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BUSINESS OVERVIEW

OCTOBER 2021

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rivalry_logo.jpg



RIVALRY

the_future.jpg



DISCLAIMER

Unless otherwise stated, all figures are expressed in Canadian dollars.

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CONTINUED

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RIVALRY IS REDEFINING BETTING & ENTERTAINMENT FOR THE NEXT GENERATION

OPPORTUNITY



REDEFINING BETTING & ENTERTAINMENT FOR THE NEXT GENERATION

AVERAGING +21% MOM GROWTH IN 2021, AND +200% YOY H1/21¹

We are consistent, with trailing 2yr MoM growth averaging +14%.

PROFITABLE ON EVERY CUSTOMER ACQUIRED²

by a factor of >2x on an ARPU/CAC basis and growing.

THE MOST ENGAGED BRAND IN ESPORTS BETTING GLOBALLY

leveraged to lower CAC across all active markets and create superfans.

MULTIPLE CATALYSTS THROUGH REST OF 2021 AND 2022

to drive material increase in brand equity, market share, and revenue.

ORIGINALLY DEVELOPED AND OWNED TECH STACK

materially enhances the intrinsic value of Rivalry.

ABILITY TO SCALE INTO ADJACENT VERTICALS THROUGH M&A

to enhance global brand resonance and demographic wallet share.

(1) Growth rates refer to the betting handle at Rivalry, with the tracking 2021 figure relating to the year to date up until August 31, 2021. The Company defines "Betting Handle" as the total dollar value accepted in wagers, adjusted for cancellations and corrections.

(2) ARPU stands for average revenue per user. The Company defines this as the trailing three month average monthly revenue generated per user divided by the trailing three month average monthly churn rate.

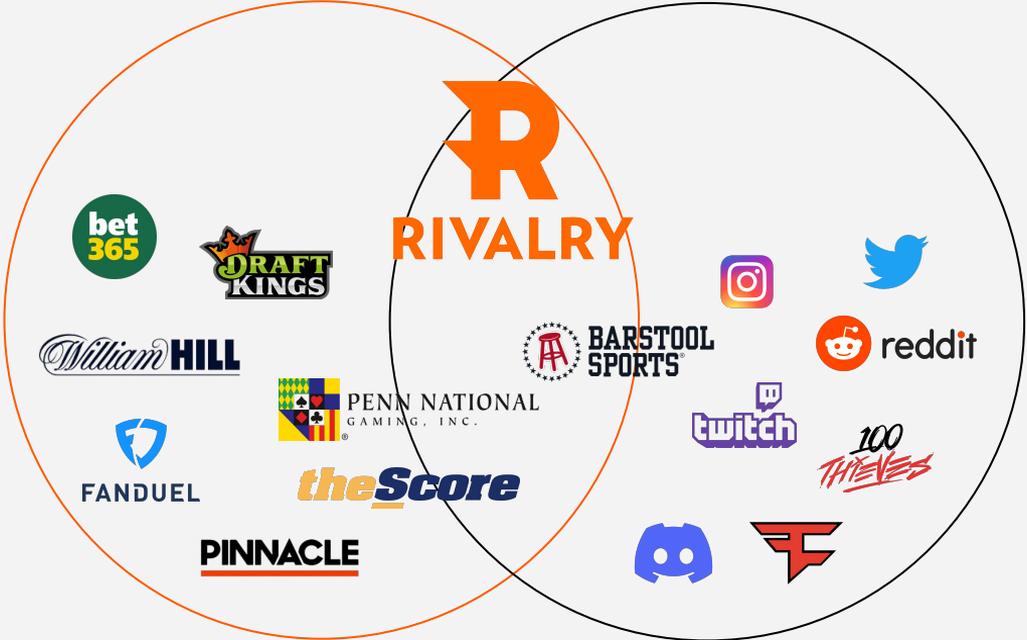
Source: Twitonomy, Social Blade, Rival IQ

WHERE WE SIT IN THE ECOSYSTEM

RIVALRY SITS AT THE INTERSECTION OF TWO OF THE FASTEST GROWING MULTI-BILLION DOLLAR SEGMENTS OF THE GAMING INDUSTRY

ONLINE BETTING OPERATORS

SPORTS & GAMING MEDIA/ENTERTAINMENT



CAPTURING THE NEXT GENERATION OF BETTORS

**RIVALRY IS TO BET 365 OR DRAFTKINGS WHAT
ROBINHOOD IS TO CHARLES SCHWAB OR TD AMERITRADE**



AVERAGE BETTOR AGE:

18-25

AVERAGE VIEWER AGE:

23

- ✓ High volume, low average transaction size.
- ✓ Meaningful YoY growth in ARPU. Terminal value arb.
- ✓ Minting new bettors vs. renting others using bonusing.
- ✓ Global generational opportunity vs. regional focus.
- ✓ Social & content reach materially lowers CAC.



Focus on gen z, high volume, low avg. transaction size, first time investors.



AVERAGE BETTOR AGE:

35-45

AVERAGE VIEWER AGE:

49

- ✗ High ARPU, but limited YoY growth.
- ✗ High CAC given statures target demographic.
- ✗ Blanket spreadsheet-like approach to all sports.
- ✗ Minimal engagement through social media & content.



Targets older demographic, relatively low growth LTV, demo size dwarfed by gen z.

VS

INEVITABLE GENERATIONAL TIDAL WAVE

OUR TARGET CUSTOMER BASE OF YOUNG MILLENIALS AND GEN Z REPRESENT NEARLY 40% OF THE GLOBAL POPULATION

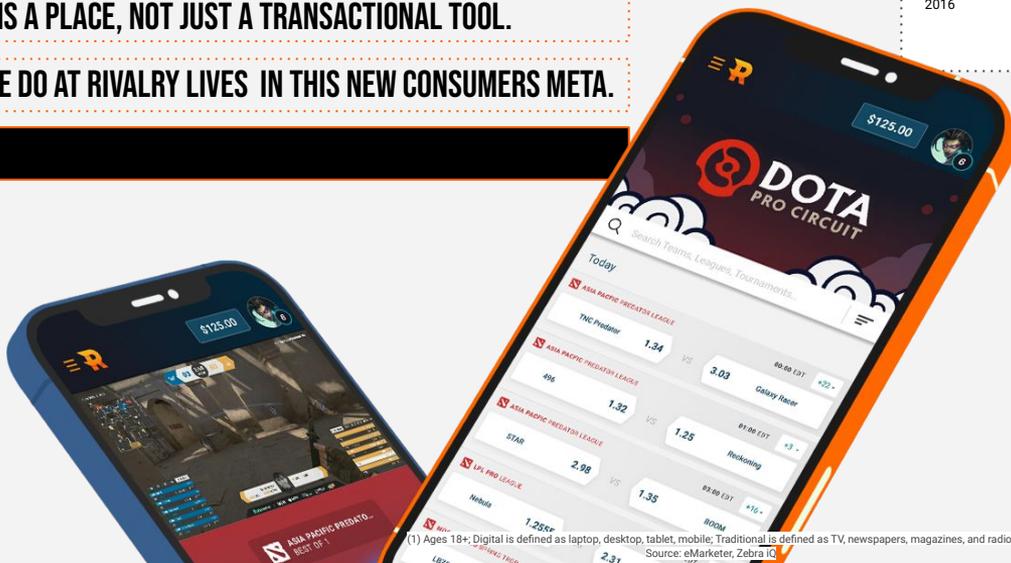
ROBINHOOD, MEME STOCKS, CRYPTO, NFTS, AND POKEMON CARDS.

THE NEXT GENERATION IS REDEFINING WHAT A GLOBAL CONSUMER IS.

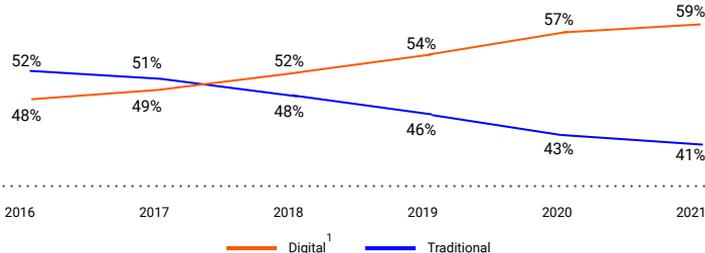
THE INTERNET IS A PLACE, NOT JUST A TRANSACTIONAL TOOL.

EVERYTHING WE DO AT RIVALRY LIVES IN THIS NEW CONSUMERS META.

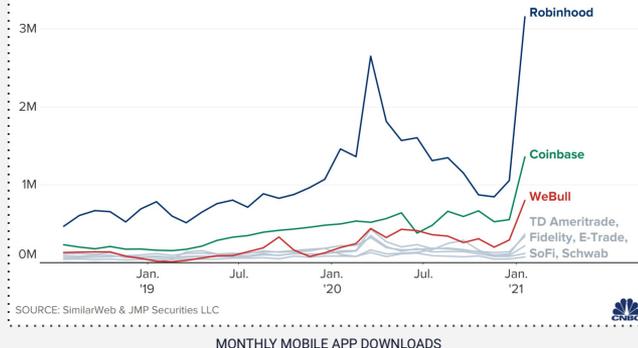
IT DEFINES US.



AVERAGE TIME SPENT WITH DIGITAL VS. TRADITIONAL MEDIA BY ADULTS GLOBALLY



ROBINHOOD LEADS IN APP DOWNLOADS AMID GAMESTOP FRENCY



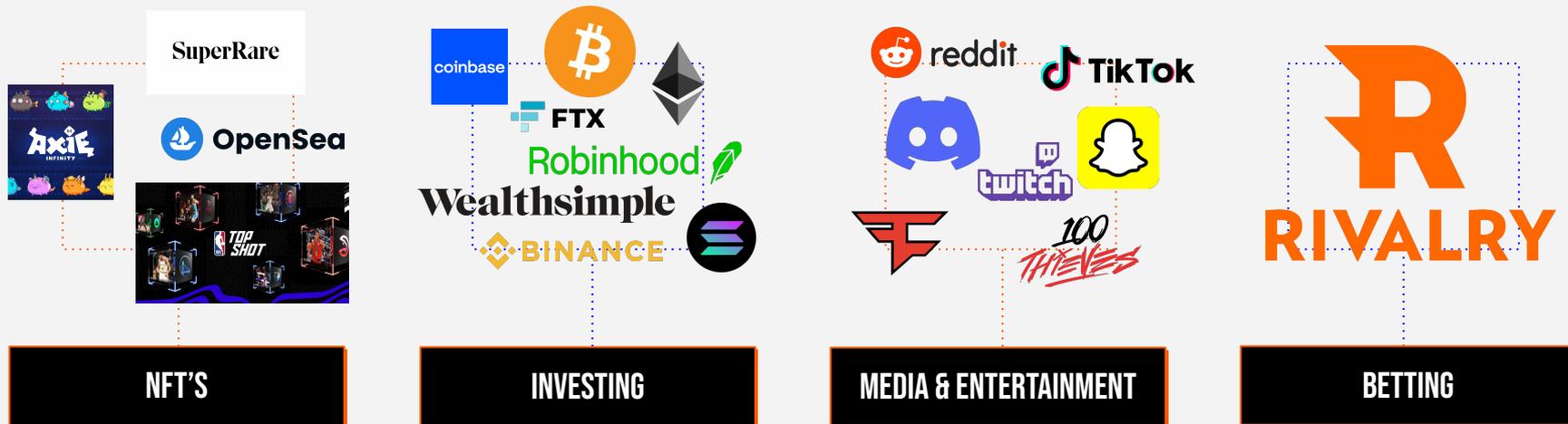
SOURCE: SimilarWeb & JMP Securities LLC

MONTHLY MOBILE APP DOWNLOADS

(1) Ages 18+; Digital is defined as laptop, desktop, tablet, mobile; Traditional is defined as TV, newspapers, magazines, and radio. Source: eMarketer, Zebra iG

WHERE WE SIT IN THE NEW WORLD ORDER

THE REDDITOR GENERATION IS THE CONSUMER OF THE FUTURE



The wallet and demographic overlap across all categories is significant.
Brand loyalty and affinity is being rebuilt from the ground up by global internet communities vs. domestic.

NEXT GEN PRODUCT OFFERING

PROPRIETARY & HIGHLY SCALABLE TECH PLATFORM ALLOWS FOR RAPID NEW PRODUCT DEVELOPMENT

1

ORIGINALLY DEVELOPED IP VS. WHITE LABEL



RIVALRY DEVELOPED 100% OF ITS PRODUCT VS. INDUSTRY STANDARD WHITE LABELING

- ✓ Owning our tech stack allows us to be nimble and rapidly innovate alongside this constantly evolving demographic.
- ✓ Enables Rivalry to inject the tone of its social and content properties throughout the product.
- ✓ Owning our core IP materially increases the implied equity value of Rivalry as a platform.

2

ORIGINAL CASINO IP - RUSHLANE



INTERNALLY DEVELOPED CASINO GAMES BUILT FOR <25Y/O PLAYERS VS. THE AVERAGE >40 Y/O IN CASINO

Created the world's first massively multiplayer online gambling game (MMOGG).
Now the foundation for an entire game universe.

3

GAMIFIED RETENTION PROGRAM - QUEST



DYNAMIC ROLE-PLAYING GAME - QUEST - THAT SITS ON TOP OF RIVALRY'S ENTIRE PRODUCT AS A RETENTION PROGRAM

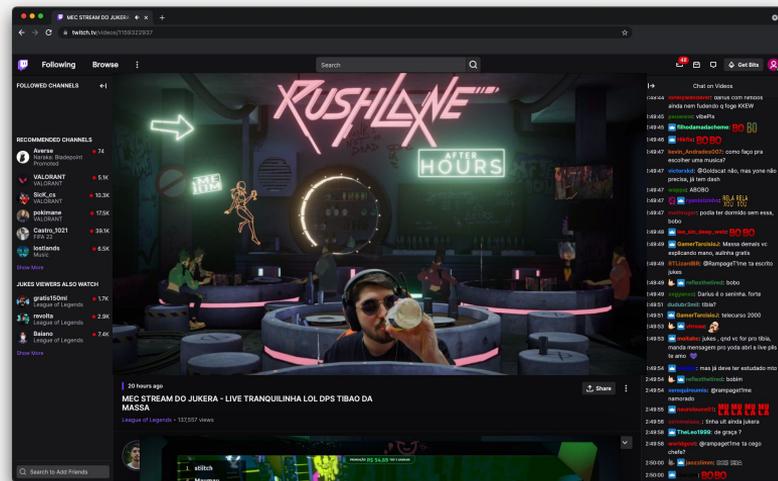
The majority of Rivalry users are active. Consistently adding new features.

MMOGG'S - AN ENTIRE NEW CATEGORY OF CASINO GAMES BUILT BY RIVALRY

RUSHLANE IS THE WORLD'S FIRST MASSIVELY MULTIPLAYER ONLINE GAMBLING GAME (MMOGG)

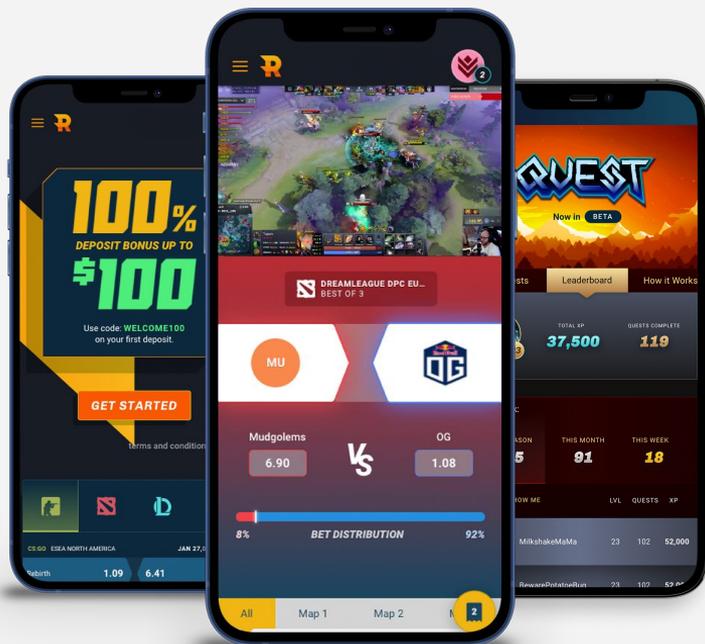
RUSHLANE IS A CYBERPUNK THEMED MULTIPLAYER RACE that merges social gaming and casino with video game quality 3D graphics and lore to create a **one of a kind gambling experience.**

IT IS JUST THE BEGINNING. Rushlane is the first of its kind in a **planned massively multiplayer universe of high-quality games originally developed by Rivalry.** We're looking beyond slot machines, and creating something truly unique for the gaming audience, and a new generation of players.



A RECENT RUSHLANE ACTIVATION SAW NEARLY 11,000 CONCURRENT VIEWERS OF THE GAME ON TWITCH

MOBILE FIRST USER EXPERIENCE BUILT FOR THE NEXT GENERATION BETTOR



HIGHLIGHTS

- **PROPRIETARY TECH STACK** without clunky strung together white labels allows for limitless horizontal product expansion.
- **ORIGINAL IP DEVELOPMENT.** Our in-house games team operating in one of the world's most popular game engines, Unity, is rebuilding what casino looks like for the next generation.
- **CUSTOM DEVELOPED LOYALTY PLATFORM,** Quest, which connects all products and content across the site in a role playing game that enhances user value.
- **FULLY INTEGRATED OPS MANAGEMENT SYSTEM.** Robust payments, risk management, anti-fraud, and sportsbook ops management systems run in-house.

CREATING INNOVATIVE BRAND EXPERIENCES EVERYWHERE WE GO

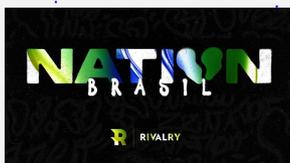
CONTENT CREATORS

More than 100 partnered content creators across our key markets.



TEAMS

Regularly sponsoring the most relevant teams in the world in our markets.



SOCIAL MEDIA

More than 500,000 followers across our social media properties engaging daily.



EVENTS

Creating engaging events for fans and bettors.



ON LAND

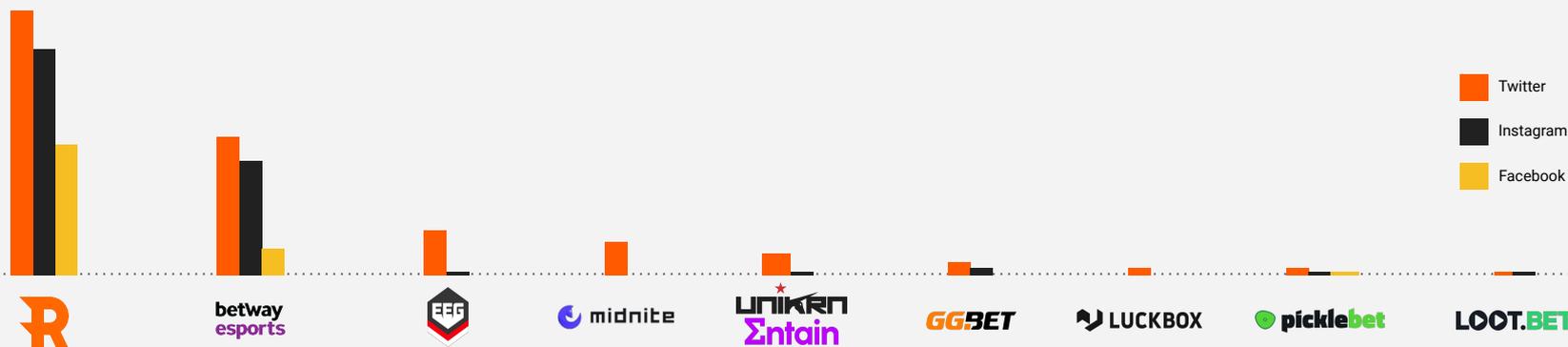
Coming soon in Australia and future regulated markets, unique land-based ads.



THE MOST ENGAGED BRAND IN ESPORTS BETTING... TO START

RIVALRY LEADS FROM THE FRONT WITH ESPORTS AS A BRAND AND TOP OF FUNNEL INTO NEXT GEN SPORTS BETTORS. +10% OF OUR BETTING HANDLE IS SPORTS & GROWING

MONTHLY MEASURED ENGAGEMENT ACROSS ALL KEY SOCIAL PLATFORMS



SIGNIFICANTLY INVESTING IN OUR MEDIA PROPERTIES OWING TO REPEATABLE PLAYBOOKS DELIVERING SUCCESS

Engagement enhances brand equity, lowers CAC, and organically acquires users, minimizing reliance on balance sheet spend.



Note: The bars reflect the relative engagement difference between Rivalry's social platforms and all major esports sportsbooks globally. Engagement is likes, comments, retweets, and shares across platforms. Source: Twitonomy, Social Blade, Rival IQ

OUR STRATEGY IS DELIVERING RESULTS

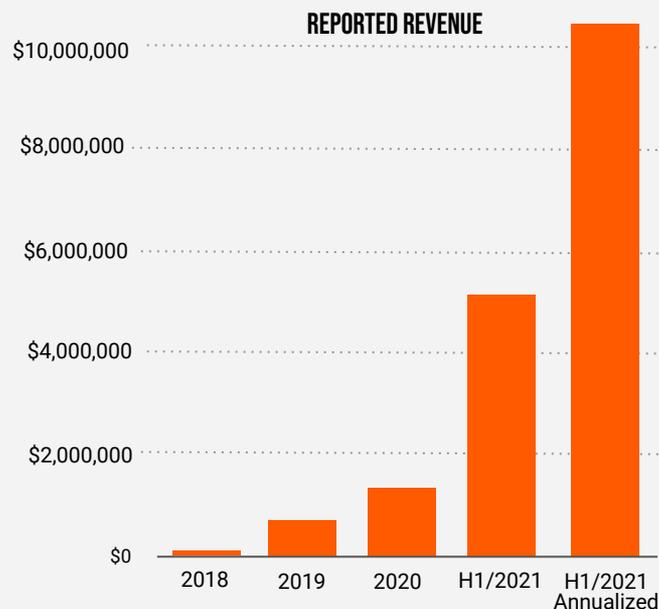
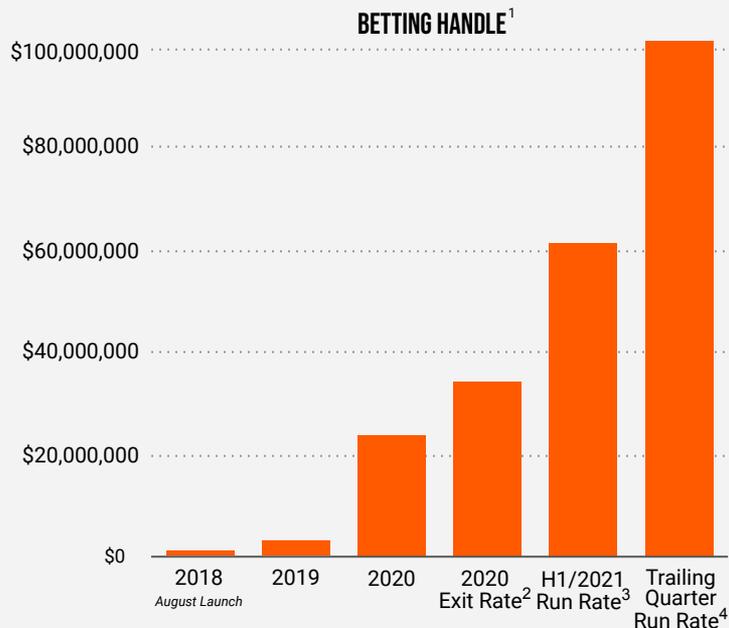
LEAN AND FOCUSED ROI CULTURE DEMONSTRATING SIGNIFICANT GROWTH

AVERAGING +21% MOM GROWTH ON BETTING HANDLE IN 2021

DEMONSTRATING CONSISTENT SPORTSBOOK MARGIN

R
24HR MARKETING SPEND
~\$15,000

DRAFT KINGS
24HR MARKETING SPEND
~\$2,200,000



(1) The Company defines "Betting Handle" as the total dollar value accepted in wagers, adjusted for cancellations and corrections. (2) 2020 exit rate is computed as the last quarter of the season annualized (Aug, Sep, Oct).

(3) H1/2021 run rate is the first half of 2021 annualized. (4) Trailing Quarter Run Rate is the trailing three months annualized.

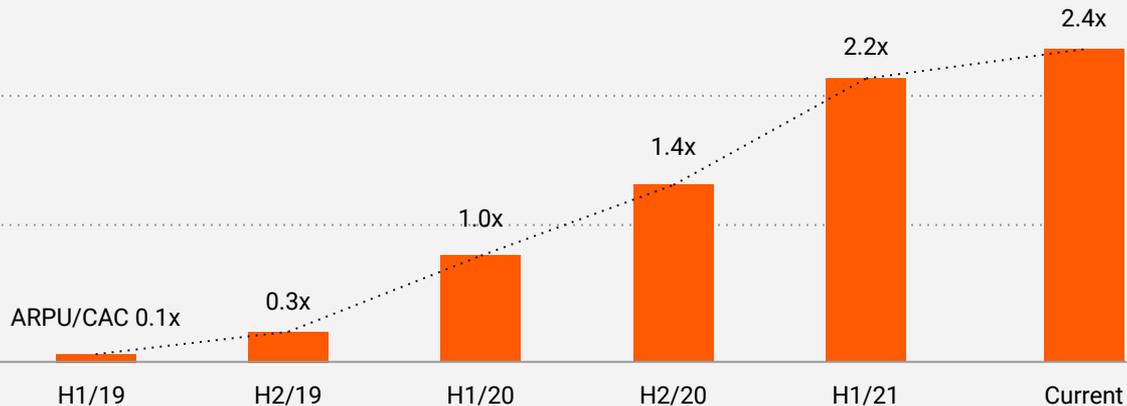
Source: DraftKings public filings, and company prospectus on sedar.com

AND DELIVERING HEALTHY UNIT ECONOMICS

PROFITABLE ON EVERY CUSTOMER.

Generating >2x on an ARPU/CAC basis.

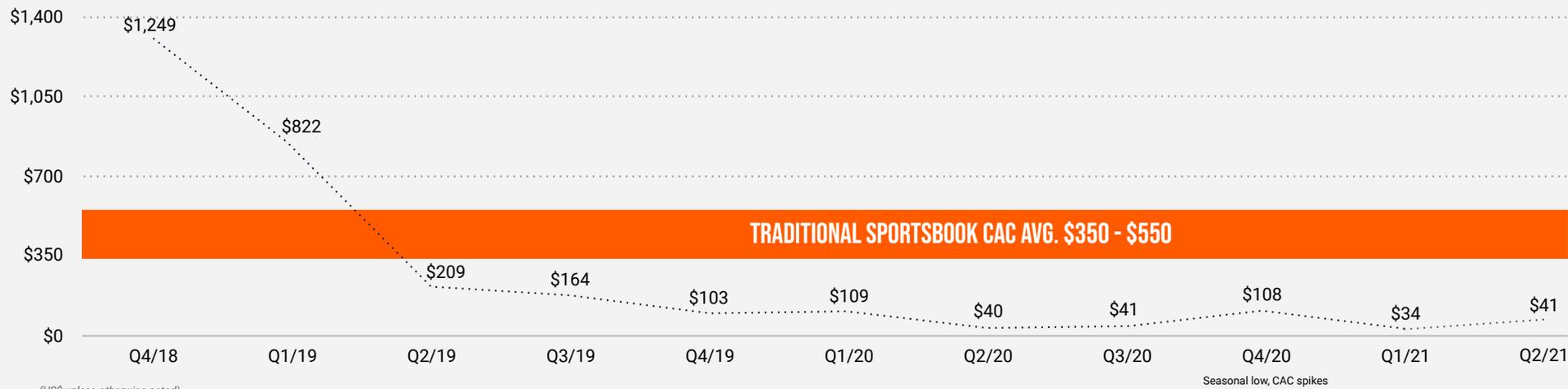
OUR RECENT FINANCING WILL ENABLE US TO
3X OUR LIFETIME MARKETING SPEND IN 2022 ALONE.



Note: ARPU stands for average revenue per user. The Company defines this as the trailing three month average monthly revenue generated per user divided by the trailing three month average monthly churn rate.

IMPROVING CAC OVER TIME AND CONSISTENTLY UNDER THE INDUSTRY AVERAGE

SINCE LAUNCH RIVALRY HAS SEEN CAC DECLINE 97% AND WE ARE CONSISTENTLY UNDER THE INDUSTRY AVERAGE FOR NEARLY 2 YEARS



(US\$ unless otherwise noted)

CURRENT MARKETS & LICENSE PIPELINE

CURRENT MARKETS



ISLE OF MAN LICENSE

PROVIDES ACCESS TO >100 GLOBAL GREY MARKETS

Rivalry began with a global license to demonstrate proof of concept.

LICENSE GRANTED Q4/21 TARGETED LAUNCH



AUSTRALIAN LICENSE

THE MOST VALUABLE BETTING MARKET PER CAPITA

Will be Rivalry's first regulated market.

SIGNIFICANT ESPORTS AUDIENCE AND RIVALRY ALREADY SEES SOCIAL ENGAGEMENT FROM AUSTRALIA

COUNTRY LICENSES IN PROCESS + POSITIVE REGULATORY CHANGE AT HOME...



REGULATORY MOMENTUM IN CANADA, BEGINNING WITH ONTARIO, WHERE RIVALRY EXPECTS TO SUBMIT AN APPLICATION SHORTLY

WE ARE ALSO ACTIVELY ENGAGED IN NEW LICENSE AND MARKET ACCESS PROCESSES ACROSS THE EU AND US.

1. Multiple country rollouts into new markets under our Isle of Man license to run in parallel with a deep new regulated market licensing pipeline.
2. Public markets may ascribe up to a ~50% valuation bump to regulated markets.
3. We are entering a super-cycle of betting interest in Canadian capital markets around pending legalization.

MARKET SIZE

GLOBAL INDUSTRY GROWING AT +10% YOY



**\$70B GLOBAL
SPORTS BETTING TAM**

**ESPORTS BETTING IS
THE FASTEST GROWING
SEGMENT AT A 52% CAGR**

\$70B



**\$2B - \$3B AUSTRALIA
SPORTS BETTING TAM**

Rivalry is expected to launch in Australia in Q4/21.

Australia is the most valuable betting market per capita.

\$2B - 3B



**\$2B - \$3B CANADA
SPORTS BETTING TAM**

Rivalry has begun the application process in Ontario and anticipates submitting in Q4/21.

\$2B - 3B



**\$10B - \$15B USA
SPORTS BETTING TAM**

The Company is actively working with Tier 1 US investment banks and key advisors to secure a market access partner.

\$10B - 15B

LEADERSHIP TEAM



STEVEN SALZ

Co-Founder & CEO, Director

Steven's career started with a brief stint in the defence industry, followed by asset management at Scotiabank and then as an Analyst at a boutique investment bank.



KEJDA QORRI

CFO

With CPA, CMA, CBV designations and a MAcc, Kejda is a highly qualified and experienced finance professional with nearly a decade of experience in the financial industry.



RYAN WHITE

Co-Founder & CTO, Director

Ryan is an experienced technologist. Most of his career has been made up of entrepreneurial initiatives apart from acting as Head of Interactive Dev for global innovation and strategy firm Idea Couture.



KEVIN WIMER

Co-Founder & COO, Director

Kevin was a professional gamer in the early 2000's, and has funded and built a half dozen successful internet companies, with particular expertise in customer acquisition.



BILL LEVY

Corporate Development

Billy Co-Founded & partnered with Sir Richard Branson to create Virgin Gaming. From there Levy went on to Co-Found Virgin Mega (acquired by NIKE), Co-Found cannabis company Mettrum Health Corp (acquired by Canopy Growth), and Slang Worldwide Inc. in 2017.



STEVE ISENBERG

Co-Founder & Director

Steve has over 25 years of experience in Canadian capital markets. He sits on the local advisory committee of the TSX Venture Exchange. He is Founder & CEO of M Partners.



KIRSTINE STEWART

Director

Kirstine has held a series of executive positions in Canada and the US working at the intersection of media and technology. Ms Stewart was previously Head of the CBC. She then transitioned to VP of North American Media at Twitter, then Head of the Future of Media at the World Economic Forum (WEF), and is currently the CRO of Pex.



STEPHEN RIGBY

Director

Most recently the President and CEO of the Ontario Lottery and Gaming Corporation (OLG), and prior to that National Security Advisor to the Prime Minister of Canada.

BUSINESS HIGHLIGHTS

- 1 UNCAPPED GLOBAL SPORTS BETTING OPPORTUNITY**, \$70B USD TAM growing organically at +10% YoY.
- 2 RIVALRY IS THE MOST ENGAGED BRAND GLOBALLY IN ESPORTS BETTING.** We own the customers, we don't rent them with outsized spend.
- 3 PROFITABLE ON EVERY CUSTOMER ACQUIRED** by a factor of >2x on an ARPU/CAC basis and growing.¹
- 4 OUTSIZED GROWTH**, averaging +21% MoM growth in 2021, and +14% MoM on a trailing 2yr basis.²
- 5 PROPRIETARY TECH STACK** allows us to be nimble to rapidly changing customer appetites and expectations.
- 6 ROBUST PIPE OF REGULATED MARKET LICENCES** and launches. Australia within Q4 2021, and an anticipated application for Ontario.
- 7 PROSPECTIVE M&A TARGETS** in media that can expand our reach, and country licenses through acquisition for rapid market access.
- 8 ROBUST BALANCE SHEET OF \$40M OF CASH AND NO DEBT.** Positioned for aggressive growth with customer profitability bent.

(1) ARPU stands for average revenue per user. The Company defines this as the trailing three month average monthly revenue generated per user divided by the trailing three month average monthly churn rate.

(2) Growth rates refer to the betting handle at Rivalry, with the tracking 2021 figure relating to the year to date up until August 31, 2021. The Company defines "Betting Handle" as the total dollar value accepted in wagers, adjusted for cancellations and corrections.

Source: Morgan Stanley, iGaming Business, Eilers & Krejci Gaming, Twitonomy, SocialBook, YouTube, Anallsa.io

CAPITAL STRUCTURE

RVLY:TSXV

CAPITALIZATION

(CAD\$M unless otherwise noted)

Total Shares Outstanding ¹	47,592,271
Warrants	9,972,558
Employee Stock Option Plan	9,074,046
Total Fully Diluted Shares Outstanding	66,638,874
Float ~45%	

Last Issue Price (CAD\$/share) ²	\$3.31
Equity Value (fully diluted)	\$220

Debt	\$0
Cash	\$40
Enterprise Value (fully diluted)	\$180



(1) Total Shares Outstanding includes 2,222,222 multiple voting shares (MVS). (2) The Company recently completed a 4.5:1 share consolidation. The recent Subscription Receipt Financing was priced at US\$0.58 per share. At 4.5:1 this implies US\$2.61 per share. Additionally the Company is listing in CAD\$ on the TSXV, so at the current dated CAD/USD FX of \$1.27 it implies CAD\$3.31.

**RIVALRY IS ONE OF THE FASTEST GROWING ONLINE SPORTSBOOKS,
AVERAGING +21% MOM GROWTH IN 2021, AND +200% YOY H1/21.**

**OUTSIZED GROWTH IS COMPLEMENTED BY INDUSTRY LOW CAC,
POSITIVE UNIT ECONOMICS, A WHOLLY OWNED PROPRIETARY TECH STACK,
AND THE MOST ENGAGED BRAND IN ESPORTS BETTING GLOBALLY.**

**WE ARE CREATING THE LEADING BETTING
& ENTERTAINMENT DESTINATION FOR GEN Z.**

(1) Growth rates refer to the betting handle at Rivalry, with the tracking 2021 figure relating to the year to date up until August 31, 2021.
The Company defines "Betting Handle" as the total dollar value accepted in wagers, adjusted for cancellations and corrections.
Note: CAC (cost of customer acquisition) is calculated as total marketing spend + welcome bonuses / first time depositors.

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THANKS FOR TUNING IN

OCTOBER 2021

the_future_v2.jpg



rivalry_logo.jpg



RIVALRY

the_future.jpg

