



**SCOUT**  
gaming group

# World's Only Premium B2B

Fantasy Sports & Betting solutions



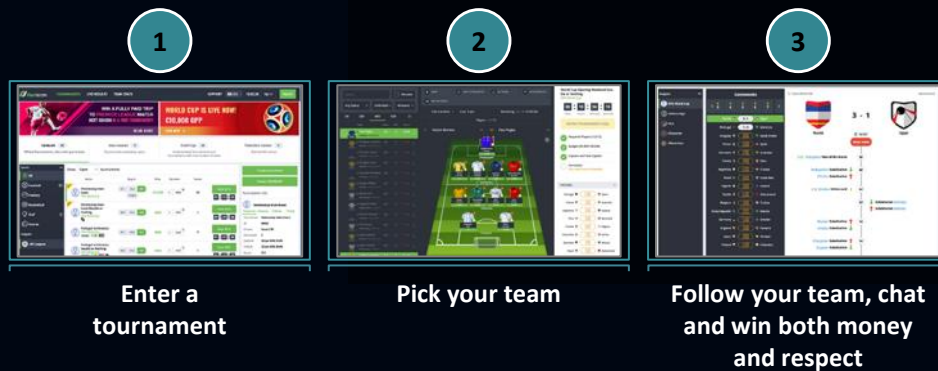
# Scout Gaming – A leading Fantasy Sports provider

A global B2B provider of Fantasy Sport solutions

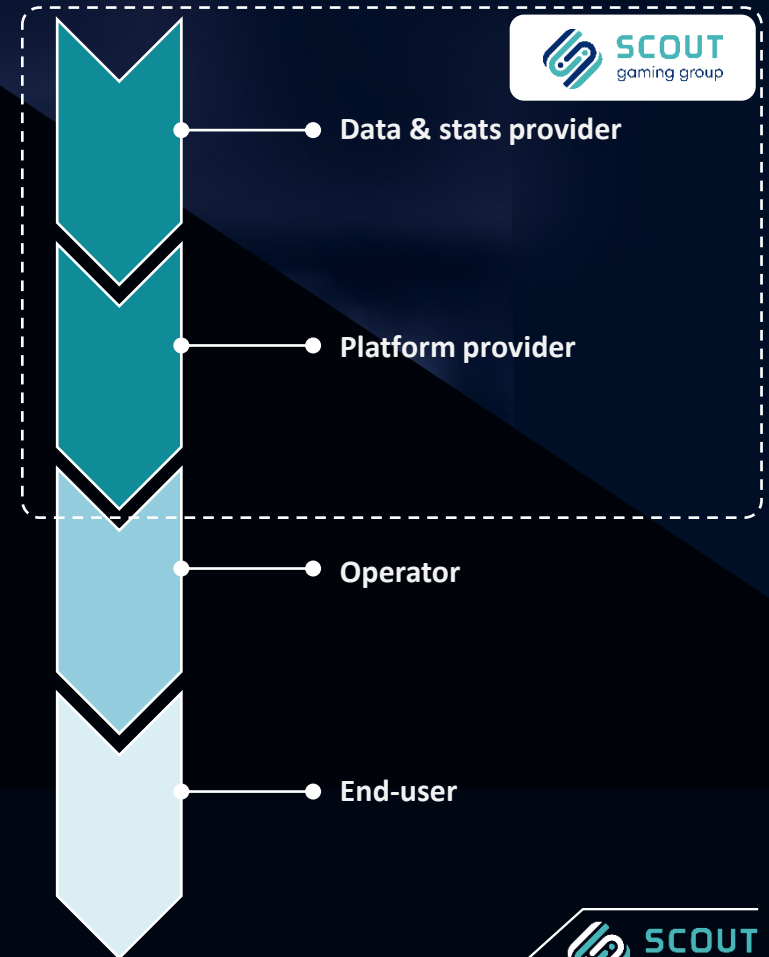
## Superior full-service provider of Fantasy Sports

- 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



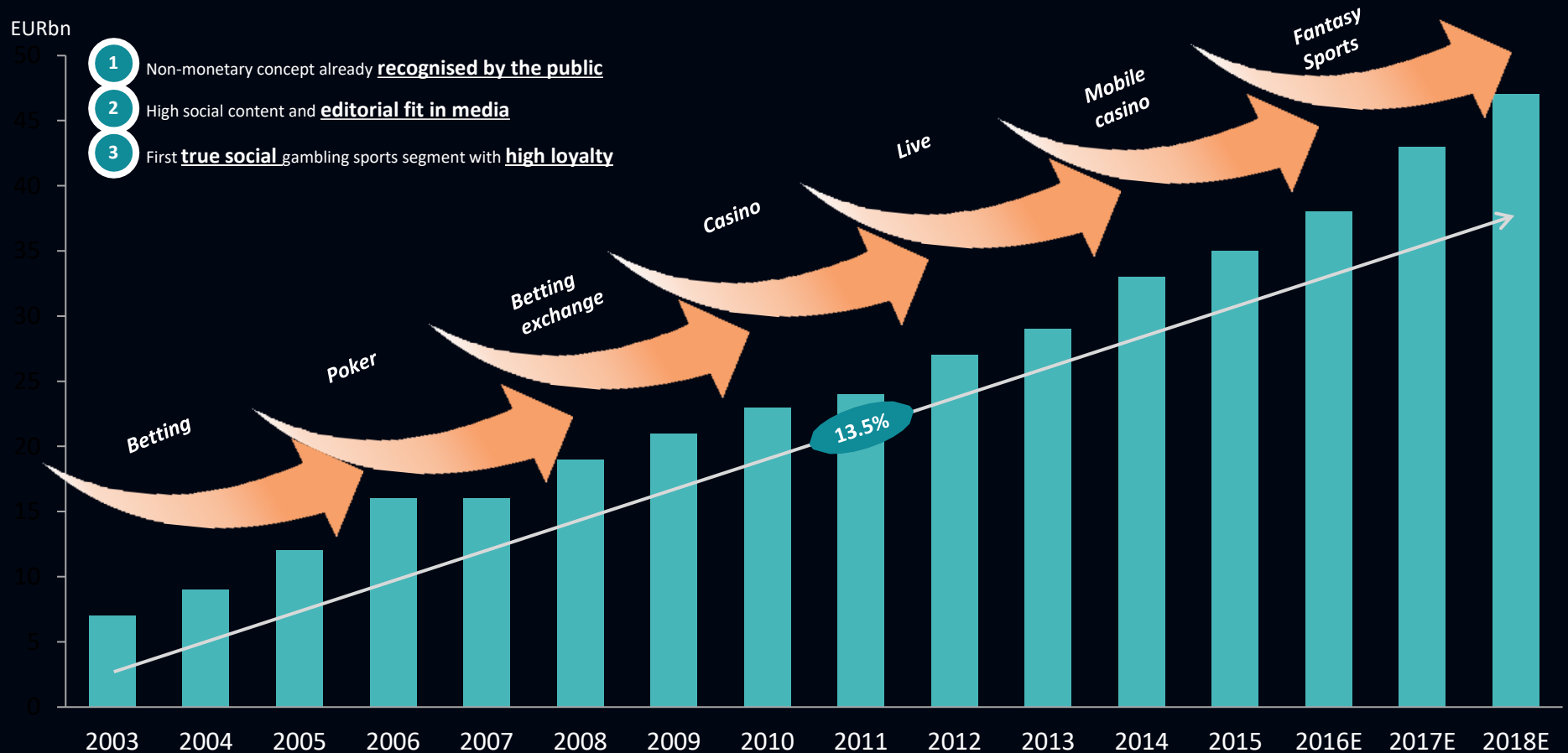
## The value chain



# Pole position for the next big gambling vertical

A world-leading premium provider of B2B digital gaming solutions

Online gaming market and gambling eras<sup>1)</sup>



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: 402,340<sup>1)</sup>
- Warrants: 40,000<sup>1)</sup>



**Billy Degerfeldt**  
CFO

- Background from the financial sector
- Wide experience from working with small and mid cap companies
- Shares: 63,798<sup>1)</sup>
- Warrants: -



**Andreas Sundal**  
CPO/Founder

- Extensive experience from gambling and IT, online and apps
- Engineer, Bergen
- Shares: 803,464<sup>1)</sup>
- Warrants: 20,000<sup>1)</sup>



**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: 8,417<sup>1)</sup>
- Warrants: -

## Other key people



**Anders Enochsson**  
Chairman of the Board

- CFO at Knutsson Holdings
- Experience from leading positions in Assa Abloy and Daimler
- Shares: 1 432 200 (Knutsson Holdings AB)<sup>1)</sup>
- Warrants: -0



**Jörgen Ragnarsson**  
Board member

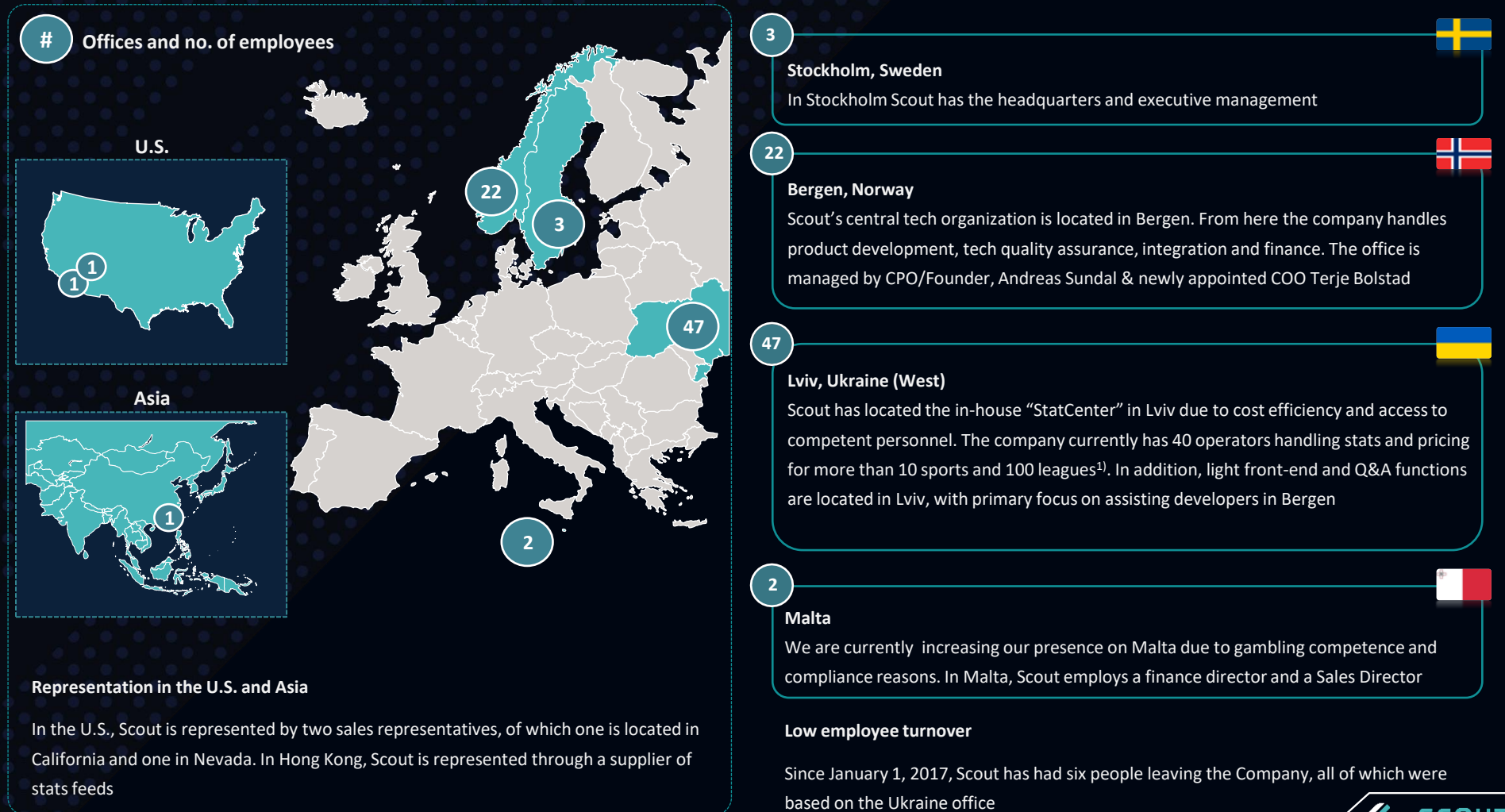
- Board member in Scout AS, Greentrax LTD and GreenTracts AB
- Co-founder of NYX Interactive which was acquired by SGC
- Shares: 44,897<sup>1)</sup>
- Warrants: -





# Organisational strength

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



# 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

Based on 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

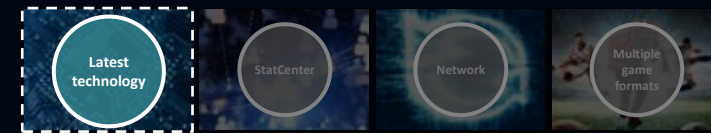
- Scout offers the only B2B global liquidity network for Fantasy Sports. Through the network operators pool liquidity whereby prices and player activity reach levels that would be unattainable on a stand-alone basis

## 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*



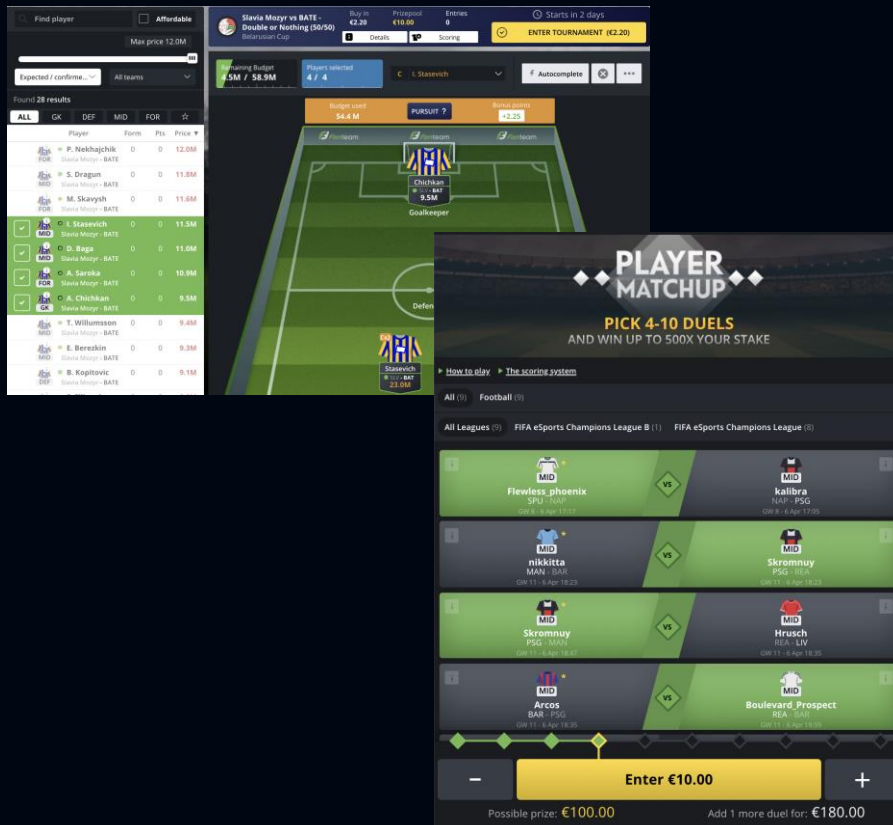
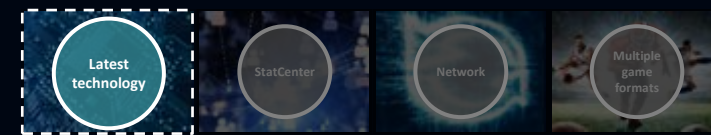
### Mix, match and build new game types

*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

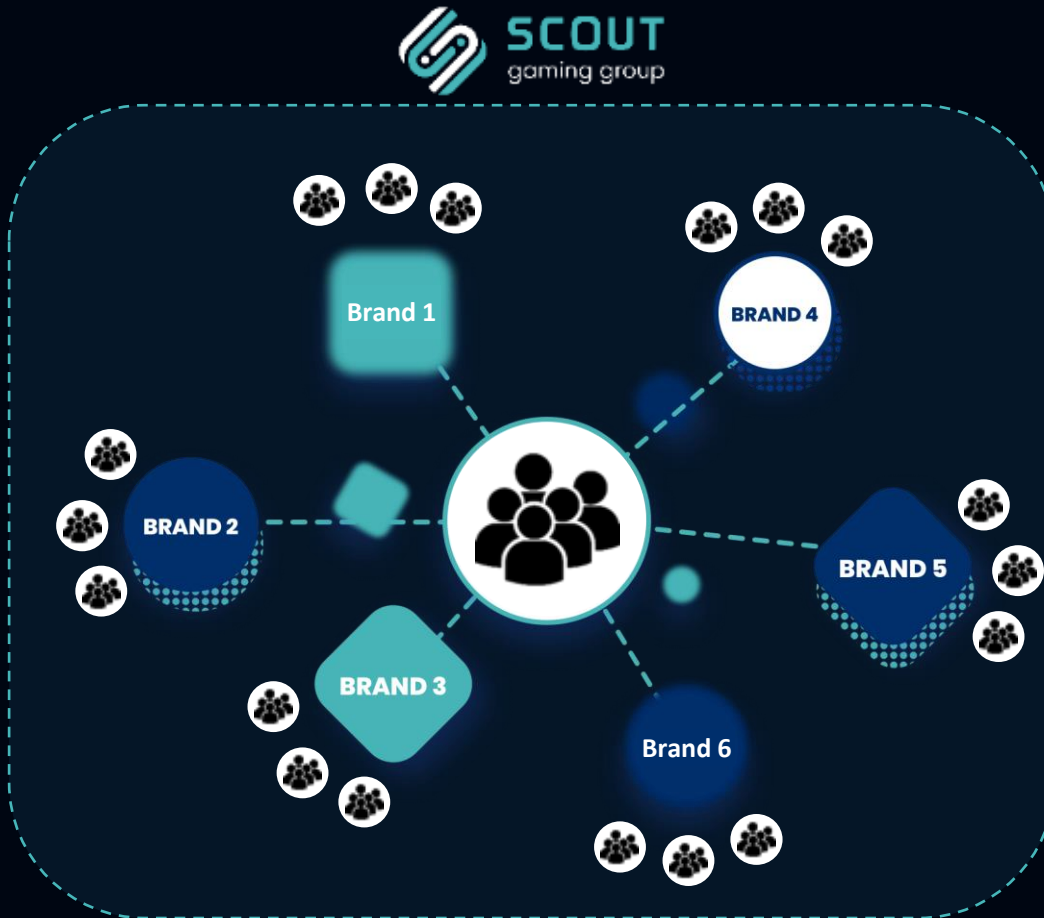


In-house Stat-Center advantages:

- 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

Live operators – Scouts Global Real Money network (SGN)



## Strong pipe of new launches

Planned to launch



Network (SGN)



Increased rake and higher ARPPUS

More active players

Creation phase

Development phase

Scalable growth phase

2015

2016

2017

2018

2019

Near term

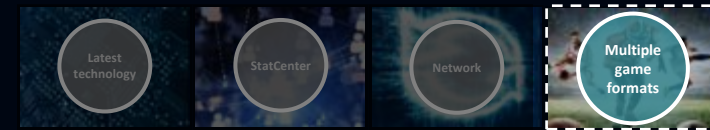
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# Flexible sports offering

## 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**

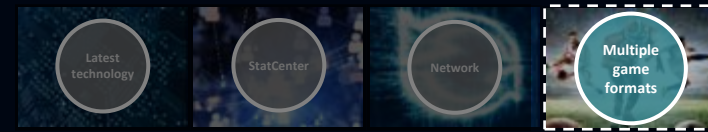
Available on all Scout Gaming products,  
including **Daily Fantasy Sports**,  
**Player Performance Odds** and  
the **Player Matchup game**

**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



Traffic generation

## €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](#)

## 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)

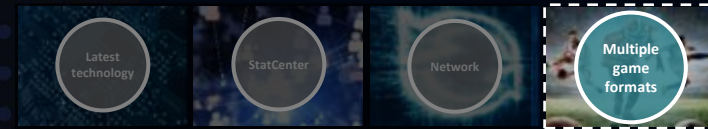


- Draft and manage a team; single, weekly or game round
- Paid entry with multiple prize distribution options
- Official/user-created, network, ring-fenced games
- Live updates of results and standings
- Second screen experience to broadcasts
- Possible to invite friends/colleagues/customers to exclusive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

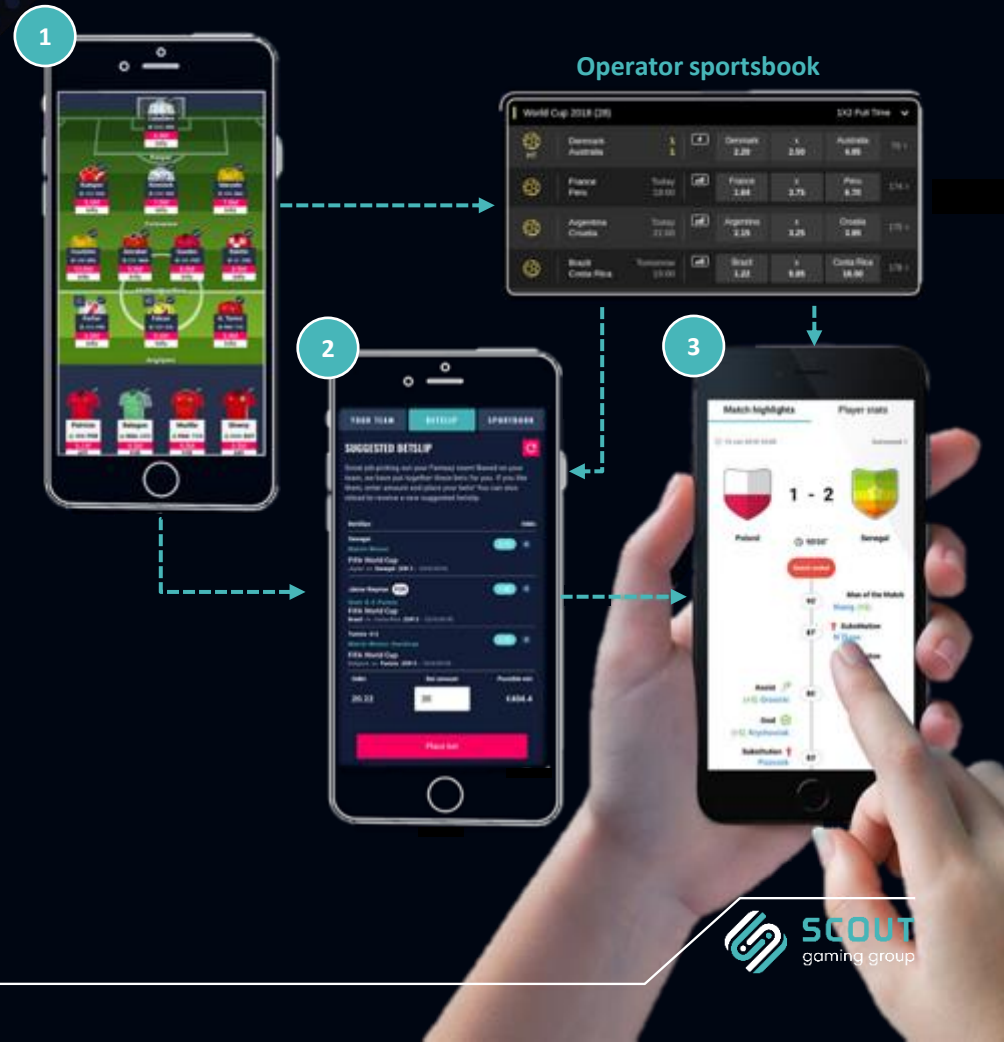
*Appr. 25% conversion in test market*

### 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

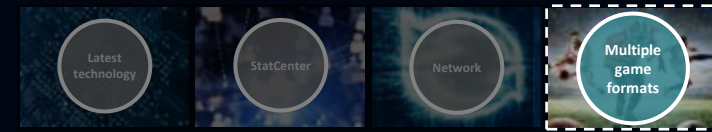
## Illustrated





# 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

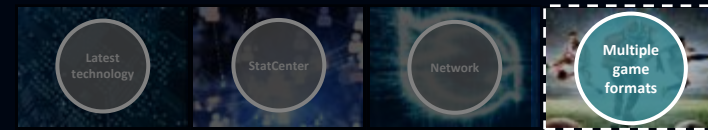
My selected Matchups				Date placed	Stake	Possible win	Status
Fantasy matchups ID:1677				2018-08-16 15:01	€10.00	€100.00	Pending
<b>Burgos</b> LAA - RSD 2018-08-17 00:00	VS	<b>Bendón</b> WOL - BKA 2018-08-17 00:00	€100.00	09 : 39 : 28			
<b>Sabornia</b> NRY - OAK 2018-08-17 00:00	VS	<b>Consueñ</b> ABD - LAD 2018-08-17 00:00	€100.00	09 : 39 : 28			
<b>Williams</b> ML - RSD 2018-08-22 00:00	VS	<b>Molina</b> GET - ALV 2018-08-22 00:00	€50.00	06 : 34 : 28			
<b>Willian J.</b> ML - RSD 2018-08-22 00:00	VS	<b>Aspas</b> DEV - CEL 2018-08-22 00:00	€30.00	04 : 34 : 28			
<b>Agüero</b> MCO - BKA 2018-08-21 00:00	VS	<b>Salah</b> BUR - LIV 2018-08-21 00:00	€17.00	31. August 16:00			

**Detailed information**

- 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

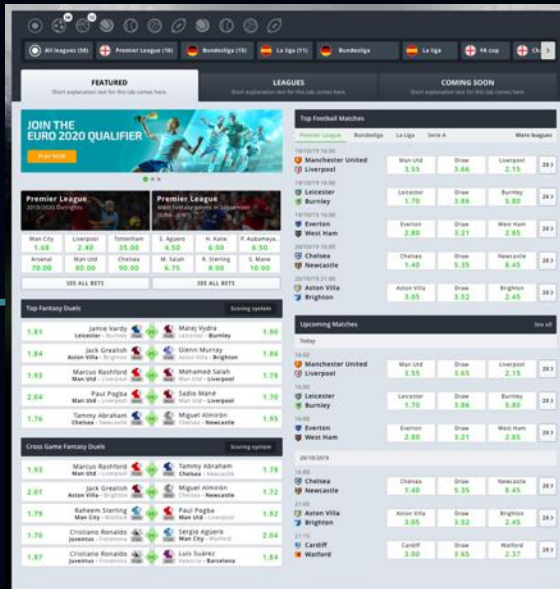
# Sportsbook for fantasy player odds

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

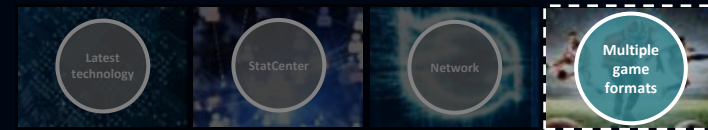
1.89

**L. Ocampos**  
Sevilla MID



# Pool betting products

## Bracket game and Jackpot tipping game



### Prediction games

A screenshot of a prediction game interface. At the top, it says 'UEFA Champions League' and '22 : 17 : 33'. Below that, it says 'Choose all, or any 3 modules: group stage, playoff, bonus questions'. There are buttons for 'Free-to-play or real money; open for all or friends only', 'Live updates of results and standings', and 'Low entry barrier and mass market appeal'. The main part of the screen shows a match between Spain and Italy, with a predicted outcome of 1-2. There are also buttons for 'Reset All' and 'Autocomplete'.

### Jackpot tipping game

A screenshot of a jackpot tipping game interface. It features a large '€5,000,000' jackpot amount. Below it, there are buttons for 'Super jackpot', 'Current jackpot', and 'Enter now!'. The text 'Scout's Jackpot tipping game is delivered as a pool betting game based on "Home-Draw-Away"' is visible. Other text includes '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' and 'The Jackpot game can be set up to work ring-fenced or pooled globally with other providers'. At the bottom, it says 'The price per row can be set per game, and the results and current payout is updated live'.

### Tailored & exclusive game formats

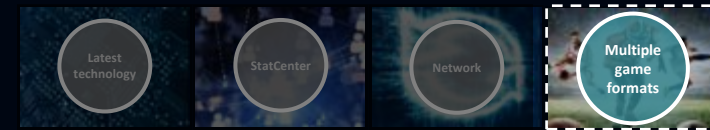
A diagram showing two game formats. On the left, a group of people icon is shown with the text 'Invite a group of colleagues, friends or customers'. On the right, a 1 on 1 icon is shown with the text '1 on 1'. A central circle with the word 'or' connects the two options.

An advertisement for 'The Zlatan Challenge' featuring Zlatan Ibrahimović. The text reads: '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

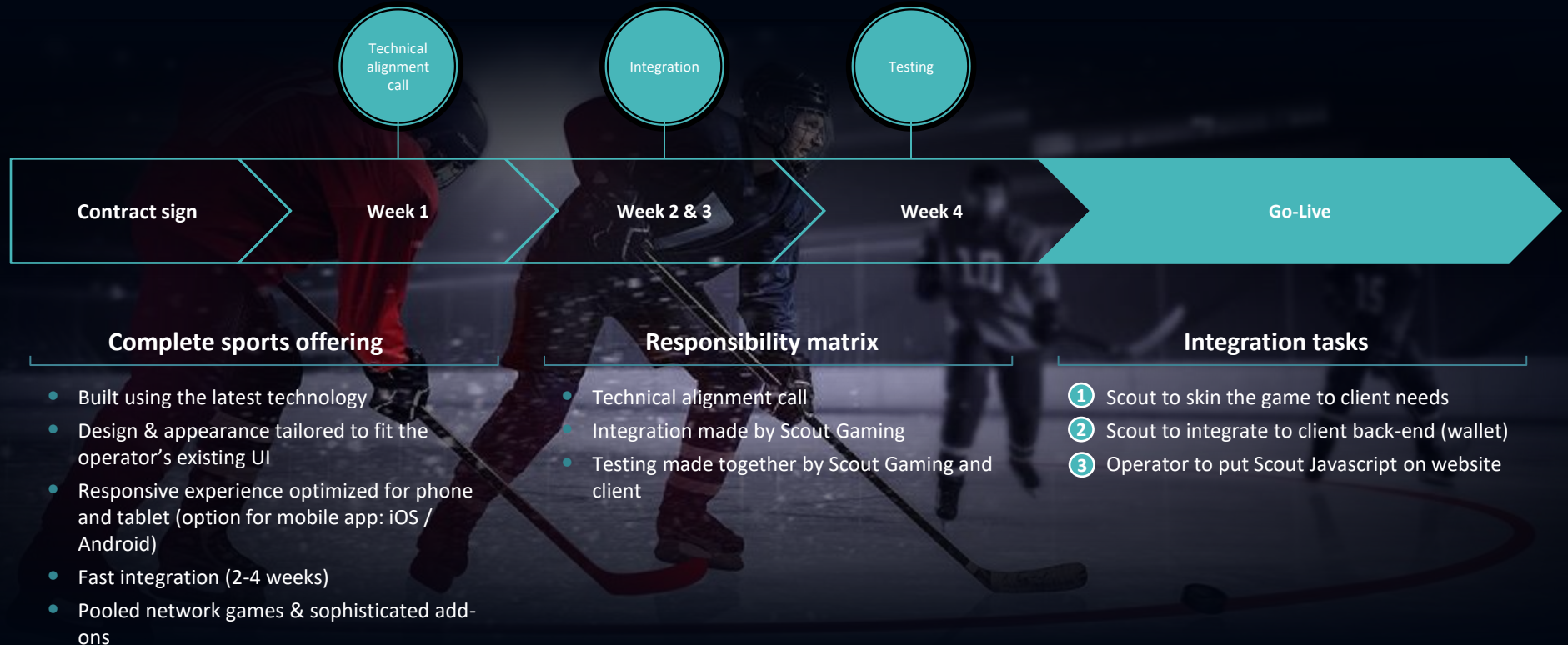




# Record-breaking fast time to market

Swift process from initial client contact to going live

## Illustrative project timeline





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gaming group

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Contact [sales@scoutgg.com](mailto:sales@scoutgg.com) today

