



FANSUNITE

**CREATING A GLOBAL GAMING, TECHNOLOGY
& CUSTOMER ACQUISITION ENTERPRISE**

TSX: FANS

OTCQB: FUNFF

MAY 2023

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Certain statements in this Presentation constitute forward-looking statements and forward looking information within the meaning of applicable Canadian securities legislation (collectively herein referred to as "forward-looking statements"). Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based on our current beliefs, expectations, assumptions and analyses made by us regarding the future of our business, future plans and strategies, our operational results and other future conditions. These forward-looking statements appear in a number of places throughout this Presentation and can be identified by use of words, such as "anticipates", or "believes," "budget," "estimates," "expects," or "is expected," "forecasts," "intends," "plans," "scheduled," or variations of such words and phrases or state that certain actions, events or results "may," "might," "will," "would," "could", "should," "continue," or be taken, occur or be achieved. These forward-looking statements relate to, among other things, our future financial performance, financial condition, liquidity, levels of activity, performance, prospects, growth, goals or achievements or other future events. Although we base the forward-looking statements contained in this presentation on assumptions that we believe are reasonable, these forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause actual performance and financial results in future periods to differ materially from those anticipated in our forward-looking statements. Forward-looking statements do not take into account the effect that transactions or non-recurring or other special items announced or occurring after the statements are made have on our business. For example, they do not include the effect of asset impairments or other charges announced or occurring after the forward-looking statements are made. The financial impact of such transactions and non-recurring and other special items can be complex and necessarily depends on the facts particular to each of them. Despite a careful process to prepare and review the forward-looking statements, there can be no assurance that the underlying opinions, estimates, and assumptions will prove to be correct. For a summary of assumptions and risk factors, refer to the "Cautionary Statement Regarding Forward-Looking Information and Statements" and "Risk Factors" sections in the Company's Annual Information Form available at www.sedar.com. The purpose of the forward-looking statements is to provide the reader with a description of management's expectations regarding our anticipated future performance and may not be appropriate for other purposes. Furthermore, unless otherwise stated, the forward-looking statements contained in this Presentation are made as of the date of this Presentation and we do not undertake any obligation to update publicly or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise unless required by applicable legislation or regulation. The forward-looking statements contained in this document are expressly qualified by this cautionary statement.

MARKET, INDEPENDENT THIRD PARTY AND INDUSTRY DATA

This Presentation also contains or references certain market, industry and peer group data which is based upon information from independent industry publications, market research, analyst reports and surveys and other publicly available sources. Although we believe these sources to be generally reliable, such information is subject to interpretation and cannot be verified with complete certainty due to the limits on the availability and reliability of raw data, the voluntary nature of the data gathering process and other inherent limitations and uncertainties. We have not independently verified any of the data from third party sources referred to in this presentation and accordingly, the accuracy and completeness of such data is not guaranteed.

NON-IFRS FINANCIAL MEASURES

Earnings before interest, taxes, depreciation and amortization ("EBITDA") is not a recognized performance measure under International Financial Reporting Standards ("IFRS"). EBITDA does not have a standardized meaning prescribed by IFRS and therefore may not be comparable to similar measures presented by other issuers. EBITDA, is a non-IFRS measure which represents net income (loss) adjusted to exclude interest, income taxes, depreciation, and amortization. EBITDA is included as supplemental disclosure because management believes that such measurement provides a more meaningful assessment of the Company's operations on a continuing basis by eliminating certain non-cash charges and charges or gains that are infrequent. The most directly comparable measure to EBITDA calculated in accordance with IFRS is net income (loss). Readers are cautioned that these measures should not be construed as an alternative to measures determined in accordance with IFRS as an indication of the Company's performance.

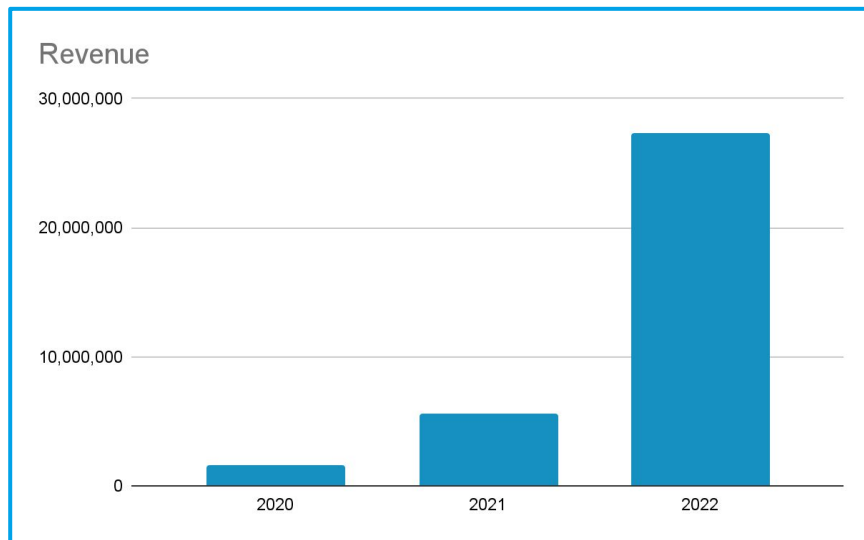
CAUTIONARY NOTE REGARDING FUTURE-ORIENTED FINANCIAL INFORMATION

To the extent any forward-looking information in this Presentation constitutes "future-oriented financial information" or "financial outlooks" within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate the anticipated market penetration and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. Future-oriented financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above under the heading "Cautionary Note Regarding Forward-Looking Information". The Company's actual financial position and results of operations may differ materially from management's current expectations and, as a result, the Company's revenue and expenses may differ materially from the revenue and expenses profiles provided in this Presentation. Such information is presented for illustrative purposes only and may not be an indication of the Company's actual financial position or results of operations.

FANSUNITE REVENUE



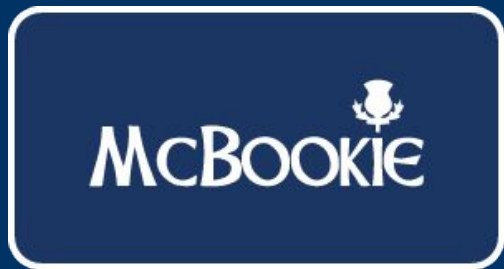
A global sports betting and affiliate company.



Affiliate Growth

Betting Hero is the No. 1 live activation and customer acquisition gaming affiliate in the U.S. With revenue growth of over 500% since 2020, Betting Hero has reset the industry standard for excellence.

Sale of McBookie



FansUnite acquired McBookie in March 2020 for C\$2.2M in total consideration, which includes C\$1M in cash. Three years later, FansUnite recognized a significant profit, and sold McBookie for more than C\$5M in cash, over 7x their record 2022 EBITDA.

Sale of Chameleon



FansUnite sold the source code of Chameleon to Betr for C\$10M in total consideration. FansUnite retains the use of Chameleon and source code to further develop & maintain the platform, and the ability to sell such use to another buyer in the future.



FINANCIAL IMPACT

Debt reduced by
67% to \$2.7 million

As compared to \$8.2 million
previously

Unrestricted cash
of \$5.3 million on
hand

Net working capital of \$6.2 million

Retained \$23.0
million of 2022
revenue

McBookie and Chameleon
contributed \$4.3 million of revenue
in 2022

Significantly reduced cash burn, with over \$3.2 million in salary reduction

FANSUNITE TODAY





AMERICAN AFFILIATE

Elite brands, proprietary tech, and a tier-one executive team



PURE PLAY

The **only** at-scale affiliate company focused primarily on the North American opportunity

OMNICHANNEL

The **only** true omni-channel affiliate, covering both retail and digital activation



BettingHero.com

The #1 live activation company in the sports betting and iGaming industry.



Props.com

Premium domain and brand that focuses on tools, news, and resources that are related to prop bets.

AFFILIATE: BETTING HERO

The #1 Live Activation Company in the Sports and iGaming Industry



300,000+

New Depositing Customers

Live and Licensed in

15 STATES

NJ, NV, PA, IN, IL, MI, CO, TN,
WV, OH, MD, LA, IA, NY, MS

10,000+

Activation Events Since June
'18

**Growing YoY
Revenue**

With strong record of positive
cashflow

\$10 MILLION+

In First-Time Deposits

90%

Conversions from Registration
to NDC

300+ Heroes

Across the U.S.

**Exclusive
Agreements**

With Leading Sportsbooks and
Casinos

**Strong expansion opportunities with a steady rollout of new legalized
states where Hero operators have market access committed**



BETTING HERO OVERVIEW

The number one live activation and customer experience company in the US gaming market



BETTING HERO

Betting Hero is the **#1 Live Activation** company in the US gaming market having delivered more than 300,000 new depositing customers.

On average over 300 **Betting Heroes** are deployed at more than 185 individual locations; including casinos, major league arenas and sports bars each week.

Betting Heroes are experts at helping customers enjoy their experience betting on mobile.



BETTINGHERO RESEARCH

Betting Hero Research helps clients ensure their platforms are performing at optimum levels via comprehensive QA product and feature testing.

Additionally, Betting Hero Research provides clients with unbiased competitive and consumer analysis as well as bespoke consulting services to inform strategy and help **overcome their most critical challenges.**



BETTINGHERO HOTLINE

Approximately 50% of all new sports betting and iGaming customers are **unable** to successfully register, fund, and bet in the US.

Hero Hotline is being built to solve this problem for consumers utilizing the intellectual property established from Betting Hero's **best-in-class live activation and research expertise.**

Hero Hotline will be available to help **Anyone, Anywhere, On Any App, At Any Time.**

AFFILIATE : BETTING HERO

Partnerships



Live Activation Access Agreements



Traditional Affiliate Agreements



Testing & Research Agreements



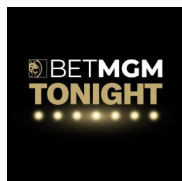
AFFILIATE : PROPS

Marquee Brand

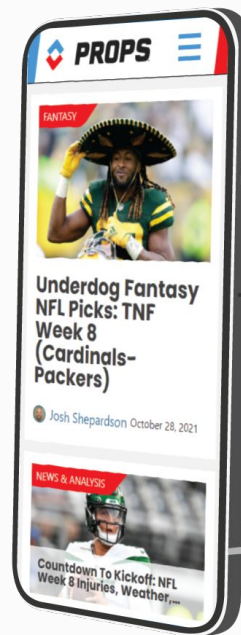
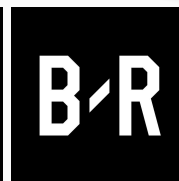


- ❖ Marquee brand that capitalizes on the unique U.S. consumer interest in prop betting.
- ❖ Tier-one content team bringing articles, podcasts, and video direct from inside Las Vegas sportsbooks.
- ❖ Ability to seamlessly monetize across the U.S. by serving as a destination for both sports betting and fantasy sports consumers.

Props.com content and talent have been featured in:



BUSINESS
INSIDER



BEST VALUE IN BETTING

| Company Comp Set | | | | |
|--|------------|----------|-------------------|------------------|
| Company Name | Market Cap | Total EV | LTM Total Revenue | TEV/ LTM Revenue |
| 365 Media Group Limited | - | - | 212.3 | - |
| Raketech Group Holding PLC (OM:RAKE) | 105.7 | 113.7 | 81.8 | 1.4 |
| Gambling.com Group Limited (NasdaqGM:GAMB) | 484.9 | 447.3 | 103.3 | 4.3 |
| Playmaker Capital Inc. (TSXV:PMKR) | 110.5 | 133.7 | 54.5 | 2.5 |
| Better Collective A/S (OM:BETCO) | 1,476.8 | 1,806.6 | 395.2 | 4.6 |
| XLMedia PLC (AIM:XLM) | 51.5 | 38.5 | 96.9 | 0.4 |
| Catena Media plc (OM:CTM) | 270.8 | 346.5 | 161.6 | 2.1 |
| | | | | |
| FansUnite Entertainment Inc. (TSX:FANS) | 25.0 | 22.4 | 23.0 | 1.0 |
| Mean | 416.7 | 481.1 | 157.9 | 2.5 |

Figures are as of May 15, 2023



FANSUNITE LEADERSHIP TEAM



Scott Burton
CEO, FansUnite

Scott has more than 20 years of operational experience. A pioneer in esports betting, Scott co-founded Askott Entertainment prior to its acquisition by FansUnite. He has raised more than \$50M in private financing and is the Vice Chair on the Canadian Gaming Association Board of Directors.



Ian Winter
COO, FansUnite

The former CEO of Jetpack Interactive, COO of Yummy Interactive, and the co-founder and architect of MMX software, Ian has worked with such industry titans as Electronic Arts, Sony Interactive and Amazon Game Studios.



Jeremy Hutchings
CTO, FansUnite

Jeremy oversees all technology, design, and software related matters for FansUnite. He co-founded and served as CTO for Askott Entertainment prior to its acquisition by FansUnite. He previously served as Technical Director at CBS Interactive. He brings more than 20 years of technical experience in a range of industries spanning government, military systems and global telecoms.



Graeme Moore
CFO, FansUnite

Graeme led the Company's go public transaction, facilitating multiple financings totalling over \$45M, completed over \$160m in acquisitions, and growing the team to more than 100 people. Graeme leads the finance team through complex transactions, multi-jurisdictional audits, and financial reporting.

BOARD OF DIRECTORS



Scott Burton
CEO, FansUnite



Quinton Singleton
Director

- 15+ year gaming industry veteran
- Founder of Betworks (acquired by Bally's Corp)
- Investor/advisor to Acies Investments, The Innovation Group, OneComply, and SimpleBet
- Instructor at UNLV's Center for Gaming Regulation



James Keane
Director

- Current VP of Gaming at GeoComply
- Former CEO at King Show Games development studio, overseeing more than 200+ titles
- Former Managing Director of Emerging Markets at Sportingbet
- Founding member of ParadisePoker.com



Chris Grove
Director

- Co-Founder and General Partner at Acies Investments
- Former Partner, and current Partner Emeritus at Eilers & Krejcik, a market-leading research and consulting firm
- Former Acting Director (US) at Catena Media

CONSOLIDATED CAPITAL

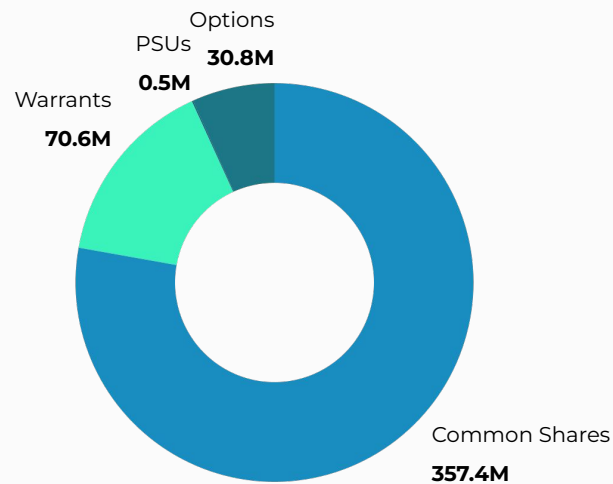


OPTIONS

Average Price
\$0.22/share

WARRANTS

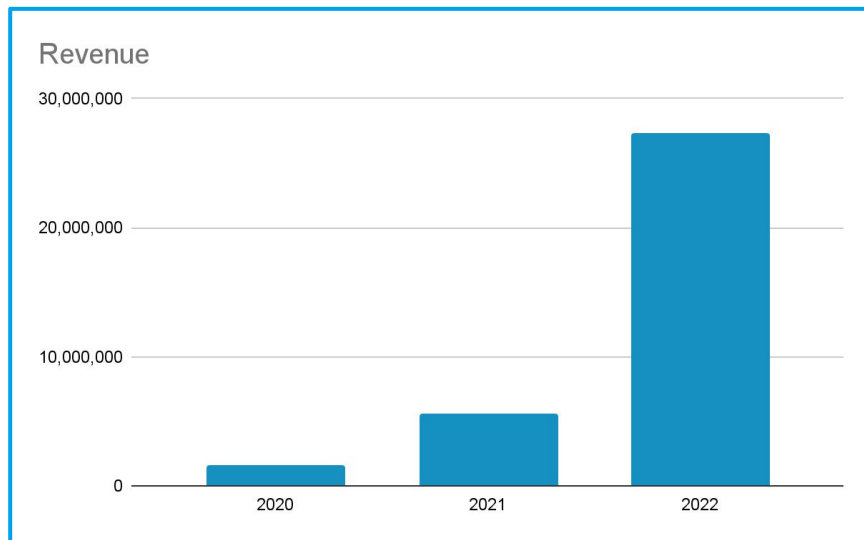
Average Price
\$0.40/share



FANSUNITE REVENUE



A global sports betting and affiliate company.



Affiliate Growth

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FANSUNITE

Scott Burton

CEO, FansUnite

scott@fansunite.com

Omni-channel
Customer
Acquisition

Leading and
Profitable Affiliate
Brand

World-Class
Team