

ELYS GAME TECHNOLOGY



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JULY 2023

INVESTOR PRESENTATION



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T E C H N O L O G Y

ELYS | Nasdaq Listed

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COMPANY PROFILE

ELYS Game Technology Corp (NASDAQ: ELYS) is a B2B global gaming technology with B2C online and land-based gaming operations

The Company has two operating segments from which it derives revenue. These segments are:

- The operating of web-based as well as land-based leisure betting establishments situated throughout Italy and USA.**
- Provider of certified betting Platform software services to leisure betting establishments in the U.S. and 9 other countries**

2022 Financials

\$770mm

Total Turnover

\$53mm

Gross Gaming Revenue

\$43mm

Total Revenue

94%

Total Revenue from Net
Gaming Revenues

6%

Total Revenue from
Platform and Services



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FOCAL POINT

1

Industry Tailwinds:

End-to-End Sportsbook business model in rapidly growing industry with clear line of sight to near-term expansion in consolidating market.

2

Potential Synergies:

Ability to synchronize with multiple potential industry partners to bolster B2C opportunities at small business and resort level operators as well as digital giants.

3

Valuable Tech Stack:

High quality, cash generating sports betting supplier with in-house technology and trading services at a valuation below replacement cost.

4

Complimentary Offerings:

Opportunity to expand into new gaming-adjacent products with small-scale retail and digital sports betting services within a strong and growing regulated jurisdiction.



RECENT DEVELOPMENTS

- Acquisition of Engage IT Services, Srl.
- Acquisition and launch of 100 Land-based rights in Italy
- Development of Virtual Sports Product for Lottomatica in Italy
- U.S. Infrastructure installation update
- Launch of U.S. mobile platform
- Rapid expansion of land-based clients in U.S.
- Licensing update for US States and Canadian Provinces.

KEY SUBSIDIARIES



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B2B subsidiary which owns and operates a betting software designed with a unique distributed model” architecture colloquially named “Elys Gameboard.”



B2C subsidiary offering gaming services in Italy through which operates through both land-based or online retail gaming license.



Provides gaming services in the U.S. market via Elys Gameboard Technologies, LLC and Bookmakers Company US, LLC (“US Bookmaking”) in licensed states.



CORPORATE EXPANSION

Growth Strategy

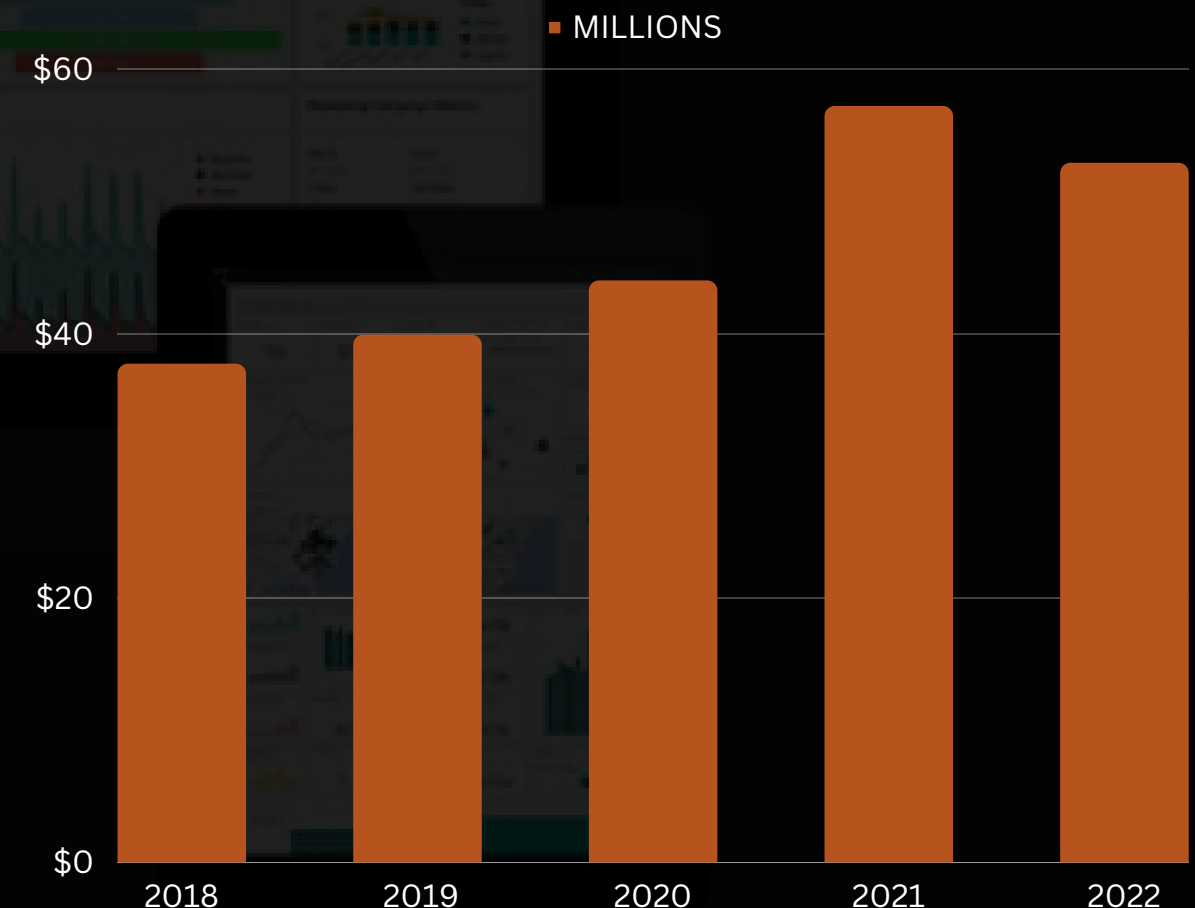
Has recently announced its intention to focus on the U.S. market with two existing subsidiaries:

- **USBookmaking** – Acquired in 2021, a sportsbook infrastructure for the U.S. market with an operational footprint in New Mexico, Colorado, Michigan and North Dakota, New Jersey and Washington D.C.
- **Elys Gameboard Technologies, LLC.** – fully integrated “omnichannel” framework that combines centralized technology for updating, servicing and operations.

U.S. “Go to Market Strategy”

- Capture larger piece of value chain with effective B2B2C revenue model.
- Optimized technology developed to fit the U.S. sports betting legislation on a state-by-state basis.

ELYS GGR 2018 – 2022



CORPORATE EXPANSION

U.S. “Three-Pronged Approach”

Small Business Sportsbook solution

- Low Capex, white label, turnkey solution for restaurant and other small business owners across the nation.
- Successful proof of concept launch at Grand Central Restaurant in Washington D.C. has led to rapid expansion to seven additional contract locations in less than 24 months with ample growth in sight.

Rapid Expansion into Casinos

- Existing clients at Ocean Casino Resort, Atlantic City, NJ and five tribal casinos.

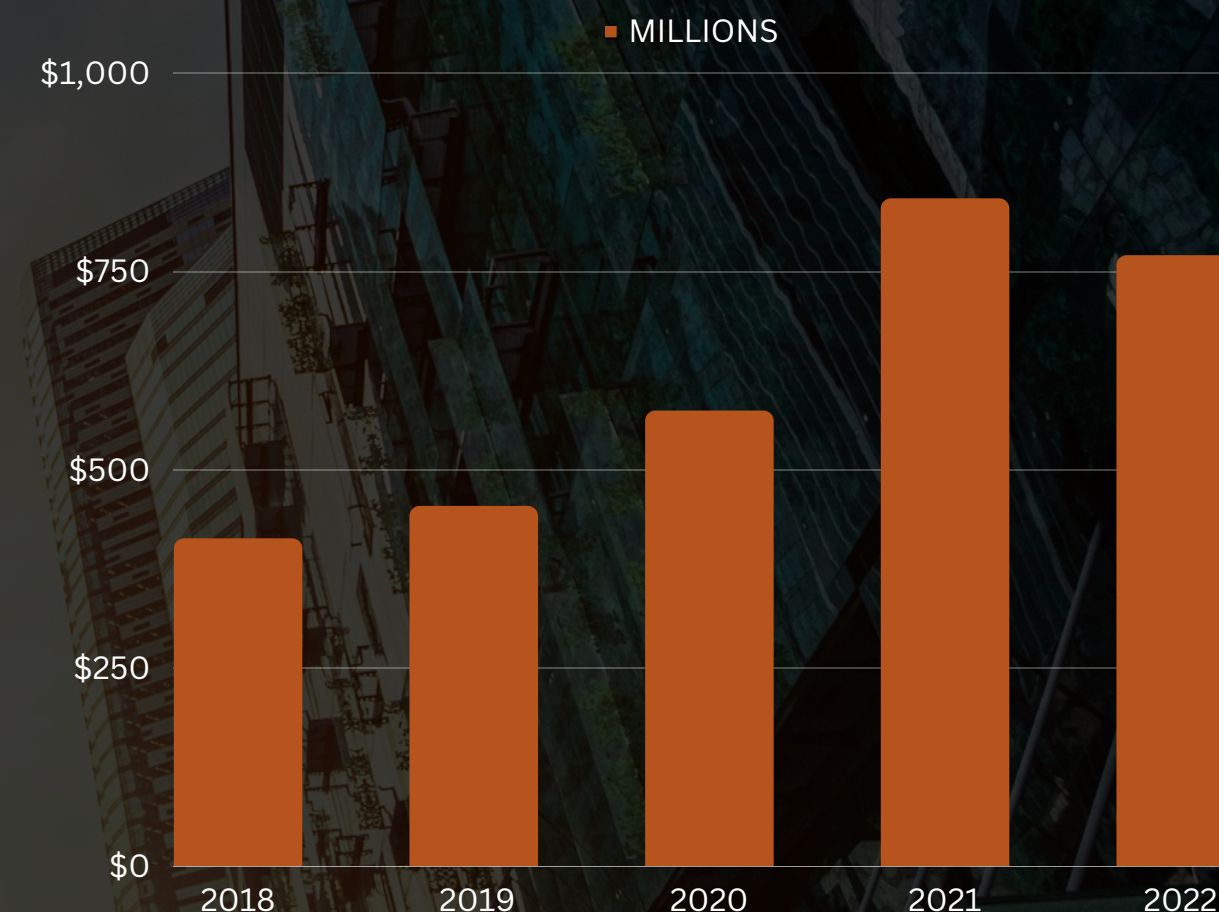
Mobile Build-Out

- 2022 Lottomatica worldwide license agreement with bespoke Elys built sports betting platform.
- The Elys B2C mobile launch throughout North America Expected 2H 2023.



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ELYS Turnover 2018 – 2022



MAIN DISTRIBUTION CHANNELS



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Online gaming websites

- Mobile solutions where players can play online poker, online casinos games, sports betting wagers, play i-lottery games etc.

Web-shop account reload centers (“PVR”) or Internet Café

- Physical locations that are operated by third-party independent businesses that promote Newgioco online gaming websites

Betting Shop or Convenience Corner

- Principal business situated at the location that is operated by third-party independent businesses and is an activity that is primarily different from gaming such as a coffee shop or convenience store) with a terminal connected to the ADM network
- The primary purpose of such facility is not gaming, but rather, there is only a small ‘corner’
- A maximum of 30% of floor space of a corner location can be dedicated to gaming where gaming transactions are collected and processed by a counter clerk.



The Italian online gaming market is one of the largest in Europe, with a total revenue of €315.8m in December 2022, a 1.2% increase YoY

- **Italy was the first EU member state to legalize, license and regulate online gambling in a comprehensive way in 2006.**

The most popular types of online games by December 2022 GGR:

- **Casino & Slots: €206.1m (65.26%)**
- **Poker Tournaments: €10.2m (3.23%)**
- **Poker Cash: €6.7m (2.11%)**
- **Bingo: €6.3m (2.00%)**
- **Online Sports Betting: €86.5m (27.4%)**

The Italian government heavily regulates the online gaming market, with strict laws in place.

- **The existing gambling licenses have been granted until December 31st, 2024, by the last Italian Budget Law 2023.**
- **A reorganization of the gambling licensing system is expected to be issued in 2023**



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ITALIAN MARKET **EXPANSION**

82k

Online User Accounts

2.5k

Web Shops

109

Corner Shops

2

Land Based Shops



“To boost our new Elys America brand forward, we created this new identity to emphasize disciplines that are central to our operations and symbolize trust, stability, and positive progression wrapped in a diverse range of advanced betting technology and products while maintaining parallels with our original corporate culture,”

- Michele Ciavarella, Executive Chairman

Our new Elys five-dimensional “ELYYS 5D” iGaming ecosystem integrates our services in five functional areas:



1

Customer acquisition



2

**Cybersecurity, KYC,
AML and multifunctional
payment convenience**



3

**Trading, risk management
and compliance**



4

**Advanced market events
and odds**



5

Customer service

US MARKET EXPANSION OPPORTUNITIES



Collaboration Leads to Innovation

- Elys' collaboration with the District of Columbia Office of Lottery and Gaming and Department of Small and Local Business Development led to all new licensing model for small business sportsbook engagements commencing in 2023.
- Model could be replicated across United States and Canada to simplify process of installing Elys sportsbook in restaurants, bars, and other small business establishments.
- Elys' modern platform provides versatility to work seamlessly across both web-based and mobile applications. The layered and modular backend architecture provides increased flexibility versus peers.
- Elys US mobile platform is market ready and currently integrated with third-party services such as: geolocation, KYC, player tracking, affiliate integrations, data warehousing and reporting, marketing tools, third party games and payment processing.
- Technology platform and related managed services enabling online operations for real money online casino, poker, sports betting and social casino servicing the U.S. regulated market.

US MARKET EXPANSION OPPORTUNITIES

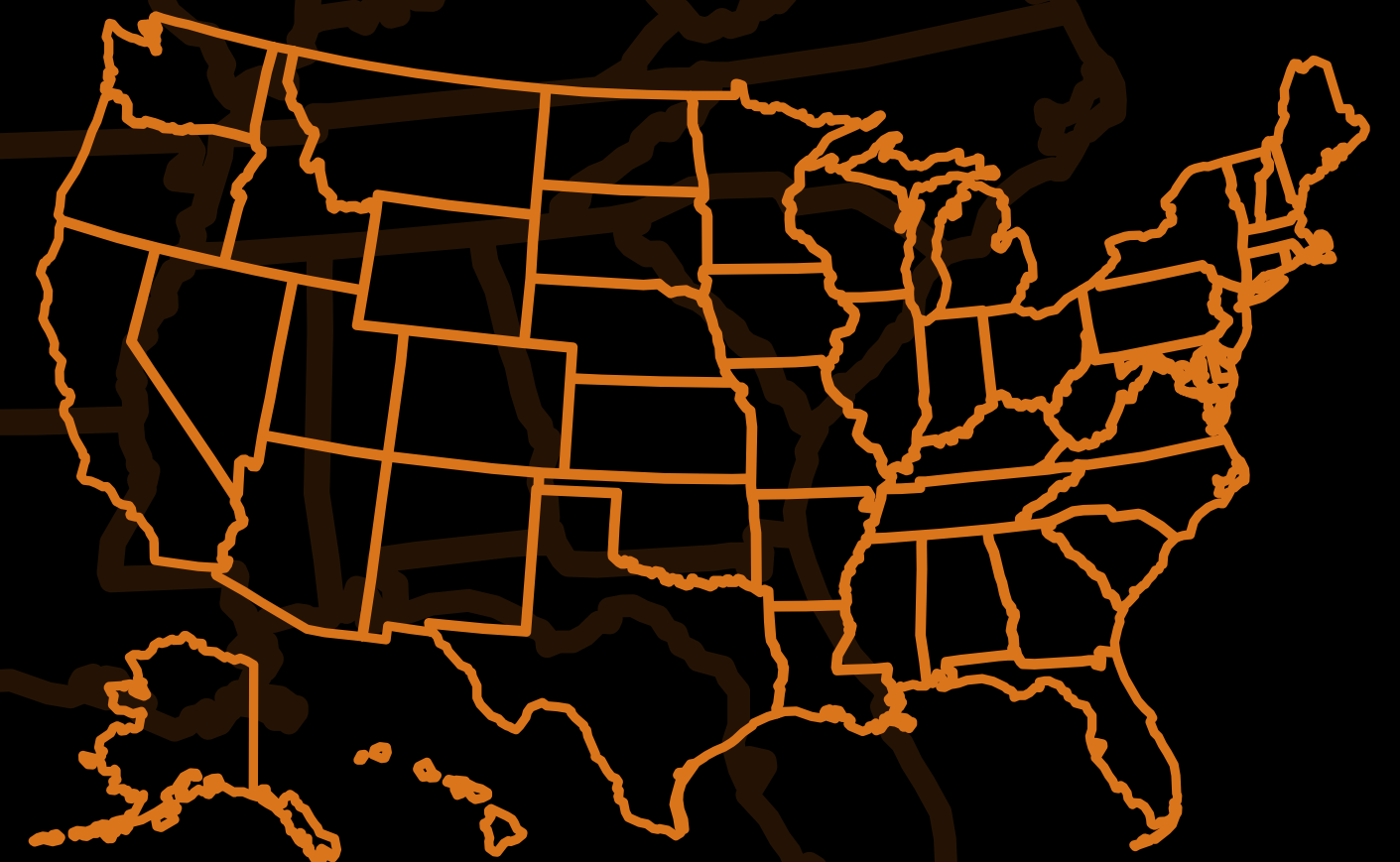


Expansion Procurements

- Scalable structure allows Elys to benefit from growth in the online gaming and sports betting market through both revenue share agreements and bet spreads.
- Proposed launch of Elys US B2C channel in Ohio retail market in Q3'23
- Up to 3,000 potential location distribution points
- Potential to become full-service market leader

Elys US Mobile Launch

- Capitalizing on destabilization and lack of competent competition
- Customer demand for better product options
- Investor demand for lean management





ELYYS
AMERICA

US MARKET EXPANSION GOALS

750k

Projected Online
User Accounts

11

Retail Locations

6

Casino Customers

100

Projected Ohio
Lottery Hosts



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EXECUTIVE TEAM



**MICHELE
CIAVARELLA**
Executive Chairman



**CARLO
REALI**
*Interim Chief
Financial Officer*



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