

# B2B FANTASY SPORTS & BETTING PROVIDER



**SCOUT**  
gaming group

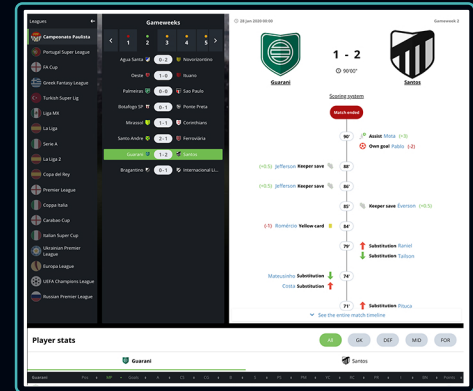
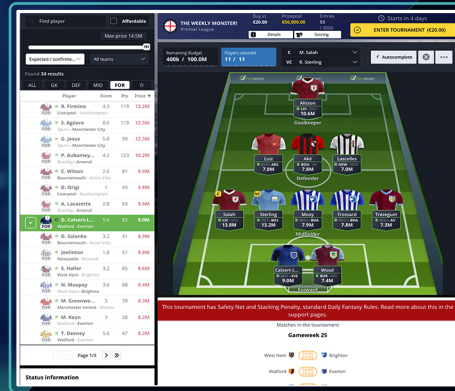


# What is fantasy sports

Enter a tournament

Pick your team

Follow your team, chat and win both money and respect



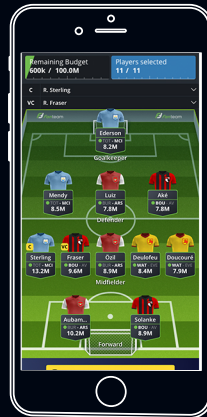


# A life through a tournament

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

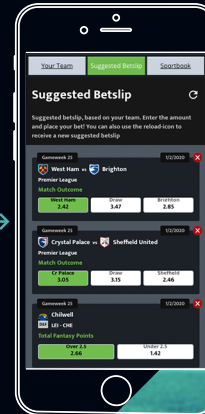
## 1 Acquisition & loyalty tool

DFS players shows significantly higher loyalty than other games. Coupled with lower acquisition costs this gives you as an 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.



## 2 Cross-selling sportsbook

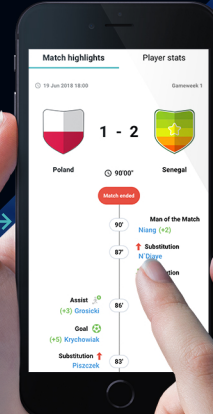
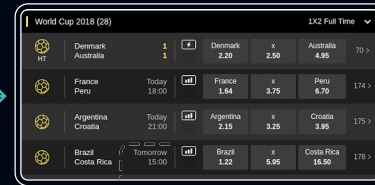
When the player have entered into a tournament and is satisfied with the team, you as a operator have a complete analysis of the users expectations for the coming games. For this we have developed Betflex, a prefilled bet slip with super relevant odds based on the players analysis. The bet slip pop up just after the players have submitted their team.



## 3 Second screen & site exposure

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

## Operator Sportsbook



# Fantasy football scoring example

## Scout to standardize player points

- Scout Gaming provides Fantasy games and betting on more then 15 different sports
- Scoring and rules are one of the most important factors for making a Fantasy game fair, challenging, and entertaining
- Rules and scoring on new sports can be created on request
- Our inhouse Statcenter makes sure we can price up, live update and settle nearly any sport, league and event in the world
- Scout Gaming are standardizing Fantasy Points, or Player Points if you like

Forward scores a goal	4
Midfielder scores a goal	5
Defender scores a goal	6
Goalkeeper scores a goal	8
Make an assist or Fantasy assist	3
Goalkeeper keeps a clean sheet <i>(minimum 60 min played)</i>	4
Defender keeps a clean sheet <i>(minimum 60 min played)</i>	4
Midfielder keeps a clean sheet <i>(minimum 60 min played)</i>	1
Play up until 60 minutes	1
Play more than 60 minutes	1
Midfielder or Attacker play the full match	1
Keeper or Defender concede every 2 goals	-1
Score an own goal	-2
Miss on a penalty	-2
Keeper saves a penalty	5
Keeper make 3 saves	1
Get a yellow card	-1
Get a red card	-3
Cause a freekick that leads to a direct goal	-2
Cause a penalty kick	-2
Team win the period player is on the pitch	1
Team loose the period player is on the pitch	-1
Score a goal in penalty shoot out	1
Penalty miss in penalty shoot out	-1
Goalkeeper saves in penalty shoot out	2

# ROADMAP 2020

## February & March

Weekly Monster  
**€492,000**  
Daily  
**€428,000**  
Satellites  
**€80,000**

## April

Weekly Monster  
**€246,000**  
WCOFB  
**€50,000**  
WCOFH  
**€30,000**

## May

SCOFF  
**€500,000**  
CL Finals  
**€20,000**  
WC Hockey  
**€60,000**

## June

Euro 2020  
**€800,000**  
Copa  
**€120,000**  
MLB  
**€80,000**

## August

PL Season  
**€1,000,000**  
Weekly Monster  
**€250,000**  
MLB  
**€80,000**



**€1,000,000**  
Guaranteed



**€650,000**  
Guaranteed



**€1,050,000**  
Guaranteed



**€1,000,000**  
Guaranteed



**€1,500,000**  
Guaranteed



# Key advantages

We have developed our products around relevance, conversion and income optimization



## Pool & Skill Game

- Game that is Socially accepted
- Broadens the target group by attracting more players
- Lower level for problem-gambling compared to other gambling verticals
- Higher loyalty



## Revenue driver

- Revenue driver with growing ARPPU /player
- Cross sales opportunity in to sportsbook
- Higher margins than online odds



## Editorial fit & content engine

- Fits extremely well with the sports-reporting in media and society
- Focus on the individual player instead of the teams
- Adaptable for almost any sports
- Higher engagement as second screen

# Scout – The Fantasy & Pooled betting platform

We have developed our products around relevance, conversion and income optimization



## Fully responsive to mobile & tablet

Applications like “Create your own game”, “Head 2 Head functionality” and supporting features to invite friends are built as social tools.



## Own StatCenter/Sports offering

We compile, prize players and update stats on all data in our own “StatCenter”.  
We can therefore do any local sport that has stats or is broadcasted.



## Network product

The first and only European DFS network liquidity pool.



## “Betflex” – enhance your revenues

Revenue driving application “Betflex” provides relevant “team analyzed” odds on Fantasy and Sport book odds. “Betflex” could be used both as cross sales in to sportsbook.



## Our platform from a tech perspective

Our technology is newly built as Web Components and is highly customizable, with 200+ widgets. Extremely easy to integrate. We continuously improve & develop our systems, and take pride in using new and innovative technology where we see it will benefit our clients and systems

# Seasonal Fantasy

Increase user engagement, convert and reach new audiences

- Draft and manage a team for an entire season
- Real Money, Play-for-Fun and Prize competitions
- 'Open' and User-created tournaments
- Live updates of results and standings
- Second screen experience to broadcasts

8 min 2.5 m

avg session time unique visits

VM-manager  
101442

unique users





# Daily Fantasy

Extend the sportsbetting experience, increase revenues and combat churn



- Draft and manage a team; single round, game round or weekly
- Paid entry with multiple prize distribution options
- 'Open' and User-created, Network and ring-fenced games
- Second screen experience to broadcasts
- Multiple game formats; Full squad, Five-a-side, Flexi-six etc.

€ 40

cost per  
acquisition (CPA)

€ 300

lifetime value (LTV)

# Betflex™ - realtime cross-sell to sportsbook

Powerful cross-selling tool

## Step 1

Find player | Affordable | Max price 14.5M

THE WEEKLY MONSTER! Premier League | Budget: £20.00 | Entered: 93 / 2000 | Starts in 4 days | ENTER TOURNAMENT (£20.00)

Remaining Budget: 400K / 100.0M | Players selected: 11 / 11 | C: M. Salah | VC: R. Sterling | Autocomplete

Found 34 results

Player	Form	PSI	Price
R. Firmino	4.3	119	13.2M
S. Agiero	8.6	119	12.0M
G. Jesus	5.8	99	12.3M
P. Aubamey...	4.2	123	10.2M
C. Wilson	2.6	81	9.9M
D. Origi	1	43	8.8M
A. Lacazette	2.8	63	8.6M
D. Solanke	3.2	41	8.8M
J. Joelinton	1.8	51	8.8M
S. Haller	3.2	85	8.6M

Goalkeeper: Allison (10.6M)

Defender: Luis (7.8M), Ake (7.9M), Lacazette (7.0M)

Midfielder: Salah (12.8M), Sterling (12.2M), Mooy (7.9M), Trossard (7.8M), Trezeguet (7.3M)

## Create team

When the user have entered into a tournament and is satisfied with the team or his changes to season- game team, user will be taken to a confirmation page where we list the players and the most important details about the players. This is also where we suggest the Betflex window, a prefilled betslip with tailor-suited picks for quick and easy submission

## Step 2

Form | Price | Total price: 88.0M

BECKER ALISSON (9.0) | Liverpool vs Southampton | 0.0 Pts | 6.5M

PEPE REINA (9.0) | Southampton vs ASTON VILLA | 0.0 Pts | 4.0M

VIRGIL VAN DIJK (6.2) | Liverpool vs Southampton | 6.2 Pts | 6.5M | Betto: 1 =

CESAR AZPILICUETA (5.0) | Arsenal vs CHELSEA | 5.0 Pts | 5.8M | Betto: 1 =

DAVID LUZ (0.0) | Burnley vs ARSENAL | 0.0 Pts | 5.9M

GRANT HANLEY (0.0) | Newcastle vs NORWICH | 0.0 Pts | 6.0M

KORNEY HALSE (0.0) | Burnham vs ASTON VILLA | 0.0 Pts | 4.9M

WILLIAM (4.4) | Leicester vs CHELSEA | 4.4 Pts | 2.2M | Betto: 3 =

DALE STEPHENS (0.0) | Walsley vs BRIGHTON | 0.0 Pts | 4.4M

### Suggested Betslip

Suggested betslip, based on your team. Enter the amount and place your bet! You can also use the reload icon to receive a new suggested betslip

Crystal Palace vs Sheffield United | Premier League | Match Outcome

Crystal Palace	Draw	Sheffield United
5.05	3.15	2.44

William | Arsenal vs Chelsea | Total Fantasy Points

Over 5.5	Under 5.5
2.08	1.67

Watford vs Everton | Premier League | Match Outcome

Watford	Draw	Everton
2.88	3.30	2.49

Burnley vs Arsenal | Premier League | Match Outcome

Burnley	Draw	Arsenal
5.65	6.45	1.44

## Analysis of Create team and present odds

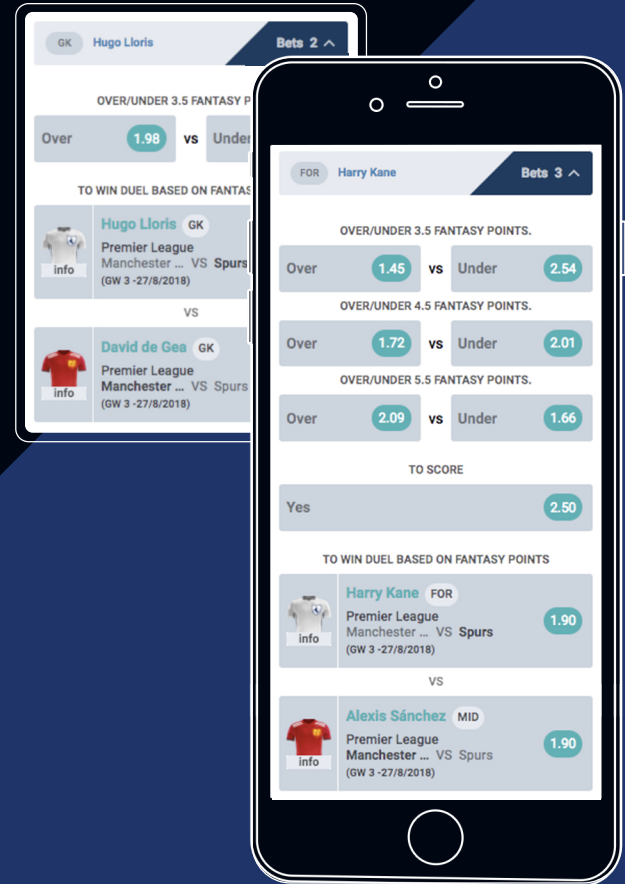
We select the betslip for the Betflex window based on rules created by our algorithm. Some basic examples on our user-choices that can trigger bets shown

- 3 x players from the same team = Show suggested bets on team to win
- Offensive captains we can show bets on "Player to score", for defenders or goalkeeper captains we can show bets on "Team to keep a clean sheet".
- 2 or more defensive players from same team = Show suggested bet on team to keep a clean sheet.

# Player Odds

Integrates to any Sportsbook

- Wager on Fantasy markets
- Bet on players instead of teams
- High margins for sportsbook operators
- Integrates to any Sportsbook
- Two-way conversion, Up sell & Cross sell (Fantasy to SB & Vice Versa)





# In-house Sportsbook

## Market exclusive sportsbook with Fantasy betting

- Scout Gaming's sportsbook have focus on betting on Fantasy points, player matchups and other fantasy events.
- Regular sportsbook markets are available in the sportsbook via feeds from selected partnerships.
- The Player odds and Fantasy markets are produced using Scouts existing technological foundation from their in-house Statcenter on modelling of expected Fantasy Points (xFP). xFP's are used as a base of pricing players for both Fantasy games and player odds.
- Market exclusive product
- Cross sell fantasy betting with regular sportsbetting, and vice versa
- Very well suited to sell in-play bets to users following their Fantasy team

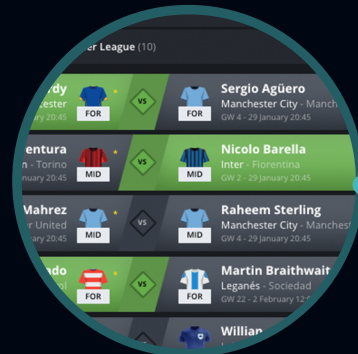
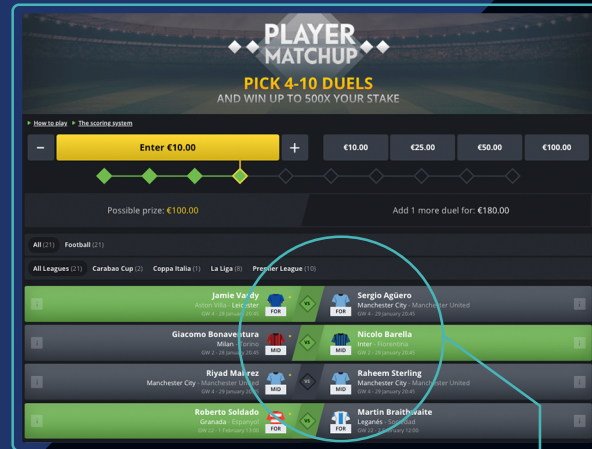
The screenshot displays a sportsbook interface for a match between Leicester and Chelsea on Saturday, 13:30. The interface is divided into several sections for different types of bets:

- FULL TIME:** Match outcome. Leicester 2.60, Draw 3.65, Chelsea 2.55.
- DOUBLE CHANCE:** One of the outcomes to win. Leicester / Draw 1.50, Leicester / Chelsea 1.29, Chelsea / Draw 1.50.
- OVER/UNDER GOALS:** Total goals in match. Over 1.5: 1.19, Under 1.5: 4.50; Over 2.5: 1.64, Under 2.5: 2.26; Over 3.5: 2.54, Under 3.5: 1.49; Over 4.5: 4.40, Under 4.5: 1.16; Over 5.5: 8.96, Under 5.5: 1.66.
- HOME TEAM TO SCORE:** Home team to score at least one goal in the match. Yes 1.22, No 4.62.
- AWAY TEAM TO SCORE:** Away team to score at least one goal in the match. Yes 1.21, No 4.15.
- BOTH TEAMS TO SCORE:** Both teams to score at least 1 goal during the full match. Yes 1.53, No 2.40.
- TEAM OVER/UNDER GOALS:** Over/under total goals for the team during full match. Leicester: Over 1.5: 2.10, Under 1.5: 1.72, Over 2.5: 4.50, Under 2.5: 1.19. Chelsea: Over 1.5: 2.09, Under 1.5: 1.73, Over 2.5: 4.50, Under 2.5: 1.20.
- PLAYER TO SCORE:** Player to score at least 1 goal during the full match. Leicester: J. Maddison 3.13, A. Perez 2.97, K. Renscho 2.22. Chelsea: C. Hudson-Odoi 3.07, Willian 3.38, N. Kanté 4.49, M. Barkhuys 2.19.

# Player Matchup Game

Pick your winners in Fantasy duels

- Select the player that will get most Fantasy points in their respective matches
- Matchups can be across positions, games, or even different leagues and sports
- Fixed prize ladder; payout is shown based on users stake
- Add more matchups to win more. All outcomes need to be correct to win. One player has the advantage on draw.
- Scout secures the duels are close to 50%/50% winning chance by its expected Fantasy Points modelling
- Works very well for retail as well as online



# Pick'em Jackpot

Classical Pooled Betting tipping games with a Jackpot feature

- Predict the outcome in a set of weekly matches
- Configure a Jackpot Match (correct score)
- Local, ring-fenced or globally pooled
- Pooled Betting game with a Jackpot feature
- Entry fee dependent on number of rows

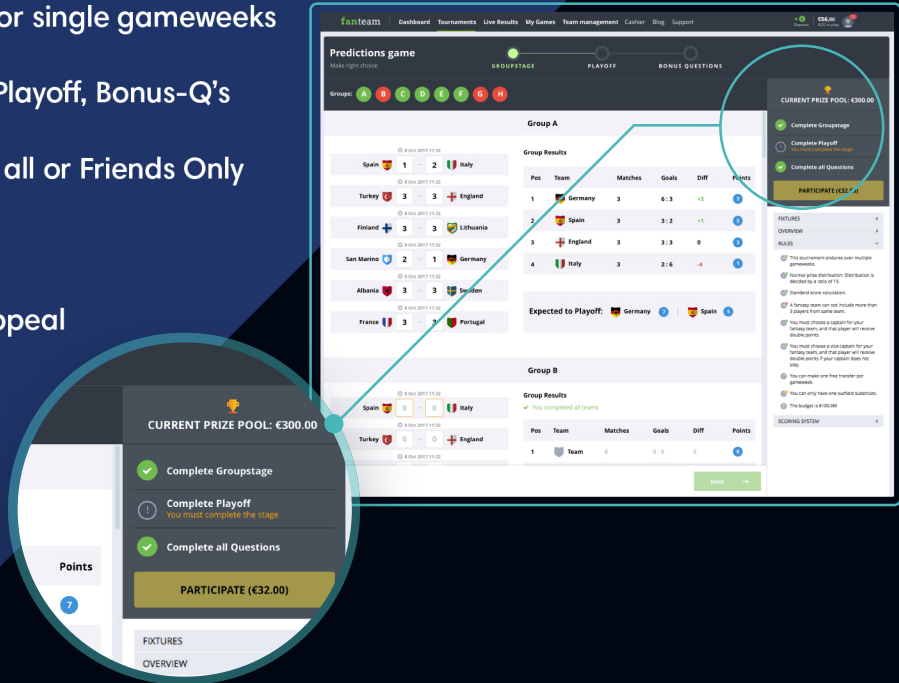




# Predictions

## Prediction games for major tournaments & championships

- Predict championships, larger events or single gameweeks
- Choose all, or modules: Groupstage, Playoff, Bonus-Q's
- Free-to-play or Real Money; Open for all or Friends Only
- Live updates of results and standings
- Low barrier entry and mass market appeal



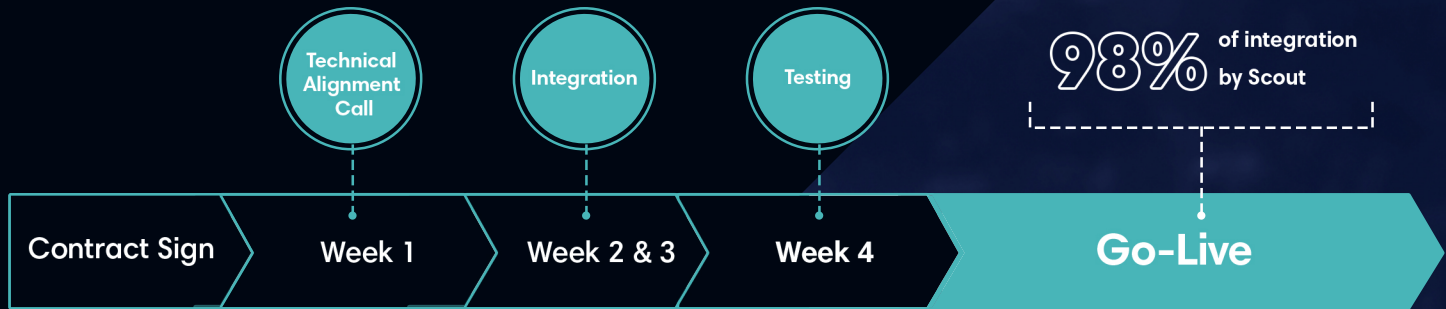
# Football Heroes

Draft and win BIG



- Draft 3 star players; single round, game round or weekly
- Paid entry with multiple prize distribution options
- 'Open' and User-created, Network and ring-fenced games
- Live updates of results and standings
- Second screen experience to broadcasts

# Record-breaking Fast time to market



## Complete sports offering

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

## Responsibility Matrix

- Technical Alignment Call
- Integration = Scout Gaming
- Testing = Scout Gaming & Client

## Integration tasks

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

# Unlimited sports offering

We believe that Fantasy Sports are a global phenomenon

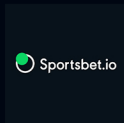
Football	             
Ice Hockey	     
Golf	
American Sports	   
E-Sport	  
Basketball	   
Events	     
Tennis	    
Cricket	 

+ 30

+ Any Sport  
Any Event  
on request



# Largest customer base in the market



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## Partners & Integrations

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# Marketing leading award - winning B2B supplier



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