



# ELYS GAME

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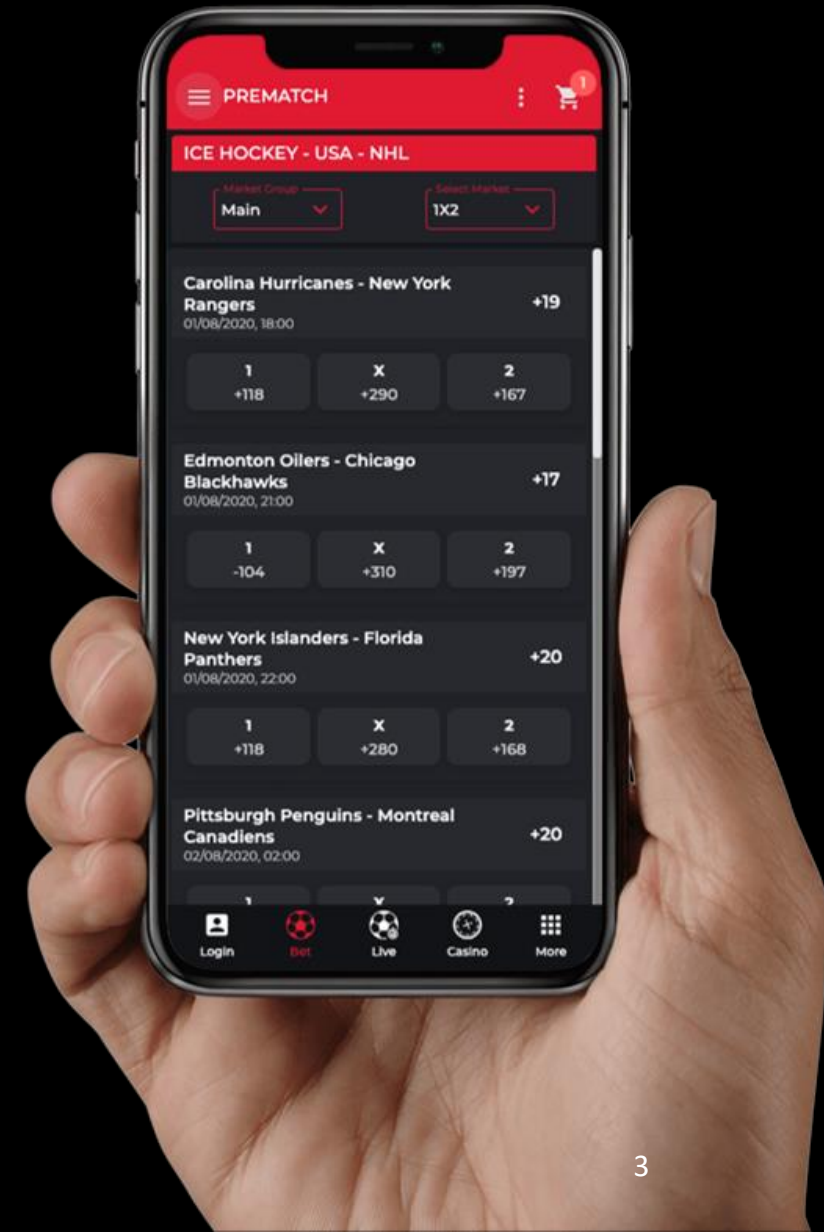
A Premier Sports Betting & I-Gaming Company

INVESTOR  
PRESENTATION  
MARCH 2021

MARCH 2021

*This presentation contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are identified by the use of the words “could,” “believe,” “anticipate,” “intend,” “estimate,” “expect,” “may,” “continue,” “predict,” “potential,” “project” and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this presentation. You should not place undue reliance on these forward-looking statements. Although we believe that our plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, we can give no assurance that these plans, objectives, expectations or intentions will be achieved. Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections and the trading price for our common stock may fluctuate significantly. Forward-looking statements also are affected by the risk factors described in the Company’s filings with the U.S. Securities and Exchange Commission. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.*

- Elys Game is a fully integrated, turnkey end to end **international gaming technology company** providing an innovative, world class Betting and i-Casino platform for land based and digital gaming operators.
- A **team of approximately 100** people between San Francisco, Innsbruck, and Rome.
- Operates as:
  - **B2C licensed** retail and i-Gaming operator in Italy and Austria.
  - **B2B end-to-end solution** provider in N.A. and LATAM.
- Company with over **20 years of experience** in regulated sports betting and i-gaming operating two distribution channels:
  - retail **land-based** or on-site physical venues, and
  - online** through PC, tablet and mobile distribution, either directly to licensed operators or through value-added re-sellers or systems integrators in the leisure betting industry
- Planning to launch **U.S. operations in 2021**.
- All new leading-edge, world-class betting platform with a **proven end-to-end technology**.





**Michele (Mike) Ciavarella**  
Executive Chairman

- ✓ Joined Elys Game Technology in 2011
- ✓ Managed Funds Association (Investment Portfolio Manager)
- ✓ Kerr Mines Ltd. (Director of Business Operations)
- ✓ B.S. from Laurentian University (Ontario, CA)



**Matteo Monteverdi**  
President and CEO

- ✓ Joined Elys Game Technology in September 2020
- ✓ Sportradar (US President)
- ✓ IGT (Senior Vice President of Global Digital Products, Sports Betting and i-gaming)
- ✓ MBA from Bocconi University and JD from Università degli Studi di Milano and



**Luca Pasquini**  
VP of Engineering

- ✓ Co-Founder Odissea GmbH
- ✓ Over 30 years of information technology experience
- ✓ Project manager in various software and technology development projects focused on gaming
- ✓ Team leader in development of Elys Gameboard System



**Alessandro Marcelli**  
VP of Operations

- ✓ Co-founder Newgioco and Multigioco Srl
- ✓ Managing director driving product innovation and growth to over \$410 million/yr wagers
- ✓ Over 20 years of extensive experience in regulated leisure betting
- ✓ Executive team leader with Vodafone Italia with specialty in communications



**Mark J. Korb**  
CFO

- ✓ Joined Elys Game Technology in June 2019
- ✓ Served as CFO with over 20-years of experience high-growth companies
- ✓ Bachelor of Commerce and Bachelor of Accounting from University of Witwatersrand, Johannesburg



**\$500M**  
2020e LTM\*  
Wagers

**\$37M**  
2020e LTM\*  
Revenue

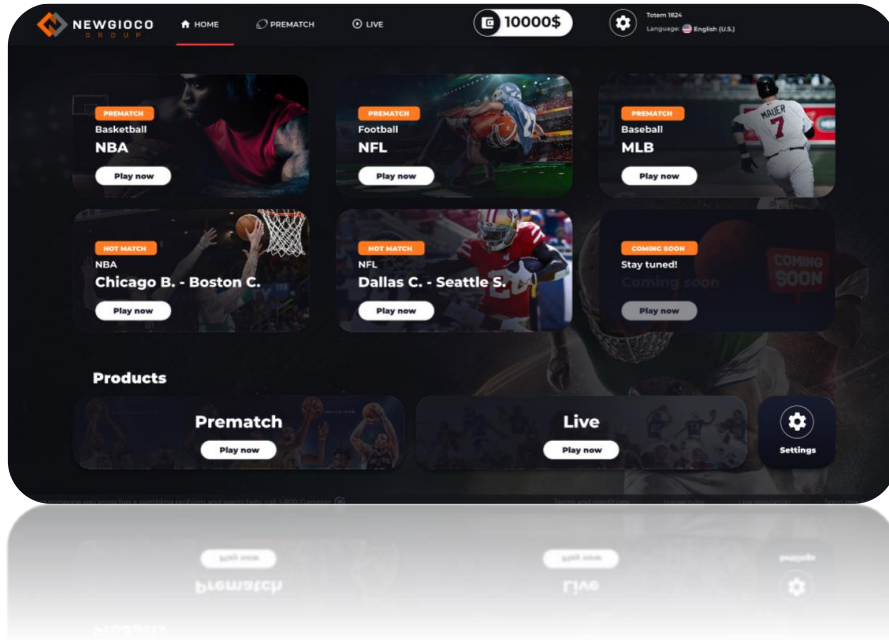
**+44%**  
Year-over-year  
revenue growth

**USA**  
Market  
Expansion  
Underway

**3**  
Operational  
Brands

**\$120M**  
Market  
Capitalization  
(as of March 15'21)

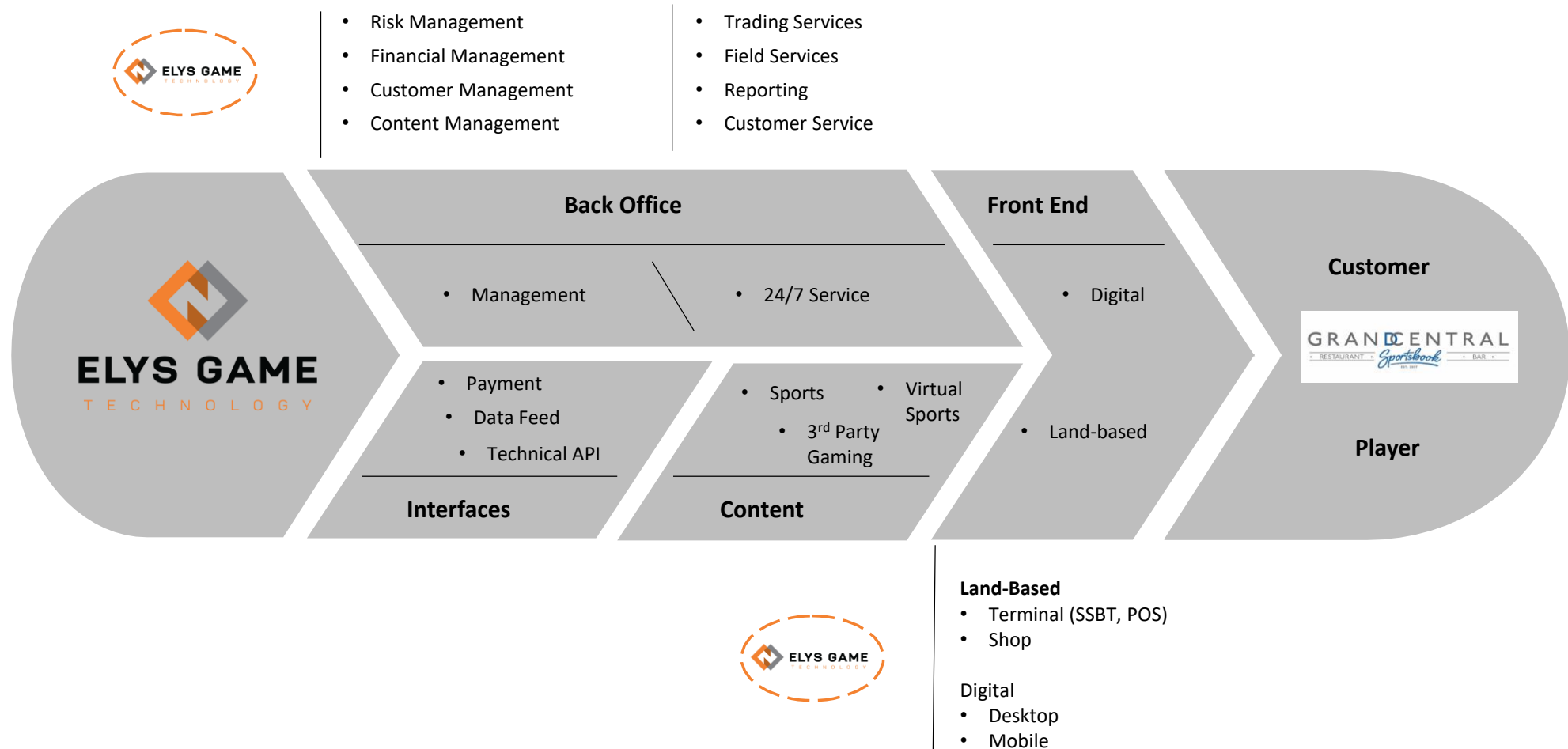
Note: LTM = Last Twelve Months  
Source: (1) Eilers and Krejčík Gaming (2019);  
(2) Company filings as of 09/31/2020;  
(3) Company estimates



Agnostic, full service  
and easy to integrate

- State of the art technology based **on microservices**
- **Highly scalable** architecture with **limited footprint**
- Truly **multichannel** digital capabilities ready to be **integrated with retail-based** system and operations
- **Digital experience** at the **retail location**
- Already integrated with **multiple payment and geo-location** providers
- One stop shop iGaming **plug and play system** for 3<sup>rd</sup> party content providers:
  - ✓ **Casino** and **Table Games**
  - ✓ **Virtual Dealer** and **Virtual Sports**
  - ✓ **Poker** and **Bingo**

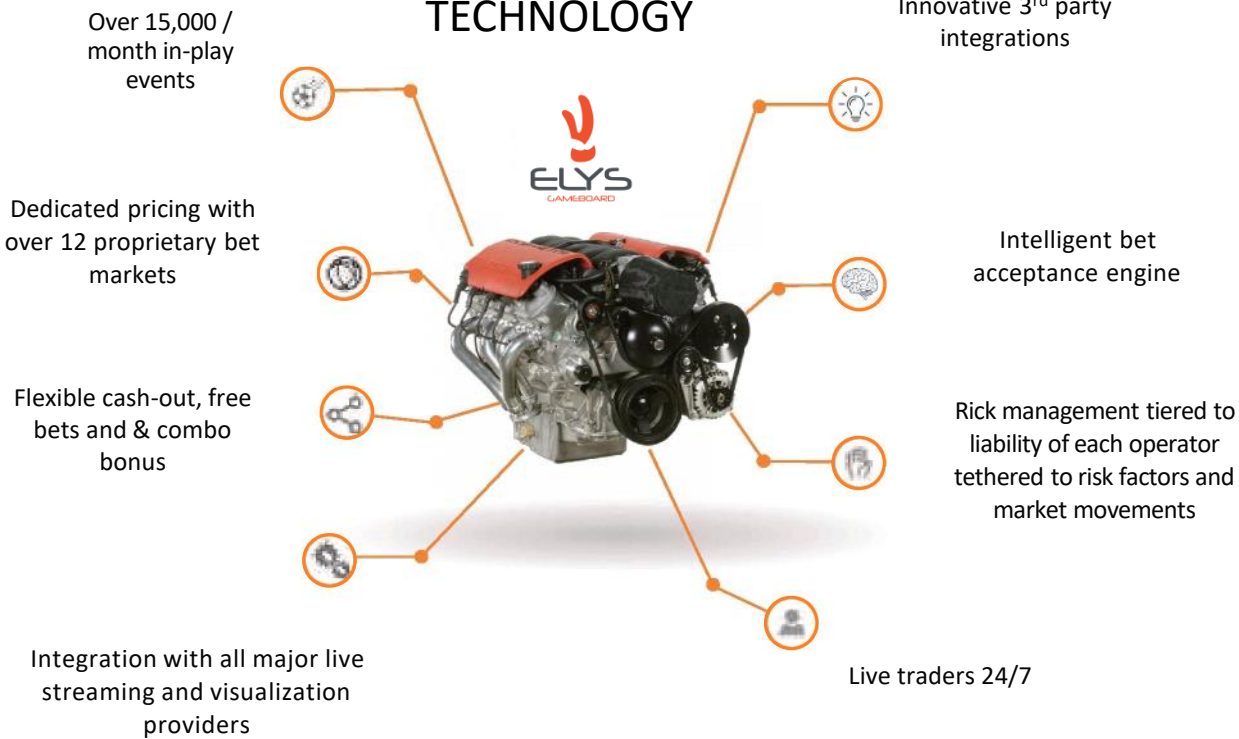
## Our Business Model for the U.S.





*ELYS Goal: become the #1 supplier to U.S. B2B2C betting operators across the nation*

## TECHNOLOGY

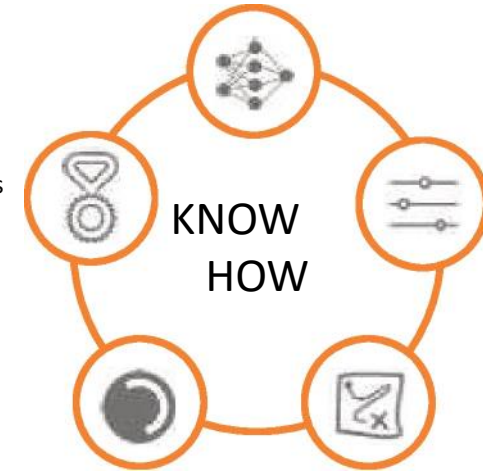


## Set Payout & Set Odds

Bysports league, bet market and match status

**Combo Bonus**  
Enhanced payouts on combos for sports leagues and bet types customized by operator

**Enhanced Odds**  
Competitive odds for player segments or as a promotional tool



**Min Bet-Max Win**  
By customer segment, sports league, bet market and match status

**Favorite Strategy**  
Increased odds - on favorite match of the day

*A powerful, cost effective end-to-end, one-stop solution to compete effectively with established operators*

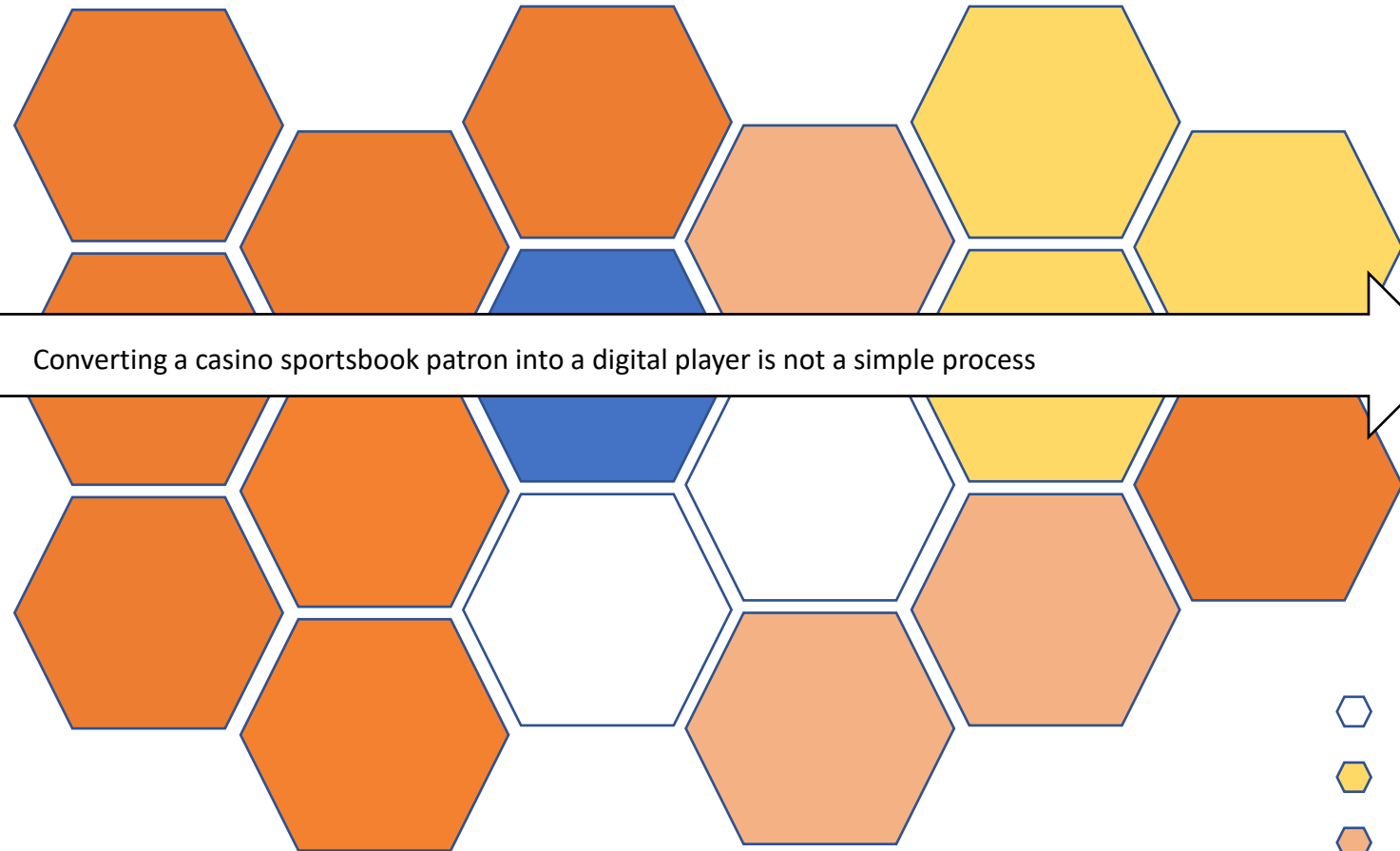




# Facilitating Digital Transformation

i-gaming solution – is a complex **eco**system

LAND-BASED  
CASINO

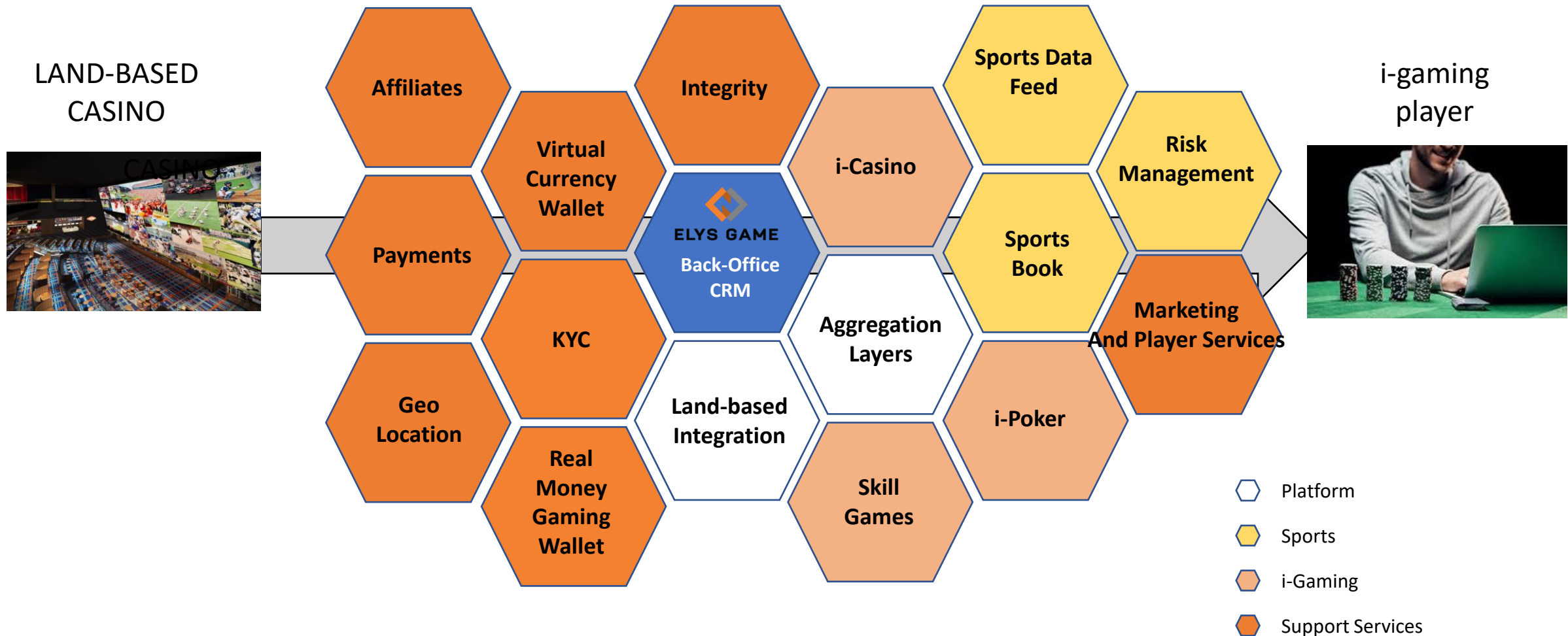


i-gaming  
player

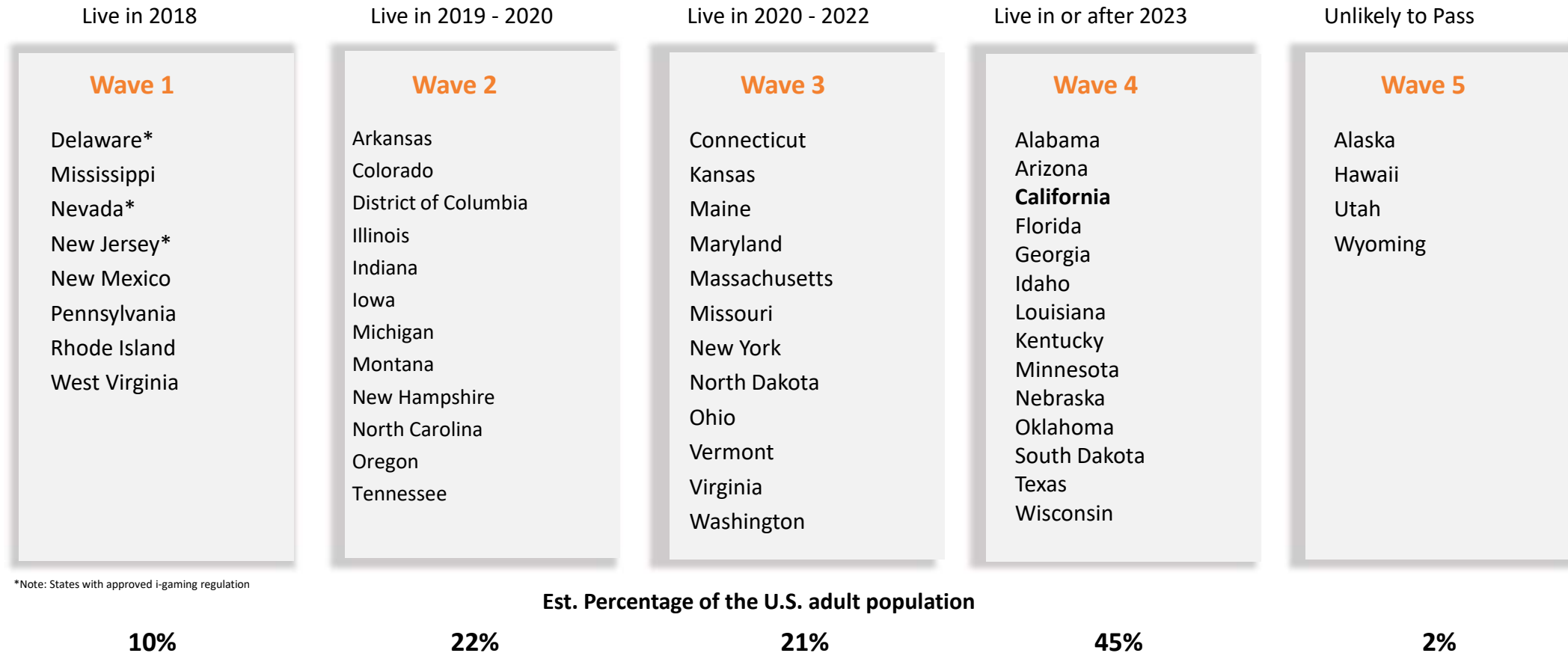


- Platform
- Sports
- i-Gaming
- Support Services

...that requires **orchestration** with best-in-class partners



# U.S. Market Opportunity

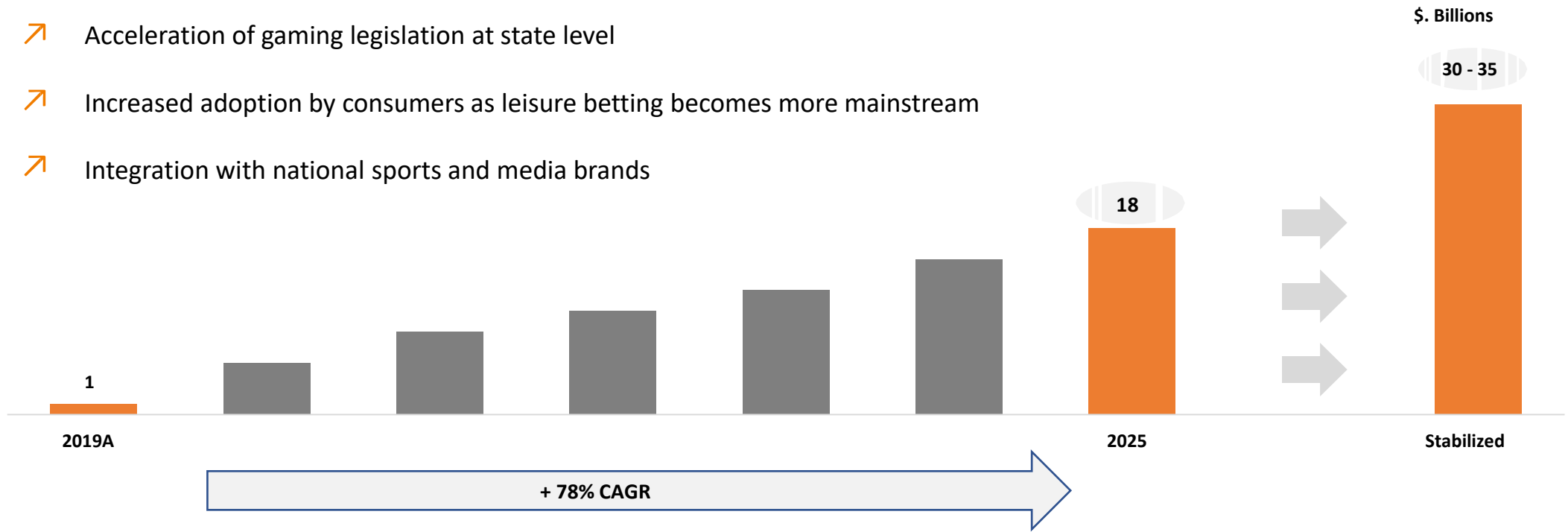


Based on public statements: Morgan Stanley estimates that with **50% of the U.S.** having access to legal sports betting by 2025, the market could generate about **\$7 billion in revenue** and theoretically a 50-state US sports betting market could generate \$15 billion annually.

## The U.S. Sports Betting and i-Gaming Market Estimated to be \$30 - \$35 Billion at Maturity

Total Addressable Market for U.S. Sports and i-Gaming has Significant Potential

- Acceleration of gaming legislation at state level
- Increased adoption by consumers as leisure betting becomes more mainstream
- Integration with national sports and media brands



Source Note: Estimated total addressable market size based on recent public statements by Macquarie and Goldman Sachs

# Driving Value to U.S. Operators

**First mover advantage: Elys' first U.S. rollout - Washington, D.C. - Targeting Q2-2021** (subject to licensing approval)

Elys is well positioned to capture market share in Washington, D.C. - slated to be **one of the most promising opportunities in the U.S.**

- Washington, D.C. activated retail and online sports betting in 2020
- Gross Revenue per capita is showing to be among the highest in the country
- 75% of the GRR is generated at retail
- Elys is partnering up with Grand Central Sportsbook as its **first Class B customer** in the U.S. market



Total Revenue Per Adult – Last 12 Months\*



\* For DC annualized value calculated over 7 months actuals (Aug 2020 – Feb 2021)

**\$30-40M**  
Steady State  
Market Size\*\*

**7%-15%**  
Target:  
Elys Market Share

\*\* Internal estimates based on DC Lottery data

- Capture larger piece of value chain with effective **B2B2C revenue model**
- Technology has been **optimized to fit** the Sports betting legislation in the U.S.
  - ✓ Under **contract in two states** and in progress with multi-jurisdictional license
- **Certifications:**
  - **GLI-33** certified retail solution
  - **GLI RNG** certified Virtual solution
- **ISO 27001** management system certified





	September 30, 2020	December 31, 2019
Cash and cash equivalents	\$ 10,572,496	\$ 5,182,598
Total Assets	\$ 31,573,410	\$ 27,825,182
Total Debt	\$ 407,691	\$ 4,582,202
Total Liabilities	\$ 14,352,623	\$ 19,023,897
Total Liabilities & Stockholders' Equity	\$ 31,573,410	\$ 27,825,182

- ✓ Strong cash position to support organic growth in U.S. from 2021 through 2025
- ✓ No appreciable debt
- ✓ Significant acquisition opportunities in rapidly growing US market
- ✓ Insider ownership of ~42%



In Thousands (,000's)	12/31/2016	12/31/2017	12/31/2018	12/31/2019	9 mo YTD 9/30/2020
<b>Total Turnover (Gross Wagers)</b>	\$ 121,952	\$ 218,520	\$ 413,226	\$ 454,133	\$ 353,745
<b>Total Revenue</b>	\$ 8,898	\$22,865	\$ 34,575	\$ 35,583	\$ 24,682
<b>Selling expenses</b>	\$ 5,846	\$ 14,672	\$ 24,142	\$ 27,584	\$ 17,327
<b>Gross Profit</b>	\$ 3,052	\$ 8,193	\$ 10,433	\$ 7,999	\$ 7,355
<b>Total expenses</b>	\$ 4,513	\$ 5,513	\$ 10,588	\$ 10,995	\$ 8,861
<b>Operating Income</b>	\$ (1,461)	\$ 2,680	\$ (155)	\$ (2,996)	\$ (1,506)



- From May 2018, company invested available discretionary cash from Italian B2C operations on post-PASPA development of U.S. platform.

- Plan to establish **first regulated Class B sports book locations in the District of Columbia** with additional locations to follow across the U.S.
- Continued growth through installation of **additional self-service point of sale terminals throughout Italy**
- **Optimize land-based sports betting handle** as physical locations reopen following the COVID-19 pandemic
- **Expansion of both B2B and B2C platforms** through additional regulated European markets
- Strategic **partnerships and acquisitions** in North America and Europe

# Highly Scalable Business Model

	Pro-Forma/Annualized Run-Rate	Est. Near-Term Goal (1-2 Years)	Est. Mid-Term Goal (3-5 Years)
Revenue	~\$37M	\$50M+	\$100M+
Gross Margin (All Products)	~6.5%	~12%	~18%
Operating Margin	-	8%-12%	16%-18%

- Modern, micro-services tech architecture facilitates low-cost scalability with a limited footprint in each new state
- Focus on both organic growth and acquisitions
- Anticipate **profitability and strong cash flow** as revenue increases
- Clean capital structure and solid balance sheet: over **\$10 million of cash** and cash equivalents
- Positive working capital; and over \$17 of million stockholders' equity

Ticker:	<b>ELY'S</b>
Exchange:	NASDAQ
Share price (as of 03/15/21):	\$6.46
Common stock outstanding (as of 03/15/21):	21.5 M
Market capitalization (as of 03/15/21):	\$130 M
Stock options (weighted average strike price \$2.86) (as of 9/30/20)	1.6 M
Warrants (weighted average strike price \$2.62) (as of 9/30/20):	0.6 M
Total potential shares outstanding (proceeds of ~\$2M if options & warrants fully exercised)	~23.7 M
Insider ownership (as of 10/21/20):	41.4%
Fiscal year-end:	December 31

[www.elysgame.com](http://www.elysgame.com)



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