



GAMING REALMS

PLAYING A NEW GAME

INTRODUCTION TO GAMING REALMS



EXECUTIVE TEAM



MICHAEL BUCKLEY,
EXECUTIVE CHAIRMAN

Co-founded Gaming Realms plc

Chairman Cashcade Limited

Founder Director of Meridian Television

Chairman of Selectv plc

Chairman of Pacific Media plc



MARK SEGAL,
CFO

Co-founded Gaming Realms plc

Former Finance Director of bwin.party's
bingo division and Cashcade

WHO WE ARE



Developer, licensor
and distributor of real
money & social games



Slingo – unique game
format loved by
players



Distribute games
globally through most
successful gaming
Operators & Distributors



Licensor of Slingo IP for
other game formats
(e.g. scratch cards)

Group revenue by
Geography H1 2020



United Kingdom	29%
United States	56%
Other	15%



62 staff based in London,
Colchester, New Jersey and
Vancouver Island, Canada

INVESTMENT CASE

- Operating in a large and growing international market
- Slingo is a unique game format and brand which resonates with consumers – creating a new genre
- Strong partnerships with major gaming Distributors, Operators and consumers brands
- Highly profitable and highly scalable
- Lower regulatory burden vs. consumer-facing Operators
- Clear and attainable growth opportunities
 - International expansion - particularly in the US
 - Adding new Distributors, Operators and Licensors
 - Further penetration with existing Distributors and Operators driven by new games



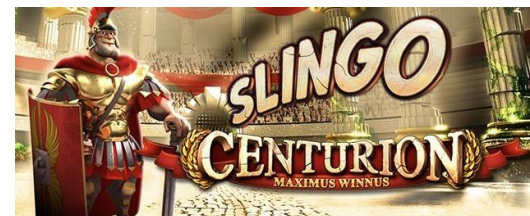
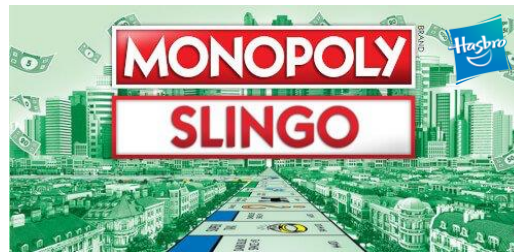
SLINGO - OUR UNIQUE GAMING FORMAT

Hybrid slots-bingo format

Fast games ideal for
mobile devices

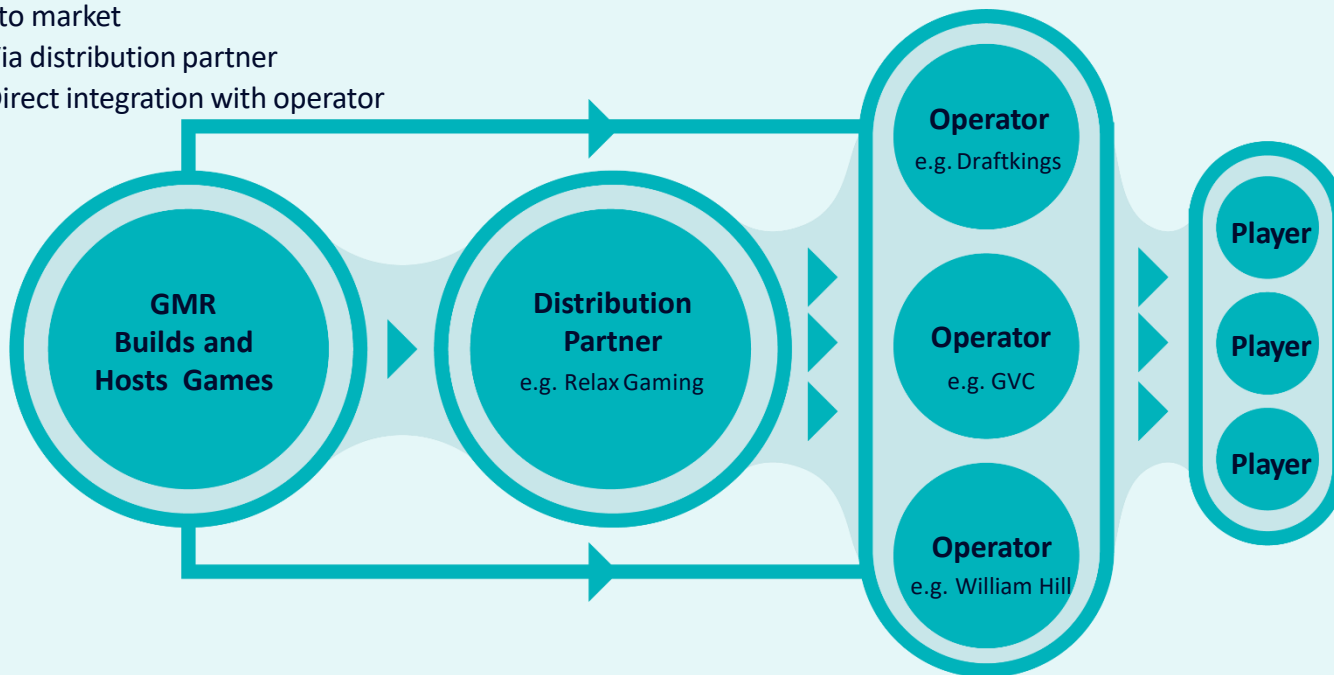
Portfolio of 40
proprietary games

2 in-house games
studios



BUSINESS MODEL (CONTENT LICENSING)

- 300,000 + players play our games each month across multiple operators.
- 2 routes to market
 - Via distribution partner
 - Direct integration with operator



BUSINESS MODEL (SOCIAL & BRAND LICENSING)

SOCIAL



Develop Social Games
e.g. Slingo Arcade



**Publish on Apple, Google,
Amazon and Facebook**



**Integrate Slingo games and
other select content**



Player management



Marketing



**In app purchases
and ad revenue**

BRAND LICENSING



Social



iLotteries



Physical scratchcards

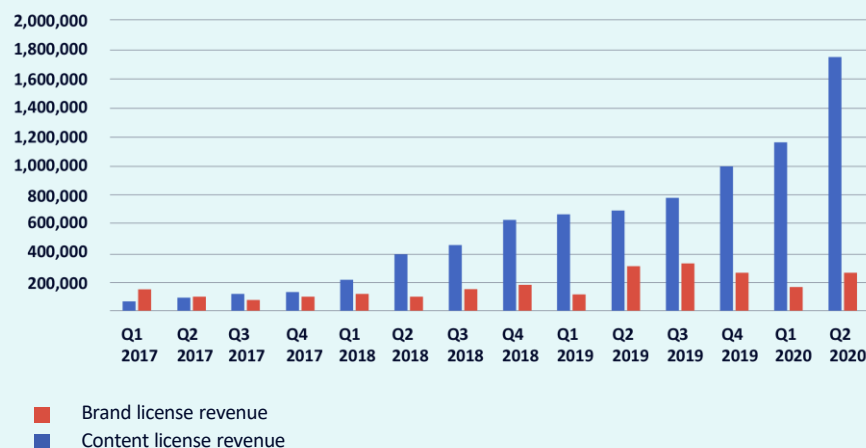


Licensing agent

SUMMARY FINANCIAL PERFORMANCE

- High revenue growth - quarterly compound growth of 26% since Q1 2018 for Content Licensing
- Low variable costs – H1'20: 27% of Revenue
- Stable fixed cost base – H1'20: £2.5m (H2'19: £2.6m)
- Equating to high operating leverage coming through – H1'20: 23.9% adj EBITDA (FY19: (3%) adj EBITDA)
- Expect to become free cash flow break even during FY20 (FY19: Free cash outflow of £3.5m)
- Cash / debt:
 - Cash balance at Aug'20: £1.9m
 - £1.5m deferred consideration receivable Dec'20
 - £3.5m convertible loan from Gamesys Group plc repayable Dec'22

Quarterly Content and Brand License revenue

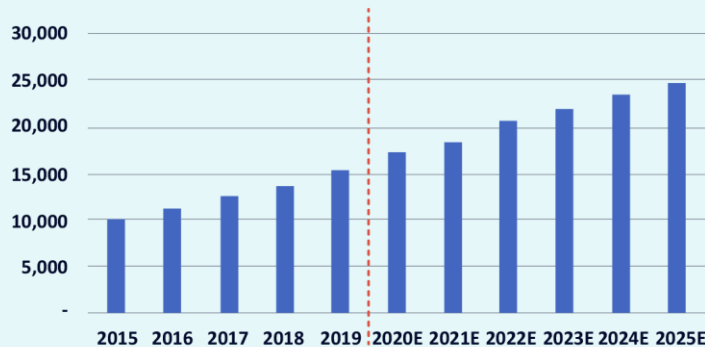


GROWTH OPPORTUNITIES

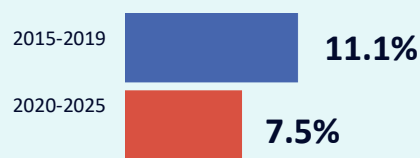


LARGE GROWING MARKET

**Global Online Casino
(Gross Gaming Revenue) \$m's**

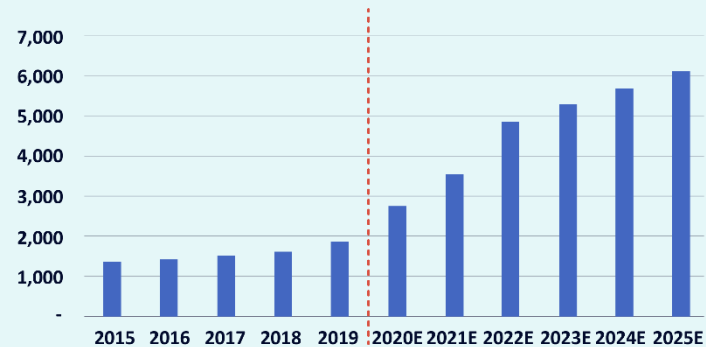


CAGR

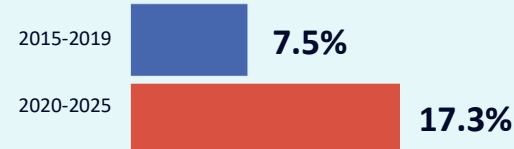


- We are targeting more European markets including Spain, Denmark and Italy

**North America Online Casino
(Gross Gaming Revenue) \$m's**



CAGR



- US market opening up presents significant growth opportunity
- Our games generate in excess of 3.5% of gross revenue in New Jersey casino market (market increase 94.7% YoY)
- We will launch in Pennsylvania and Michigan once our license applications are processed, and further US States as they regulate real money gaming

CLEAR AND ATTAINABLE GROWTH OPPORTUNITIES



**International
Expansion –
particularly in
the US**



**Adding new
Distributors,
Operators and
Licensors**



**Further Penetration
with existing
Distributors and
Operators driven
by new games**

SCALABLE GROWTH

- Scalable platform allows future growth through existing infrastructure for new games and more distribution
- Owner of proprietary “RGS” platform allows direct distribution and hosts our game portfolio
- Highly experienced team in place:
 - Business development director in US
 - Business development director for RoW (based in UK) – from Scientific Games/Openbet
 - CTO – 15 years technical leadership within online gaming industry
 - Director of games studio – built all Slingo games in-house



FINANCIALS



FINANCIALS H1 2020

H1 2020 Income Statement

Group	H1 2020 £m	H1 2019 £m	
Revenue	5.2	3.1	66%
Variable Costs	(1.4)	(1.2)	(16%)
Administrative expenses	(2.5)	(2.0)	(25%)
Adjusted EBITDA *	1.2	(0.1)	
EBITDA	1.0	(0.5)	

* Adjusted EBITDA is before exceptional items

- High revenue growth
- Low variable costs
- Stable fixed costs
- High operational leverage coming through

H1 2020 Balance Sheet

Group	H1 2020 £m	H1 2019 £m
Non-Current Asset	13.1	13.1
Current assets (excl cash and cash equivalents)	4.6	3.3
Cash and Cash equivalents	0.8	2.6
Current liabilities	(2.1)	(2.4)
Net Current Assets	3.3	3.5
Non-Current liabilities	(4.4)	(4.5)
Net Assets	12.0	12.1

- Cash balance at 31 August £1.9m
- £1.5m deferred consideration receivable 31 December 2020

FINANCIALS – CURRENT TRADING

In the 2 months post Period,
Licensing has increased

140% YOY

and social has increased

56% YOY

New Slingo content added
and continues to be high
margin revenue.

We have launched
2 games into the market.



We have gone live with
3 operators including White
HatGaming, Jumpman
Gaming and MrQ.

Oryx Gaming distribution.
**Oryx is a leading European
distributor of games** with
over **100 Operator partners**.

**Signed deal with Inspired
Entertainment** to license
their popular Reel King
brand for a Slingo Reel King
unique game.

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