GiG

Positioned to win

Investor pre-split presentation

September 2024

Gaming Innovation Group

GiG

Investment highlights

01

Key Investment highlights

500%
YoY growth in sales pipeline

⬇

100%
YoY growth in partner launches

⬇

38%
YoY growth in projected Revenue

Positioned to transform revenue and profit growth

➜ Well placed to grow with multiple business models and product verticals that enable GIG to capture value and grow the addressable market rapidly.

➜ We are hugely excited about the opportunity to build and grow our presence in the global online sweepstakes and sports betting markets
  ➜ Recent partnership with Primero provides a compelling avenue of new revenue growth via the North America online sweepstakes market
  ➜ Multiple sports deals in sales pipeline offer tremendous growth opportunites with limited incremental costs

➜ Industry leading vertically integrated technology stack based on next generation architecture supported by innovative AI and machine learning based technology.

➜ Proven and experienced senior management team established with a strong track record of delivering significant shareholder value.

➜ Sales pipeline has expanded significantly since Q2 and now stands at an annualised €50m, with improved revenue visibility over the near and medium term.

➜ Confident of growing revenue, EBITDA and cashflow from H2-24 into 2025 and beyond.

➜ Significant cash injection from Media Group pre split to cover working capital requirements. Cash generative by H2 2024 with a clean balance sheet and no debt.

Foundations established to accelerate growth momentum

GiG

Foundations continue to build for growth

1 Enhancing our technology & product offering

→ **Increased innovation** and new product upgrade cycles

→ **Integrate and secure** best in class third parties to improve our offering

2 Improve operational execution/focus

→ **Accelerate** group wide data driven analytical culture
→ **Streamline delivery** & development process
→ **Lower cost** to serve both existing customers and delivering new customers
→ **Improve** all commercial client touch point

3 New markets expansion with focus on profit

→ **Targeting high-growth**, newly regulating and already licensed markets

→ **Key focus** on Europe and LATAM

→ **SweepX USA** GiG is pioneering a industry first platform solution for the social casino sweepstakes market

4 Increased focus on new business growth

→ **Re-structured sales team** and improved quality of pipeline due to enhanced qualification process

2025 Guidance

→ **Revenue >€44m**

→ **EBITDA >€10m**

Focus on enlarging the Pipeline, increasing Innovation and improving Operational processes starting to have a positive impact

Proven leadership

Richard Carter
CEO

Extensive experience at executive level from within the iGaming industry. As CEO of SBTech for close to five years, Richard led the company's merger with digital sports entertainment and gaming company DraftKings in April 2020.

Experience:

Andrew Cochrane
Chief Business Officer

Andrew is responsible for GiG's commercial strategies. Notably, at SBTech managed some of the most significant B2B platform and sports deals in the period. At DraftKings as SVP of Commercial he oversaw strategic partnerships with major sports leagues and iGaming platform vendors.

Experience:

James Coxon
Chief Operations Officer

Leads operational excellence, innovation, the overall success of GiG. Served most recently as VP of Commercial at DraftKings, James is dedicated to creating a culture of continuous improvement, Focused on maximizing the profitability of our current clients, partnerships and overall sources of revenue.

Experience:

Phil Richards
CFO

A proven financial strategist across iGaming, cybersecurity and accounting sectors, Richards' resume includes executive positions at Kambi, and blue-chip giants Shell and KPMG, with his most recent role as CFO of AIM listed Cybersecurity Specialists Corero Network Security plc.
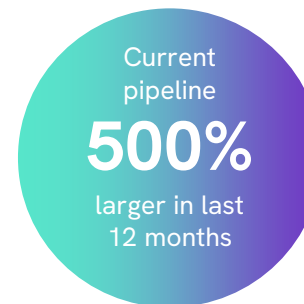
Claudio Caruana
General Counsel

Claudio has been active in the gaming industry for over ten years, starting his career in a full-service law firm specialising in gambling regulation, privacy, and corporate law. Throughout his career, he has been involved in and led the legal process of several M&A transactions spanning various industries. Claudio has been representing GiG since 2013, and now leads the legal, compliance and regulatory affairs department

Unlocking potential

→ The newly appointed C-level team brings over 50 years of combined industry experience.

→ Proven track record, with Richard Carter, Andrew Cochrane and James Coxon all part of SBTech merger with Draftkings in a deal worth $3.3b.

→ Strategic initiatives introduced by new leadership have resulted in a 500% increase in sales pipeline opportunities.

→ Extensive M&A experience amongst them.

→ Have already raised the bar, having executed a period of significant restructuring, maximising cost efficiencies and re-evaluating commercial opportunities

Challenges of Previous Management

→ Before the new arrivals, GiG lacked the necessary industry experience to drive growth.

→ Ineffective decision-making led to missed market opportunities and stagnation.

→ Business stuttered under unclear vision and leadership.

SBTech
merged in
2020 for
$3.3b

Current
pipeline
500%
larger in last
12 months

**12
Months**
Since
announcement
of new CEO

Why Spin-out?

02

GiG

The Vision Behind the Spin-Out

Improved Brand Visibility

An IPO increases brand awareness and credibility, attracting new customers and partners.

Access to Capital Markets

Going public allows GiG to tap into capital markets, providing necessary funds for expansion and innovation.

Compliance and Transparency

As a public company, GiG will enhance its compliance and transparency, building trust with stakeholders.
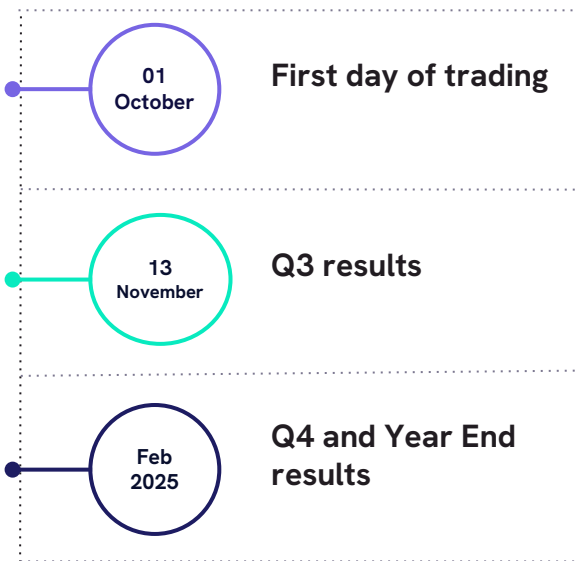
Increased Flexibility for Strategic Moves

GiG gains flexibility to pursue strategic partnerships, acquisitions, or M&A opportunities, enhancing growth potential.

Enhanced Operational Efficiency

GiG can allocate resources more effectively and create a streamlined operational model for better focus on R&D, customer acquisition, and compliance.

Expected financial calander

First day of trading
01 October

Q3 results
13 November

Q4 and Year End results
Feb 2025

→ Listed on Nasdaq First North investment market - **NASDAQ OMX FIRSTNORTH**

→ Listed as GiG Software PLC - Ticker: GiG

→ Certified Advisor: Carnegie Investment - **CARNEGIE INVESTMENT COUNSEL**

→ Trading Currency: SEK Swedish Krona

Market landscape & our position.

03

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Global iGaming
market overview

€138b
Estimated Gross Win in 2024

11%
CAGR from 2024

27%
iGaming share

Gross Win Evolution

- Lottery
- Gaming
- Betting

11%
5 year CAGR

230b

138b

2015 2016 2017 2018 2019 2020 2021 2022 2023 2024e 2025e 2026e 2027e 2028e 2029e

Estimated Gross Win per continent in 2024

Europe
€56b

N. America
€31b

Latam
€8b

Africa
€5b

Oceania
€6b

Asia
€32b

- Europe
- NA
- Latam
- Africa
- Oceania
- Asia

56
31
8
6
32

- Betting
- Gaming
- Lottery

L 12%

Gross Win per vertical 2024e

B 50%

G 38%

GiG
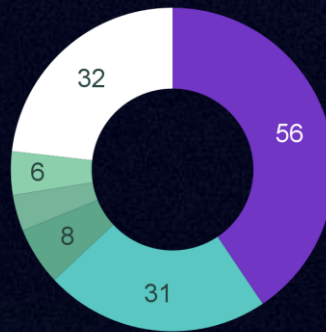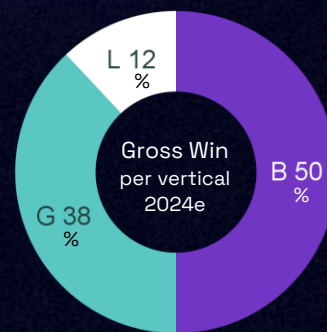
Sweepstakes Market Landscape

The sweepstakes gaming market saw enormous growth in 2020 due to pandemic market conditions, and it has continued to grow at a very healthy pace since.
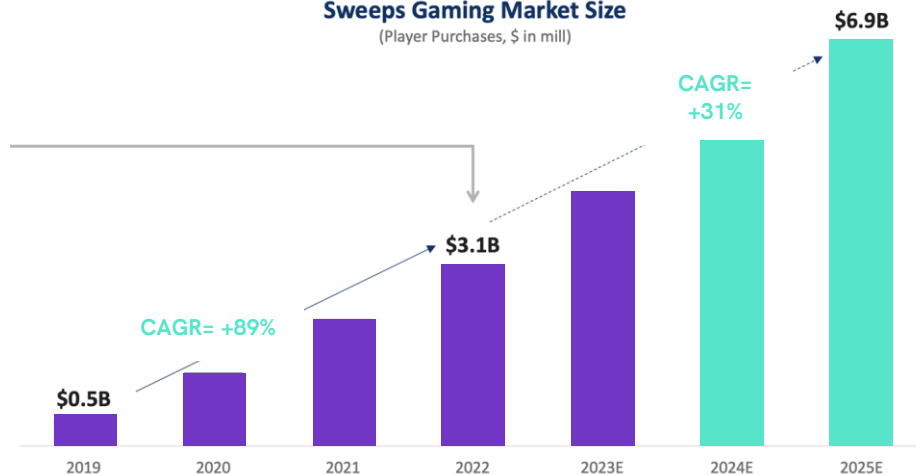
$3.1billion
in 2022

$6.9 billion
Projected in 2025

+31% CAGR

Sweeps Gaming Market Size
(Player Purchases, $ in mill)

$6.9B

CAGR= +31%

$3.1B

CAGR= +89%

$0.5B

| 2019 | 2020 | 2021 | 2022 | 2023E | 2024E | 2025E |

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Sweepstakes casino
Key market indicators*

ARPU Av. Revenue per User

$10 - $50
per user per month

- **Low ARPU:** Around $5 to $10 per month
- **Moderate ARPU:** Between $10 to $25 per month
- **High ARPU:** $25 to $50 or more per month

LTV Lifetime Value

$100 - $500
12 months (average)

- **Low LTV:** Around $10 to $50 · 6 months
- **Moderate LTV:** Between $50 to 200$ · 12 months
- **High LTV:** $200 to $1,000 · 24 months

APA Av. Purchase Amount

$20 - $50
per transaction

- **Lower End:** Around $5 to $15 per transaction
- **Middle Range:** Between $20 and $50 per transaction
- **Higher End:** Exceed $100 per transaction

PAC Player Acquisition Cost

$50 - $100
per user

- **Low PAC:** Around $30 to $50 per user
- **Moderate PAC:** Between $50 and $100 per user
- **High PAC:** $100 to $510 or more per user

* Information has been sourced from a number of industry resources such as E&K, Gambling Insider, etc.

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Extraordinarily well-positioned for growth

Our unique advantage

✓ Exceptional addressable market
✓ Market leading technology - Acknowledged to be stronger than our competitors
✓ Pioneering new Sweepstakes solution
✓ Full end-to-end provider
✓ Experienced management team, raising the bar

PAM   GAN   Sportsbook

Regulated

STRIVE GAMING   OpenBet

PRAGMATIC SOLUTIONS   BRAGG   FSb   metric GAMING

WHITEHAT GAMING   GiG   amelco   Kambi

Dot Com   playtech   SPORTINGTECH BEYOND SPORTS

Every Matrix   softbet   BETCONSTRUCT

                           DIGITAIN

                           Delasport WE DELIVER SPORTS

                           SoftSwiss

# Recent financial performance

04

GiG

Platform & Sportsbook
Q2-2024

➜ Revenue for Platform & Sportsbook at €7.3m (9.3), a **22%** decrease driven primarily by GiG Enterprise Solution and client exits from 2023

➜ Excluding the GiG Enterprise Solution and excluding clients exits, Platform & Sportsbook revenue increased **9%**

➜ **YOY increase** in Opex attributable to both spin-off related costs, and a strategic investment in marketing, product development and senior hires to underpin future growth opportunities.

➜ Adjusted EBITDA declined to -€1.6m (3.1)

➜ Signed one **significant contract renewal**

PLATFORM & SPORTSBOOK
Revenue & Adjusted EBITDA (MEUR)

● Revenue
○ EBITDA adj.

	Q1-23	Q2-23	Q3-23	Q4-23	Q1-24	Q2-24
Revenue	10.0	9.3	9.3	9.1	8.3	7.3
EBITDA adj.	3.6	3.1	3.1	-1.4	-0.9	-1.6
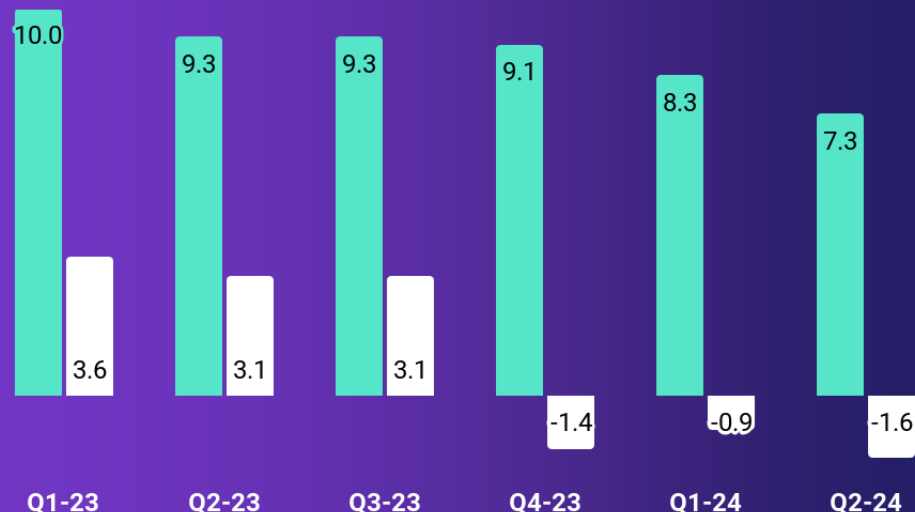
In Q4-23, EBITDA adj. has been reinstated from +1.1 to -1.4. The Company has revised a client agreement, reducing the overall transaction price with extended payment terms. With payment delays and uncertainty from two clients discontinuing operations, the Company raised its loss allowance.

Platform & Sportsbook Revenue Bridge

Q2-2024

→ **GiG Enterprise Solution -€1.7m YoY**
  ◆ Reflects accounting treatment with the majority of the transaction recognised in 2023

→ **Client exits -€0.9m YoY**
  ◆ Legacy operational and client management issues
  ◆ Actions taken, with minimal impact expected Q/Q and into 2025

→ **New 2024 launches +€0.2m YoY**
  ◆ Higher number of new brands live
  ◆ Materially higher YoY average revenue per brand

→ **Set-up fees & other +€0.3m YoY**
  ◆ Benefiting from the investment in sales and marketing
  ◆ New product verticals and X-suite launch

PLATFORM & SPORTSBOOK Q2-24 REVENUE BRIDGE (MEUR)

Q2-23A	EP Solution	Exits	Rev. <2023	2024 Launches	Set-up Fees & Other	Q2-24A
9.3	-1.7	-0.9	-0.0	0.2	0.3	7.3

Platform & Sportsbook Adjusted EBITDA* Bridge
Q2-2024

→ **Revenue decline -€2.0m YoY EBITDA impact**
- ◆ Reflects -€1.7m Enterprise Solution decline, -€0.9m client exits, offset by €0.6m revenue growth

→ **People investment -€1.4m YoY EBITDA impact**
- ◆ New senior leadership team, along with increasing talent in sales and technology

→ **IT Hosting & Corporate Costs 2024 -€0.6m YoY EBITDA impact**
- ◆ Investment in critical IT infrastructure
- ◆ Includes non-recurring corporate costs of €0.2m

→ **Sales & Marketing costs -€0.2m YoY EBITDA impact**
- ◆ Additional Sales and Marketing initiatives
- ◆ Implementation of salesforce

Adjusted for Q2 2023 one-off reversal of earn-out provision relating to SportnCo acquisition: €0.7m, and non-cash share option expenses in Q2 2024 of €0.2m (€0.4m)

PLATFORM & SPORTSBOOK Q2-24 ADJUSTED EBITDA BRIDGE (MEUR)

| Q2-23A	Rev.	People	Corp. Other/ IT & Hosting	Sales & Mark.	EBITDA Q2-24A	Spinout cost	Adj. EBITDA
3.1	-2	-1.4	-0.6	-0.2	-1.1	-0.5	-1.6

Platform & Sportsbook
Significant increase in addressable market

→ Aggregate pipeline value increased 25% Q/Q to stand at €39m and continues to be driven by the X-Suite products coupled with enhanced sales strategies

→ €16m signed or at advanced contract stage at the end of Q2

→ Implementation of structured sales qualification process leading to a significant improvement in the quality of the sales pipeline

→ The sales pipeline has continued to grow from Q2 2024 driven by the recent launch of SweepX, our social sweepstakes solution as well as larger Tier 1 operators

Sales Pipeline development Q4-23 to Q2-24

Revenue (MEUR)

■ Q4-23 □ Q1-24 ■ Q2-24

Secured: 3, 6, 8
Contract stage: 10, 8, 8
Commercials: 5, 7, 8
Scoping: 4, 9, 15
Total: 22, 31, 39
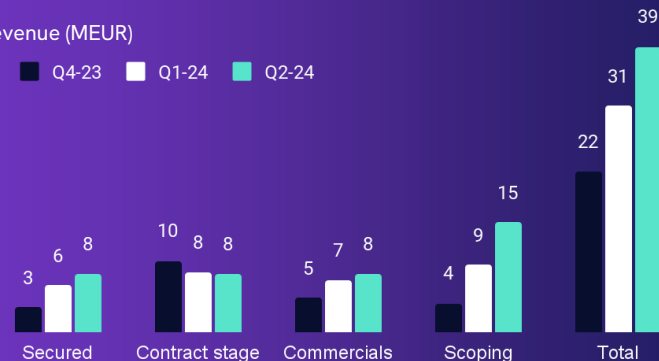
Signed and Contract Stage Sales Pipeline development Q4-23 to Q2-24

Revenue (MEUR)


Q4-23: 13.2
Q1-24: 14.6
Q2-24: 15.6
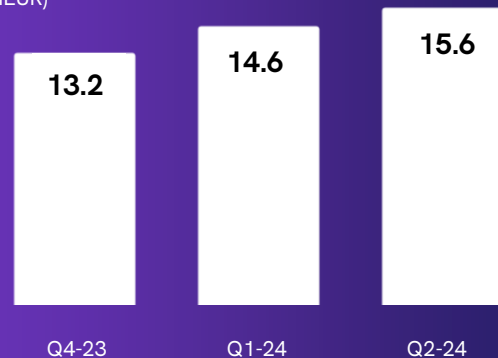
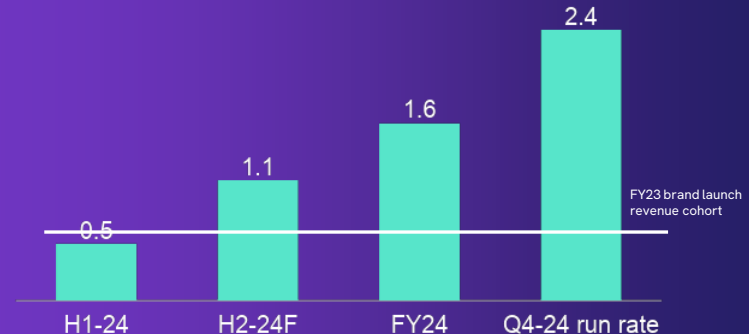# Platform & Sportsbook
Integration pipeline delivery growing

→ Four brands went live in Q2-24 versus two brands in Q2-23 giving 10 for H1-24 versus 3 new brands in H1-2023

→ 16 brands in the integration pipeline continuing to build future revenue and margin expansion

→ The 10 brands that went live in H1-24 and expected to generate over €1.6m of revenue during 2024

→ Q4-24F run rate revenue for the H1-24 launches is expected to be at least €2.4m vs. an est'd 2024 revenue of €0.6m for all 2023 launches

→ With increased brand launch cadence, an integration pipeline of 16 and a growing sales pipeline we target replicating and expanding on the H1-24 revenue cohort

New brand launches H1-23 to H2-24F
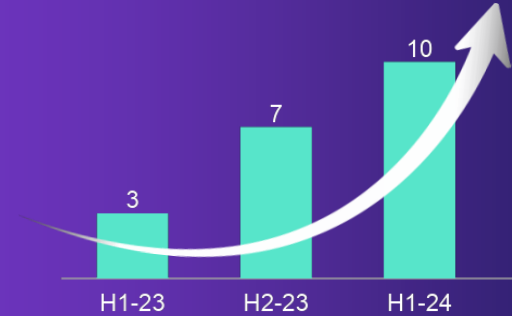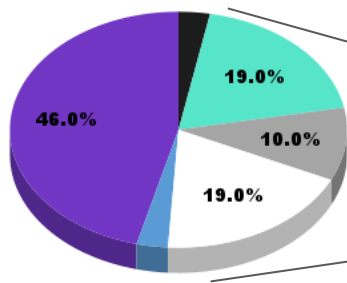

Revenue from H1-24 new brands launches

Revenue (MEUR)
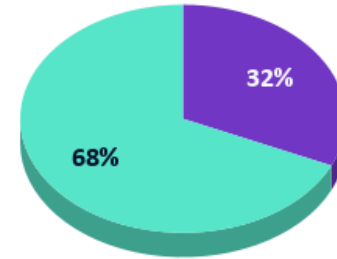

FY23 brand launch revenue cohort

Opex composition

➔ Significant amount of flexibility in cost base contingent on:
- Business development activity
- Company performance
- Efficiencies and synergies gained through operational improvements

➔ Personnel costs comprising significant proportion of operational expenditure

➔ Low COGs consisting predominantly of data costs

➔ Continued investment in product development through focus on engineering personnel
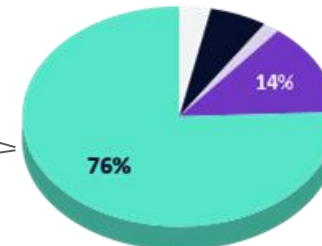
Estimated fixed vs variable cost composition

- Variable costs
- Non-variable costs

Department % personnel expenditure

- Business Development
- Business Operations
- Managed Services
- Corporate
- Trading
- Engineering

Composition of operational expenditure

- COGS
- IT & Hosting
- Sales and Marketing
- Administration
- Personnel Costs

# Platform & Sportsbook - Revenue composition

Revenue

- → Significant ARR revenue component
- → ARR recognised based upon minimum revenue and fixed fees contractually obligated
- → Upside to recurring revenue based upon customer growth through usage of GiG's platform
- → Non-recurring fees predominantly enterprise fees and setup costs

- → PAM comprising majority of current revenue stream
- → Diversification focus of revenue streams to cross-sell sportsbook and managed services both to existing and prospective customers

Overall Revenue composition

22% — Non-recurring
78% — Recurring
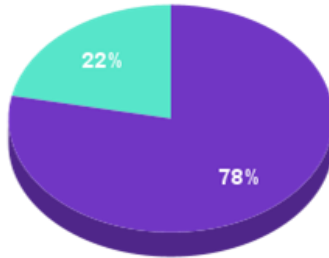
- ● Recurring ● Non-recurring

9.8%
9.8%
80.3%
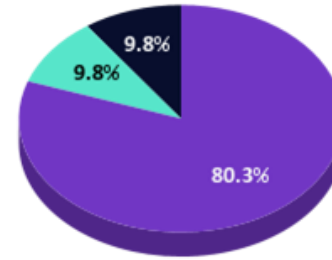
- ● PAM Revenue - Recurring clients (€'m) ● Revenue Sports (€'m)
- ● Revenue Managed Services (€'m)

2024 Platform Revenue and EBITDA guidance

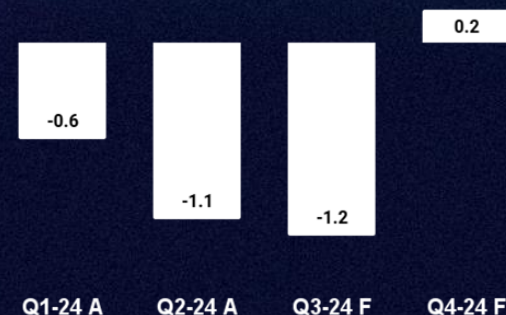## Q4 2024 Revenue and EBITDA expected to inflect

- 2024 GiG Platform revenue expected to be in the range of €30m - €33m (midpoint €32m)

- Q3 recurring revenue and total growth is expected to turn positive before an acceleration Q/Q in Q4

- 2024 GiG Platform adjusted EBITDA* expected to be in the range of -€3.5m to -€2.5m (midpoint - €3.0m)

2024 Q3 & Q4 mid-point revenue guidance

	Q1-24 A	Q2-24 A	Q3-24 F	Q4-24 F
Total	8.3	7.3	7.4	8.8
Exits & source code	1.4	0.6	0.1	0.0
Recurring	6.9	6.7	7.3	8.7

■ Recurring □ Exits & source code

2024 Revenue guidance

2024 Q3 & Q4 EBITDA adj. guidance

Q1-24 A	Q2-24 A	Q3-24 F	Q4-24 F
-0.6	-1.1	-1.2	0.2

2024 EBITDA adj.* guidance

Adjusted for share options expense and non-recurring spin-off related costs
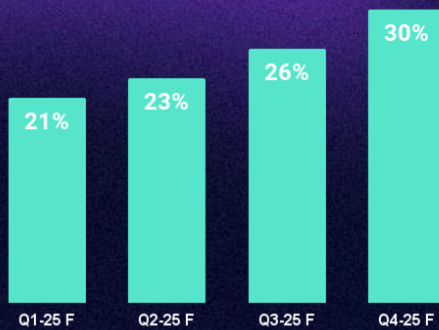
2025 guidance

05

2025 Platform Revenue and EBITDA guidance

Significant Revenue and EBITDA growth projected in 2025

- 2025 GiG Platform revenue is expected to be at least €44m implying +38% YoY growth

- As of today 82% of 2025 revenue is already contracted (90% by YE)

- 2025 GiG Platform EBITDA is expected to be at least €10m

- Implied 2025 EBITDA margin at 23%; versus negative EBITDA margins projected for 2024
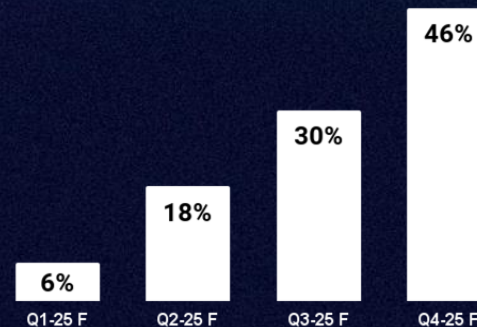
- Cashflow breakeven by Q3-25

2025 revenue guidance phasing by quarter

Q1-25 F	Q2-25 F	Q3-25 F	Q4-25 F
21%	23%	26%	30%

2025 Revenue phasing

+38% Y/Y growth

2025 EBITDA adj. guidance phasing by quarter

Q1-25 F	Q2-25 F	Q3-25 F	Q4-25 F
6%	18%	30%	46%

2025 EBITDA adj. phasing

+4 fold Y/Y growth
23% margin

Conclusion

06

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GiG

Well postioned to create significant shareholder value over the near to midterm

✓ Revenue has stabilised and is expected to accelerate in H2-24 onwards

✓ Client delivery cadence continues to improve as does average revenue per client; embedding stronger future revenue growth

✓ Quality and value of the integration pipeline has strengthened significantly through H1-24

✓ SweepX has substantially increased the Platform's addressable market, and we are well positioned to take advantage of this rapidly growing new market

✓ Sales pipeline has materially expanded since Q2 and now stands at an annualised €50m

✓ Confident of growing revenue, EBITDA and cashflow from H2-24 into 2025 and beyond, underpinned by significantly improved revenue visibility through enhanced pipeline quality and size.

Appendix

GiG in brief

Founded from **Scandinavian origins** in 2012.

Publicly listed on both the Nasdaq Stockholm and Oslo Børs, GiG is a global leader in iGaming Platform and Sportsbook for regulated markets, boasting licences in over 29 jurisdictions worldwide.

Dual-listed on Oslo Børs (Norway) and at Nasdaq Stockholm (Sweden)

29 + global platform licenses

70+ brands live worldwide

ISO 27001:2013 certification for Platform, Data platform, Frontend development, CMS and Sportsbook.

~455
employees

Offices
in Malta, Spain, France

29 Global platform licenses
+2 additional in integration pipeline

A new era of iGaming solutions

GiG is one of the very few full end-to-end providers that can truly boast next-generation technology..

Our full turnkey suite of products and services are built to go beyond in powering iGaming and Sports Betting growth.

CORE^X

Powerful iGaming Platform

Powerful, scalable and highly adaptable multi-jurisdictional platform technology, driving limitless growth for our partners.

SPORT^X

Revolutionary sportsbook

Revolutionary sportsbook specifically tailored and localised to your strategy, driving growth in the most complex regulated markets around the world.

DATA^X LOGIC^X

Advanced AI and machine learning tool

DataX & LogicX; innovative, real-time reporting and intelligent rules based solutions, built to maximise your acquisition and retention, powering results.
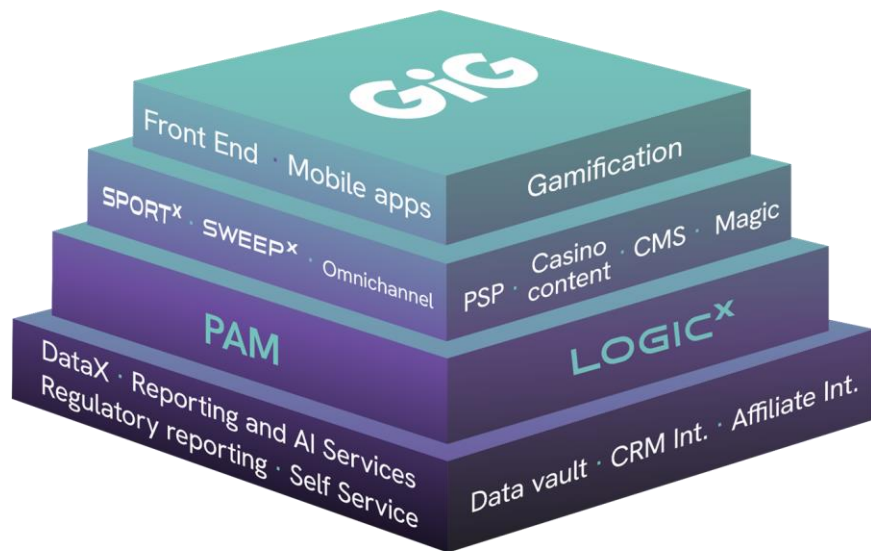
SWEEP^X

Social Casino Sweepstakes
The most secure next-gen technology and iGaming platform, combined with the most entertaining social and gamification tools available for sweepstakes casinos.

72 Brands

40 Clients Live

38% of clients take Sportsbook

7.9%
Peru
Market share by rev.

37%
Argentina
Market share by rev.

8.3%
Spain
market share by rev.

13%
Croatia
market share by rev.

2.5%
Romania
market share by rev.

15.2%
New Zealand
market share by rev.

LIMITLESS
APIs and integrations

Other provider have conflicted interests or do not have the capability to integrate preferred content, payment, or third party providers.

Fastest integration layers

SaaS, with layers of modular technology to enable maximum flexibility and choice for providers. Provides maximum localisation opportunities.

Fastest time to market

Ensures revenue and market share opportunities are maximised, reducing development time and provides a huge opportunity for cost efficiencies.

Full end-to-end proprietary tech stack

We made it and we own it. A full end-to-end technology stack, with operational services to complete our full service offer. Enables upselling opportunities from our existing suite, and more from our development roadmap.

Technology - Competitive Advantages

5x Faster	30% Savings	85%	50%
Integration Speed	Cost Efficiency	User Adoption Rate	Downtime Reduction

A competitive advantage

→ DataX and LogicX are key USPs that deliver self service, AI empowered actions that reduce opex

→ Products built by experienced iGaming veterans who understand key challenges and what drives growth.

→ Platform has been built to be elastic, and cater for increased demands for third parties.

→ Record time to add new content, payment providers

→ GiG's systems are all in realtime, allowing flexibility when building solutions for leading operators

Scalability and Flexibility

→ Betsson AB, Superbet are technology powerhouses that rely on increased market expansion with GiG's proprietary technology

→ Substantial QoQ growth of transactions processed, yet service availability remains industry leading

→ Optimove, FastTrack and similar key third parties with Tier 1 demands have integrated, improving time-to-market.

→ GiG investing further in strategic technical parts of the ecosystem to improve operational efficiency for continuous improvement.

→ At least 50% quicker than industry standard for entering highly complex markets.

Secure

→ Platform is built using security first development, with training regularly given to staff. Data is secure and has several layers of role based security that can be easily configured.

→ Technology and its processes are certified by ISO27001.

ISO 27001

GiG

	Shares	Percentage	Investor
1	11,088,71	8.24%	MJ Foundation
2	7,197,500	5.35%	Myrlid AS
3	6,069,375	4.51%	ZJ Foundation
4	5,830,425	4.33%	MJ Investments sp
5	5,505,587	4.09%	Nordea Livsförsäkring Sverige AB
6	5,500,000	4.09%	Optimus Invest Limited
7	5,044,276	3.75%	Betplay Capital sp
8	4,679,116	3.48%	LGT Bank, nom.
9	4,340,666	3.23%	Juroszek Holding sp
10	4,000,000	2.97%	Symmetry Invest A/S

→ Juroszek Family own combined 25% share capital

→ 2.3% Management and Board ownership

→ Shareholder composition to remain on IPO
- IPO treated as a distribution to current shareholders

Our products.

GiG

CORE^X

Pioneering a new era of platform technology

Spain market example

Competition
Spain: Average 9-12 months with 6 teams of 5 people each

CORE^X
Spain: 4 months with 2 teams of 5 people each

Resilient, scalable, user-centric.

➔ **Designed for regulation, built modular to allow for the quickest time-to-market**

➔ **3 Markets being built on the CoreX in Parallel**

➔ **Event driven message** based on an actor framework and built on microservices architecture

➔ **Fastest technical integrations** with 3rd parties

➔ **Large scale operations** with parallel teams working at the same time

➔ **Multi-tenant** by design

➔ **Deploys** in minutes to production

➔ **Multi-wallet** design & Marketing ready

➔ **Seamlessly** expands into New Market via Policy Based Architecture

GiG

SWEEP[X] - Pioneering new sweepstakes tech

With market-leading features for social casino sweepstakes

✓ **Innovative Gameplay** that offers a cutting-edge gaming experience, integrating innovative features and engaging gameplay to captivate users.

✓ **Social Interaction** that fosters a vibrant community by incorporating robust social features, allowing players to connect, compete, and share with friends and fellow enthusiasts.

✓ **Varied Game Portfolio** that boasts a diverse portfolio of casino games, ensuring broad appeal, catering to a wide range of player preferences and keeping them entertained.

✓ **Monetization Strategies** that implements strategic monetization models, maximizing revenue opportunities through targeted advertising.

✓ **Cross-Platform Accessibility** that is seamlessly accessible across multiple devices, enabling users to enjoy their favorite games anytime, anywhere.

Primero Games LLC - The largest supplier of land-based sweepstakes machines throughout the US, will be launching with SweepX in H2.

GiG
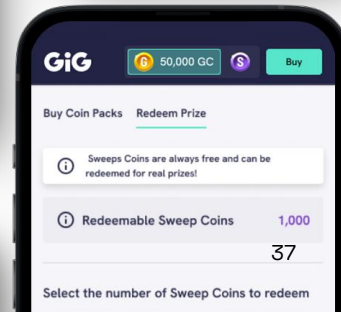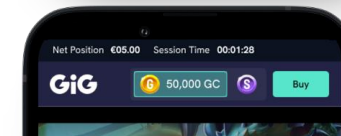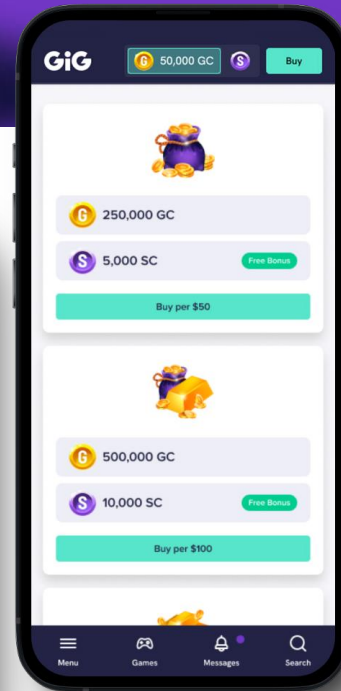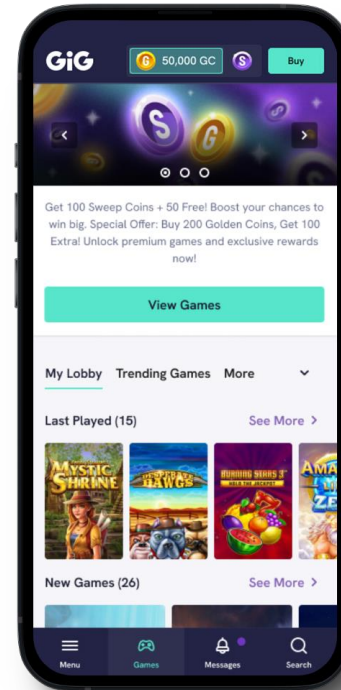
1

Connects to multiple sources to store and utilise different data sets, latest player transactions, as well as lifetime transactions.

2

Offers interval and real-time based data streaming.

3

Performs reconciliation checks on a routine basis to ensure data integrity

4

A scalable solution with growing data volumes in mind.

5

Incorporates Machine Learning models for predictive assessments and analysis.

6

Has multiple data exposure channels for visibility and querying.

7

Designed to empower and enable our partners through self-service, real-time analytics, providing actionable insights that drive informed decisions, and foster competitive advantage in today's dynamic marketplace.

Increasing our partners customer retention by up to

14%

higher than the market average

Improving our partners conversion rate by up to

43%

newly registered customers to first-time depositors

Increasing operational efficiency by up to

25%

Decreasing average bonus costs by up to

17%

Reducing our partners self-exclusion rate by up to

17%

with our RG features

Enabling our partners to process their KYC up to

80%

faster than the industry average

GiG

DATAX in details

Proven to extend customer lifetime values by 50%

→ Responsible gaming predictions

→ Integrated AI for content delivery

→ Full Integration with GiG Logic rules engine

→ Platform agnostic, allowing data delivery from any source

→ *SAFE* Integration

→ Full real-time reporting

→ Automated segmentation

→ Business analytics dashboards

→ Integrated AI and machine learning

→ Regulation

→ Analytics as a Service

→ SQL Connectivity

→ AML & RG Risk Scoring

→ AI Segmentation

→ Game Recommendation Engine

DataX effect on Games Recommendation Engine

↑ +15.6%

Average Monthly Turnover per User

↑ +8.9%

Average Monthly Revenue per User

↑ +8.2%

Average Playing Days Per User Per Month

GiG

DATA^X

Migration Framework

GiG's Migration Framework is designed specifically for Clients seeking to confidently migrate outwards of their existing Platform, to GiG's cutting-edge CoreX PAM.

160,000
Active Players

< 3 Hours
Migration, data integrity & generation of data extracts

1.8M
total players migrated

Example of migration speed in numbers

GiG's unparalleled framework guarantees minimal disruption time during migration.

This promotes:

→ **The confidence to migrate**
→ **Customer retention**
→ **Revenue protection**
→ **Consumer confidence**

1. Simple migration layer that consumes files from ex-PAM, providing players with seamless shift

1. Rinse and repeat robust process has proved that it can work for several platforms already. Most recent;
   a.   FSB (Pools)
   b.   Gamanza (Basel)
   c.   Playbook (Betzone)
   d.   Offsite (Inkabet)

1. Using Inkabet as an example; took 2 hours to migrate and retained 90%+ of players. A brand with 2m player base.

GiG

DATA^X

Migration Framework

→ One of the easiest platforms to migrate to in the industry

→ Once a platform is migrated, our framework incorporating layers of powerful machine learning and AI tools makes it extremely beneficial to operators

The architecture behind the migration framework guarantees :

→ The smooth migration of customer data, vital for both regulatory compliance and operational continuation

→ Two migration modes (Slim and Full), ensuring a tailored transition that suits different business needs

→ The integrity of migrated data, giving confidence in the accuracy and completeness of transferred information

→ Minimal downtime and disruption

→ Full support, ensuring a stress-free experience

GiG

LOGIC^x

Intelligent rules based solutions, built to maximise acquisition and retention, powering results.

0

Number of developers needed

Our secret sauce

- What sets GiG apart is the incorporation of advanced machine learning and AI models models into its toolkit

- Allows for greater decision-making processes and rule building, driving exponential growth in revenue for operators.

→ One of GiG's flagship products

→ Designed to empower its partners in achieving sustainable growth

→ Optimising acquisition efforts

→ Leverages retention opportunities.

→ Relies on cutting-edge artificial intelligence and automation

→ Powers greater operational efficiency further than ever before.

→ Enables the creation of actionable business rules effortlessly, all without the need for coding knowledge.

LOGIC^X

Intelligent rules based solutions, built to maximise acquisition and retention, powering results.

0

Number of developers needed

LogicX is our rules engine that listens to triggering events and performs automated actions. Automations are built on your desired criteria, without the need of writing code, through a simple and visual drag and drop interface.

Advantages of utilising LogicX:

→ Code free automations

→ Integrate with any API or third party

→ Reduce development costs

→ Real time implementation

1. To maximize the advantages of LogicX, we offer a collection of templates designed to facilitate the process of our partners creating their own rules.
2. These templates are rooted in real-life scenarios, providing an unrivalled foundation for customisation & localisation.
3. LogicX can automate processes with the need to write any code.
4. Churn Prevention: Build rules that engage with potentially churning players in real-time by harnessing the power of our Churn prediction model.

LOGIC^x

in numbers

Consumer generated marketing
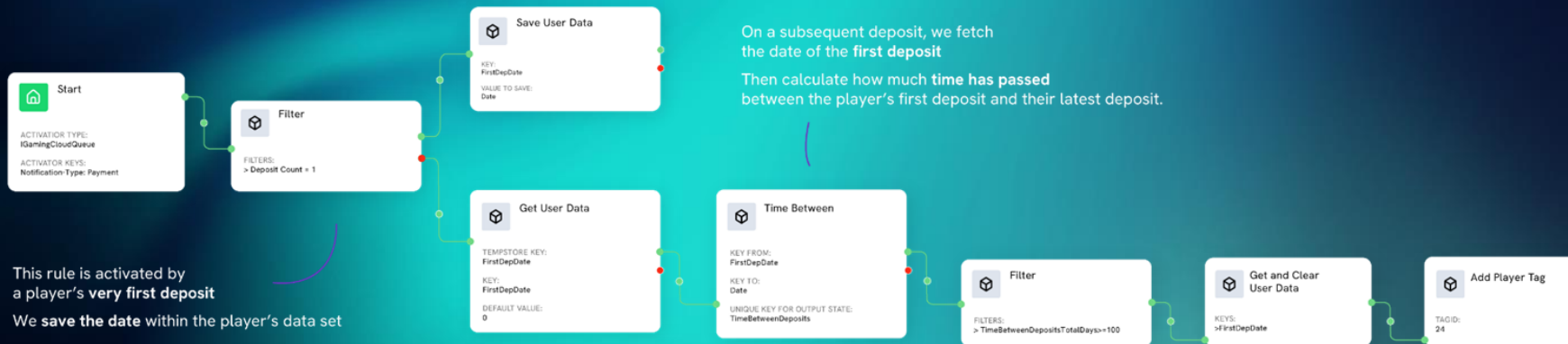
>5,000
Unique rules active

>2,500
Events processed
per second

Case studies using GiG proprietary technology

✓ AI empowered self exclusion detection and lifetime monitoring has led to a **CLV increase of 50% of customers**

✓ Migrating Inkabet from Offsite to GiG's platform took 2 hours. This is a brand having a player base of 2m+ customers

✓ Utilising LogicX, CGM have seen an **increase player engagement**

✓ [CGM started to use Logic in March. Cohort below is registration vs active % based off retained players month 2,3,4 etc. The use cases built with CGM are all around retention, reactivation, engagement]

✓ **AVG of increase of 3.25%**

Rewriting the rules

LOGIC^X

Save User Data

KEY:
FirstDepDate

VALUE TO SAVE:
Date

Start

ACTIVATION TYPE:
IGamingCloudQueue

ACTIVATOR KEYS:
Notification-Type: Payment

Filter

FILTERS:
> Deposit Count = 1

On a subsequent deposit, we fetch
the date of the **first deposit**

Then calculate how much **time has passed**
between the player's first deposit and their latest deposit.

This rule is activated by
a player's **very first deposit**

We **save the date** within the player's data set

Get User Data

TEMPSTORE KEY:
FirstDepDate

KEY:
FirstDepDate

DEFAULT VALUE:
0

Time Between

KEY FROM:
FirstDepDate

KEY TO:
Date

UNIQUE KEY FOR OUTPUT STATE:
TimeBetweenDeposits

Filter

FILTERS:
> TimeBetweenDepositsTotalDays>=100

Get and Clear
User Data

KEYS:
>FirstDepDate

Add Player Tag

TAGID:
24

If more than **100 days** have passed from
the last deposit

The system will clear the data sets contained
within the rule and finally, **add a player tag** to the account.

Magic & Wand

GiG's Frontend and Marketing Solution provides an exceptional polish to our technological prowess
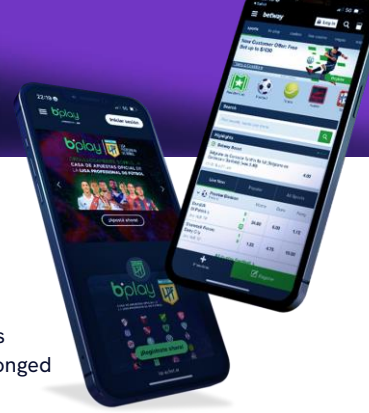
Magic & Wand

- → Ensures unwavering stability and exceptional efficiency for operators
- → Enables seamless integration with GiG's Player Management System
- → Offers a suite of bespoke APIs for advanced Casino Marketing capabilities
- → Incorporates a Content Management System (CMS) for gamification and marketing
- → Comprehensive array of iGaming features
- → Crafted to align with evolving market demands
- → Reflects the superior capabilities of Magic middleware
- → Delivers an optimized casino experience directly to players' fingertips

Benefits for Partners

- → Ability to build the exact experience for their localised market with an optimised
  end-to-end solution
- → Accessing a wealth of tier-one industry knowledge and expertise
- → Equipped with cutting-edge operational tools
- → Deliver a superior gaming experience to customers - responsibly.

Player Engagement:
Gamification elements like challenges, rewards, and competitions enhance player engagement, encouraging regular visits and prolonged interaction.

Player Retention:
GiG's igaming specific features create a more captivating and rewarding experience, reducing player churn and improving overall user retention.

Cross-Sell and Upsell:
With all of our igaming marketing elements at the operators fingertips, it is simple to build cross-selling opportunities between casino and sportsbook sections, leading to increased revenue.

Average Revenue Per User:
GiG's optimised front end and gamification features drive additional spending through intelligent bonusing, milestones and rewards and exclusive competitions and promotions positively impacting the average revenue generated from each user.

Acquisition and Conversion:
GiG is continuously optimising SEO, registration and payment flows to ensure that our partners' get the best value acquisition and great conversion rates.

Magic & Wand

With robust gamification features.

- → Tournaments
- → Leaderboards
- → Loyalty Programmes
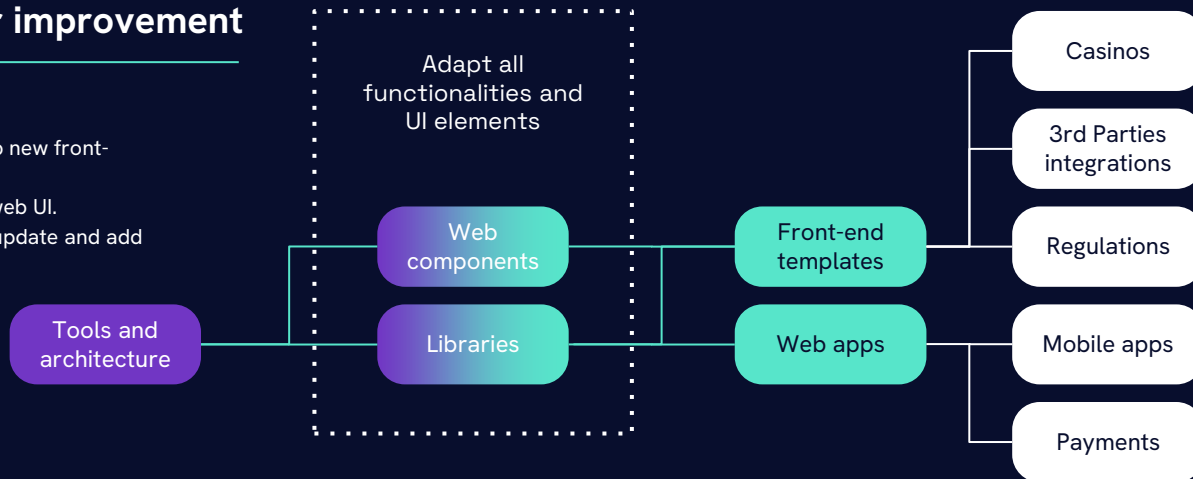- → Competitions
- → Rewards
- → Milestones and actions

- → Virtual Currency
- → Online Shop
- → Games
- → Recommendation Engine
- → Enhanced Responsible Gaming features

- → Onsite messaging
- → Roles & Segmentation
- → Asset and Content Management
- → Omni Solution
- → Animated packages

- → Multiple jurisdictions
- → Over 30 Markets available
- → Continuous development
- → Market-leading Managed Services team

A Continuous strategy for improvement

- → **Reduce time to market (~30%)** setting up new front-ends for casinos.
- → **Add more flexibility** for templates and web UI.
- → **Reduce complexity** in the processes to update and add new functionalities.

Adapt all functionalities and UI elements

Tools and architecture

Web components

Libraries

Front-end templates

Web apps

Casinos

3rd Parties integrations

Regulations

Mobile apps

Payments

GiG

SPORT^X - Turnkey sports betting solution for regulated markets

→ Wide range of integrated marketing tools

→ Dedicated trading

→ Risk & fraud management

→ Daily reporting and bespoke reports

→ Bespoke advice and training

→ Comprehensive betting offer with a wide range of sports to target any geographic location as well as tournaments and divisions

→ Wide range of horse and greyhound racing, virtual sports and esports.

→ 24/7 trading team support

→ Fully integrated with GiG's suite of products

→ Mobile first

50+
Sports

200+
Betting markets

80k+
Pre-match events per month

5k+
Leagues

45k+
Live events per month

GiG