

Share Structure *(as of May 22, 2024)*

Market Value @ C\$0.065	C\$12.6 M
52 Week SP Range	C\$0.035 - 0.42
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
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.

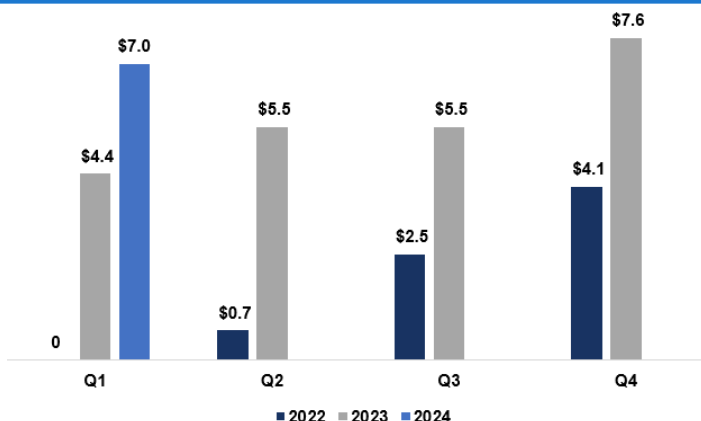
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Toronto, ON M5H 1K4, Canada
www.northstargaming.ca



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)

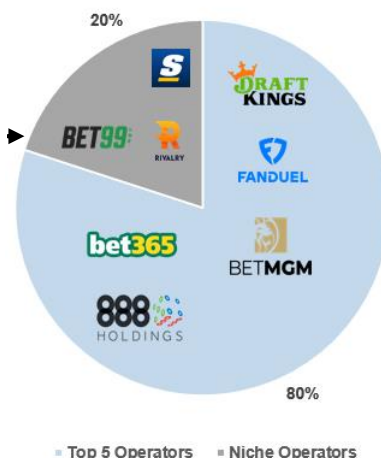


Well Positioned to Compete in Ontario and the Rest of Canada

NORTHSTAR BETS

- FY2024E market share for niche operators ~C\$1.3B
- NorthStar's well positioned to grow market share in Ontario
- 3% of market share would equate to C\$200M revenue

FY24E Market Share



The NorthStar you see



NORTHSTAR BETS



DESKTOP



The NorthStar you don't see

Key Milestones

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

COMPLETE

May 2024

C\$1 Billion in Wagers

NorthStarBets.ca officially surpassed C\$1 billion in wagering on the platform since the product was launched in May 2022

FY2024 Goals

Margin Expansion

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

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

COMPLETE

April 2024

Additional Marketing Support from Playtech

Renewed the strategic marketing agreement with Playtech Software Limited, which will contribute services valued at up to \$4 million through to October 31, 2024, designed to accelerate player acquisition in Ontario.

Additionally, Secured \$3 million of short-term financing to fund the Company's continued growth through an unsecured promissory note to Playtech plc.

1H 2024 Targets

Expanded Product Offering

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

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