



FANSUNITE

CREATING A GLOBAL GAMING, TECHNOLOGY &
CUSTOMER ACQUISITION ENTERPRISE

CSE: FANS

OTCQX: FUNFF

FEBRUARY 2022

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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.

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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.



AGENDA

CSE: FANS

OTCQX: FUNFF

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FANSUNITE TODAY

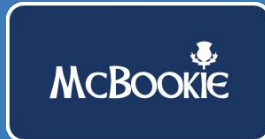


B2B



A Complete B2B
Sports & Esports
white label iGaming
solution

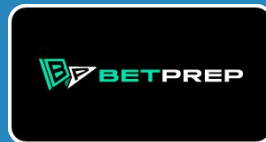
B2C



GAMES



AFFILIATE



B2B OFFERINGS



Chameleon
GAMING PLATFORM

Askott
G ▲ M E S

B2B : CHAMELEON GAMING PLATFORM



A complete B2B sports & esports white label iGaming solution. Two distinct offerings (turn-key & API) making it flexible and scalable for our clients. Chameleon provides a client dashboard with tailored reporting and real-time analytics.

Platforms powered by Chameleon

[Moneylinesportsbook](#)

[VamosGG](#)

EGR B2B Virtual Awards Shortlists 2020/2021

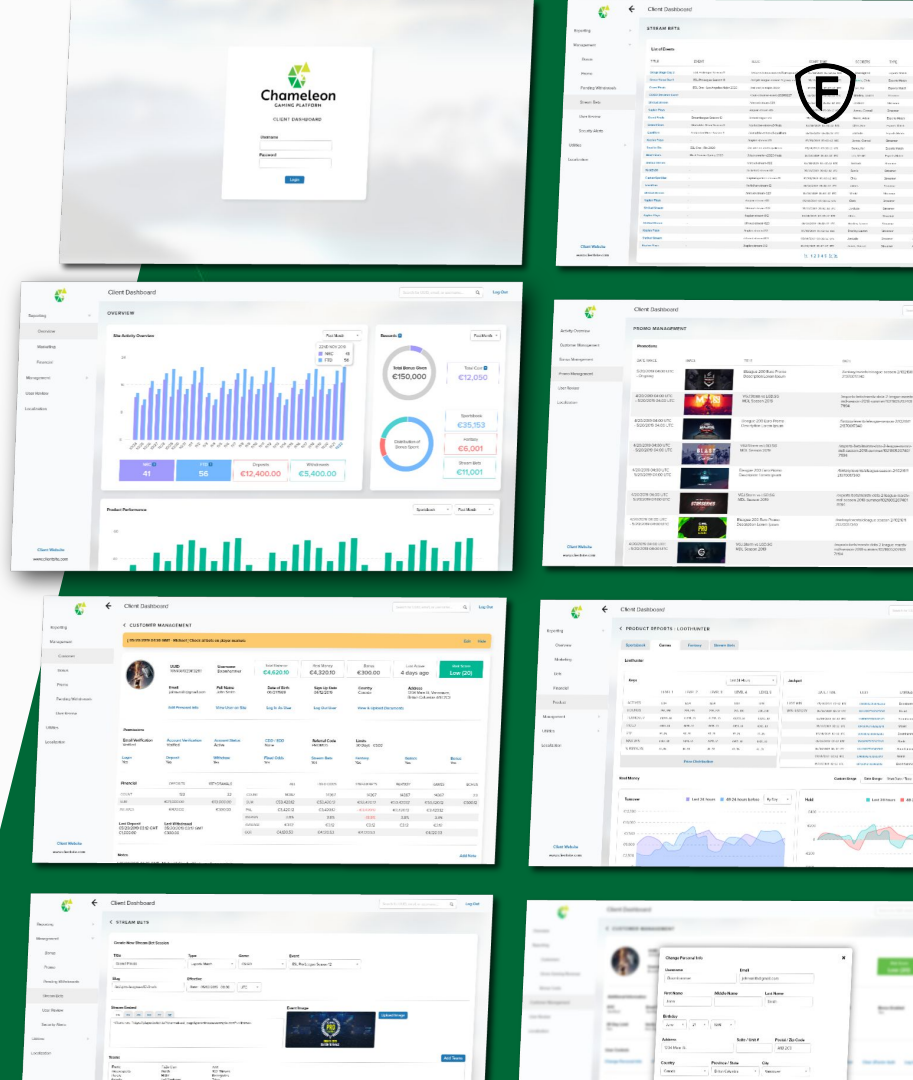
Esports Betting Supplier

Sportsbook Platform Provider

Full-service Platform Provider

SBC Virtual Awards Shortlists 2021

Rising Star



B2B : ASKOTT GAMES

Casino Games • Slot Games



Askott Games develops exclusive casino-style RNG games with esports and video game themes. In addition to being offered to all partners on the Chameleon platform, Askott licenses its games to external casino aggregators, making Askott titles available to thousands of online casinos and sportsbooks.



B2C OFFERINGS


McBookie.com

 FANSUNITE


ESPORTS
BETS

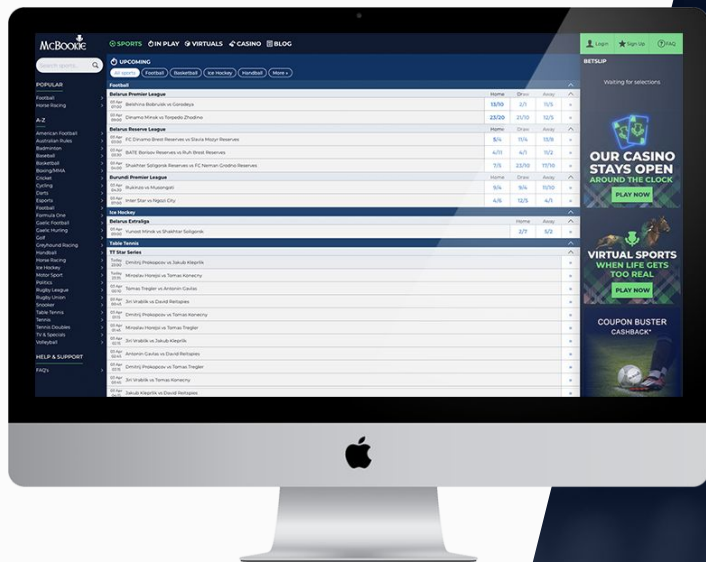

ESPORTS
POOLS


VAMOSGG



B2C : MCBOOKIE

Sports Betting • Casino • Virtual Sports




McBookie.COM

McBookie has been a leading online sportsbook in Scotland for over a decade. The brand has historically targeted a local clientele and has actively marketed local sports and leagues that have been underprofiled by larger sportsbooks. FansUnite continues to evaluate additional features, functionality and target markets that will enhance the McBookie customer experience and grow the brand.

- ❖ 10,000 active members
- ❖ \$100M CAD betting volume over the last 2 years
- ❖ Sports betting, Casino & Virtual Sports



AMERICAN AFFILIATE

The most exciting affiliate opportunity in the public markets

PURE PLAY

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

SUPERIOR TECH

More proprietary technology than any other affiliate

OMNICHANNEL

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



**AMERICAN
AFFILIATE**

AMERICAN AFFILIATE

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



BettingHero.com

The #1 live activation company in the sports betting and iGaming industry. Betting Hero leads the market in the number of first time depositors and conversion rates for depositors.



BetPrep.com

Proprietary tech platform that allows bettors to build, backtest, and deploy betting strategies across all major U.S. sports. BetPrep operates under a subscription model and an embedded affiliate model.



Wagers.com

Tier-one domain and brand that focuses on news and resources related to the gambling industry. Leading investment news edited by the most respected names in the sector.



Props.com

Premium domain and brand that focuses on tools, news, and resources that are related to prop bets. Best in industry journalism with influencer content driving multi platform engagement.



AMERICAN AFFILIATE

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



Podcast Network

A series of six podcasts featuring influencer hosts and engaging content focused on legal sports betting in the US



Domain Library

A library of 50+ national and state specific domains to launch premium gambling content

- ❖ InGame.com
- ❖ SportsBettingApps.com
- ❖ TXSportsbook.com
- ❖ SportsApps.com
- ❖ USSportsBooks.com
- ❖ NYOnlineLottery.com

AFFILIATE: BETTING HERO

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



200,000+

New Depositing Customers

Live and Licensed in

14 STATES

NJ, NV, PA, IN, IL, MI, CO, TN,
WV, VA, 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

250+ 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

AFFILIATE : BETTING HERO

Diverse Revenue Streams



STREET TEAMS

Betting Heroes are deployed to help customers enjoy their betting experience on mobile.

Operating in **over 30 casinos across the country** in addition to helping sports fans at traditional sporting events, tailgates, and festivals in every legal state.

Hero teams focus on **customer education** and are experts at navigating the common pitfalls of new account registration, funding, and betting.

BAR NETWORK

The **Betting Hero Bar Network** continues to grow, focused on building **a network of the best sports bars in every legal state**. The current network includes over 75 bars in Chicago, Indianapolis, Philadelphia, Detroit, Phoenix, and Denver.

The bar network is designed **to help operators** reach more customers and help bar owners create the best omni-channel sports betting experience for their patrons.

RESEARCH

Betting Hero Research helps clients get the answers they need. Whether it be **testing** a new feature, payment option or a promotional journey – the team can handle the project in any state, generating revenue and creating a unique competitive moat.

Additionally, Betting Hero provide **voice of customer research** and more to help inform product and leadership teams with the most up to date information.

AFFILIATE : BETTING HERO

Partnerships



Live Activation Access Agreements



Traditional Affiliate Agreements



Testing & Research Agreements



AFFILIATE : BETPREP

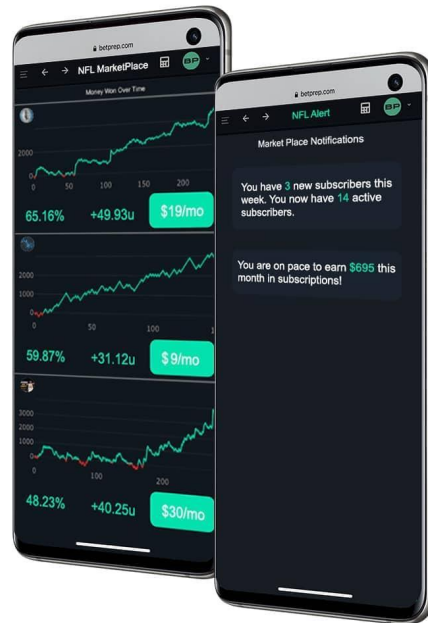
Betting Strategies



Create betting strategies at the click of a button.

BetPrep is a leading-edge backtesting platform that enables the user to test thousands of possible statistics, filters and combinations to find the most historically profitable betting conditions for any sport, league, or player prop.

This proprietary platform allows bettors of all skill levels to test their own ideas on 10+ years of historical sports data and odds.



AFFILIATE : BETPREP

Betting Strategies

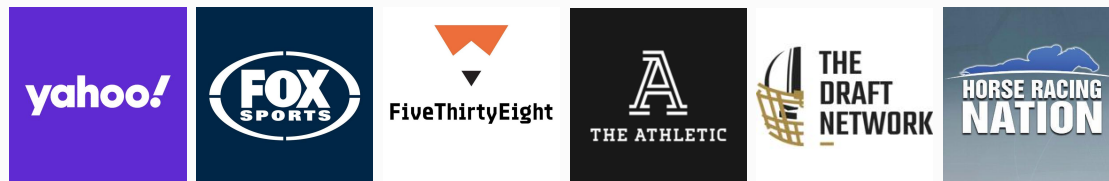
- ❖ Robust tech capable of backtesting over 14 billion unique betting strategies for the NFL alone.
- ❖ Proprietary features, including industry-first Prop Parlay Analyzer.
- ❖ Operates sports betting contests for major media partners such as The Athletic.



Diverse Revenue Streams

- ❖ Tiered subscription model
- ❖ Affiliate marketing
- ❖ B2B licensing
- ❖ Advertising

BetPrep's content and talent have been featured in:



AFFILIATE : PROPS

Marquee Brand • Podcasts • Content

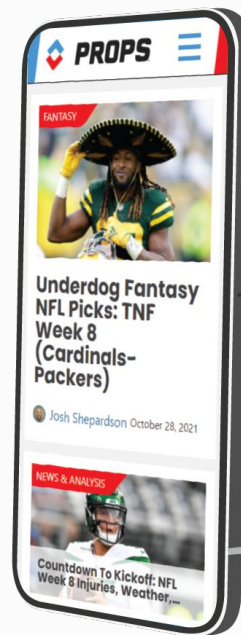


- ❖ Marquee brand that capitalizes on the unique U.S. consumer interest in prop betting.
- ❖ Tier-one content team bringing articles, podcasts, and video direct from inside Las Vegas sportsbooks.
- ❖ Ability to seamlessly monetize across the U.S. by serving as a destination for both sports betting and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

Props.com content and talent have been featured in:



BUSINESS
INSIDER

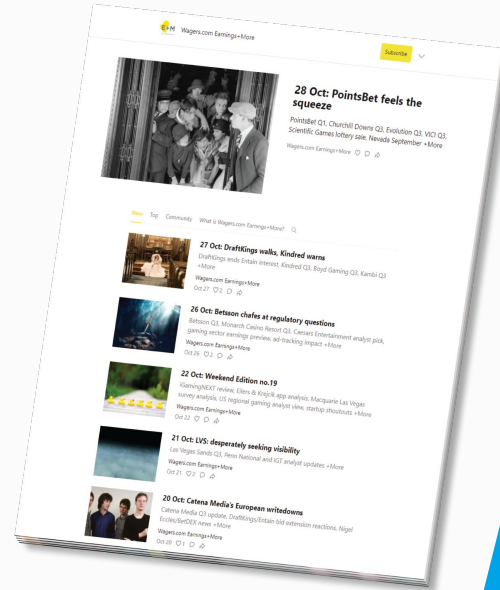


AFFILIATE : WAGERS

Marquee Brand • Podcasts • Content



- ❖ Marquee brand with a one-of-a-kind focus on the business of sports betting and online gambling.
- ❖ Features include an industry-first sports betting startup tracker and the largest stable of premium gambling industry newsletters.
- ❖ Content team is unmatched in terms of credibility, experience, and access.
- ❖ The content, features, and team create a compelling, defensible, and differentiated SEO strategy.



Wagers.com content and talent have been featured in:



FANSUNITE LEADERSHIP TEAM



Scott Burton
CEO, FansUnit

Scott is a Chartered Professional Accountant with over 20 years of operational experience, and is considered a pioneer in the esports betting industry. He co-founded Tedbets.com, an award-winning peer-to-peer wagering platform which was awarded the 2014 “Game to Watch” award at ICE Totally Gaming, the leading casino and sports betting industry exposition. Scott was the Chief Executive Officer of Askott Entertainment prior to its merger with FansUnit (CSE: FANS) (OTCQX: FUNFF) . Scott has experience securing and overseeing multiple gaming licenses in several licensing jurisdictions (UKGC, Malta, Isle of Man), building and growing teams of 100+, product development, fundraising and corporate strategy. Scott oversaw the creation of both the Chameleon iGaming Platform and the Askott Games Studio and currently sits on the Canadian Gaming Association Board of Directors.



Darius Eghdami
President, FansUnit

Darius is a Chartered Professional Accountant who has been actively involved in the technology and sports betting industry since 2009. He has founded and led successful exits in the digital, data analytics, social betting, and consumer internet sectors. Darius is the Founder and President of FansUnit (CSE: FANS) (OTCQX: FUNFF), where he oversees business growth, financing, investors and corporate strategy. Darius also serves as the Chairman of FansUnit's Board of Directors. He was recently named Canada's Next 150 Top Entrepreneurs by the TMX Group, the parent company of the Toronto Stock Exchange (TSX) and the TSX Venture Exchange (TSXV). Darius has significant experience in the capital markets, raising capital, corporate strategy and development, mergers and acquisitions, managing large teams and business development. Previously, Darius served as a Senior Accountant with KPMG LLP in their Technology, Media, and Telecommunications team.



Jeremy Hutchings
CTO, FansUnit

Jeremy brings over 25 years of experience in leadership, systems architecture, software & product development and process improvement. He Co-Founded Askott Entertainment and was the CTO, where he was responsible for technology strategy, including product, security, architecture, software and system development, and data quality. Previously, Jeremy was a Technical Director at CBS Interactive, a subsidiary of ViacomCBS (NASDAQ: VIACA), providing leadership to the software engineering team for all product areas. He incorporates a range of experience and skill sets from multiple industries and sectors that allow him to ensure the platform is built for Tier 1 clients; by being able to architect for scale, flexibility and security without the limitations of a single industry perspective. As an experienced educator in product creation, engineering and communications within globally distributed teams, he ensures Fansunit can consistently deliver on it's vision.

FANSUNITE LEADERSHIP TEAM



Graeme Moore
CFO, FansUnit

Graeme is a Chartered Professional Accountant who has extensive experience in scaling companies. After obtaining his CPA designation from KPMG, Graeme was the controller at one of Canada's fastest growing technology companies. Graeme helped scale the company from \$13M in annual revenue to over \$42M while the team grew from 75 to over 200 employees. Graeme has been the Chief Financial Officer of FansUnit since 2018, leading the Company's go public transaction, facilitating multiple financings totalling over \$45M, completing 3 acquisitions and growing the team to 100 people. Graeme leads the finance team through complex transactions, multi-jurisdictional audits and reporting, financial reporting, gaming licenses and compliance. He is a business oriented and operational CFO who works closely with management of all subsidiaries and arms of the business.



Ian Winter
COO, FansUnit

After managing a corporate banking technology portfolio at Scotia Capital, Ian served as COO of Yummy Interactive, a Vancouver-based developer and aggregator of solutions for the secure deployment of PC games. In 2007, he was one of the architects and co-founders of MMX Software, the backbone of a leading online poker network. In 2012, Ian assumed the role of CEO at Jetpack Interactive and transitioned the company from a concept start-up to a specialty game development studio, fulfilling engagements with Electronic Arts, Sony Interactive, and Amazon Game Studios. Ian joined Askott in 2019 to bolster the management team and help position the company for growth. Post acquisition, he is now the Chief Operating Officer at FansUnit and oversees licensing, payments, people, infrastructure, compliance and contributes to overall business strategy. He holds an Economics degree from Queen's University and an MBA from UBC.



Michael Keown
Head of Sportsbook, FansUnit

Michael has over 18 years experience in sportsbooks and betting exchanges, with 16 years in trading and operations management roles. He worked in both regulated and unregulated markets in Europe and Latin America for over a decade as the head of B2C and B2B trading operations, working with multiple major feed providers and establishing trading hubs in both Europe and Asia. His responsibilities beyond trading and operations have covered compliance and product development and has overseen development of bespoke trading tools on multiple platforms. Michael has built a world-class trading team to manage FansUnit trading and risk management for their own platforms and white-label clients. Michael helps the team with licensing, compliance and overall product development for the sportsbook, casino and back office. Michael works closely with both the product and development team and with management to deliver best-in-class technology solutions.

EXPANDED AND STRENGTHENED LEADERSHIP TEAM



Chris Grove
CEO, AmAff

Chris has two decades of experience in the online gaming and affiliate space. Prior to starting American Affiliate, Grove was a partner at Eilers & Krejcik Gaming, LLC and founded the firm's Sports & Emerging Verticals market research and consulting practice. Grove built and sold the largest affiliate network in the regulated US market (~\$55mm exit to Catena Media in 2017), creating the foundation of Catena's US division and was Acting Director of Catena Media US until October 2019. Chris recently was the EVP of Acies Acquisition Corp and is widely recognized as a subject matter expert on the US online gambling industry. His work has been cited by outlets including Bloomberg, ESPN, Forbes, the New York Times, the Washington Post, and the Wall Street Journal and he has testified before policymakers in multiple states including California, Illinois, New York, Nevada, and Washington State.



Sean Hurley
SVP Strategy, AmAff

Sean is an experienced Gaming executive whose experience has seen him set up, run and scale gaming operations around the world. Sean is the former Head of Sports at Draftkings (NASDAQ: DKNG) where he was responsible for helping to set up and launch the first digital US sportsbook outside of Nevada. Prior to Draftkings, Sean was Head of Commercial at Amelco UK, a industry leading sports betting risk, trading and platform supplier to some of the largest names in the global sports betting space. Prior to Amelco, Sean was an official data supplier at IMG Arena (NYSE: EDR) distributing official league data direct to B2C operators and to industry leading B2B suppliers. Hurley has been involved in much of the material affiliate M&A activity in the US market post-PASPA and has been an active advisor and investor in the US gaming space.



Pearl Gallagher
CLO, AmAff

Pearl is a transactional attorney with over 15 years of legal experience covering an expansive range of commercial matters. She started her legal career as an associate then shareholder at Nevada's legacy law firm Lionel Sawyer & Collins where her clients included casinos, lenders, borrowers, and publicly traded companies. Following her time there, she co-founded a boutique transactional law firm Childs Watson & Gallagher, PLLC, before joining GeoComply, the iGaming industry's leading geolocation supplier, as its first Chief Legal Officer. Her work at GeoComply included establishing the company's legal department, managing the regulatory licensing process and compliance team, negotiating key customer contracts, creating legal and compliance processes, corporate restructuring and working to bring in the company's first institutional investors.

EXPANDED AND STRENGTHENED LEADERSHIP TEAM



Alec Driscoll
SVP Operations, AmAff

Alec is a tech executive and 2nd generation casino executive with a unique and proven track record. Over the last 20 years he has helped drive digital transformation in the casino space, including overseeing the launch of one of the first online casino divisions in the U.S. Alec has held positions with Red Rock Resorts in analytics and leadership roles in casino operations. Additionally, he held operational strategy, planning and analysis, M&A and digital strategy roles for American Casino & Entertainment Properties (ACEP), a Goldman Sachs company. Prior to American Affiliate, Alec was the Vice President of Product with GAN, a leading U.S. provider of iGaming & sports betting platforms. Alec was also the Head of U.S. operations for FSB, a U.K.-based sports betting platform, where he drove market entry strategy and established their U.S. offerings.



Jai Maw
President, Betting Hero

Jai co-founded Betting Hero in 2018, and served as the company's Chief Executive Officer as the company grew from two full-time employees and \$0 (zero) revenue to over 25 full-time employees, 200+ Betting Hero independent contractors, and over \$10M in revenue in 2021. With over one million in-person interactions, 100,000+ new depositing customers, and over \$10M in first time deposits, Betting Hero is unrivaled as THE best-in-class live activation company for Sports Betting, iGaming, and Cashless operators respectively. Before launching Betting Hero, Jai served as an Executive Search Consultant for a boutique firm in Michigan, where he was on-track to become the youngest partner at the company. Prior to his departure, Jai consulted with dozens of \$1B companies in the financial services industry, helping to design, recruit, and retain their executive teams.



Jeremy Jakary
SVP Strategy, Betting Hero

Jeremy co-founded Betting Hero in 2018, and served as the company's Chief Strategy Officer. Prior to Betting Hero, Jeremy spent a decade with CareerBuilder.com and Glassdoor.com. He joined Glassdoor as employee #24 and the first based outside of Silicon Valley. Serving in a variety of enterprise sales roles, Jeremy helped grow Glassdoor from a \$100M valuation in 2011 to an eventual \$1B exit. During his time, he owned and operated the #1 affiliate marketing company in the identity theft protection industry, delivering 18,000 customers to LifeLock between 2014-2015. With a front row seat to the founding team behind Zillow, Expedia, and Glassdoor; Jeremy honed his entrepreneurial skills in anticipation of an opportunity to build a best-in-class B2B/B2C business that would help consumers make better informed decisions while delivering unmatched value to clients.

BOARD OF DIRECTORS



Scott Burton
CEO, FansUnite



Darius Eghdami
President, FansUnite



Chris Grove
CEO, AmAff



Harish Narayanan
Director

Harish is the former President of Paddy Power Betfair (Asia), now part of Flutter Entertainment (LSE: FLTR), a global sports betting, gaming and entertainment company with over 13,000 employees globally. Previously, he held senior management roles within Nokia (HEL: NOKIA) in the Asia-Pacific region. Harish is recognized as a specialist in strategic mergers and acquisitions (M&A) in the online gaming market and currently serves as a consultant to numerous gaming groups expanding their global operations, government relationships, and attracting licensed B2C operators.



James Keane
Director

James is currently the Chief Executive Officer at King Show Games, a full-service game development studio that creates slot and video poker games for the casino industry. Previously, he was the Managing Director of Emerging Markets at Sportingbet, a company acquired by GVC Holdings (LSE: GVC), where he was responsible for establishing and building the company's presence in the United States, Brazil, Spain, South Africa, and Chile. James was a founding member of the ParadisePoker.com team, which would eventually be acquired by Sportingbet in 2004.

LICENSING



Malta

B2C and B2B licenses granted by the Malta Gaming Authority in December 2020.



United Kingdom

B2C and B2B licenses granted by the UK Gambling Commission in August 2021.



United States

Access to the US market secured through a partnership with GameCo LLC. Affiliate licenses in 10+ states.



Canada

Submitted license application to AGCO for a gaming supplier license in Ontario. Currently reviewing other provinces.

CONSOLIDATED CAPITAL

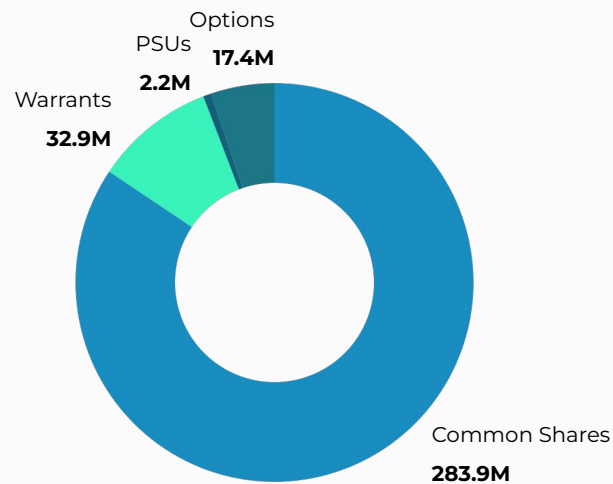


OPTIONS

Average Price
\$0.47/share

WARRANTS

Average Price
\$0.99/share





FANSUNITE

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Omni-channel
Customer
Acquisition

Leading and
Profitable B2C
Brands

Global
Infrastructure

World-Class
Team

In-house
Technology