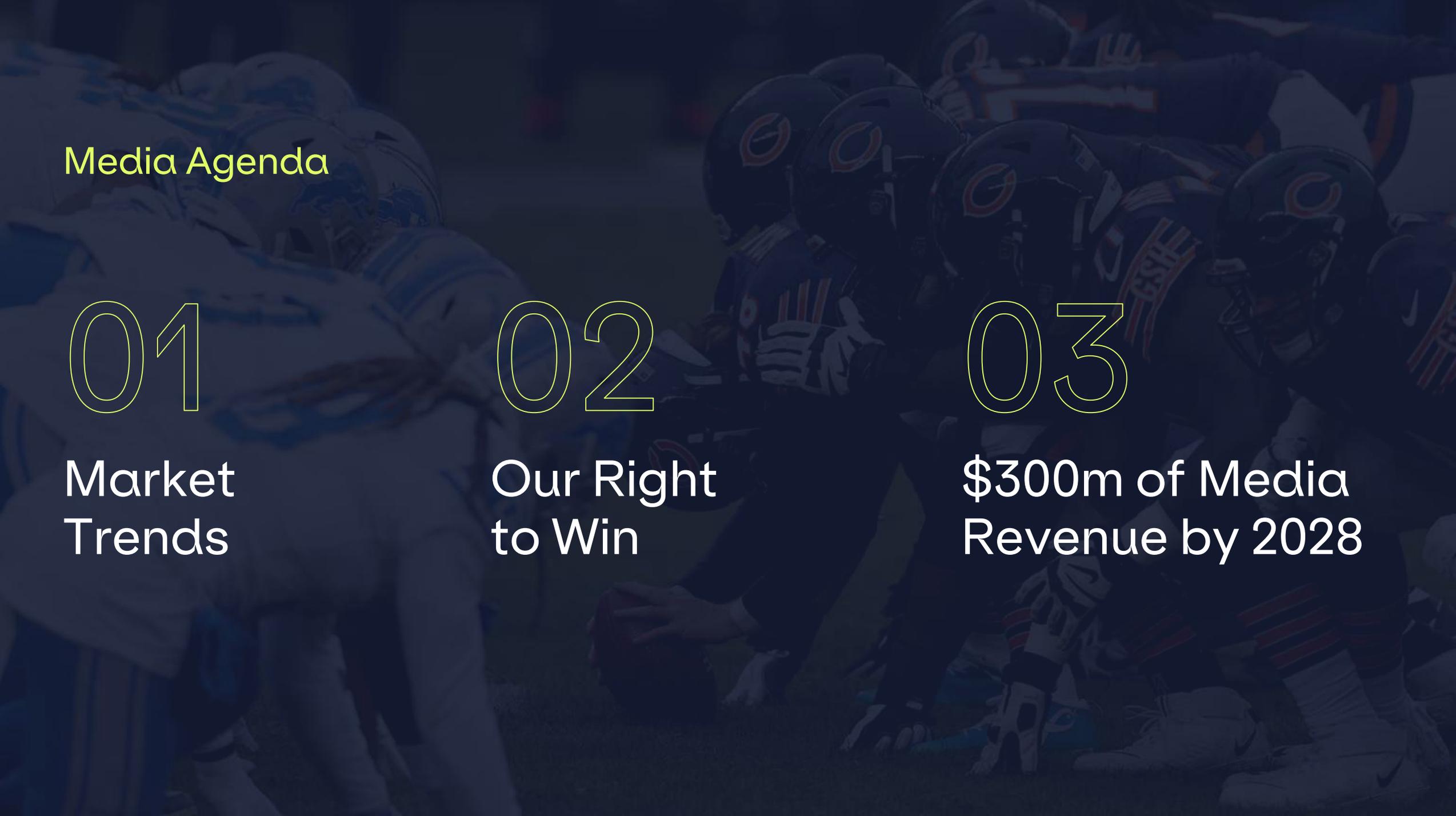
New
Customer Wins

Price Increases From
Contract Renewals and
Renegotiations





Media & Advertising Overview

A dark, blue-tinted background image of a football team huddle. The players are wearing helmets with the number '0' and jerseys with 'CSF' and 'NIKE' logos. They are huddled together, with some players' hands visible in the center.

Media Agenda

01

Market
Trends

02

Our Right
to Win

03

\$300m of Media
Revenue by 2028

90%

90 of top 100 US
broadcasts are sports

80%

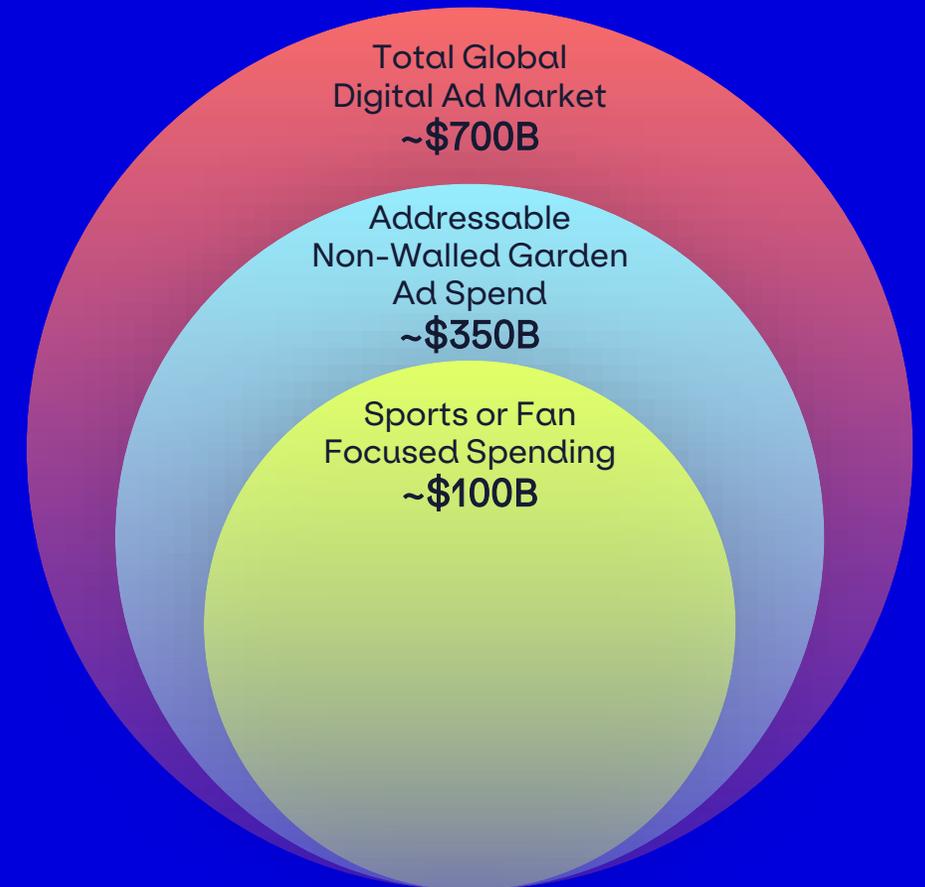
Sports fans spend 80%
more on retail streaming
and entertainment than
the average consumer

Sizing the Opportunity

~\$700B Total Global Digital Ad Market

~\$350B Addressable Non-Walled Garden Ad Spend

~\$100B Sports Fan Focused Spending



Only Genius Sees the Game and the Fan

300k
Games



200m
Sports Fans







● Live Game Engagement

Game Watching: Green Bay Packers vs Detroit Lions

Score: 14-24

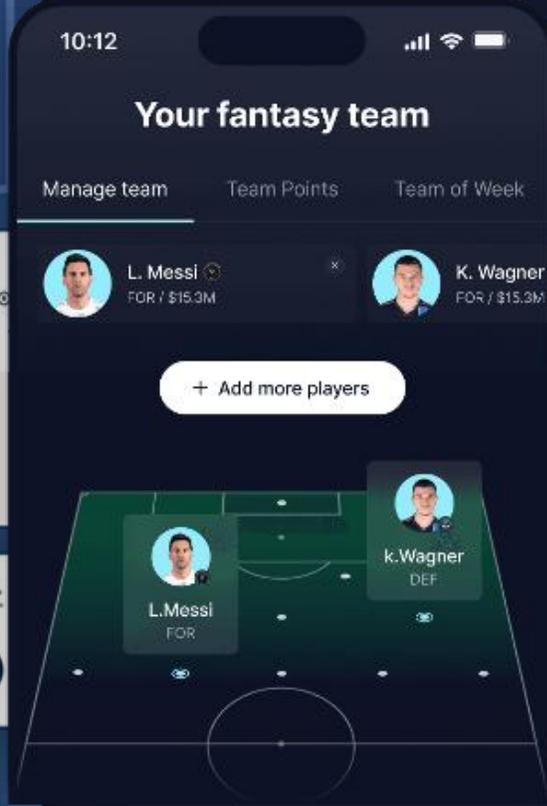
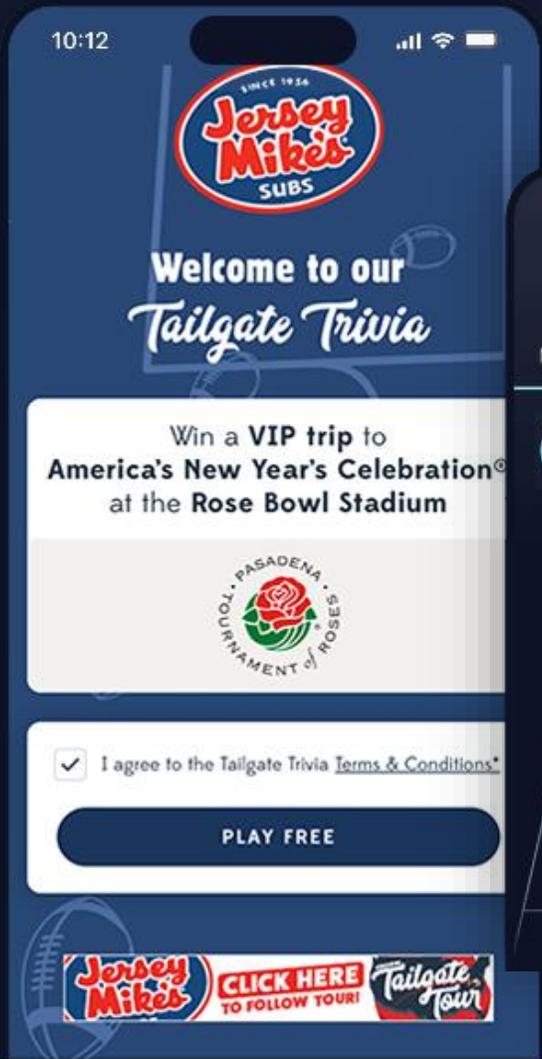
Match State: Packers Offense

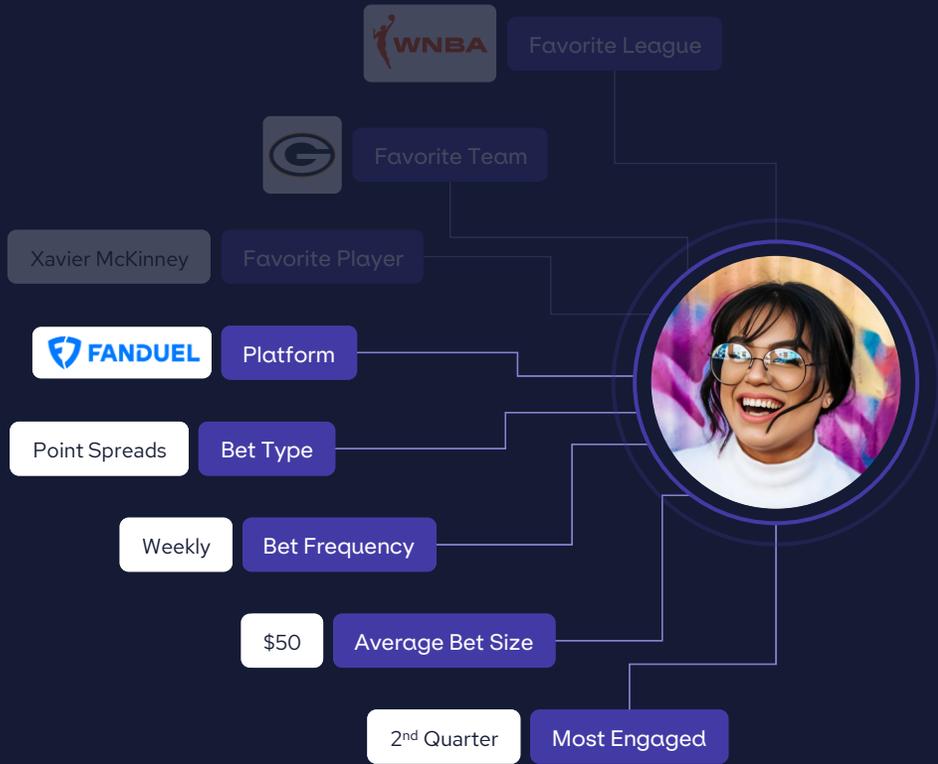
Propensity to Purchase: High



Live Game Engagement

Game Watching: Green Bay Packers vs Detroit Lions
 Score: 14-24
 Match State: Packers Offense
 Propensity to Purchase: High





The image shows a live broadcast of a football game between the Green Bay Packers and the Detroit Lions. The Packers are on offense, leading 14-21 in the 2nd quarter with 1:56 remaining. The game is at the 1st & 10 yard line. A stats overlay is visible on the right side of the screen.

Stats						
Players			Teams			
	KC	PHI				
PASSING	C/ATT	YDS	TD	INT	RTG	
P. Mahomes	21/27	182	3	0	131.8	
RUSHING	CAR	YDS	AVG	TD	LNG	
I. Pacheco	15	76	5.1	1	24	
P. Mahomes	6	44	7.3	0	26	
J. McKinnon	4	34	8.5	0	14	
S. Moore	1	4	4.0	0	4	
RECEIVING	REC	YDS	TD	LNG	TAR	
T. Kelce	6	81	1	22	6	

● Live Game Engagement
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 Score: 14-24
 Match State: Packers Offense
 Propensity to Purchase: High

Data-Driven Campaigns Serving the Right Fans in the Key Moments

Wendy's



120%

Lift in view-through rates

Revolutionizing Sports Advertising with Immersive In-Play Inventory

Unique Genius Sports Inventory

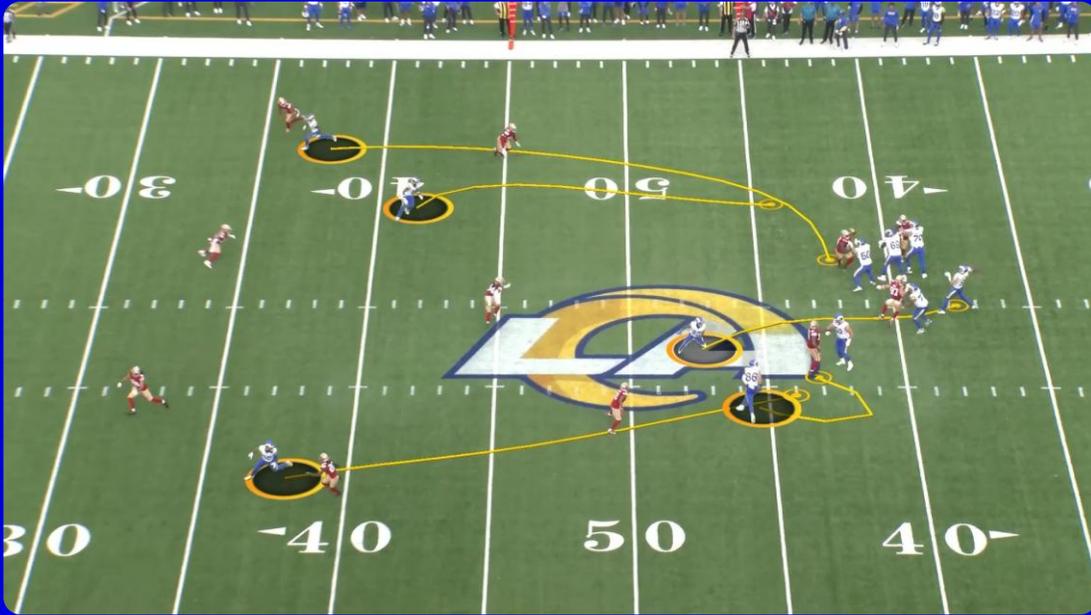
Immersive Ads Without Interruption

Optimizing The Moments that Matter

Maximizing Brand Impact

 Revolutionizing
sports advertising 

Augmented Ads Create New Branding Opportunities for Sponsors



verizon✓



verizon✓



verizon✓



verizon✓



peacock
MADDEN CAST



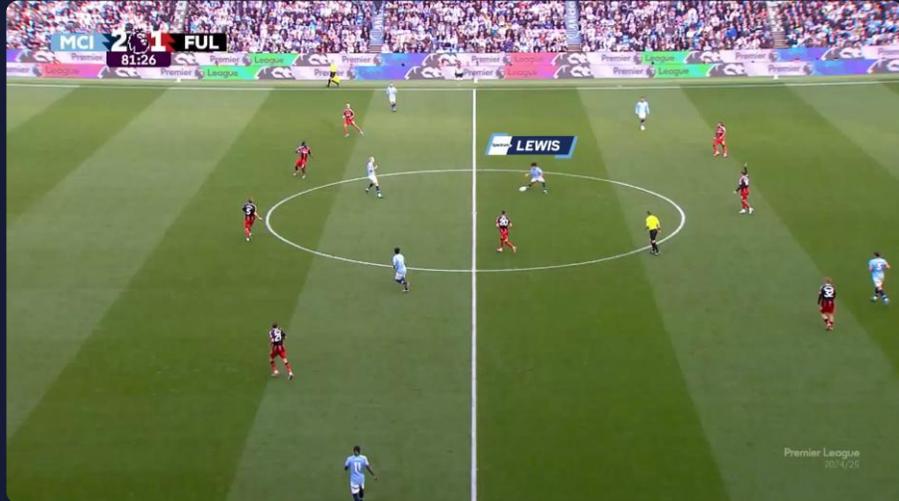
KURT
BENKERT



TYRANN
MATHIEU



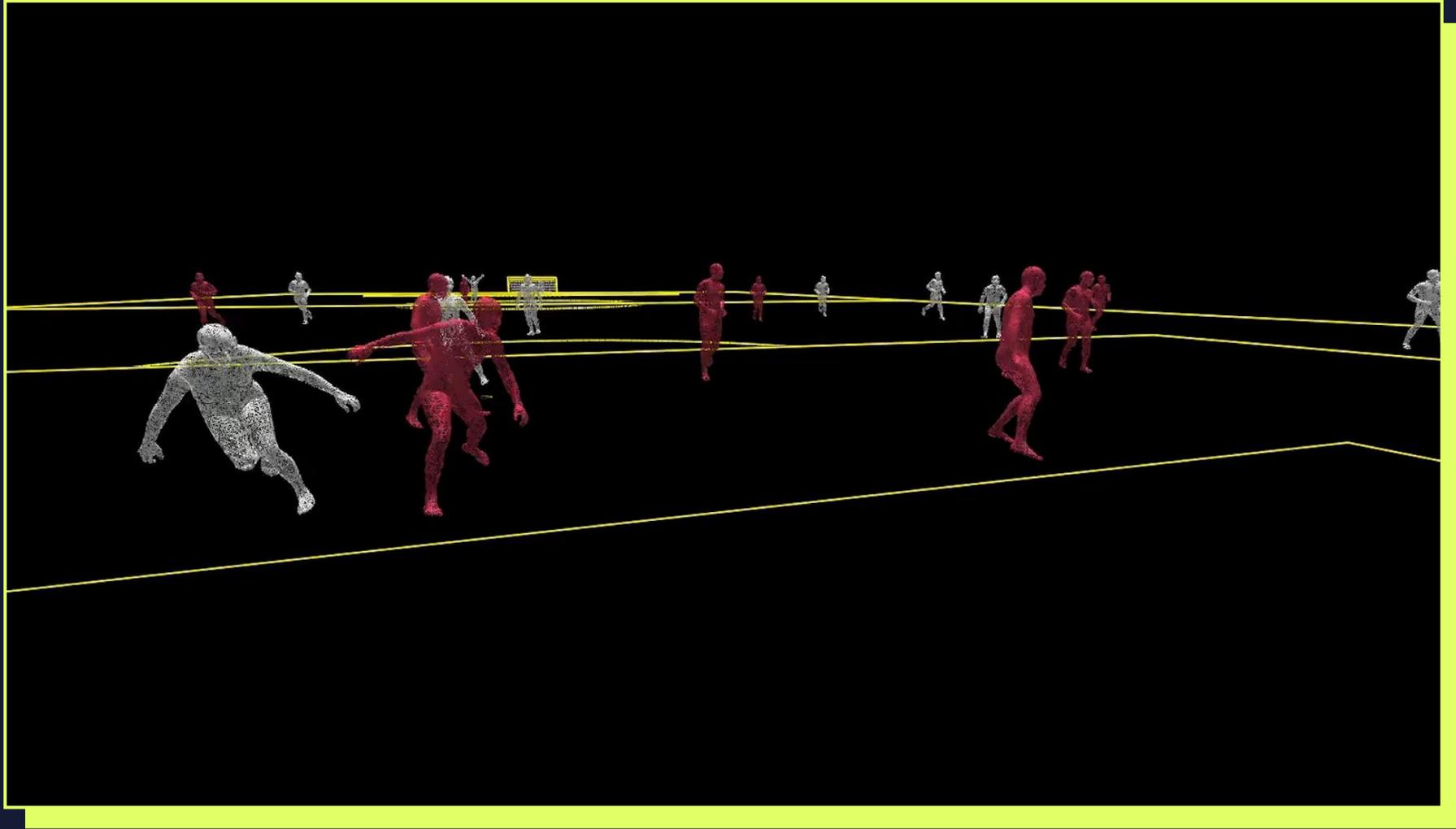
	CIN 3-8	6		5:44 2ND 36	7	BAL 6-5	
1st & 10							



High-Impact Advertising Inventory on BetVision



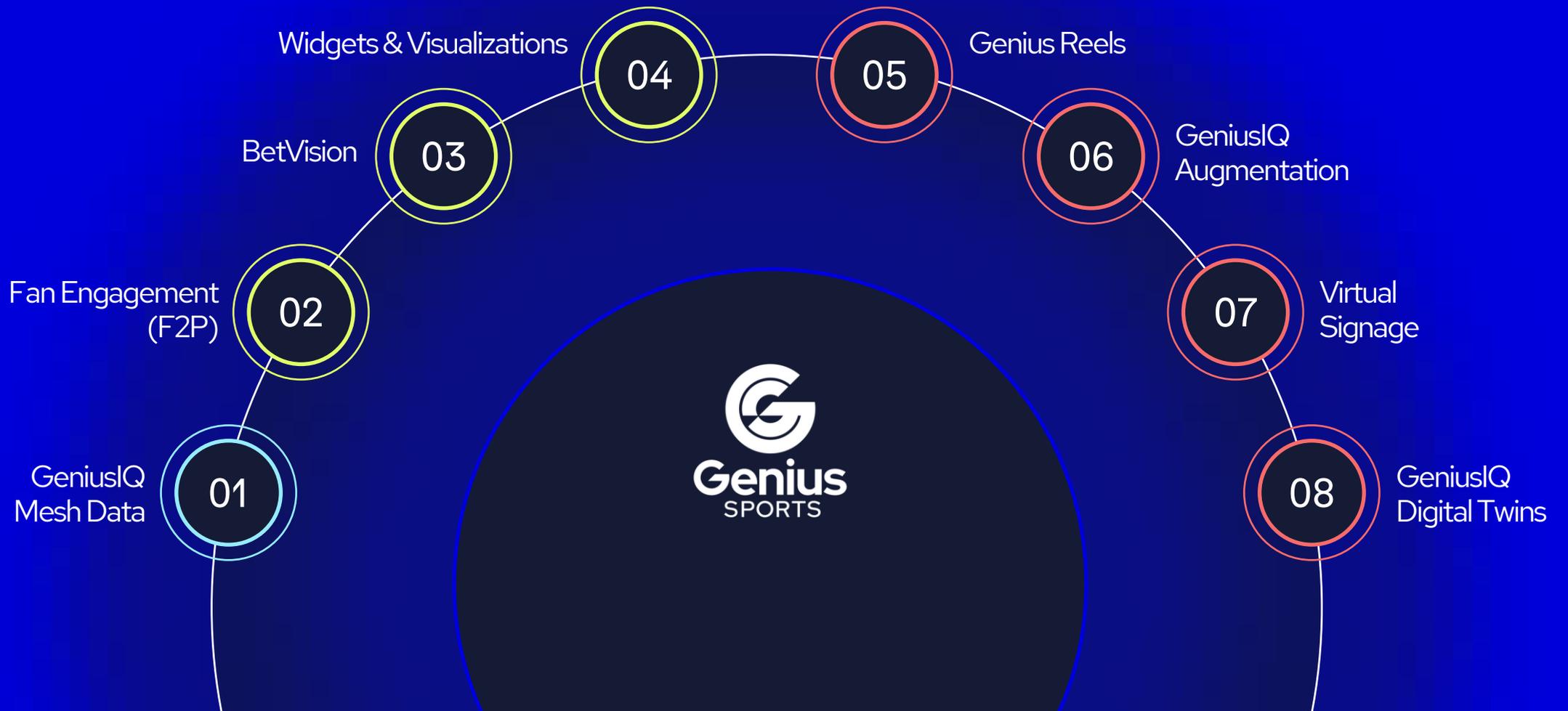
- ✓ Millions of unique devices
- ✓ Expanding content coverage
- ✓ Increasing sportsbook adoption globally
- ✓ New streaming platform for advertisers



The FANHub Umbrella

Our Media business is the monetization of all GeniusIQ products

- AdTech Dependency
- Inventory & Data
- Inventory



Two Monetization Models

Managed Spend

Managing campaigns on behalf of advertisers
Genius allocates spend across distribution channels
Real-time campaign management & measurement

Revenue recognized on a gross basis
Genius incurs direct cost of inventory
Margin is net of media direct costs

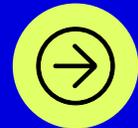
Self-Serve

Providing curated packages of unique data & inventory
Integration with top existing DSPs and SSPs
Access larger pools of spend at a faster rate

Revenue recognized on a net basis as a % of spend
Genius incurs no direct media costs
Margin is nearly 100%

Increasing Total Ad Spend Expected to Utilize the Self-Serve Model

Managed Spend Self-Serve



Self-Serve Model
Unlocks Greater Access



More Brands & Agencies



Higher Spend

~\$100m

~\$135m

~\$500m
Total Ad Spend

2024

2025E

2028E



Growth Driven by Expanding Brand & Agency Curated Deals

Advertising Agency Customers



Direct Brand Customers







Financial Outlook

Core Value Drivers

01

Sustainable Revenue
Growth Drivers

02

Predictable
Cost Base

03

Margin Expansion
& Cash Flow Growth

04

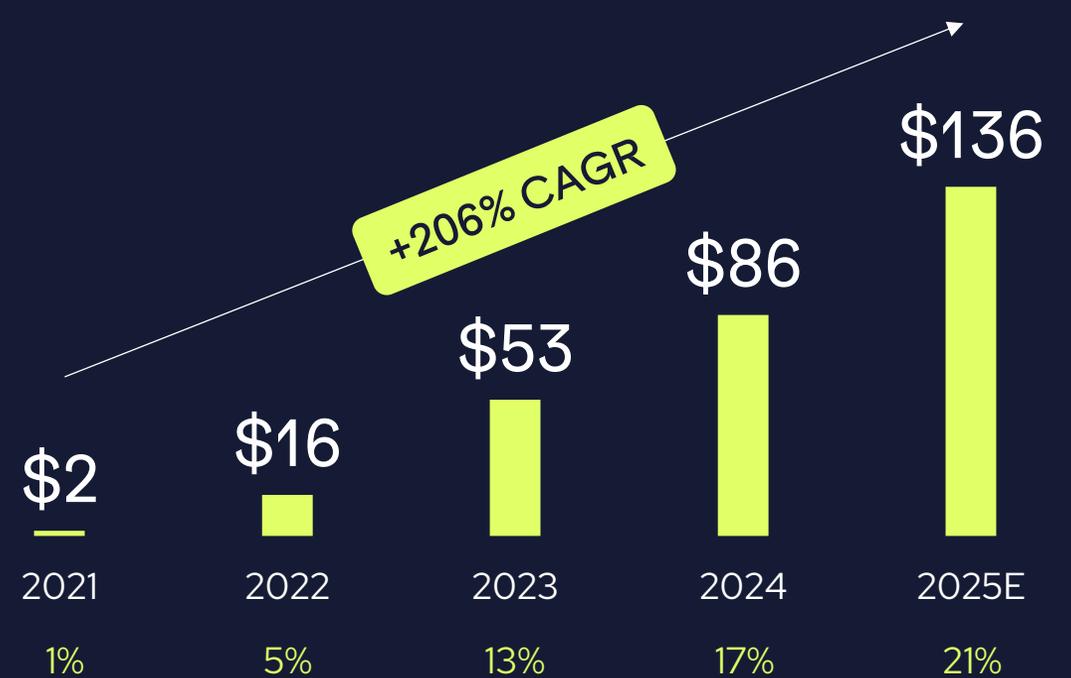
Disciplined
Capital Allocation

Strong Track Record of Financial Execution

Group Revenue (\$m)



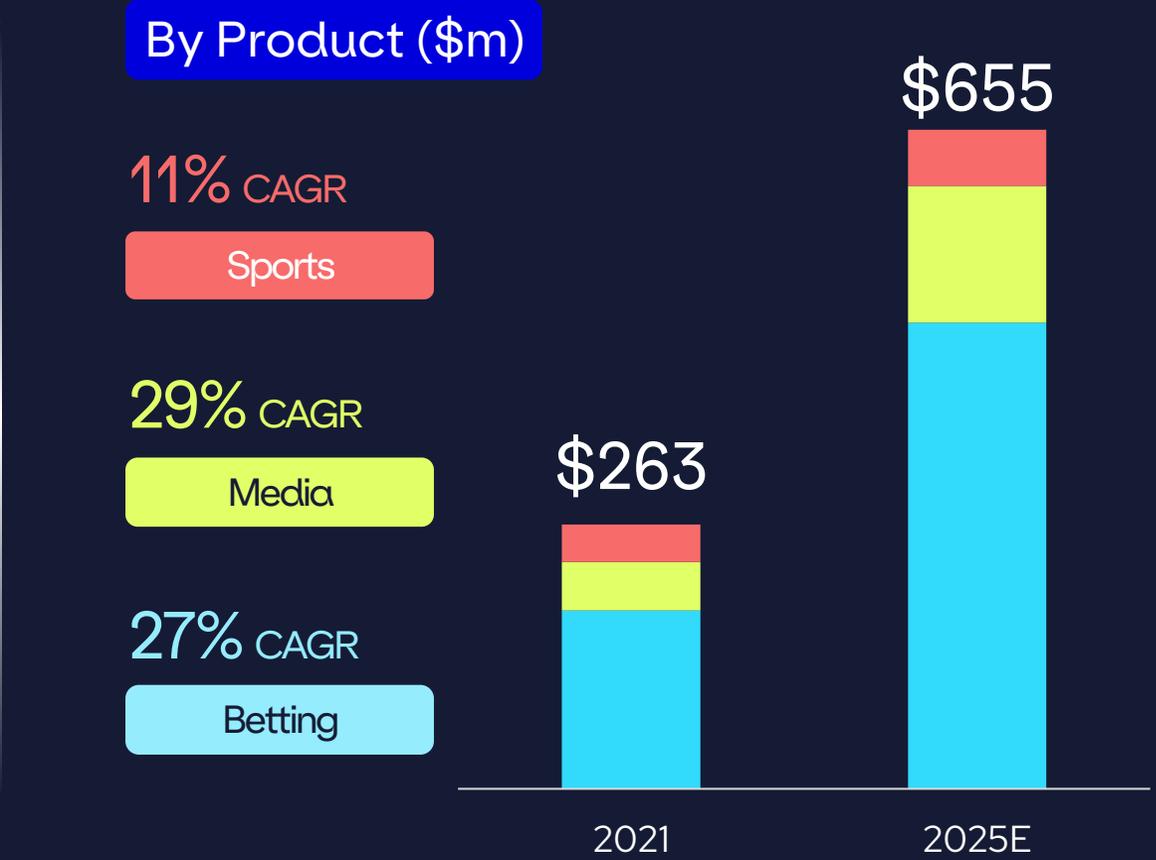
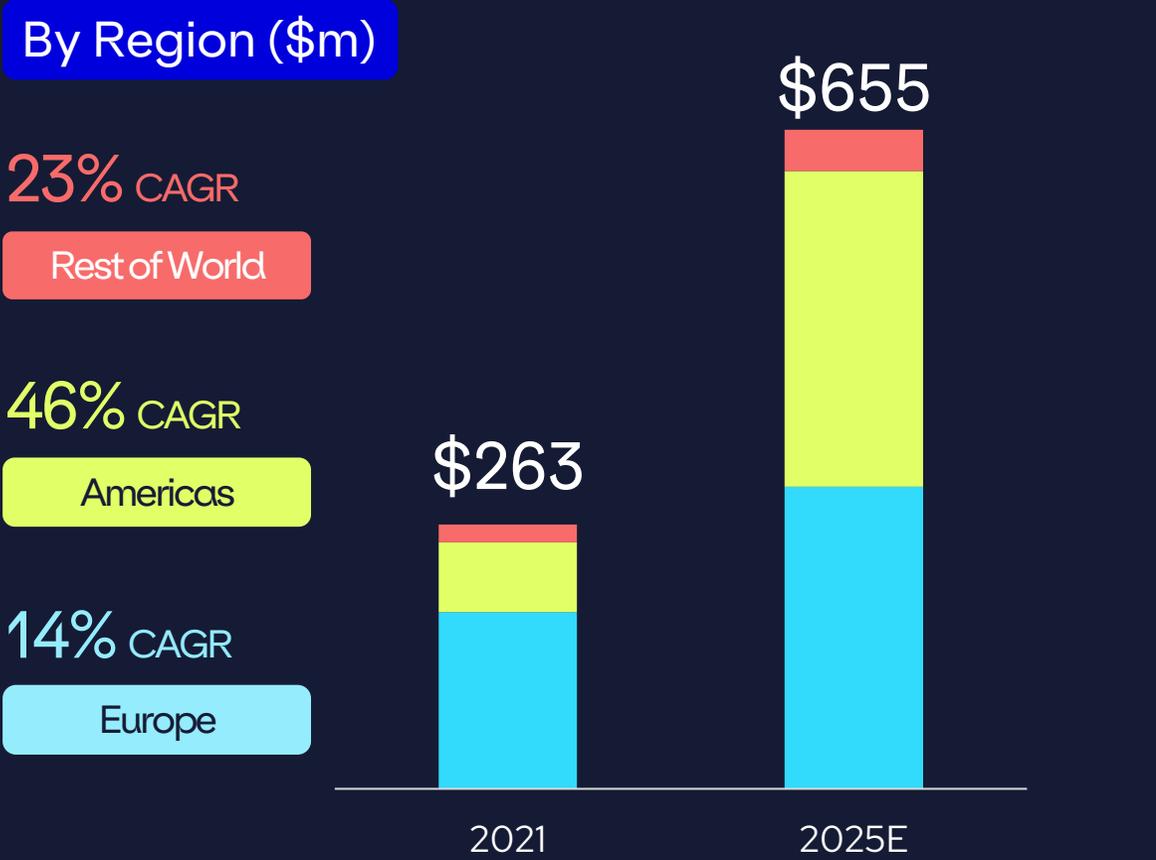
Group Adj. EBITDA (\$m)



Group Adj. EBITDA Margin

1% 5% 13% 17% 21%

Balanced Growth Driving ~26% Group Revenue CAGR



Multi-Faceted Revenue Growth Algorithm

Betting Revenue

- Expanding Global TAM
- Increasing In-Play Mix
- Additional Products & Services
- Price Increases
- New Customer Wins

Media Revenue

- New Customer Wins
- Agencies
- Direct Brands
- Gaming Operators
- New Unique Inventory
- Increasing Avg. Spend

Group Revenue

- 22% CAGR through 2028
- Underpinned by durable and diversified growth drivers

Group Revenue (\$m)



Beginning in 2026, the Company will report Group Revenue under two product lines (Betting and Media) and will reallocate the current Sports product line accordingly

Predictable Cost Profile With High Operating Leverage

Target % of 2028 Revenue

Cost of Revenue	Rights Fees	35%
	Media Direct Costs	10%
	Other Direct Costs	10%
Sales & Marketing		3%
R&D		2%
G&A		10%

Clear Path for Long-Term Value

	2025E	3-year growth	2028E
Group Revenue	\$655m	+22% CAGR	\$1.2B
Group Adj. EBITDA	\$136m	+39% CAGR	\$365m
Group Adj. EBITDA Margin	21%	+900bps	30%
			\$220m Free Cash Flow (60% conversion)

Continued Organic Investment and 60% Free Cash Flow Conversion



Capital Allocation Priorities

01

Organic Reinvestment

- GeniusIQ distribution
- Continued technology and product development
- Extension of existing technology advantage

02

Mergers & Acquisitions

- Strategic acquisitions to strengthen technology platform and expand monetization capabilities
- Disciplined focus on near-term growth, margin, and cash flow accretion

03

Share Repurchase

- Authorized to repurchase up to \$100m of ordinary shares
- Ability to repurchase shares opportunistically
- Potential to mitigate dilution

Multiple Opportunities for Potential Upside in 2028 and Beyond

● Group Revenue (\$m)

● Group Adj. EBITDA (\$m)





Genius
SPORTS