

## Share Structure (as of Apr 29, 2024)

Market Value @ C\$0.075	C\$14.5 M
52 Week SP Range	C\$0.035 - 0.64
Shares Outstanding	193.3 M
Warrants (WAVG C\$0.61)	53.7 M
Options (WAVG C\$0.40)	12.5 M
RSUs	12.1 M
Fully Diluted	271.6 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.

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Toronto, ON M5H 1K4, 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)

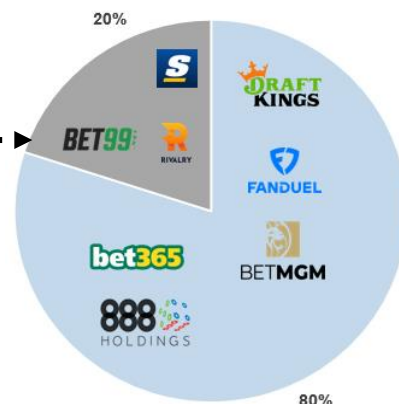


## Well Positioned to Compete in Ontario and the Rest of Canada

### NORTHSTAR BETS

- FY2024E market share for niche operators ~C\$1.3B<sup>3</sup>
- NorthStar well positioned to grow Ontario market share
- 3% of market share would equate to C\$200M revenue

FY24E Market Share



Top 5 Operators<sub>2</sub> = Niche Operators

The NorthStar you see

The NorthStar you don't see



NORTHSTAR BETS



DESKTOP

## iGAMING & MANAGED SERVICE PLATFORM



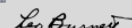
## SPORTSBETTING PLATFORM

Kambi

### BETTING LINES / GAMING CONTENT



### DIGITAL MARKETING / CONTENT & DATA SCIENCE



### FRAUD PREVENTION & PAYMENTS SOLUTIONS



### 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 2<sup>nd</sup> 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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