

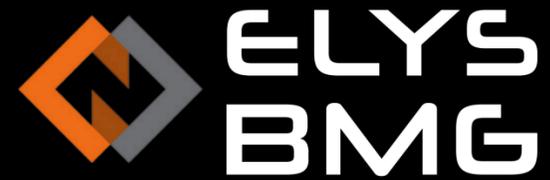
ELY S B M G G R O U P I N C .



ELY S  
B M G  
G R O U P I N C .<sup>TM</sup>

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I N V E S T O R P R E S E N T A T I O N



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**This presentation contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are identified by the use of the words “could,” “believe,” “anticipate,” “intend,” “estimate,” “expect,” “may,” “continue,” “predict,” “potential,” “project” and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this presentation. **You should not place undue reliance on these forward-looking statements.****

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# COMPANY PROFILE



**ELYS Game Technology Corp (OTC: ELYS) is a global gaming technology company offering online and land-based gaming operations to businesses and consumers worldwide.**

**Our revenue streams are derived from two core segments:**

- **Operations of leisure betting establishments situated throughout Italy and the United States, both online and land-based.**
- **Certification and provision of betting platform software services to leisure betting establishments in the U.S. and 9 other countries.**

## 2022 Financials

**\$770mm**

Total Turnover  
(Betting Handle)

**\$53mm**

Gross Gaming Revenue

**\$43mm**

Net Gaming Revenue

**94%**

B2C Betting Net Gaming  
Revenue

**6%**

B2B Platform Services Net  
Gaming Revenue

- Turnover, or Handle, represents the gross pay-ins from customers.
- Gross Gaming Revenue (GGR) represents the total turnover less the payouts to customers.
- Net Gaming Revenue (NGR) represents the total turnover less gaming taxes and payouts to customers.

# KEY SUBSIDIARIES



**A B2B subsidiary, which operates a unique distributed architecture betting software known colloquially as “Elys Gameboard”**

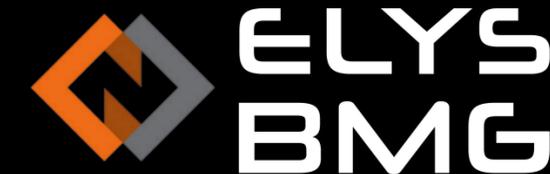


**A B2C subsidiary, operating gaming services in Italy under both land-based and online retail gaming licenses**



**A subsidiary, providing gaming services in the U.S. market through Elys Gameboard Technologies, LLC, and Bookmakers Company US, LLC (“US Bookmaking”) in licensed states**

# MAIN DISTRIBUTION CHANNELS

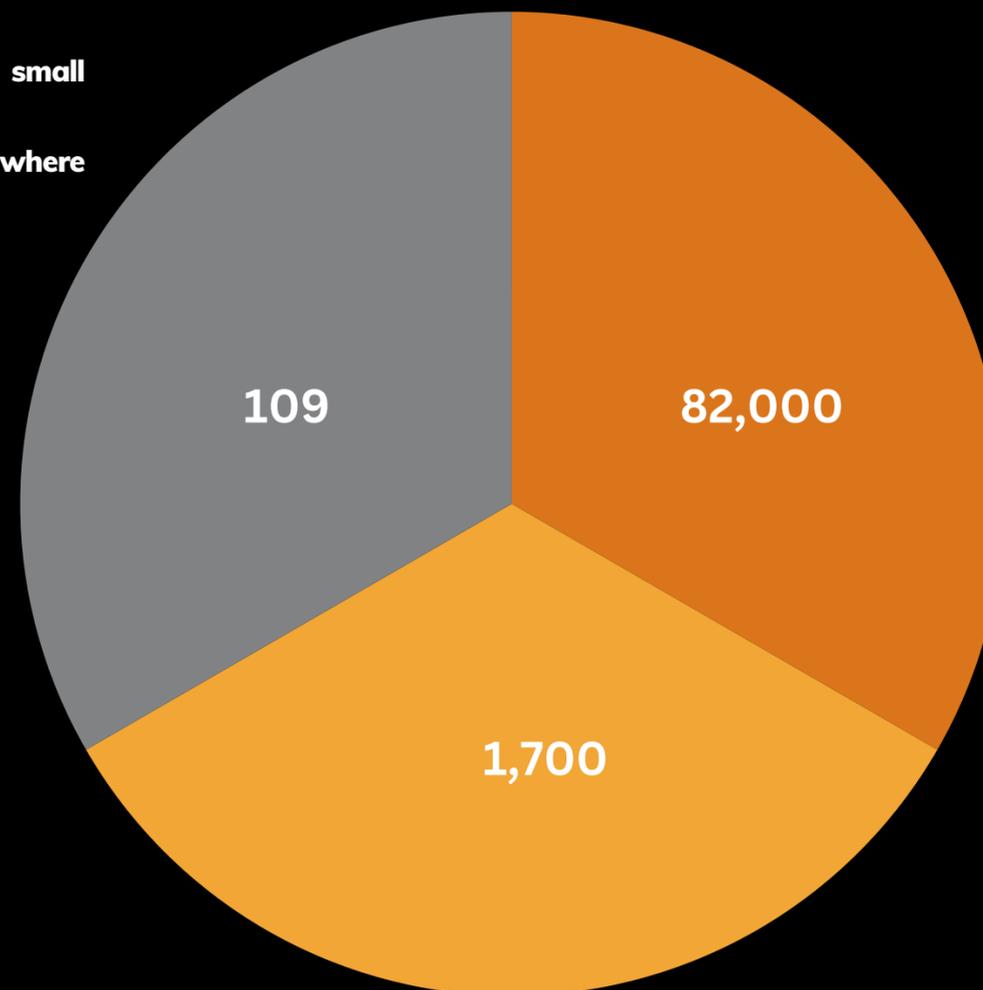


## Betting Shop or Convenience Corner Locations

- 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.

## 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 and servicing Online Users.



## Registered Online Player Accounts

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

# ITALIAN GAMING MARKET



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.

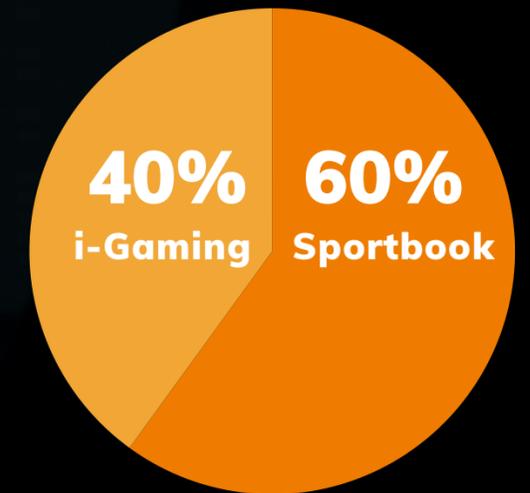
The most popular types of online games by December 2022 GGR:

- 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.

# ITALIAN MARKET EXPANSION



# CORPORATE EXPANSION



## 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 two additional locations across the nation's capital.

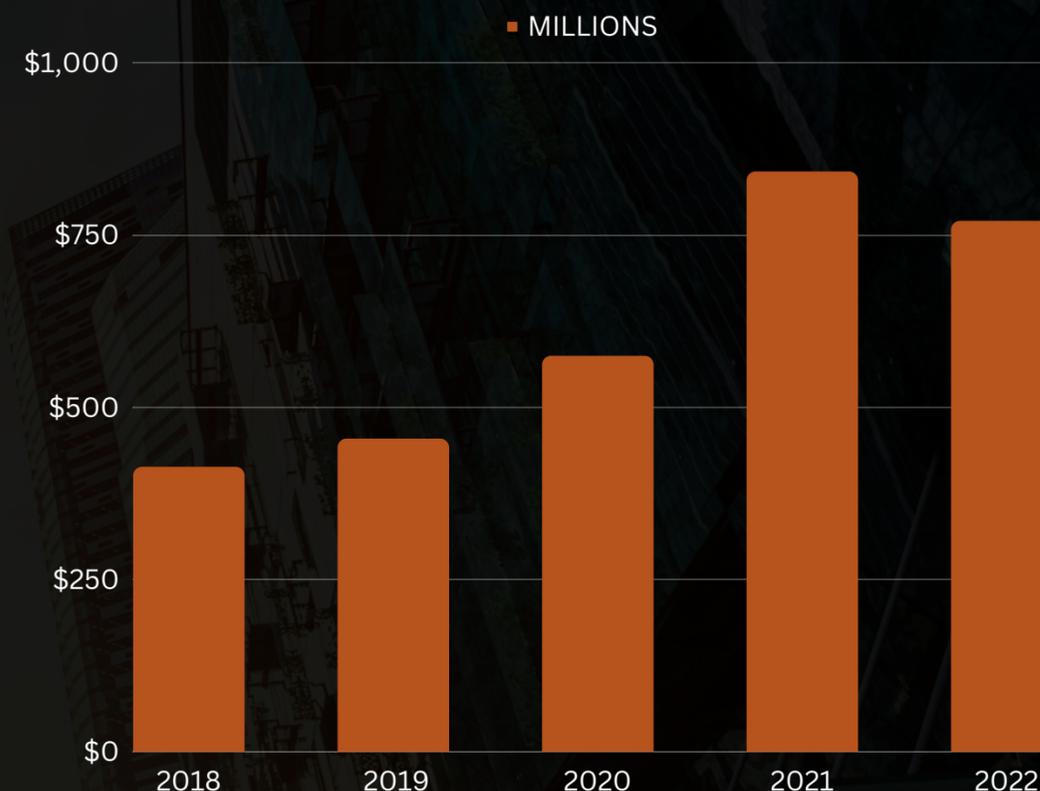
## Rapid Expansion Into Casinos

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

## Mobile Build-Out

- Launching under [www.SportBet.com](http://www.SportBet.com), the Company expects to expand its online sports betting footprint into multiple U.S. jurisdictions under direct licensing and through market access partnerships.
- The Elys B2C mobile launch throughout North America expected 1H 2024.

ELYs Turnover 2018 – 2022



# 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.

## Modern Platform Set for Expansion

- 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.

# U.S. MARKET EXPANSION OPPORTUNITIES



## Expansion Procurements

- Scalable B2B and B2C structure allows Elys to quickly expand in the growing betting market across the USA.
- Several thousand potential retail distribution points throughout USA.
- Potential to become full-service market leader.

## Elys U.S. Mobile Launch

- Capitalizing on industry destabilization and absence of competent competition.
- Customer demand for better product options.
- Investor demand for lean management.
- Planned Launches in Colorado, Louisiana, New Jersey and Ontario, Canada.
- Partnering with casinos and sportbooks across the nation, starting with Caesars Entertainment in Colorado.



# U.S. MARKET EXPANSION GOALS

**750k**

Projected Online  
User Accounts

**4**

Online Markets

**11**

Retail Locations

**6**

Casino Customers

**100**

Projected Ohio  
Lottery Hosts



TRADING SYMBOL: ELYS

“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



## **RECENT DEVELOPMENTS**

- **Market Access Agreement with Caesars Entertainment**
- **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.**
- **Launched SportBet.com, the U.S. online and mobile sports betting brand**
- **Locked-in third sportbook location in Washington, D.C.**
- **Unveiled new online offerings in Italy**
- **Completed North American hub infrastructure**

# PATH TO PROFITABILITY



## Success in Italy

- Improve our position in the market

## Add B2B Customers

- Build upon the small business success we have seen in Washington, D.C. and Italy

## Global Presence

- Expand operations in Europe and add Canadian presence

## U.S. Online Rollout

- Grow B2C online and mobile betting in the United States through valuable partnerships



# INVESTMENT HIGHLIGHTS



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

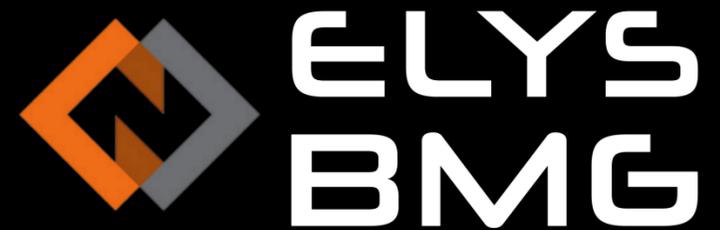
## Valuable Tech Stack:

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.



## EXECUTIVE TEAM



**MICHELE  
CIAVARELLA**  
*Executive Chairman*



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



**(OTC: ELYS)**

**ADDRESS:**

**ELYS GAME TECHNOLOGY CORP.  
107 E. Warm Springs Road  
Las Vegas, Nevada 89119**

**CONTACT:**

**Tom Colton and Alec Wilson  
Gateway Group, Inc.  
949-574-3860**

**EMAIL:**

**ELYS@gateway-grp.com**