A Powerful Combination in U.S. Sport Betting & iGaming
888: A GLOBAL LEADER

888 IS ONE OF THE WORLD’S LEADING ONLINE BETTING AND GAMING COMPANIES

**PROPRIETARY TECHNOLOGY POWERING PRODUCT-LEADERSHIP**

- Highly scalable and secure proprietary platform
- 5 key product pillars: Safety; Usability; Content-rich; Entertainment; and Scalability
- Full end-to-end product suite across casino, sport, poker and bingo

**REGULATED MARKET LEADERSHIP SUPPORTS GLOBAL DIVERSIFICATION**

- Licensed in 16 jurisdictions worldwide
- Focus on regulated markets, with 76% Q1-21 revenue from regulated or taxed markets
- Continued market share gains across some of the most competitive regulated markets

**DATA-DRIVEN INVESTMENTS DRIVING SUPERIOR ROI**

- AI-powered marketing machine optimizes effectiveness and drives efficient CPAs
- Broad range of channels, supported by years of data, knowledge and expertise
- Enhancing LTV and building loyalty through brand, product and content, not bonuses

**LONG-TERM GROWTH IN DEPOSITS**

**SAFER GAMBLING AT THE HEART OF THE BUSINESS**

- Safer. Better. Together: strategy and 8 key commitments to drive higher standards
- Control center product provides industry-leading transparency and tools
888 USA

COMPETING IN A RAPIDLY EVOLVING MARKET THROUGH B2C AND B2B

LARGE US ONLINE SPORTS BETTING OPPORTUNITY FOR SI SPORTSBOOK
- SI Sportsbook will initially be available in 4 states, with cumulative population of ~25M
- 888 expects to add further market access agreements, adding 2-4 new states per year

LARGE US iGAMING OPPORTUNITY FOR 888 & SI SPORTSBOOK
- SI-branded wagering in SI Sportsbook states
- 888 casino and poker
- B2B poker and casino

TODAY

MARKET SIZE: ~$0.6 BILLION

MARKET ACCESS AGREEMENTS IN PLACE - IMMEDIATE OPPORTUNITIES

CO IA IN

CUMULATIVE MARKET SIZE: ~$1.2 BILLION

FUTURE OPPORTUNITY

PRIORITY STATES TAM ~$4.4 BILLION
LARGE LONG-TERM TAM OPPORTUNITY

MARKET SIZE: ~$1.1 BILLION

CUMULATIVE MARKET SIZE: ~$4.0 BILLION

PRIORITY STATES TAM ~$5.6 BILLION
LARGE LONG-TERM TAM OPPORTUNITY
or more than 65 years, Sports Illustrated has shaped the narrative around sports. SI captures moments and makes them history. Through the magazine, sports have become culturally relevant, and not just part of the conversation—it is the conversation. As a cultural touchstone, SI creates communities that connect players, teams, and fans to the world of sports and tells the stories that make **ATHLETES BIGGER THAN THEIR GAME & THE JOURNEY BIGGER THAN THE WIN.**
AN EXCLUSIVE MEDIA PARTNERSHIP FOR THE UNITED STATES

**Sports Illustrated + 888**

**ATTRACTION CPA**
Historic brand with over 30 million monthly unique visitors, providing a large, low-cost acquisition channel.

**LEADING BRAND**
Nationally recognized sports media brand, with over 70+ billion global media impressions.

**DIVERSE ASSETS**
Access to a wide range of ABG assets and digital channels; World-class proprietary online betting and gaming technology platform.

**ALIGNED INCENTIVES**
Sports Illustrated becomes a minority owner of the venture*

**EXCLUSIVE**
SI Sportsbook will be the exclusive betting provider with an official presence on all SI properties, with deep integrations to provide low-friction access to wagering opportunities.

*All subject to regulatory and other conditions*
LONG-TERM PARTNERSHIP WITH ALIGNED INCENTIVES

TRANSACTION
- Formation of joint venture between 888 Holdings ("888") and Sports Illustrated ("SI") owned by Authentic Brands Group ("ABG") for sports betting and interactive gaming in the U.S.
- Long-term agreement, up to 20-years in duration (including extension)

OWNERSHIP
- SI to receive 4.99% equity interest for no cash consideration
- SI to receive options to acquire an additional 5% stake for $15m, and a further 5% stake for $25m
- SI to receive performance related warrants to increase total potential ownership to 19.99% (pre-dilution)
- All subject to regulatory and other conditions

BRANDS
- Exclusive rights for SI digital channels, Sports Illustrated, and associated brands for sports betting and igaming
- SI Sportsbook will become the primary sports betting brand
- Brand license to include sports betting, casino and poker in the U.S. with an option for Canada

COMMERCIAL AGREEMENTS
- Exclusive integration into SI digital assets, providing contextual and relevant wagering opportunities
- Brand license, minimum guaranteed marketing spend, and CPA payable to SI
SI SPORTSBOOK

FIVE PILLARS TO DRIVE MARKET SHARE & SUPPORT ROBUST GROWTH

01 SCALABLE TECHNOLOGY
Proprietary, scalable and resilient in-house technology, proven across multiple territories and millions of customers

02 PRODUCT LEADERSHIP
Leading sports, casino and poker products, with ability to customize and tailor to local preferences

03 OPERATIONAL EXPERTISE
Efficient and data-driven decision making, with 20+ years of operational expertise

04 GROWING MARKET ACCESS
Plans to roll out across more states in the coming months and years

05 LEADING BRAND
Unique sports brand, with 30M unique monthly digital users
Authentic Brands Group (ABG) is a brand development, marketing, and entertainment company, which owns a portfolio of global media, entertainment, and lifestyle brands. The mission of ABG is to evolve, transform and reimagine our brands through innovative business models, powerful storytelling, compelling content, and immersive experiences.
SPORTS ILLUSTRATED IS AN AWARD-WINNING MEDIA ENTERPRISE AND CULTURAL TOUCHSTONE THAT HAS BEEN THE GOLD STANDARD IN SPORTS JOURNALISM FOR MORE THAN SIX DECADES. FOUNDED IN 1954, SPORTS ILLUSTRATED IS ONE OF THE OLDEST CONTINUOUSLY-PUBLISHED SPORTS MAGAZINES IN THE WORLD AND AN INDUSTRY LEADER THAT SHAPES THE DEEPER NARRATIVE AROUND SPORTS AND ATHLETES WITH AN AUTHORITATIVE VOICE, IN AN HONEST WAY.

OUR GOAL IS TO TAKE THE STORIED MEDIA BRAND AND BUILD THE PREEMINENT MULTI-FACETED AND MULTI-PLATFORM SPORTS ENTERPRISE IN THE WORLD. BY PRIORITIZING CLASS A CONTENT AND A “ONE-TEAM” CULTURE, SPORTS ILLUSTRATED UNDER ABG IS EVOLVING INTO THE 21ST CENTURY VERSION OF THE MOST TRUSTED NAME IN SPORTS.
A POWERHOUSE MEDIA AUTHORITY

MERGING THE WORLDS OF SPORTS, CULTURE, AND ENTERTAINMENT

Sports Illustrated
THE AUTHORITY IN SPORTS CULTURE AND ENTERTAINMENT
Undisputed leader in sports journalism with unprecedented history, insight, analysis, photography and stories.

SI.com
A FAST-GROWING TOP 10 SPORTS WEBSITE
Unmatched access with up-to-the-minute sports news and coverage, entertaining stories and thoughtful analysis.

Swim
AN ICONIC MEDIA FRANCHISE
Showcasing beauty from around the globe, SI Swimsuit stands as one of the most recognizable and influential symbols of pop culture.

Sportsperson of the Year
THE MOST PRESTIGIOUS HONOR IN ALL OF SPORTS SINCE 1954
A celebration of the spirit of sportsmanship & achievement, this awards event generates massive buzz, spotlighting greatness inside and outside the competitive arena.

The Betting Destination
SI’s unique destination for all things betting, gambling, & wagering.

SI Sportsbook
COMING 2021!

12.2 MILLION+
LOYAL READERS ANNUALLY

30 MILLION+
UNIQUE MONTHLY VISITORS

AVG. OF 250
DAILY WEBSITE CLICKS DRIVEN FROM SOCIAL PLATFORMS

810 MILLION+
ONLINE & VIDEO IMPRESSIONS

10.2 MILLION+
ANNUALLY

8 MILLION+
MONTHLY
USER DEMOGRAPHICS

1.7M
PRINT SUBSCRIBERS (2020)

23.2%
FEMALE

76.8%
MALE

HOUSEHOLD INCOME

8.62%
$0 - $50K

28.21%
$50K - $100K

26.61%
$100K - $200K

36.56%
$200K+

2019 DATA

14.23%
RENTAL

85.77%
HOMEOWNER

2019 DATA

TRAFFIC SOURCES AS % OF UNIQUE USERS TO SI.COM

APRIL-OCT 2020

3.5%
ORGANIC

9.7%
REFERRAL

21.4%
DIRECT

40.6%
SOCIAL

2019 DATA

APPROXIMATELY 70% OF TRAFFIC TO SI.COM IS CUSTOMER-INITIATED

USER DEMOGRAPHICS
SI USER AGE DISTRIBUTION (AS % OF USERS)

JUNE 2020-JUNE 2021

2019 DATA

18-24
25-34
35-44
45-54
55-64
65+

11.5%
23.2%
20.2%
18.2%
15.9%
11.2%

JUNE 2020-JUNE 2021

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FEMALE

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MALE

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15.9%
11.2%

JUNE 2020-JUNE 2021
THE SI CONSUMER: HIGH PROPENSITY TO WAGER

SI USER LIKELIHOOD OF HAVING WAGERED IN PAST 12 MONTHS
- 1X PER YEAR: 72%
- 3X PER YEAR: 59%
- 4X PER YEAR: 53%
- 7X PER YEAR: 76%
- 8X PER YEAR: 20%

SI USER LIKELIHOOD OF HAVING VISITED A BETTING WEBSITE IN PAST 30 DAYS
- 1X PER MONTH: 39%
- 2X PER MONTH: 218%

THE SI CONSUMER IS...

76% MORE LIKELY TO WAGER 8X PER YEAR
72% MORE LIKELY TO WAGER 3X PER YEAR
59% MORE LIKELY TO WAGER 7X PER YEAR
53% MORE LIKELY TO WAGER 4X PER YEAR
92% MORE LIKELY TO VISIT BETTING WEBSITE 1X IN PAST 30 DAYS
218% MORE LIKELY TO VISIT BETTING WEBSITE 2X IN PAST 30 DAYS

SOURCE: COMSCORE
## 888: Global Platform

Poised to scale up in US, SI significantly enhances brand position

<table>
<thead>
<tr>
<th>Route to Market</th>
<th>888 B2B</th>
<th>888 B2C</th>
<th>SI Sportsbook</th>
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<tbody>
<tr>
<td>Leading Technology</td>
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<tr>
<td>Nationally Recognized Brand</td>
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<td>Multiple Consumer Touchpoints</td>
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SUMMARY

EXCITING LONG-TERM POTENTIAL WITH WORLD-RENOVND TECHNOLOGY & BRAND

- $10bn market opportunity based on priority states
- Partnership with iconic sports brand to drive penetration in sports betting
- World-class proprietary technology and products for sportsbook, casino and poker
- Market access and launch plans in place for 4 states with SI Sportsbook
- Expect to add further market access and aim to launch in 2-4 new states per year
- Strong B2B position with industry leading multi-state poker network, with 2 new states coming online in the coming months
THE MOST TRUSTED NAME IN SPORTS IS A 360° GLOBAL ENTERPRISE THAT SITS AT THE INTERSECTION OF SPORTS, CULTURE, LIFESTYLE, AND ENTERTAINMENT.

**BRAND VERTICALS**

**CONTENT**

**MEDIA**
The heart & soul of SI for 65 years – deep, investigative, authoritative journalism supported by up-to-date news and stats accessible from any device at all times.

**SI STUDIOs**
Partnership to create film, television, podcasts and other long-form content at the highest levels of Hollywood and the entertainment industry.

**BOOKS**
Bringing the photography and stories of SI to life in complimentary formats through strategic publishing deals.

**NEIL LEIFER**
SI has acquired the photography collection of the most prolific sports photographer of all time.

**ESI (COMING SOON)**
Redefining sports, fans and athletes – eSI will be our home for one of the fastest growing “sports” in the world.

**SERVICES**

**PROSPECTS BY SPORTS ILLUSTRATED**
Top-tier youth sports tournaments across North America reaching over 100K kids and families per year.

**SI TIX**
Launched June 2021 in partnership with Venmo, sitickets.com is a revolutionary ticketing platform that will bring fans off of the pages and into stadiums.

**SI SPORTSBOOK**
Launching in Q3 2021 in partnership with Bally's.

**SI SHOP**
Launching in 2021, this ecommerce marketplace will be a hub for sports-related merch.

**EVENTS & EXPERIENCES**

**SI THE PARTY**
The Party fuses the world of sports and entertainment as only Sports Illustrated can with a VIP Saturday Night event each Super Bowl Weekend.

**THE SPORTS ILLUSTRATED AWARDS**
A multi-platform year-end key tentpole of SI’s experiential program awarding top honors in the sports world.

**SI CIRCUIT SERIES**
This event, kicking off in October 2021 in Austin at COTA for the U.S. Grand Prix, features the launch of Club SI, an immersive hospitality suite giving guests a high-performance experience.

**COMING SOON**

| Sports Illustrated HOTELS |
| Sports Illustrated GALLERY |
| Sports Illustrated FOOD & BEVERAGE |
| THE SI COLLECTION |

**CONSUMER PRODUCTS**

**MITCHELL & NESS**
SI apparel featuring NFL, MLB, and NBA collections retail placement at Fred Segal, Pacsun, LIDS, other key retailers as well as e-comm marketplaces.

**BEASTIN**
High-end collaboration that launched in August 2020 and sold through a majority of styles of the limited edition capsule within the first month on the market.

**SI SWIM**
Swimwear collection strategically launched exclusively on SISwim.com in June 2020. Over $1M in sales in first 5 months.

**SPORTS ILLUSTRATED NUTRITION**
Complete line of supplements and sports nutrition for the athlete in everyone.

**THE SI COLLECTION**
Apparel & accessories collection for men, women, and kids launching Q4 2021 with major retailer.
INTRO TO 888 IN THE USA TODAY

A LEADING GLOBAL ONLINE BETTING AND GAMING COMPANY

B2C
- Provide sports betting and online casino using proprietary platform
- 888 has control over marketing, customer retention, and bonusing
- Pay a % NGR fee to the license holder in exchange for market access (typically a land-based casino)
- B2C operations will be under both SI and 888 brands

B2B
- 888 supplies poker and casino services to licensed operators
- 888 currently operates the only multi-state poker network
- 888 typically does not pay upfront operator license fees or bear any marketing expenses — working capital efficient
- Receive a royalty based off NGR
- 888’s proven B2B capabilities enable it to broaden its reach across multiple states

OPERATING MODEL

STATES

NJ IN IA CO

NJ NV PA MI

AVERAGE MONTHLY ACTIVE PLAYERS +44%

+44%
THANK YOU