



SCOUT
gaming group

**World's Only
Premium B2B**

Fantasy Sports & Betting solutions



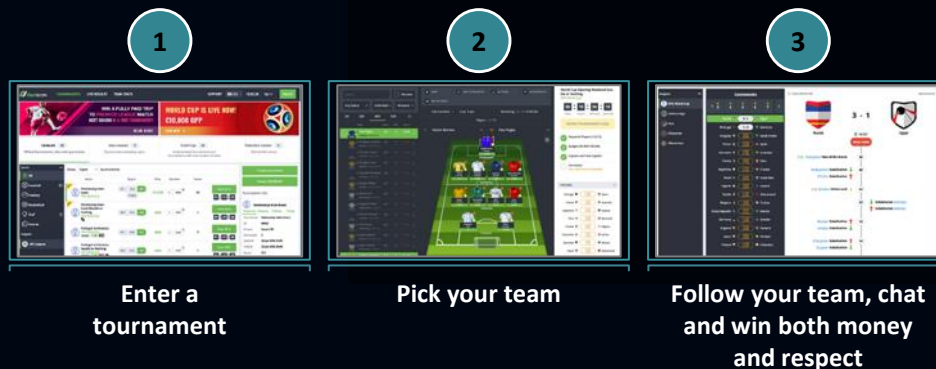
Scout Gaming – A leading Fantasy Sports provider

A global B2B provider of Fantasy Sport solutions

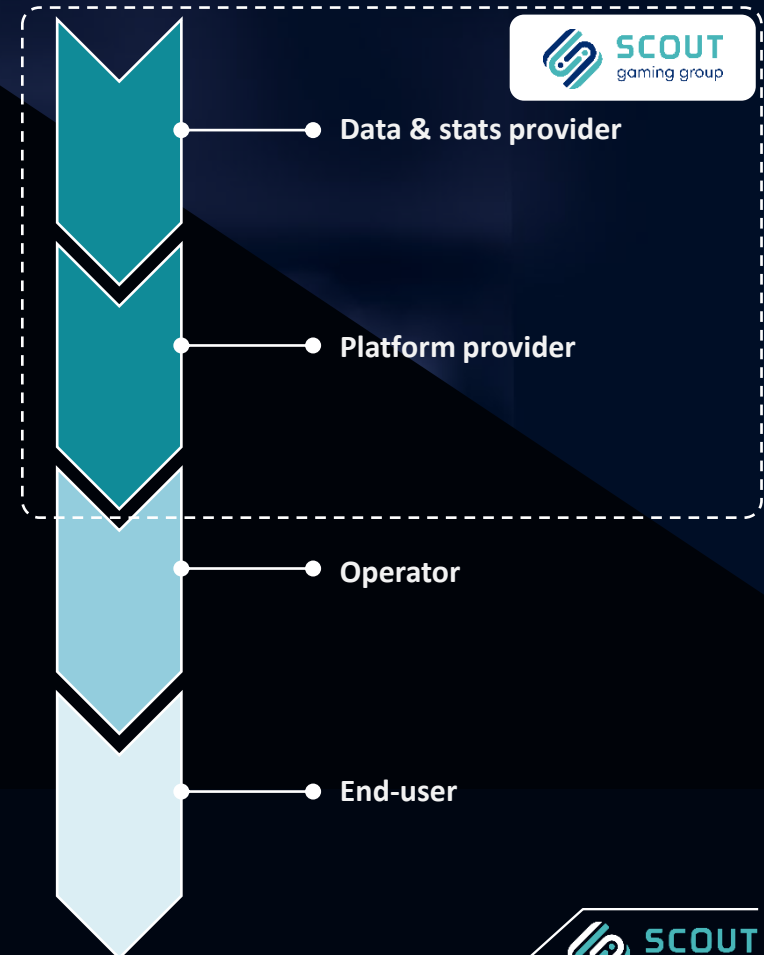
Superior full-service provider of Fantasy Sports

- Founded in 2013, Scout is a leading Fantasy Sports (“FS”) & Daily Fantasy Sports (“DFS”) B2B supplier globally
- Focus on high value clients and network liquidity
- Utilizes a modern technology platform
- Offers multiple game formats centered on DFS solutions
- Focused on continuously improving the offering and develop new innovative products
- Listed on Nasdaq First North Stockholm
- Gaming licenses in Malta and the UK
- +30 B2B customers around the world

Fantasy Sports overview



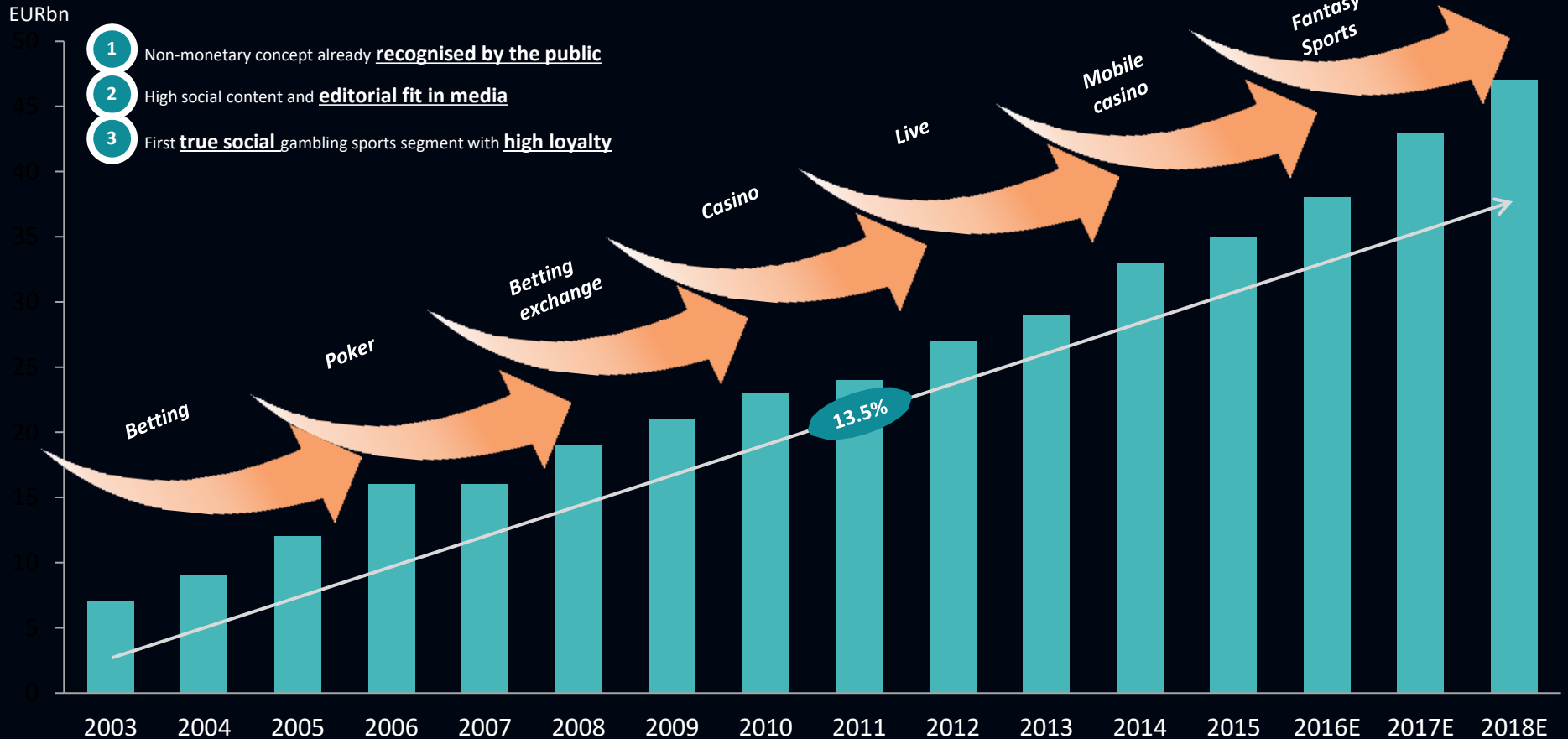
The value chain



Pole position for the next big gambling vertical

A world-leading premium provider of B2B digital gaming solutions

Online gaming market and gambling eras¹⁾



1) Timing not 100% correct, mainly for illustrative purposes
Source: Leo Vegas analyst presentation



Highly experienced team

Skilled team with over 50 years of industry experience

Management team



Andreas Ternström
CEO

- Previously CEO at Bonnier Gaming and Business Development director at TV4
- Co-founder Offerta & RedMessage
- Shares: 402,340¹⁾
- Warrants: 40,000¹⁾



Billy Degerfeldt
CFO

- Background from the financial sector
- Wide experience from working with small and mid cap companies
- Shares: 63,798¹⁾
- Warrants: -



Andreas Sundal
CPO/Founder

- Extensive experience from gambling and IT, online and apps
- Engineer, Bergen
- Shares: 803,464¹⁾
- Warrants: 20,000¹⁾



Terje Bolstad
COO

- Experience leading modern tech organizations, most recent Experis IT Norway.
- Previously worked Xerox, UMOE consulting & CGI
- Shares: 9,025
- Warrants: -



Joakim Renman
CCO

- Extensive experience from B2B business dev. in gambling sector
- Previously at NYX, NetEnt, Wiraya, and B2C gambling
- Shares: 8,417¹⁾
- Warrants: -

Other key people



Rolf Blom
Chairman

- Previously Chairman for Cherry Group, Betsson and Net Ent
- Background with focus on B2B and international expansion
- Shares: 451,462¹⁾
- Warrants: -



Jörgen Ragnarsson
Board member

- Board member in Scout AS, Greentrax LTD and GreenTracts AB
- Co-founder of NYX Interactive which was acquired by SGC
- Shares: 44,897¹⁾
- Warrants: -



Organisational strength

Operations across Europe with HQ in Sweden and representation in the U.S. and Asia



¹⁾ Including games currently under development

A truly global leader

Worlds largest B2B Fantasy Sports provider – 30+ well known & reputable B2B partners/clients



The World's leading B2B supplier of Fantasy Sports solutions

Proprietary platform with market-exclusive features applicable on multiple game forms

Powered by the latest technology and architecture

Latest technology

- The Scout platform was built 2014-2017 using the latest technology and architecture. The solution was designed for large transaction volumes, easy integration and customization catering for uniqueness and adaptation
- A user friendly and easy-to-use back office is integrated in the Scout solution. The system offers full management and control- and monitoring functionality. A player behavior analysis module plays a vital role for managing player conversion and retention

StatCenter

- Scout's in-house StatCenter provides all data and pricing of players, odds setting and squad maintenance. On request, Scout can also support local sports and leagues. Own rules-sets can easily be configured

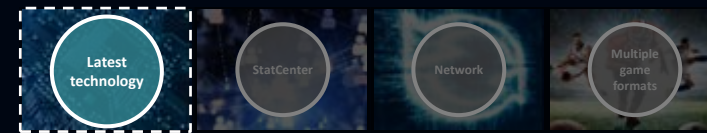
Network

- Scout offers the only B2B global liquidity network for Fantasy Sports. Through the network operators pool liquidity whereby prices and player activity reach levels that would be unattainable on a stand-alone basis

Multiple game formats

- Scout can provide support for any sport and league. A wide range of game formats are available as standard and the offering is constantly enhanced
- The company offers FS game formats as well as other related games including betting products
- The user interface has been designed to be intuitive and easy to use

Proprietary tech platform...



Flexible, modern and easy to integrate for both wallet and frontend

Core pillars of Scout Fantasy Gaming Platform:

Easy and quick to integrate and configure

- Only a minimal setup of API callbacks is required to set up a client. Branding is something either Scout or the client can do

Adaptability and flexibility

- Both multitenant (default) or single-tenant (on request) deployments are possible, allowing us to serve customers with different scales and performance needs, and to bring the solution closer to the end-user location (Europe, Asia, Americas) if needed, for decreased latency

Performance, extensibility, availability

- Scout Gaming put great effort into creating a technical solution designed to self balance and self heal, allowing for continuous operation, both in normal cases of software upgrades, and in the less fortunate cases of hardware and software failures

Compliance

- Technical compliance is very swift with the chosen new technology

Mobile first

- Technology and games are developed with a mobile first approach

Given the structure of our system, we are able to:



Integrate in a matter of weeks

Integrate a client end-to-end in a matter of weeks as opposed to months



Build new games in a matter of weeks

Build new games (e.g. matchup) in weeks as opposed to months



Add new sports in a matter of weeks

Add new sports and new games based on these new sports in weeks as opposed to months

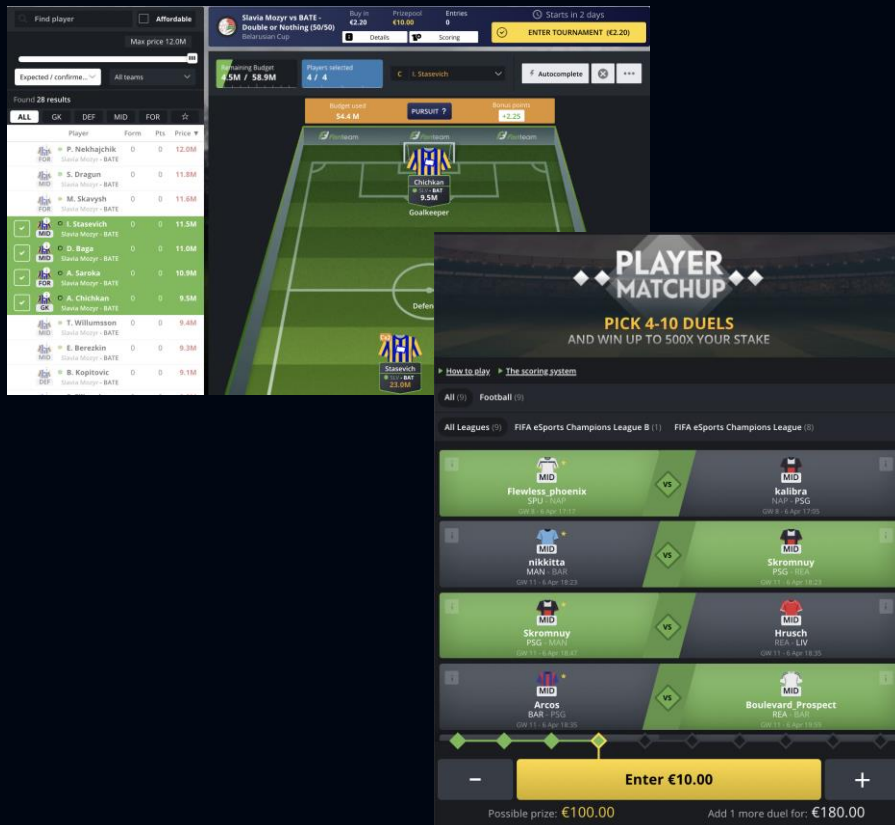
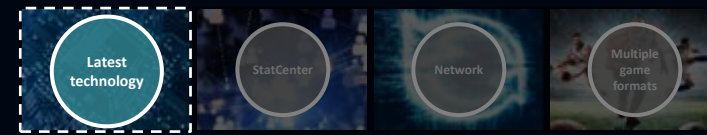


Mix, match and build new game types

Unleash creativity of our game designers to build new games by mixing and matching various concepts (XFP, Fantasy Rules, Fixed Odds, Live Event Streams)

...developed with innovation in focus

The tech platform is fully responsive to a fast paced world



- Scout's technology has been developed during a booming mobile era, making the company's products tailored for mobile devices
- Applications like "Create your own game & Head 2 Head functionality" and supporting features to invite friends are built as social tools
- Mobile is the way people use fantasy and sports betting going forward
- Fantasy Sports in one of the most used second-screen applications for the broadcast of sports and is driving viewers to watch

70% of the end users are using apps or mobile*

...with a fully supportive StatCenter

Based on the latest technology and architecture



Scout has set up a team that delivers all the pricing and live updates needed. The team is based in Ukraine and consists of sport-analysts & statistic operators



In-house system handling:

- Setup of new sports/leagues/events
- Pricing and live updates
- Player statuses (injuries, suspensions, expected back etc.)



Scout's in-house Stat-Center provides all data and pricing of players, odds setting and squad maintenance. On request, local sports and leagues can also be supported. Own rules-sets can easily be configured

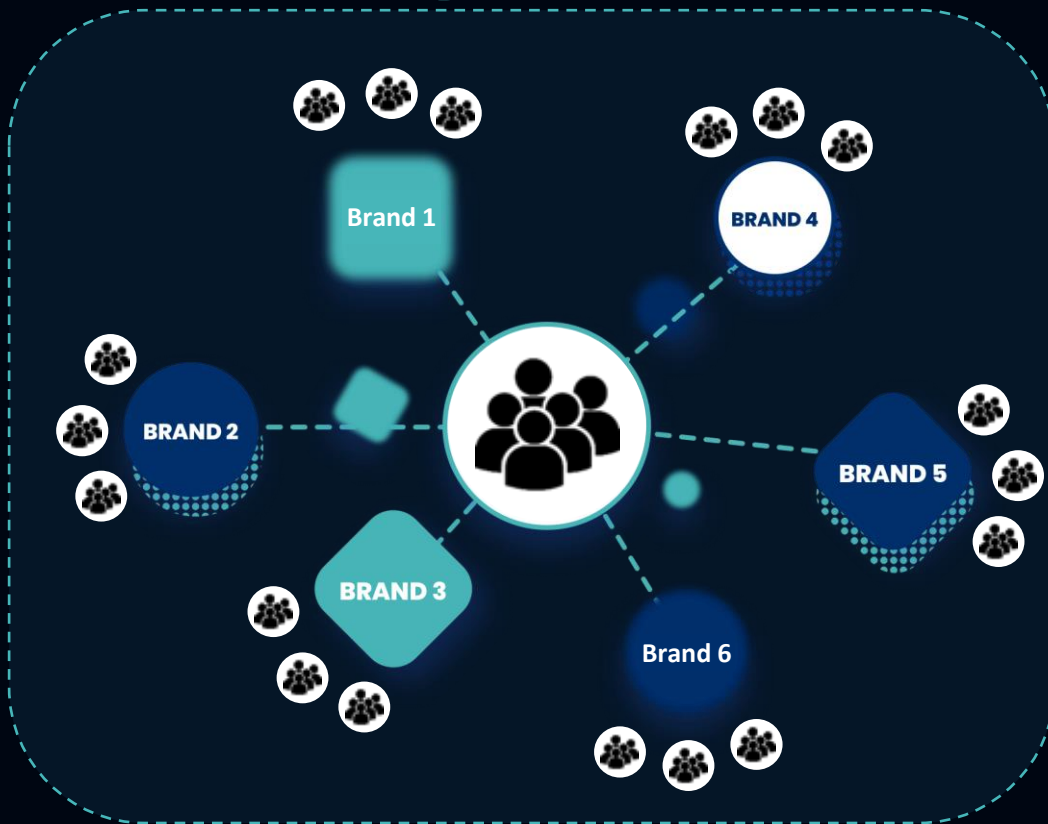


In-house Stat-Center advantages:

- Ability to supply any sport, league or event*
- Secure quality for pricing and live update for i.e. odds on players
- Scout owning the data give the operator advantage to use stats in marketing without any extra cost

Unique B2B liquidity network

A network liquidity with global capabilities that optimizes the player experience



Scout offers the only B2B global Fantasy Sports liquidity network, providing a large community of active end-users and big cash prizes. This ensures an optimum player experience with guaranteed price pools from day one

Scout manages the network arranging contests and tournaments which are available to end-users of all participating operators that thereby pool liquidity whilst still operating their unique site and brand

LOCAL RINGFENCED NETWORK CAN BE SET UP FOR ANY MARKET/STATE/COUNTRY/SPORT



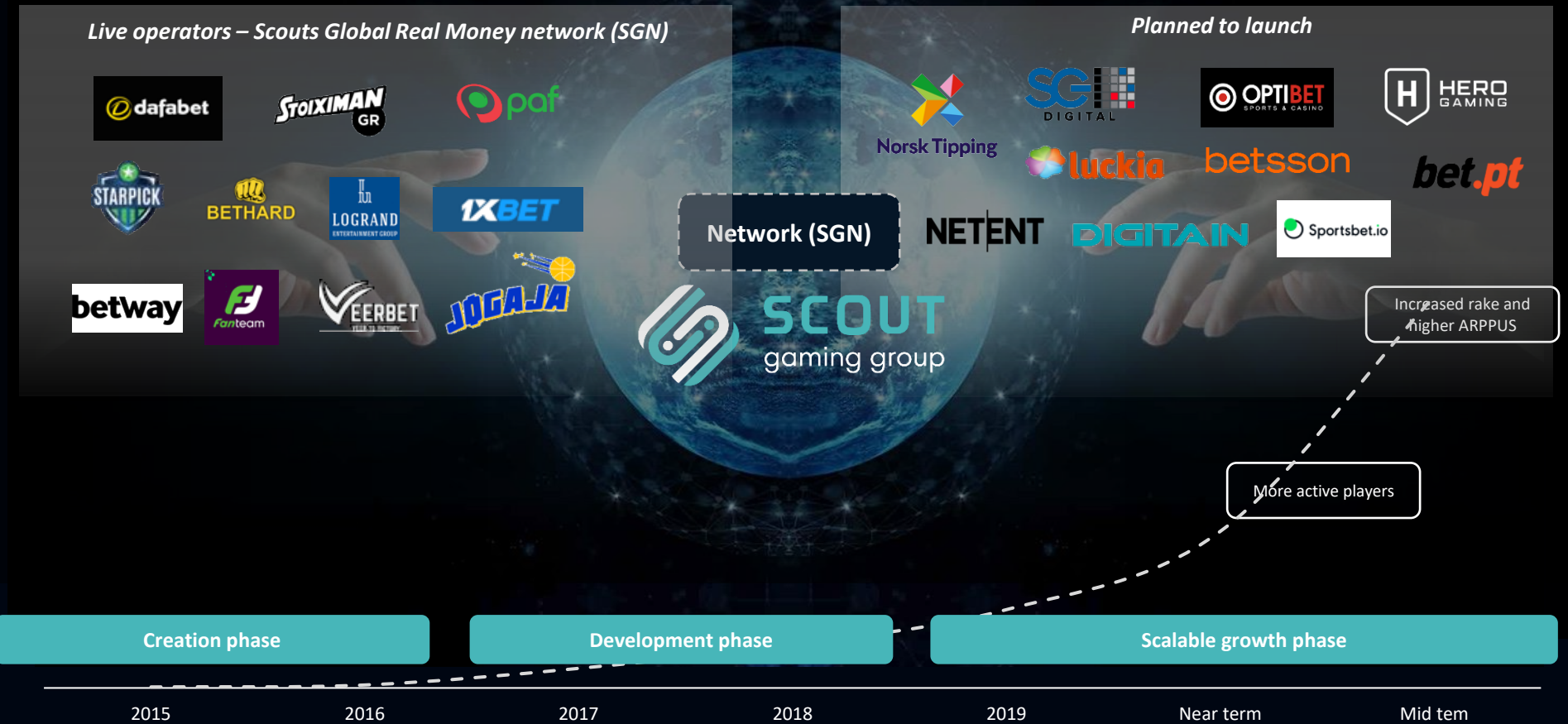
Scout Gaming Network (SGN)

€6,000,000+ in shared yearly prize pools



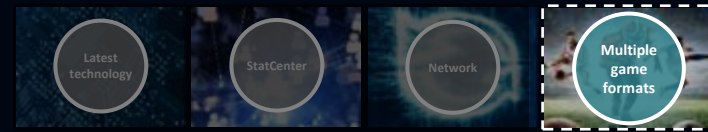
World's biggest global pools

Strong pipe of new launches



Flexible sports offering

50+ sports & leagues across the globe



Basketball	
Ice hockey	
Tennis	
Golf	
Soccer	
MMA	
American Football	
Baseball	

+

Any sport
Any event
On request

What about eSports...?



Now launching:

Esports



**World's Only Global B2B
supplier of Fantasy Esports**

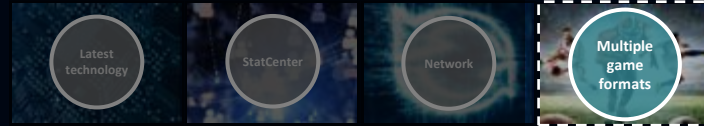
24/7 tournament coverage across **all
major eSports events**

Available on all Scout Gaming products,
including **Daily Fantasy Sports**,
Player Performance Odds and
the **Player Matchup game**

Currently being played:
eFootball | CS:GO | LoL | DOTA 2

Additional sports & leagues
coming soon include **NBA 2K**,
Virtual F1 & much more...

Seasonal and Daily Fantasy Sports



The Seasonal Fantasy Sports offering leads traffic to the betting sites, on where DFS is offered

€250,000 Guaranteed Premier League Season-Long Game

Put your fantasy football skills to the test and turn just €25 into a €50,000 payday

Enter via the [link in the description](#)

Traffic generation

Seasonal Fantasy Sports

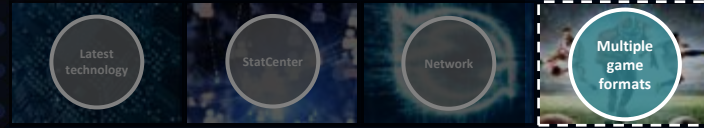
- Draft and manage a team for an entire season
- Real money, play-for-fun and prize competitions
- Official and user created tournaments
- Live updates of results and standings
- Second screen experience to broadcasts
- Possible to invite friends/colleagues/customers to exclusive and tailored tournaments

DFS (Daily Fantasy Sports)

- Draft and manage a team; single, weekly or game round
- Paid entry with multiple prize distribution options
- Official/user-created, network, ring-fenced games
- Live updates of results and standings
- Second screen experience to broadcasts
- Possible to invite friends/colleagues/customers to exclusive and tailored tournaments

Traffic generation

DFS: Betflex – cross-selling tool



Multiple revenue streams, cross-selling, loyalty and a long-time on-screen player relationship

Overview of cross-selling concept

Acquisition & loyalty tool

1

DFS players shows significantly higher loyalty than other games. Coupled with lower acquisition costs this gives the operator a superior acquisition and loyalty tool. Moreover a typical Fantasy Sports player primarily interests in sports and plays in order to prove his skills to other users

Cross-selling tool

2

When the player has entered into a tournament and is satisfied with the team, the operator has a complete analysis of the users expectations for the coming games. For this Scout has developed the cross selling tool Betflex, a prefilled bet slip with super relevant odds based on the players analysis. The bet slip pops up just after the players have submitted their team. By using the cross selling tool, the player is no longer betting against his friends but instead against the sportsbook operator connected to the service

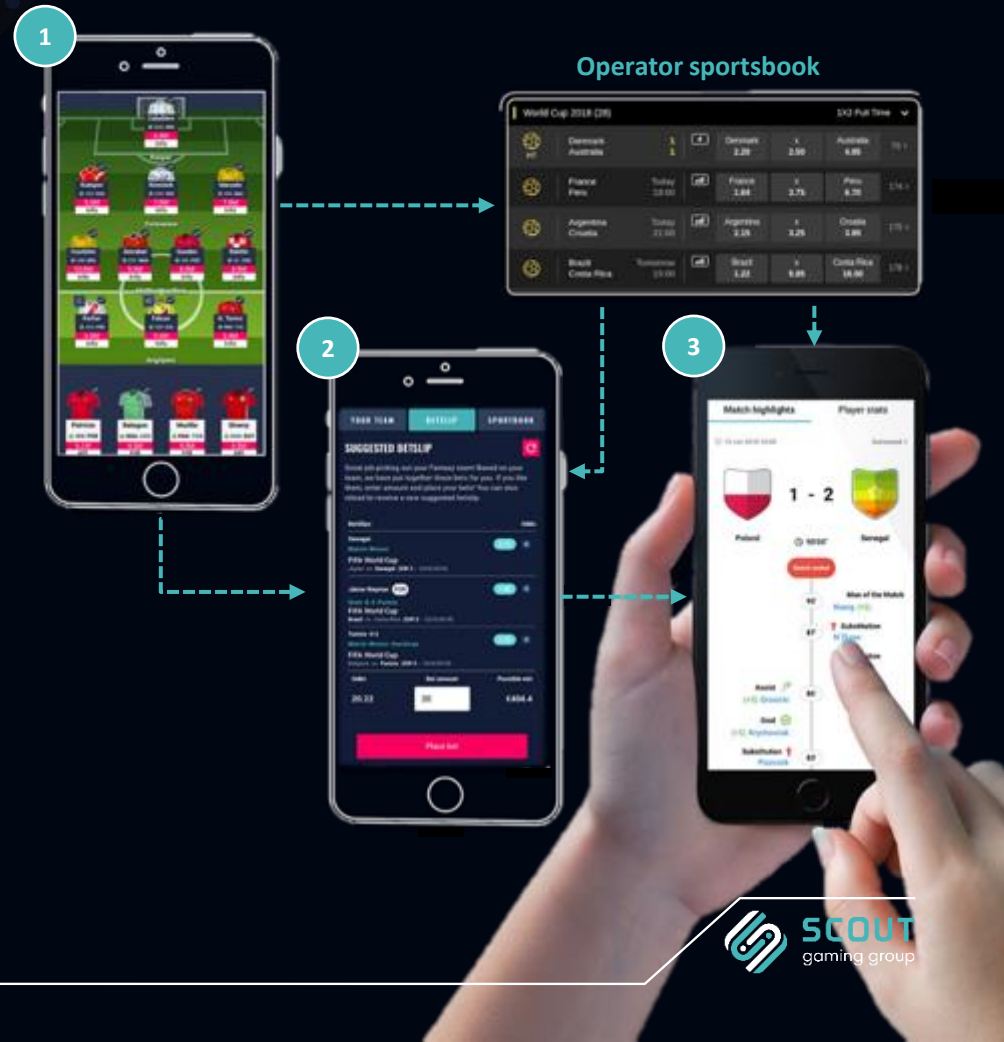
Appr. 25% conversion in test market

Second screen & site exposure

3

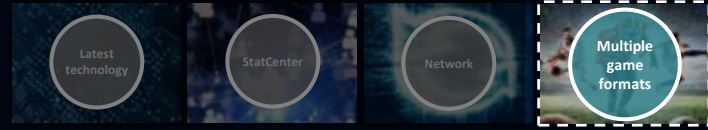
After capturing the players pre-event attention, players will chat and follow their fantasy team live on the operators' "Liveupdate" site. This gives the operator further opportunity to capitalize on Betflex and push relevant live odds during the games

Illustrated



Fantasy matchup

A fantasy points duel between individual player



Overview of duels

1



- Scout's in-house system ranks players and sets up 10 fair duels between players in different teams
- The player that collects the most points in the upcoming game specified in each duel wins

Selection

2



- The customer chooses the winner in an optional number out of the total of 10 duels
- The more duels the customer succeeds to predict, the higher the price

Submission of bet

3



- When the customer is satisfied with the predictions, the bet is submitted and the tournament starts

Outcome

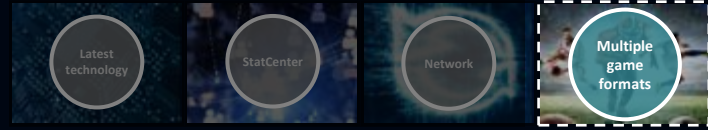
4

My selected Matchups		Fantasy matchups ID: 1677	Date placed	Stake	Possible win	Status
				€100.00	€130.00	Pending
				€100.00	€130.00	Pending
				€50.00	€60.00	Pending
				€30.00	€36.00	Pending
				€17.00	€17.00	31 August 16:00

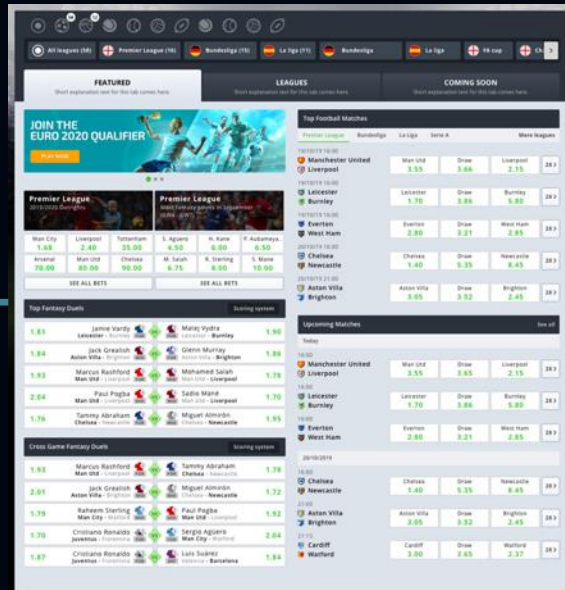
Player has finished his game	Player's playing match right now	Player is currently on the bench
Match has not started yet	Player will not play at all	Pending confirmation

Sportsbook for fantasy player odds

A market exclusive sportsbook with fantasy betting



Worlds only Sportsbook for betting on Fantasy



- **Markets include:**
 - ✓ Over / Under Fantasy Points
 - ✓ Player Duels
 - ✓ Team Fantasy Duels
 - ✓ Cross-game Fantasy Duels
 - ✓ Featured Fantasy Duels
- **Odds Feed or standalone client**
- **Up-sell capabilities both from and to other products**
- **Offers higher margin possibilities than a traditional sportsbook**

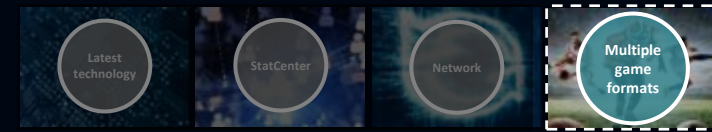


Player duel: Most fantasy points

 G. Moreno FOR Villarreal	1.82	VS	1.89	L. Ocampos Sevilla  MID
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Pool betting products

Bracket game and Jackpot tipping game



Prediction games

- Predict championships, events or single game weeks
- Choose all, or any 3 modules: group stage, playoff, bonus questions
- Free-to-play or real money; open for all or friends only
- Live updates of results and standings
- Low entry barrier and mass market appeal

The screenshot shows a prediction game interface for a match between Spain and Italy. The predicted outcome is 1-2. The interface includes a timer (22:17:33), a date (20 May 2018 15:30), and a 'Predicted outcome' section with columns for Goals (GD) and Points (Pts). The predicted outcome for Spain is 1 goal and 9 points, and for Italy is 2 goals and 9 points. The match is part of the UEFA Champions League Group Stage.

Jackpot tipping game

- Scout's Jackpot tipping game is delivered as a pool betting game based on "Home-Draw-Away"
- It is possible to add any match you like, across leagues. It also offers Jackpot payouts, where a decided set of rules can trigger the jackpot i.e., all match outcomes correct, plus a correct score for the jackpot-match
- The Jackpot game can be set up to work ring-fenced or pooled globally with other providers
- The price per row can be set per game, and the results and current payout is updated live

The screenshot shows a jackpot tipping game interface. It features a large '€5,000,000' jackpot amount, a 'Current jackpot' of €250,000, and a 'Super jackpot' of €100,000. The interface includes a 'Enter row' button and a 'Current jackpot' section with a '€250,000' amount.

Tailored & exclusive game formats

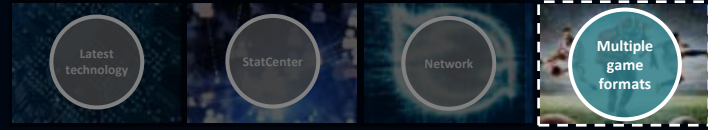
The diagram illustrates two game formats. On the left, 'Invite a group of colleagues, friends or customers' is represented by four circular icons, each containing a group of people. On the right, '1 on 1' is represented by four circular icons, each containing two people standing back-to-back. A central circle with the word 'or' connects the two formats.

The advertisement features Zlatan Ibrahimovic in a stadium setting. The text reads: "BETHARD" and "THE ZLATAN CHALLENGE". Below the image, a text box states: "Scout provided Bethard with the platform for 'The Zlatan Challenge'. The tournament gave the player the chance to challenge Zlatan's own projections for the World Cup. By estimating the outcome of the tournament on a couple of parameters (i.e total number of goals) the player could win his favorite Rolex model as well as a pile of cash".



Ready for retail

Integration in multiple ways



How it works

- 1 Pick a DFS team
- 2 Push create a team. Team and game-id is stored in database
- 3 QR code is generated from database for unique game-id
- 4 Scan QR code in retail store
- 5 Pay and get a receipt with you team
- 6 Follow the game in your mobile with live update on your placement and if you are "in the money". Second screen application for upsell of other games

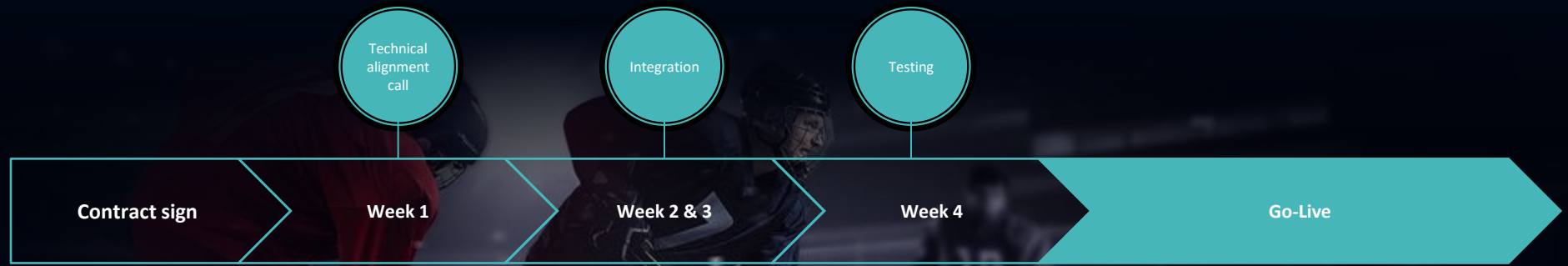
Example – retail solution



Record-breaking fast time to market

Swift process from initial client contact to going live

Illustrative project timeline



Complete sports offering

- Built using the latest technology
- Design & appearance tailored to fit the operator's existing UI
- Responsive experience optimized for phone and tablet (option for mobile app: iOS / Android)
- Fast integration (2-4 weeks)
- Pooled network games & sophisticated add-ons

Responsibility matrix

- Technical alignment call
- Integration made by Scout Gaming
- Testing made together by Scout Gaming and client

Integration tasks

- ① Scout to skin the game to client needs
- ② Scout to integrate to client back-end (wallet)
- ③ Operator to put Scout Javascript on website



World's Only Premium B2B Fantasy Sports & Betting solutions

Contact sales@scoutgg.com today

