



GAN™

GameSTACK™

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BACK OFFICE

COOLBET

FOURTH QUARTER & FULL YEAR 2021 EARNINGS

March 22, 2022



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This presentation includes certain non-GAAP financial measures intended to supplement, not substitute for, comparable GAAP measures. Reconciliations of certain non-GAAP financial measures are provided in the appendix to this presentation.



GANTM

#1 B2B GAMING PLATFORM PROVIDER⁽¹⁾



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⁽¹⁾ Reported state market data & Eilers & Krejcik estimates



OPERATIONAL AND STRATEGIC HIGHLIGHTS


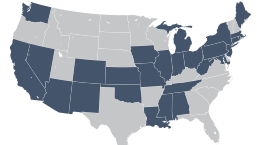







GANTM

STRATEGIC MILESTONES IN 2021

Successfully integrated Coolbet, delivered new products, and diversified client roster



	<ul style="list-style-type: none">• Successful acquisition and integration with over \$2 billion of sports handle in 2021		<ul style="list-style-type: none">• Added profitable & high-growth B2C international geographies to portfolio
	<ul style="list-style-type: none">• GAN technology deployed across 9 US states at year end 2021 powering GOR of \$921 million		<ul style="list-style-type: none">• Delivered flawless speed to market to get clients operational out of the gate
	<ul style="list-style-type: none">• Exclusive multi-year distribution agreement to monetize 200+ proven retail titles to play online		<ul style="list-style-type: none">• Proven retail content to add to GAN's sRGS content & aggregation platform
	<ul style="list-style-type: none">• Milestone deal with Red Rock Resorts to power retail & online sports		<ul style="list-style-type: none">• Bringing award winning sports offering to the U.S. leveraging Coolbet's tech
	<ul style="list-style-type: none">• Acquired Silverback Gaming with minimal cash outlay to expand proprietary content portfolio		<ul style="list-style-type: none">• Content produced by leading gaming studio will expand wallet share & take rate

Q4 AND FULL YEAR KEY TAKEAWAYS

KPI's illustrate solid growth and underlying demand in both B2C & B2B



YoY revenue increase of 133% in B2C¹ and 33% in B2B, with strong underlying B2C trends

- B2C achieved record turnover of \$2.1B in 2021; turnover of \$633M up 12% from prior quarter
- B2C continued to achieve exceptionally low CPA on strength of product & brand, averaging \$42 in 2021
- Exceptionally low European sports betting hold in October and Q4 impacted revenue & AEBITDA by ~\$4 million
- B2B recurring SaaS revenues or platform & content fees increased 11% from prior quarter



Progressed strategy through Silverback acquisition, sRGS deal with Entain & Lottomatica

- Acquired Silverback Gaming in December providing for award-winning development team with 50 game product roadmap
- Subsequent to quarter end, secured sports betting in Arkansas & SuperRGS deals with Entain & Lottomatica
- Completed technical work enabling launch in Ontario in the second quarter for both B2B and B2C



2022 Outlook Focused on Profitability

- 2022 revenue guidance of \$155-\$165M as compared to \$125M in 2021
- 2022 AEBITDA guidance of \$15 -\$20M with quarterly profitability as compared to \$(0.1)M in 2021
- Initiated litigation to enforce infringement on loyalty rewards patent, legal expense embedded in outlook

(1) Our B2C segment commenced on January 1, 2021, when we completed the acquisition of Vincent Group p.l.c., a Malta public limited company doing business as "Coolbet.". The operating results of Coolbet have been included in the consolidated financial statements, beginning on January 1, 2021. The following unaudited pro forma information presents the consolidated financial information as if the Coolbet acquisition had occurred on January 1, 2020.

2022 FOCUS ON DRIVING PROFITABLE GROWTH

Cost discipline, scalability and execution to drive meaningful growth in AEBITDA



MISSION

"To deliver industry leading gaming experiences enabled by cutting edge technologies"

COST DISCIPLINE/ SCALABILITY



Implemented measures accelerating current profitability

B2C cash flow generative & capex light

B2B optimizations for increased scalability

EXECUTION OF INVESTMENT STRATEGY



GAN Sports launching in 2Q-22 in Mississippi & 4Q-22 in Nevada

Super RGS major client wins announced today

Initiatives enable greater wallet share & broader client base

ORGANIC GROWTH FOR B2C & B2B



B2C growth driven by strong revenue growth in current EU & LatAm markets

B2B growth driven by current & new US markets including MS & AK

Exciting new Ontario opportunity for both B2C and B2B

STRATEGIC INVESTMENTS TO CAPTURE MORE OF VALUE CHAIN

Content, mobile and retail sports to capture greater share of value chain



- Super RGS rollout with two recent deal signings
- Secured proven games with Ainsworth augmenting internal games
- Silverback acquisition provides acclaimed development team with content roadmap of new titles



- Upcoming retail launch at Island View Casino
- Highly engaging, award-winning, modern product offering to disrupt U.S. market
- Targeting existing relationships, new partnerships, and industry replacement cycle for mobile & retail



DISCIPLINED MARKETING APPROACH

Achieving robust profitable growth with marketing significantly below US operators



COST EFFICIENT MARKETING

The use of social media and content marketing creates maximum engagement this along with full ownership of our customer base leads to strong ROI

UNIQUE PRICING

Provides sports gamblers with differentiated odds offering generated by in-house trading team

SPONSORSHIPS

Strong relationships with local teams leverages trust and cost is comparatively significantly below U.S. teams

PRODUCT

Award winning, modern and highly scalable product offering with unique transparency features

BRAND

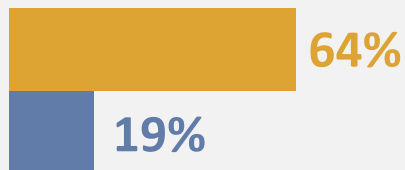
Unique in-house odds compiling often called the "last bookmaker", branding is heavily localized, and the company mascot (polar bear) strongly resonates at live events serving as a true brand ambassador

MARKETING AS % OF

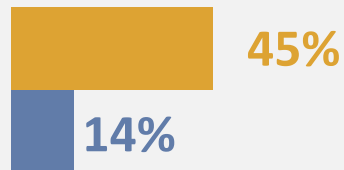
NGR

GGR

U.S. Peer Average⁽¹⁾



64%



45%

COOLBET

19%

14%

(1) U.S. peer average marketing as a percentage of revenues based on publicly available information for DraftKings, Penn National, PointsBet and Rush Street Interactive for 4Q21



Financial Review



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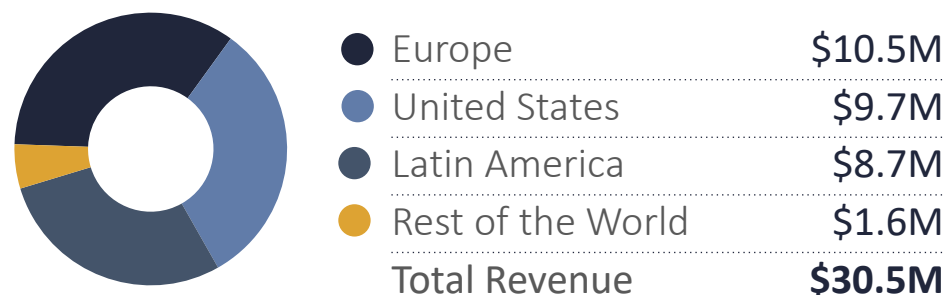
4Q21 FINANCIAL OVERVIEW

Growth in B2B and B2C active customers with revenue and profit impacted by low hold

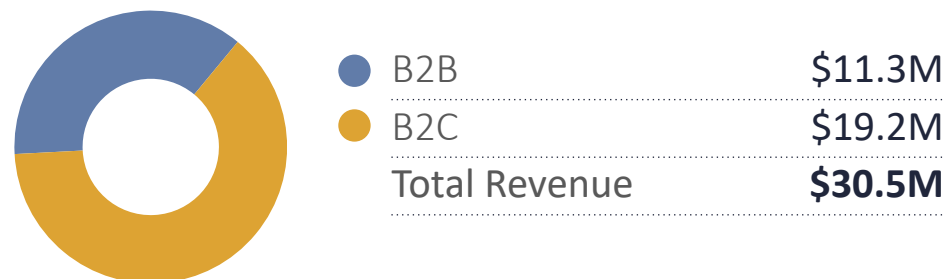
Q4 CONSOLIDATED FINANCIAL METRICS

		Q/Q ¹
REVENUE	\$30.5M	(6)%
NET LOSS	(\$8.5M)	(8)%
ADJUSTED EBITDA	(\$5.0M)	N/A

Q4 REVENUE – BY GEOGRAPHY



Q4 REVENUE – BY SEGMENT



(1) Quarter over quarter comparisons were affected by prior quarter preliminary errors with respect to capitalized software development costs detailed in the appendix tables as a result of management's internal control evaluation and audit process.



FY21 FINANCIAL OVERVIEW

Full year results reflect the scaling of our business towards greater profitability

FY CONSOLIDATED FINANCIAL METRICS

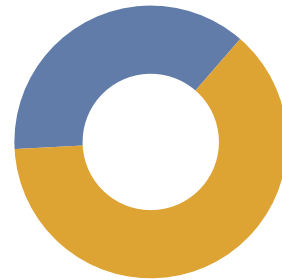
		Y/Y
REVENUE	\$125.4M	257%
NET LOSS	(\$24.9M)	(23%)
ADJUSTED EBITDA	(\$0.1M)	N/A

FY REVENUE – BY GEOGRAPHY



● Europe	\$47.3M
● United States	\$39.0M
● Latin America	\$32.4M
● Rest of the World	\$6.6M
Total Revenue	\$125.4M

FY REVENUE – BY SEGMENT



● B2B	\$46.8M
● B2C	\$78.6M
Total Revenue	\$125.4M



2022 GUIDANCE

Focus on near-term profitability driving substantial increase in AEBITDA



REVENUE

Introducing 2022 revenue guidance of **\$155-165M**; implies 24-32% growth from 2021 levels



AEBITDA

Introducing 2022 AEBITDA guidance of **\$15-20M**; implies margin of 9-13% vs. <(1)% in 2021



CAPITAL

The company will take steps to maintain a strong balance sheet and flexibility as we move forward



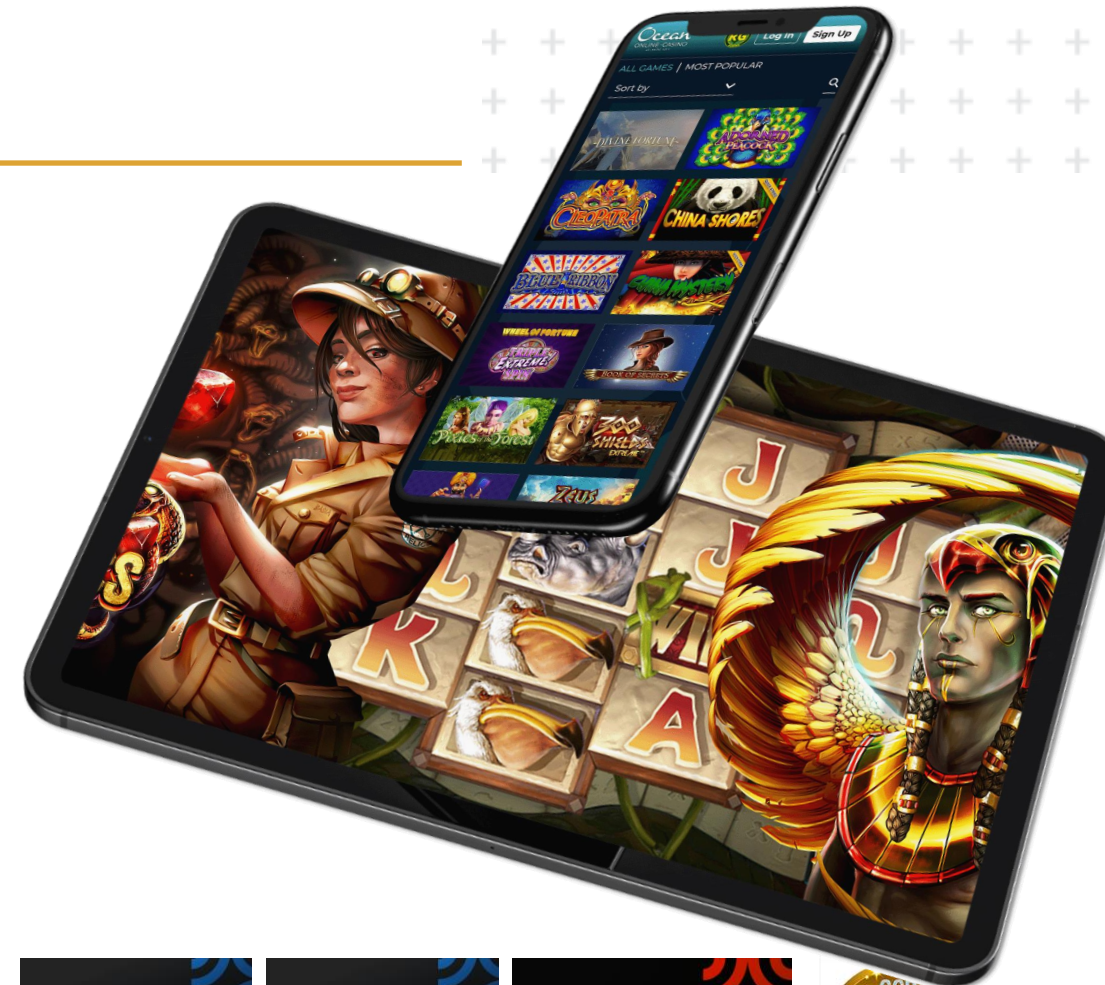
ASSUMPTIONS

- Near-term B2C to be larger driver of growth, accounting for approximately 2/3rd of revenue
- Churchill Downs revenue & AEBITDA contribution only included for Q1-22
- Italy market expected to be down year over year
- Ontario market launch in Q2-22, will be providing sports & iGaming platform
- Red Rock field trial to begin in 2H-22
- Coolbet Q4 World Cup event and sportsbook margin average of 7.0%, vs. 6.9% in 2021

WRAP UP

2022 set-up for a year of profitable execution

- › Strong 4Q B2C KPI's & B2B recurring revenues as hold anomaly impacted consolidated results
- › FY 2022 revenue outlook implies 24-32% growth driven by organic growth, new markets, and new offerings
- › FY22 AEBITDA guidance of \$15M to \$20M driven by top-line growth and cost controls
- › 2022 focus on execution, cost controls & near-term profitability





Appendix



KEY PERFORMANCE HIGHLIGHTS

Strong growth sequentially and comparatively in key metrics



Quarter over Quarter

Year over Year

		Quarter over Quarter			Year over Year			
		All Figures in \$ USD Millions	4Q21	3Q21	Chg.	FY21	FY20	Chg.
B2C	SPORTS BETTING	Turnover / Handle	\$207.5	\$154.9	+34%	\$668.0	\$324.2	+206%
		Gross Win %	4.6%	6.8%	(220 bps)	6.9%	6.7%	20 bps
		Gross Win	\$9.5m	\$10.5m	-10%	\$45.8m	\$21.8m	+210%
		Promo Allowances	(3.1m)	(2.6m)	—	(11.6m)	(4.7m)	—
		Net Win	\$6.4m	\$7.9m	-19%	\$34.2m	\$17.1m	+200%
		iGAMING	Turnover / Handle	\$425.5	\$408.0	4%	\$1,417.2	\$537.1
Gross Win %	3.4%		3.5%	(10 bps)	3.5%	3.6%	(10 bps)	
Net Win	\$12.3m		\$12.3m	—	\$41.7m	\$15.5m	+269%	
B2B	GOR	GOR	\$269.0	\$214.8	+25%	\$919.5	\$545.2	+69%

STATEMENT OF OPERATIONS

(Unaudited, in thousands of US\$)

Three Months Ended

Year Ended
December 31,

	December 31, 2021	September 30, 2021 (as reported)	September 30, 2021 (as adjusted ¹)	December 31, 2020	2021 (as adjusted)	2020
Total Revenue	\$30,478	\$32,261	\$32,261	\$8,900	\$125,434	\$35,159
B2B						
Revenue	\$11,271	\$11,168	\$11,168	\$8,900	\$46,840	\$35,159
Cost of revenue ⁽¹⁾	2,968	3,583	3,583	3,573	11,600	10,471
B2B segment gross profit ⁽¹⁾	\$8,303	\$7,585	\$7,585	\$5,327	\$32,240	\$24,688
<i>Segment gross profit margin ⁽¹⁾</i>	<i>74%</i>	<i>68%</i>	<i>68%</i>	<i>60%</i>	<i>75%</i>	<i>70%</i>
B2C						
Revenue	\$19,207	\$21,093	\$21,093	—	\$78,594	—
Cost of revenue ⁽¹⁾	8,529	7,218	7,218	—	29,773	—
B2C segment gross profit ⁽¹⁾	\$10,678	\$13,875	\$13,875	—	\$48,821	—
<i>Segment gross profit margin ⁽¹⁾</i>	<i>56%</i>	<i>66%</i>	<i>66%</i>	<i>N/A</i>	<i>62%</i>	<i>N/A</i>
Total segment gross profit ⁽¹⁾	\$18,981	\$21,460	\$21,460	\$5,327	\$84,061	\$24,688
<i>Segment gross profit margin ⁽¹⁾</i>	<i>62%</i>	<i>67%</i>	<i>67%</i>	<i>60%</i>	<i>67%</i>	<i>70%</i>
Sales and marketing	6,948	5,657	5,657	1,264	22,186	5,046
Product and technology	6,590	4,634	5,408	2,939	21,660	11,032
General and administrative ⁽¹⁾	13,596	12,895	12,888	8,528	48,813	24,825
Depreciation and amortization	4,196	4,646	4,580	884	16,919	3,257
Total operating expenses (excluding cost of revenues)	31,330	27,832	28,533	13,615	109,578	44,160
Operating loss	(12,349)	(6,372)	(7,073)	(8,288)	(25,517)	(19,472)
Interest expense (income), net	(31)	—	—	—	(30)	392
Other income, net	(378)	—	—	—	(378)	—
Loss before income taxes	(11,940)	(6,372)	(7,073)	(8,288)	(25,109)	(19,864)
Income tax expense (benefit)	(3,409)	1,548	1,548	41	(208)	353
Net loss	\$(8,531)	\$(7,920)	\$(8,621)	\$(8,329)	\$(24,901)	\$(20,217)

(1) Quarter over quarter comparisons were affected by prior quarter preliminary errors with respect to capitalized software development costs as a result of management's internal control evaluation and audit process.

1) Excludes depreciation and amortization

GAAP TO NON-GAAP RECONCILIATION

(Unaudited, in thousands of US\$)

Three Months Ended

Year Ended December 31,

	December 31, 2021	September 30, 2021 (as reported)	September 30, 2021 (as adjusted ²)	December 31, 2020	2021 (as adjusted)	2020
Net loss	\$(8,531)	\$(7,920)	\$(8,621)	\$(8,329)	\$(24,901)	\$(20,217)
Income tax expense (benefit)	(3,409)	1,548	1,548	41	(208)	353
Interest expense (income), net	(31)	–	–	–	(30)	392
Depreciation and amortization	4,196	4,646	4,580	884	16,919	3,257
Share-based compensation and related expense	2,771	1,765	1,700	1,387	8,136	10,181
Initial public offering transaction related	–	–	–	–	–	2,831
Tax related provisions	–	–	–	–	–	939
Adjusted EBITDA ⁽¹⁾	\$(5,004)	\$39	\$(793)	\$(6,017)	\$(84)	\$(2,264)
Adjusted EBITDA margin	(16.4%)	0.1%	(2.2%)	(67.6%)	(0.1%)	(6.4%)

1) Adjusted EBITDA is defined as net income (loss) before interest expense, net, income taxes, depreciation and amortization, impairments, share-based compensation expense and related expense, initial public offering related costs and other items we deem infrequent or unusual in nature. Because Adjusted EBITDA is not a GAAP measure, the way we define Adjusted EBITDA may not be comparable to similarly titled measures used by other companies in the industry.

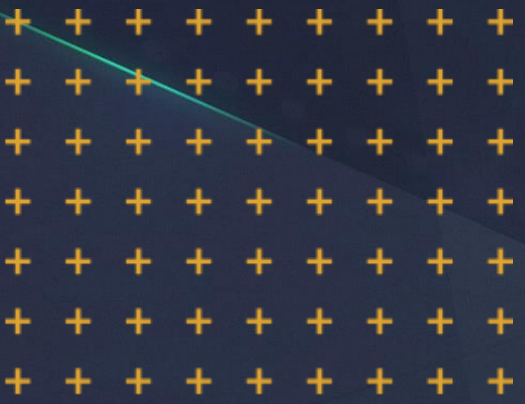
2) Quarter over quarter comparisons were affected by prior quarter preliminary errors with respect to capitalized software development costs as a result of management's internal control evaluation and audit process.

HISTORICAL NORMALIZED REVENUE⁽¹⁾

(Unaudited, in thousands of US\$)

	1Q21	2Q21	3Q21	4Q21	YTD 2021
REVENUE					
Revenue ⁽²⁾	\$28,067	\$34,628	\$32,261	\$30,478	\$125,434
Normalized adjustments ⁽³⁾	(42)	(4,231)	36	4,237	–
Normalized Revenue	\$28,025	\$30,397	\$32,297	\$34,715	\$125,434
SPORTS MARGIN					
Actual sports margin	6.8%	9.7%	6.8%	4.6%	6.9%
Normalized sports margin	6.9%	6.9%	6.9%	6.9%	6.9%
REVENUE TO GROSS GAMING REVENUE (GGR) RATIO					
Actual revenue to GGR ratio	75.3%	78.7%	74.8%	67.0%	74.7%
Normalized revenue to GGR ratio	74.7%	74.7%	74.7%	74.7%	74.7%

- (1) This schedule presents normalized revenue, which is non-GAAP financial measures and should be considered supplementary to the corresponding financial measures prepared in accordance with U.S. GAAP.
- (2) Q1 results reflect immaterial corrections resulting from a refinement of the accounting processes undertaken during the Company's evaluation of internal controls and audit processes.
- (3) The adjustments are based on the effects of a normalized 6.9% sports margin and a normalized revenue to gross gaming revenue ratio of 74.7%, in each case equal to the annualized ratios within the B2C segment. Sports margin is the ratio of GGR to total amount wagered, which allows management to measure sportsbook performance against the expected outcome. The revenue to GGR ratio is driven by customer incentives, including free bets, sign-up and retention bonuses, and allows management to measure the impact of bonus spend on net revenue. The revenue to GGR ratio may fluctuate based on the number of new users acquired during the period.



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