

## Share Structure *(as of Feb 22, 2024)*

Market Value @ C\$0.07	C\$13.5 M
52 Week SP Range	C\$0.035 - 0.64
Shares Outstanding	192.8 M
Warrants (WAVG C\$0.60)	56.2 M
Options (WAVG C\$0.39)	13.2 M
RSUs	12.1 M
Fully Diluted	274.3 M

## Ownership

Management & Board	6.9%
Playtech PLC	27.5%
Torstar / Jordan Bitove	18.6%
Rivett & Related Entities	18.6%

## Management & Board

**Michael Moskowitz**  
CEO & Chairman

**Chin Dhushenthen**  
Interim CFO

**Corey Goodman**  
CDO and General Counsel

**Maureen Rydzik**  
VP IT and Vendor Management

**Dante Anderson**  
VP Marketing

**Gil Steinfeld**  
Strategic Advisor

## NorthStar Gaming Holdings Inc.

40 University Avenue, Suite 507  
Toronto, ON M5J1T1, Canada  
[www.northstargaming.ca](http://www.northstargaming.ca)



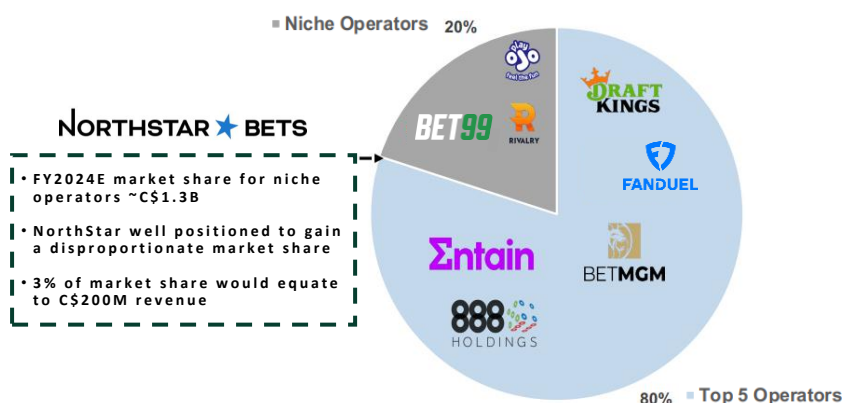
## Key Highlights

- ❖ ~C\$8.5B Canadian TAM with Ontario's regulated market launched in April 2022 and Market Expansion to Rest of Canada in November 2023
- ❖ Industry leading 3rd party gaming content
- ❖ Cornerstone investment by Playtech PLC
- ❖ Sports Insights integration
- ❖ Experienced management team with local knowledge and insights targeting the Canadian audience
- ❖ Attractive payback rates on acquired players
- ❖ Variable cost model fully aligning incentives amongst vendors and NorthStar Gaming

## Total Gross Gaming Revenue (C\$ Millions)



## Well Positioned to Compete in Ontario and the Rest of Canada



The  
NorthStar  
you see



NORTHSTAR  BETS



DESKTOP

The  
NorthStar  
you don't see



## Key Milestones

COMPLETE

December 2022

### Final Phase Strategic Investment

Playtech plc, a leading B2B platform provider invested \$12.25M into the Company by way of a convertible debenture. Playtech's investment further deepens the partnership with NorthStar, expands contract geography to include all of Canada and provides NorthStar with sector expertise

COMPLETE

May 2023

### Slapshot Media Acquisition

NorthStar acquired Slapshot Media Inc., a marketing and managed services provider to Spreads.ca, an iGaming site owned and operated by the Abenaki Council of Wolinak. Slapshot enables NorthStar to expand its' operations outside Ontario and across the rest of Canada

COMPLETE

November 2023\*

### Launched ".com" in Rest Of Canada

NorthStar in partnership with Playtech rebranded spreads.ca into Northstarbets.com during the busy Q4 sports season, opening the remaining 61% of the Canadian market to NorthStar

FY2024

### Margin Expansion

- Continue to scale revenues through market expansion with existing and new partnerships
- Keep expenses low

COMPLETE

March 2023

### IPO and Business Expansion

NorthStar successfully listed on the TSX-V exchange March 2023

COMPLETE

October 2023

### Playtech 2<sup>nd</sup> Strategic Investment

Playtech plc, has invested an additional \$10.0M into NorthStar to continue to advance the company's reach across Canada and expand the company's Ontario market share. NorthStar will continue to leverage Playtech's strategic advice, specifically regarding online operations, managed services and market expansion

1H 2024

### Expanded Product Offering

- New Games
- Branded Tables
- Insights 2.0
- iBingo
- Enhanced User Experience

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