

POSITIONED FOR GROWTH

Developer and licensor of award-winning real-money and social games. Trusted by millions of players and the world's biggest brands.

APRIL 2022

INTRODUCTION TO GAMING REALMS

OUR EXECUTIVE TEAM

GAMING
REALMS



Michael Buckley
Executive Chairman



Co-Founder



Chairman



Founder Director



Chairman



Mark Segal
CFO & COO



Co-Founder



Finance Director



Finance Director

OUR MANAGEMENT TEAM

GAMING
REALMS



Peter Russell
Chief Technology Officer



Hans Winkelmann
Product Director



Craig Falciglia
Business Development
North America



Gareth Scott
Commercial Director
Rest of the World

A CUT-THROUGH PRODUCT SUITE

A Leading Player in Real Money and Social Gaming

GAMING
REALMS



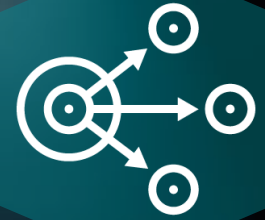
DEVELOPER
&
LICENSOR



SLINGO™
&
SCRATCH



REAL MONEY
&
SOCIAL



GAME
DISTRIBUTION
PLATFORM
(RGS)

DIVERSIFIED ACROSS THE VALUE CHAIN

GAMING
REALMS

Participating in Multiple Segments of the Ecosystem

CONTENT LICENSING (CORE BUSINESS)

B2B

Slingo™
Unique Game Format

Share in
Operator Success

Diverse Revenue Streams.
Multiple Markets on
Proprietary Technology

BRAND LICENSING

B2B

Lottery
Scratch Cards

Social
Slots

Online
Scratch Cards

SOCIAL GAMING

B2C

Slingo™
Arcade

Slingo™
Casino

Freemium Revenue:
Purchases + Ads



A HIGHLY CASH GENERATIVE MODEL

GAMING
REALMS

Robust and Efficient



A PREMIUM GLOBAL CLIENT BASE

Long Term Relationships with 100+ Leading Brands of the World

GAMING
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bet365

sky BET

William HILL

DRAFT
KINGS



Sisal

FANDUEL

888
HOLDINGS

PADDYPOWER.

Hard Rock
DIGITAL

Ladbrokes

Casumo

GOLDEN
NUGGET

BETMGM
THE KING OF SPORTSBOOKS

wynn RESORTS

CAESARS
ENTERTAINMENT

CORAL

loto-québec

PARTY
CASINO

Foxy BINGO

gamesys

Rank Group

betfair

GoldBet
Con ELISABETTA GREGORACI

32Red

super bet

UNIBET

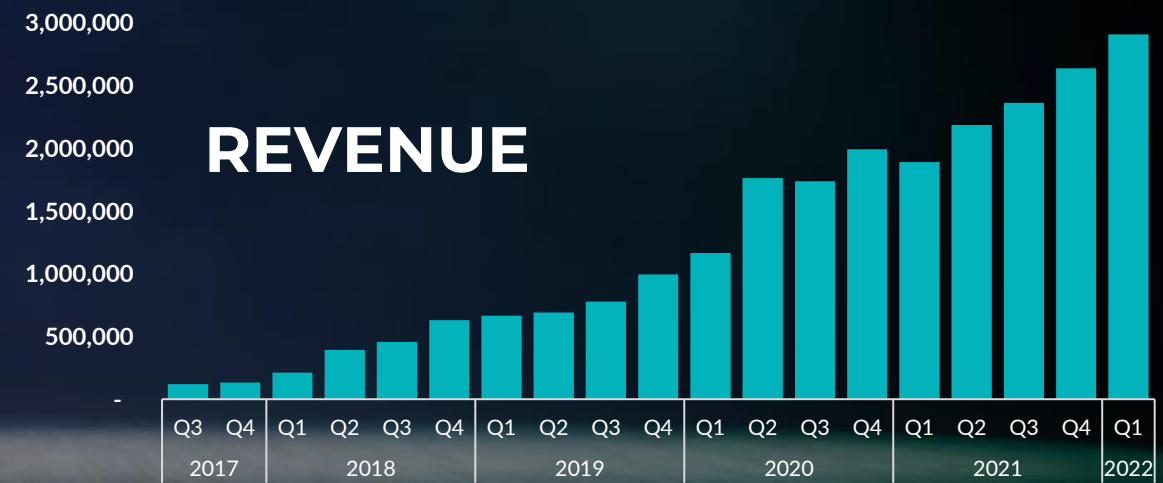
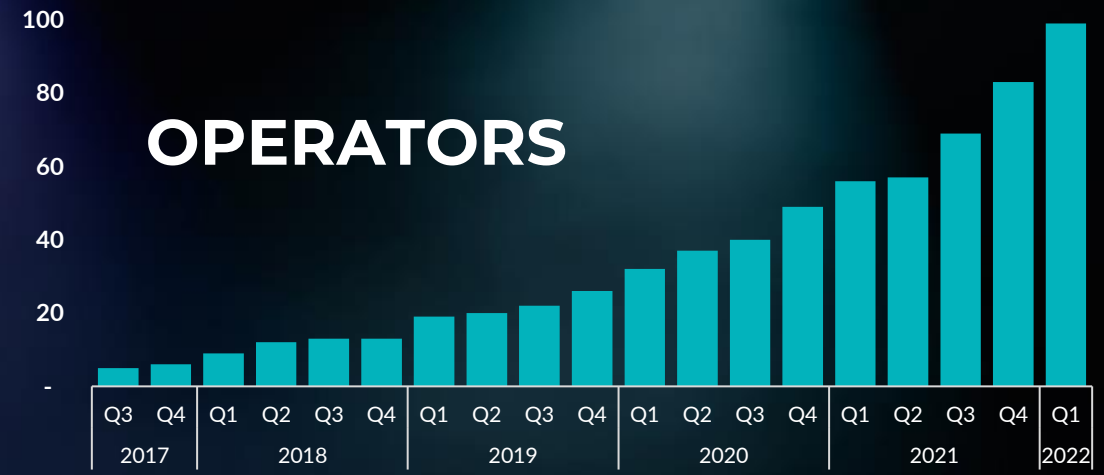
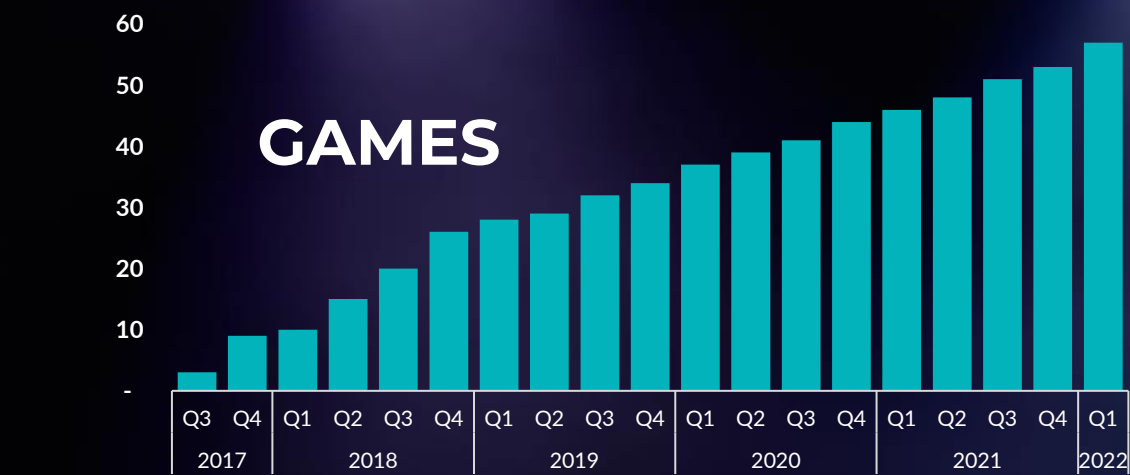
betsson

RUSH STREET
INTERACTIVE

LeoVegas

HIGH GROWTH & PROFITABLE BUSINESS

Significant Operational and Financial Momentum



PERFORMANCE AND SCALE

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KPIs at a Glance

£14.7m

(\$19.9m)

Revenue
2021

70%

Revenue CAGR
2019 - 2021

100%

Regulated
Partners

£5.7m

(\$7.4m)

Adj EBITDA
2021

100 +

Clients

10

Regulated Countries

62

Full Time Employees

3.4m

Unique Players
2021

142%

US Revenue Growth
Q1 YoY

14%

ROW Revenue Growth
Q1 YoY

57

Games Distributed
Globally

99%+

Uptime

DIVERSE DISTRIBUTION

Constant Expansion and Highly Adaptable to Regulatory Changes

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FINANCIAL RESULTS

FY2021

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Income Statement		
Group	FY 2021 £m	FY 2020 £m
Revenue	14.7	11.4
Marketing	-0.4	-0.4
Variable costs	-2.2	-2.2
Administrative expenses †	-6.4	-6
Adjusted EBITDA *	5.7	3.3

HIGH MARGIN GROWTH

- ✓ High revenue growth – quarterly compound growth of 18% since Q1 2018 for content licensing
- ✓ Includes 1 off brand licence in Q2 '21
- ✓ Low variable costs – FY 2021: 17% of revenue
- ✓ Small increase in fixed costs with team growth
- ✓ Traded with positive cash flow
- ✓ Cash balance £4.4m

INVESTMENT CASE

INVESTMENT CASE

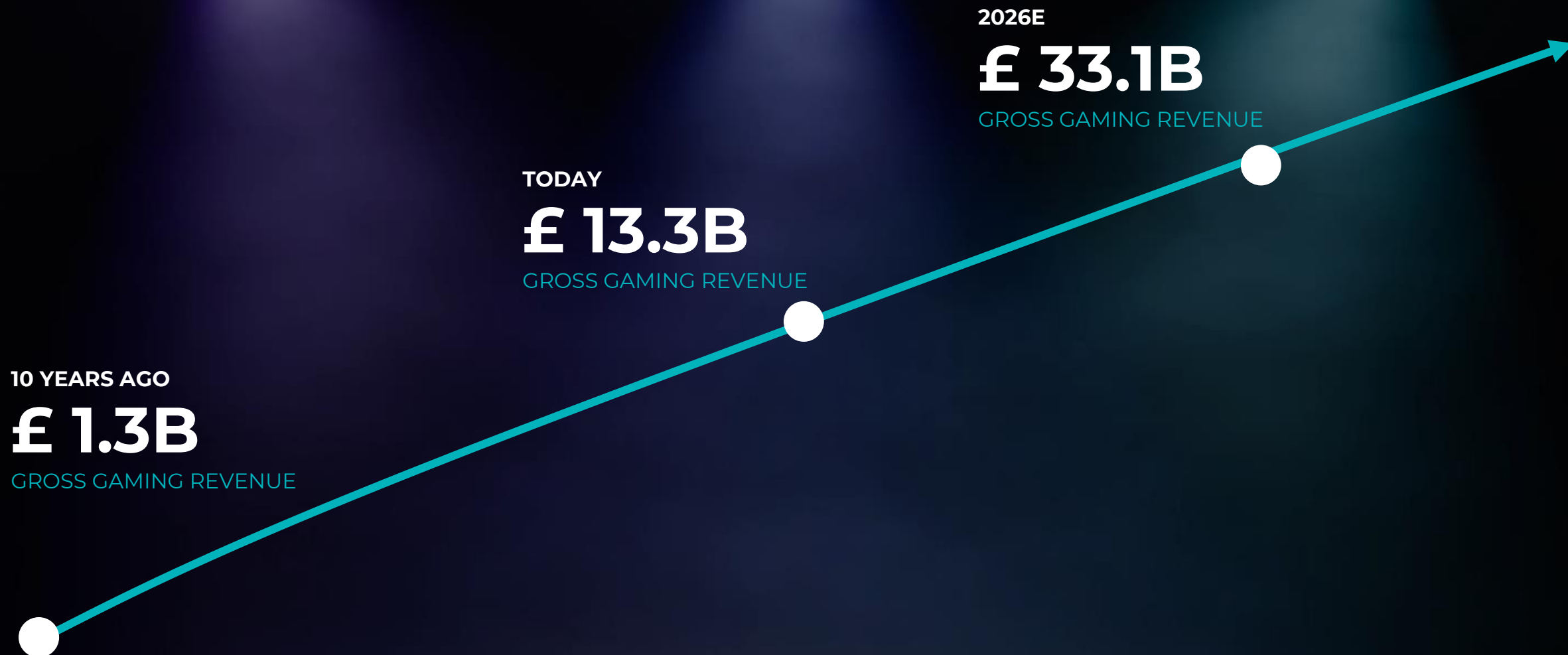
Clear and Attainable Growth Opportunities in Profitable Business

- ① Operating in a large and growing international market. Highly profitable and highly scalable
- ② Slingo™ is a unique game format and brand which resonates with consumers – creating a new genre
- ③ Strong partnerships with major gaming Distributors, Operators and consumers brands
- ④ Lower regulatory burden vs. consumer-facing Operators
- ⑤ International expansion - particularly in the US. Adding new distributors, operators and licensors.
- ⑥ Further penetration with existing Distributors and Operators driven by new games

INVESTMENT CASE

A Rapidly Expanding Global TAM

GAMING
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Source: iCasino Gross Gaming Revenue in GBP: H2 Gambling Capital Global Summary April 2022

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INVESTMENT CASE

Powerful Existing Licensed Content Portfolio

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REALMS

SG
SCIENTIFIC GAMES

**RAINBOW
RICHES**

Banijay

**DEAL
OR
NO DEAL**

King Show
GAMES

**Lucky Larry's
LOBSTERMANIA 2**

**Evolution
Gaming**

STARBURST

PRAGMATIC PLAY

**SWEET
BONANZA**

playtech
SOURCE OF SUCCESS

*Fluffy
Favourites*

INSPIRED

CENTURION
REELUS MAXIMUS

FREMANTLEMEDIA

**BRITAIN'S GOT
TALENT**

**THE
X
FACTOR**

INVESTMENT CASE

GAMING
REALMS

Additional 3rd Party Content Launching in 2022

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12 x
SLINGO
Originals

King Show
GAMES

**\$tinkin'
Rich**



**DAVINCI
DIAMONDS**

 **Discovery**
CHANNEL™

**SHARK
WEEK**

**DEADLIEST
CATCH**

INVESTMENT CASE

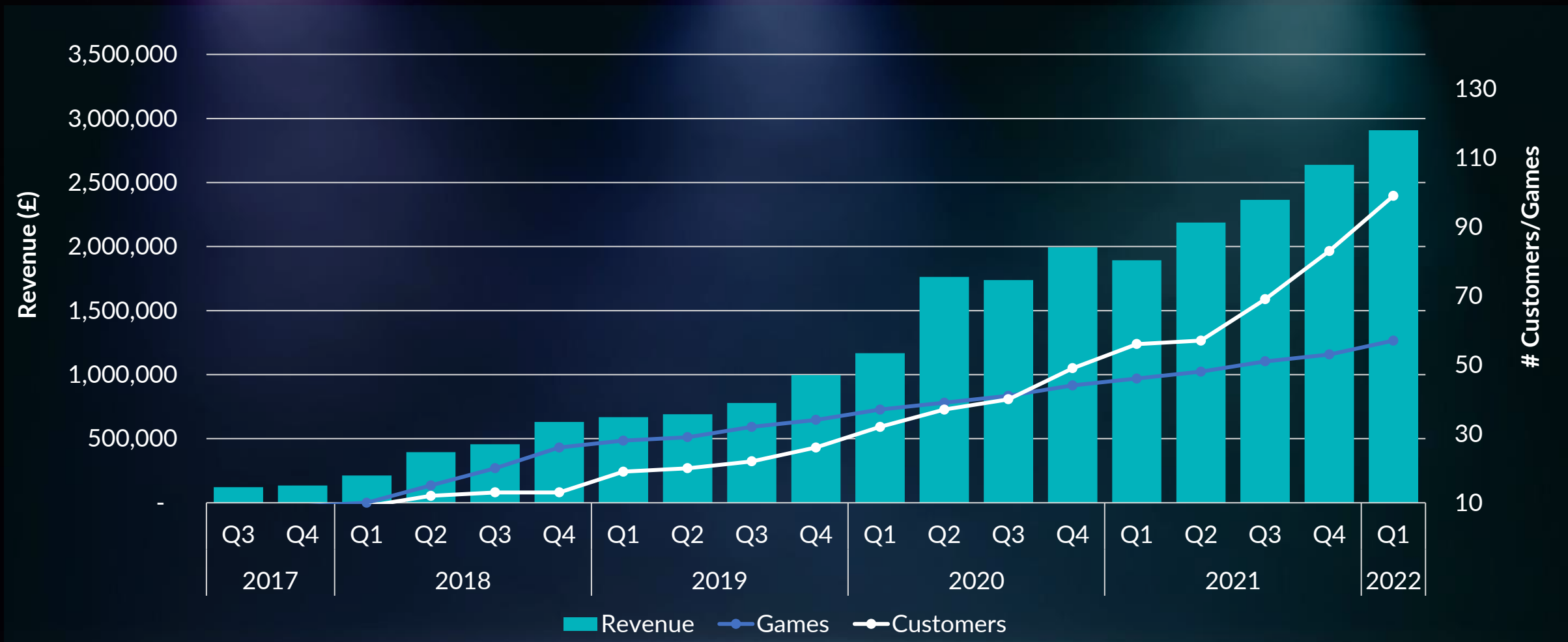
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Content Integrated With All Major Online Casino Aggregation Platforms



INVESTMENT CASE

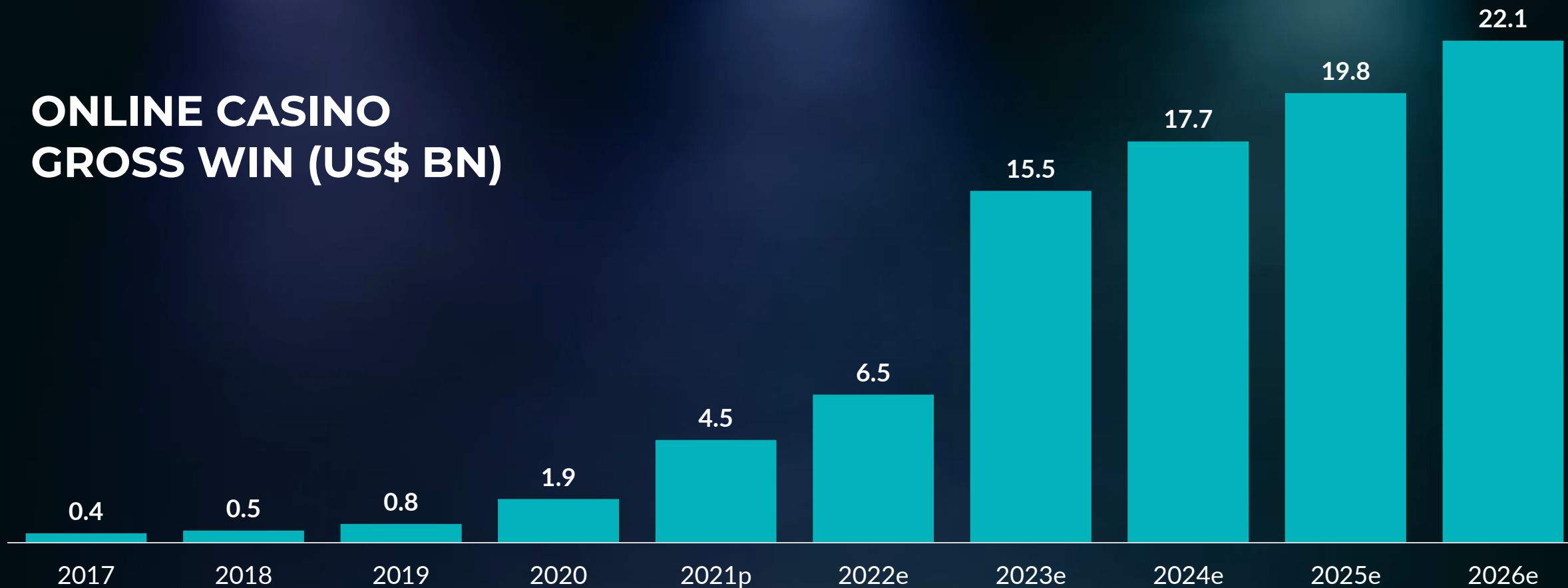
Customer Growth and New Content Driving Strong Revenue Growth



INVESTMENT CASE

North America Market: Significant Opportunity for Gaming Realms.

ONLINE CASINO GROSS WIN (US\$ BN)

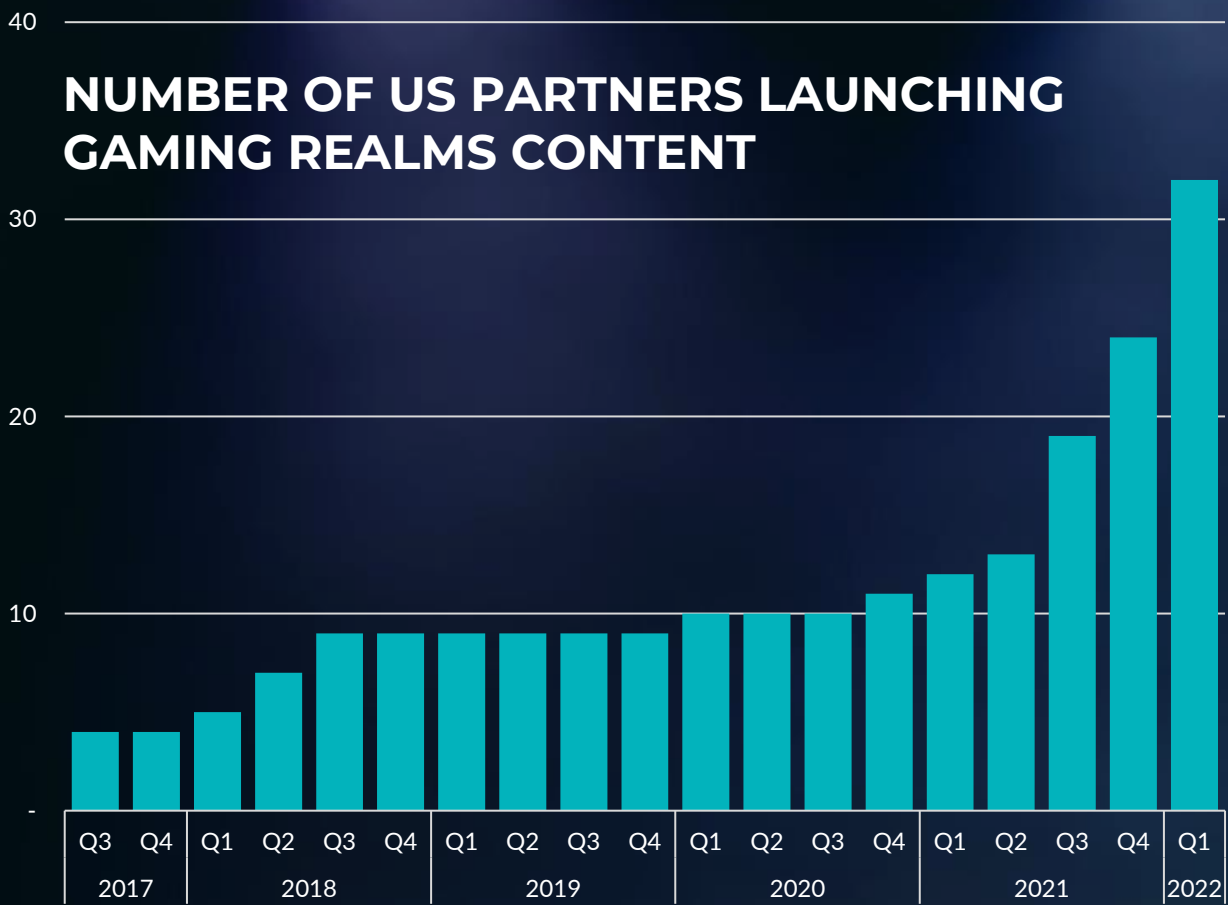


Source: H2GC Global Summary April 2022

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INVESTMENT CASE

Launching New Partners in US at Speed



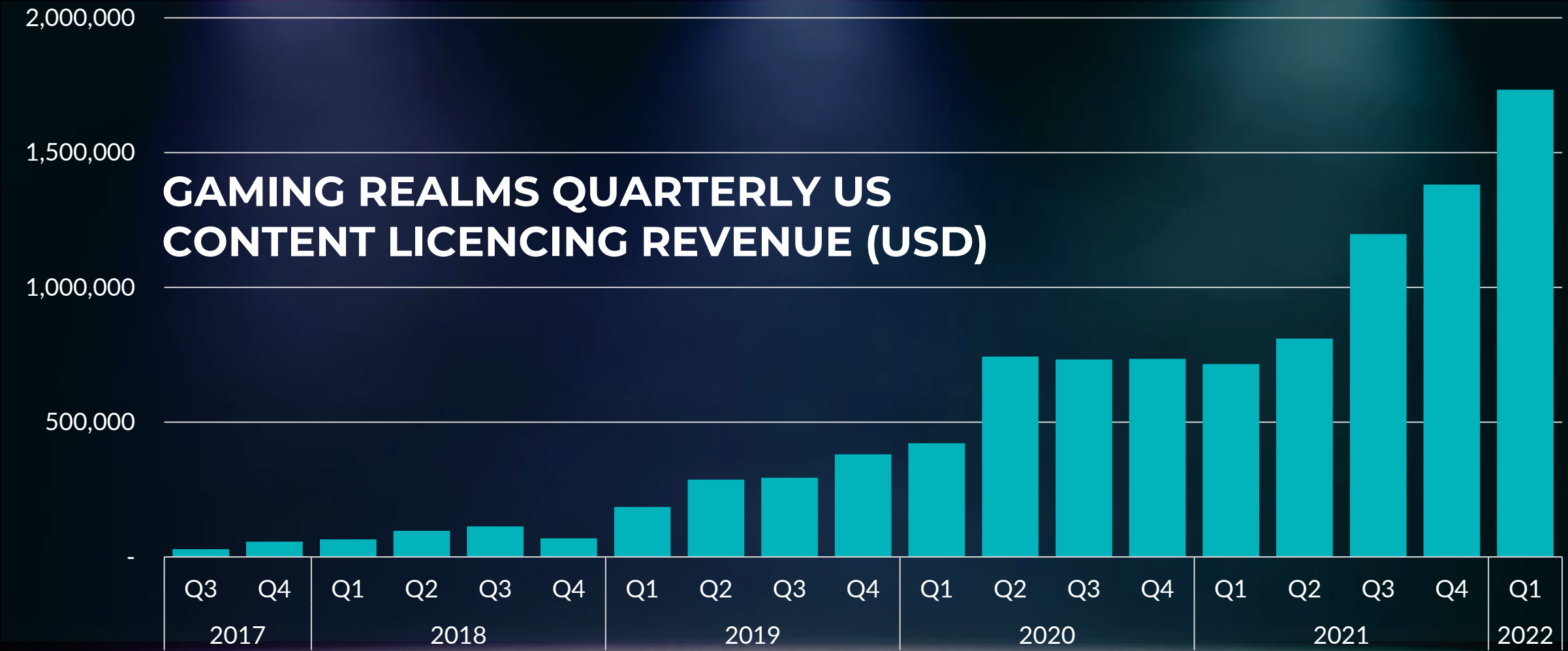
US GROWTH

- ✓ Live in 4 North American States
- ✓ Direct integrations with 98% of the market
- ✓ Multi State Deals with 17 operators
- ✓ Dedicated North American team
- ✓ Online Casino bigger than online Sports Betting. 52% of GGR in 2021 from 6 States (v 19 SB)
- ✓ Launched Ontario on 4 April 2022

INVESTMENT CASE

Existing US Content Licensing Momentum Scaling at Pace

**GAMING REALMS QUARTERLY US
CONTENT LICENCING REVENUE (USD)**





GAMING
REALMS

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APPENDIX

BALANCE SHEET

FY2021

Balance Sheet		
Group	FY 2021 £m	FY 2020 £m
Non-Current Asset	12.4	12.2
Current assets (excl cash and cash equivalents)	3.3	3.5
Cash and cash equivalents	4.4	2.1
Current liabilities	-6.6	-2.3
Net Current Assets	1.1	3.3
Non-Current Liabilities	-0.4	-4.6
Net Assets	13.1	10.9