

Share Structure (as of Aug 13, 2024)

Market Value @ C\$0.045	C\$9.2 M
52 Week SP Range	C\$0.035 - 0.17
Shares Outstanding	205.4 M
Warrants (WAVG C\$0.60)	54.6 M
Options (WAVG C\$0.29)	17.7 M
Fully Diluted:	278.6 M

Ownership

Management & Board	11.1%
Playtech PLC	25.8%
Torstar / Jordan Bitove	17.5%
Rivett & Related Entities	17.5%

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.

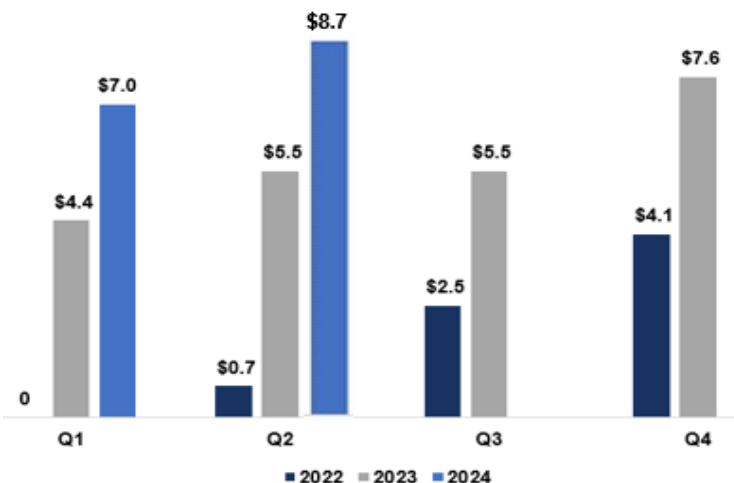
220 King St W, Suite 200
Toronto, ON M5H 1K4, Canada
www.northstargaming.ca



Key Highlights

- ❖ ~C\$8.5B Canadian TAM exposed to NorthStar brand, with Ontario's regulated market launched in April 2022 and branch launch of NorthStarBets.com in November 2023*
- ❖ Industry leading gaming content and technology
- ❖ Cornerstone investment by Playtech PLC
- ❖ Experienced management team with local knowledge and insights targeting the Canadian audience
- ❖ Differentiated positioning as a premium offering leading to a superior customer experience and user economics
- ❖ Variable cost model fully aligning incentives amongst vendors and NorthStar Gaming

Total Gross Gaming Revenue (C\$ Millions)

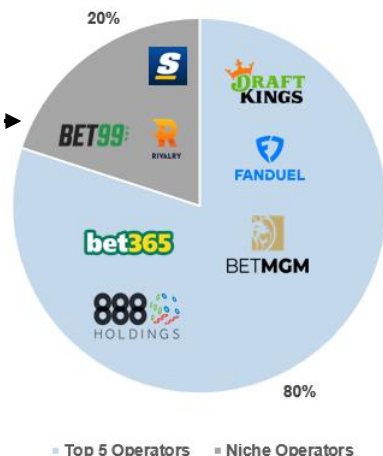


Well Positioned to Compete in Ontario and the Rest of Canada

NORTHSTAR BETS

- FY2024E market share for niche operators ~C\$1.5B
- NorthStar well positioned to grow Ontario market share and across Canada
- 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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