

Share Structure (as of Mar 8, 2024)

Market Value @ C\$0.06	C\$12.5 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.

220 King St W, Suite 200
Toronto, ON M5H 1K4, Canada
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

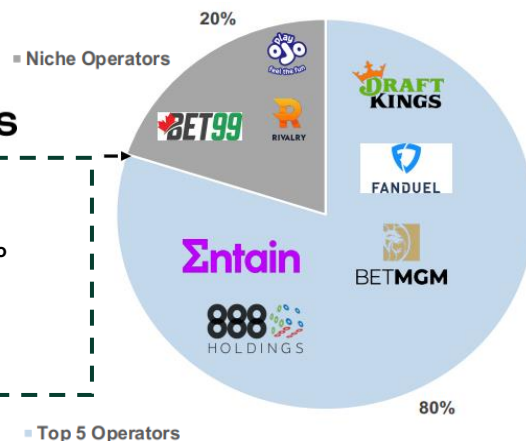
Total Gross Gaming Revenue (C\$ Millions)



Well Positioned to Compete in Ontario and the Rest of Canada

NORTHSTAR BETS

- FY2024E market share for niche operators ~C\$1.3B
- NorthStar well positioned to gain a disproportionate market share
- 3% of market share would equate to C\$200M revenue



The
NorthStar
you see

The
NorthStar
you don't see



NORTHSTAR  BETS



DESKTOP

iGAMING & MANAGED SERVICE PLATFORM



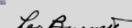
SPORTSBETTING PLATFORM

Kambi

BETTING LINES / GAMING CONTENT



DIGITAL MARKETING / CONTENT & DATA SCIENCE



FRAUD PREVENTION & PAYMENTS SOLUTIONS



Part of LexisNexis' Risk Solutions



Payment Technology Partner

REGULATORY COMPLIANCE



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. ("Slapshot"), a marketing and managed services provider to Spreads.ca, an iGaming site owned and operated by the Abenaki Council of Wolinak. Acquisition of Slapshot has allowed NorthStar to expand its brand outside Ontario and across the rest of Canada

COMPLETE

November 2023*

Launched ".com" in Rest Of Canada

Spreads.ca rebranded into NorthStarbets.com during the busy Q4 sports season, opening the Canadian market to the NorthStar brand

FY2024 Goals

Margin Expansion

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

COMPLETE

March 2023

IPO and Business Expansion

NorthStar successfully listed on the TSX-V exchange March 2023

COMPLETE

October 2023

Playtech 2nd Strategic Investment

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

1H 2024 Targets

Expanded Product Offering

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

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