

Sports Illustrated + **888**

= **SI** SPORTS ILLUSTRATED
SPORTSBOOK

A POWERFUL COMBINATION IN U.S. SPORT BETTING & iGAMING

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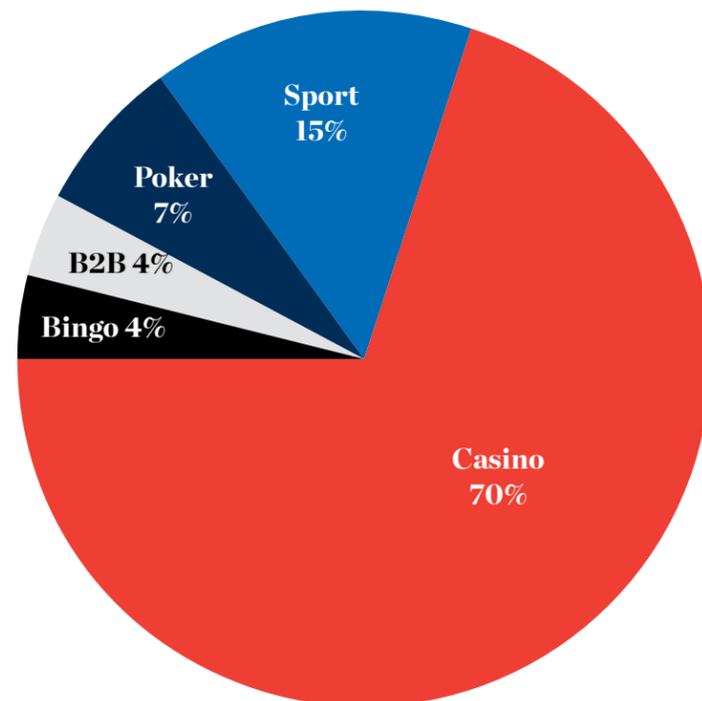
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888: A GLOBAL LEADER

888 IS ONE OF THE WORLD'S LEADING ONLINE BETTING AND GAMING COMPANIES

PROPRIETARY TECHNOLOGY POWERING PRODUCT-LEADERSHIP

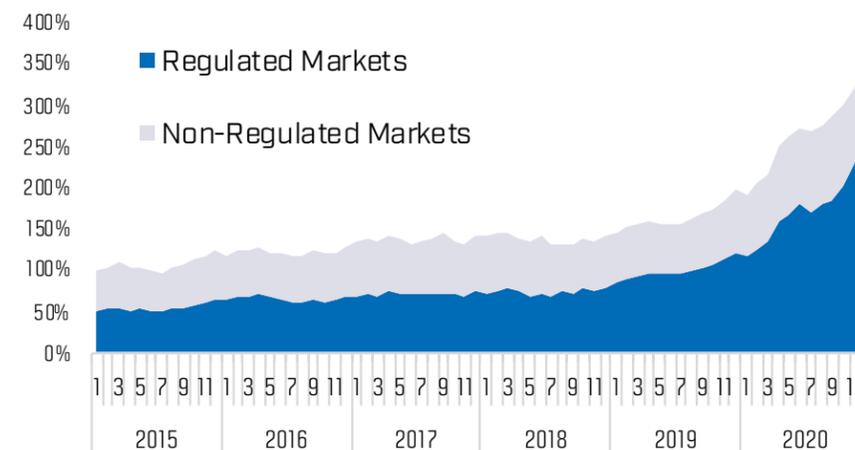
- ▶ Highly scalable and secure proprietary platform
- ▶ 5 key product pillars: Safety; Usability; Content-rich; Entertainment; and Scalability
- ▶ Full end-to-end product suite across casino, sport, poker and bingo



REGULATED MARKET LEADERSHIP SUPPORTS GLOBAL DIVERSIFICATION

- ▶ Licensed in 16 jurisdictions worldwide
- ▶ Focus on regulated markets, with 76% Q1-21 revenue from regulated or taxed markets
- ▶ Continued market share gains across some of the most competitive regulated markets

LONG-TERM GROWTH IN DEPOSITS



DATA-DRIVEN INVESTMENTS DRIVING SUPERIOR ROI

- ▶ AI-powered marketing machine optimizes effectiveness and drives efficient CPAs
- ▶ Broad range of channels, supported by years of data, knowledge and expertise
- ▶ Enhancing LTV and building loyalty through brand, product and content, not bonuses

SAFER GAMBLING AT THE HEART OF THE BUSINESS

- ▶ *Safer. Better. Together.* strategy and 8 key commitments to drive higher standards
- ▶ Control center product provides industry-leading transparency and tools

888 USA

COMPETING IN A RAPIDLY EVOLVING MARKET THROUGH B2C AND B2B

LARGE US **ONLINE SPORTS BETTING** OPPORTUNITY FOR SI SPORTSBOOK

- ▶ SI Sportsbook will initially be available in 4 states, with cumulative population of ~25M
- ▶ 888 expects to add further market access agreements, adding 2-4 new states per year

LARGE US **iGAMING** OPPORTUNITY FOR 888 & SI SPORTSBOOK

- ▶ SI-branded wagering in SI Sportsbook states
- ▶ 888 casino and poker
- ▶ B2B poker and casino

TODAY



MARKET SIZE:
~\$0.6 BILLION

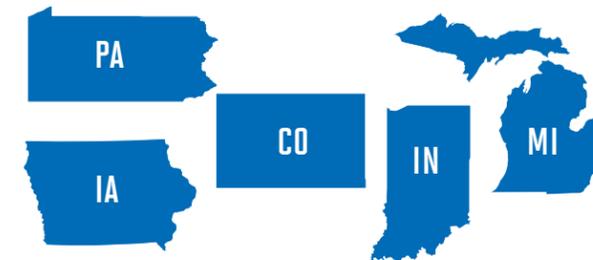


MARKET SIZE:
~\$1.1 BILLION

MARKET ACCESS AGREEMENTS IN PLACE - IMMEDIATE OPPORTUNITIES

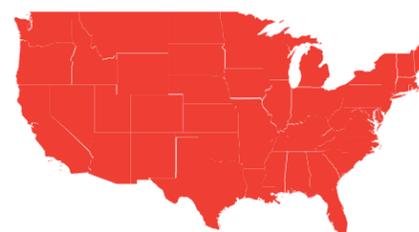


CUMULATIVE MARKET SIZE:
~\$1.2 BILLION



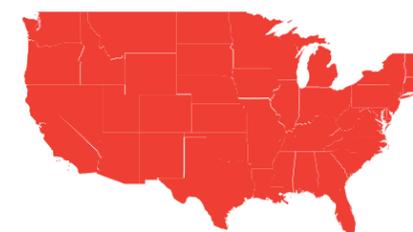
CUMULATIVE MARKET SIZE:
~\$4.0 BILLION

FUTURE OPPORTUNITY



PRIORITY STATES TAM
~\$4.4 BILLION

LARGE LONG-TERM TAM OPPORTUNITY



PRIORITY STATES TAM
~\$5.6 BILLION

LARGE LONG-TERM TAM OPPORTUNITY



NO ONE COVERS IT LIKE Sports Illustrated

The Sports Illustrated cover is the most coveted real estate in sports media, and one of the most recognizable honors in American culture.

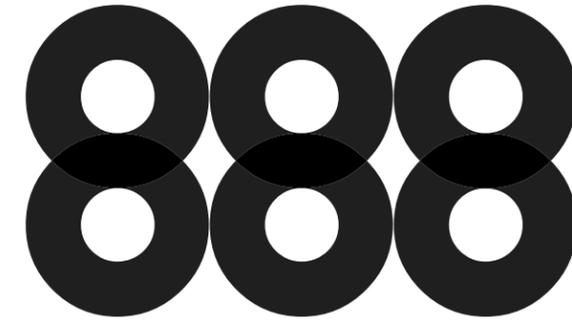
THE TRUSTED LEADER & MOST ICONIC, IMPACTFUL NAME IN SPORTS MEDIA

SINCE
1954

For more than 65 years, Sports Illustrated has shaped the narrative around sports. SI captures moments and makes them history. Through the magazine, sports have become culturally relevant, and not just part of the conversation—it *is* the conversation. As a cultural touchstone, SI creates communities that connect players, teams, and fans to the world of sports and tells the stories that make **ATHLETES BIGGER THAN THEIR GAME & THE JOURNEY BIGGER THAN THE WIN.**

Sports Illustrated

+



AN EXCLUSIVE MEDIA PARTNERSHIP FOR THE UNITED STATES



ATTRACTIVE CPA

Historic brand with over 30 million monthly unique visitors, providing a large, low-cost acquisition channel



LEADING BRAND

Nationally recognized sports media brand, with over 70+ billion global media impressions



DIVERSE ASSETS

Access to a wide range of ABG assets and digital channels; World-class proprietary online betting and gaming technology platform



ALIGNED INCENTIVES

Sports Illustrated becomes a minority owner of the venture*



EXCLUSIVE

SI Sportsbook will be the exclusive betting provider with an official presence on all SI properties, with deep integrations to provide low-friction access to wagering opportunities

TRANSACTION STRUCTURE AND KEY TERMS

LONG-TERM PARTNERSHIP WITH ALIGNED INCENTIVES

TRANSACTION

- ▶ Formation of joint venture between 888 Holdings [“888”] and Sports Illustrated [“SI”] owned by Authentic Brands Group [“ABG”] for sports betting and interactive gaming in the U.S.
- ▶ Long-term agreement, up to 20-years in duration (including extension)

OWNERSHIP

- ▶ SI to receive 4.99% equity interest for no cash consideration
- ▶ SI to receive options to acquire an additional 5% stake for \$15m, and a further 5% stake for \$25m
- ▶ SI to receive performance related warrants to increase total potential ownership to 19.99% (pre-dilution)
- ▶ All subject to regulatory and other conditions

BRANDS

- ▶ Exclusive rights for SI digital channels, Sports Illustrated, and associated brands for sports betting and igaming
- ▶ SI Sportsbook will become the primary sports betting brand
- ▶ Brand license to include sports betting, casino and poker in the U.S. with an option for Canada

COMMERCIAL AGREEMENTS

- ▶ Exclusive integration into SI digital assets, providing contextual and relevant wagering opportunities
- ▶ Brand license, minimum guaranteed marketing spend, and CPA payable to SI

SI SPORTSBOOK

FIVE PILLARS TO DRIVE MARKET SHARE & SUPPORT ROBUST GROWTH

01 SCALABLE TECHNOLOGY

Proprietary, scalable and resilient in-house technology, proven across multiple territories and millions of customers

LEADING BRAND 05

Unique sports brand, with 30M unique monthly digital users

GROWING MARKET ACCESS 04

Plans to roll out across more states in the coming months and years

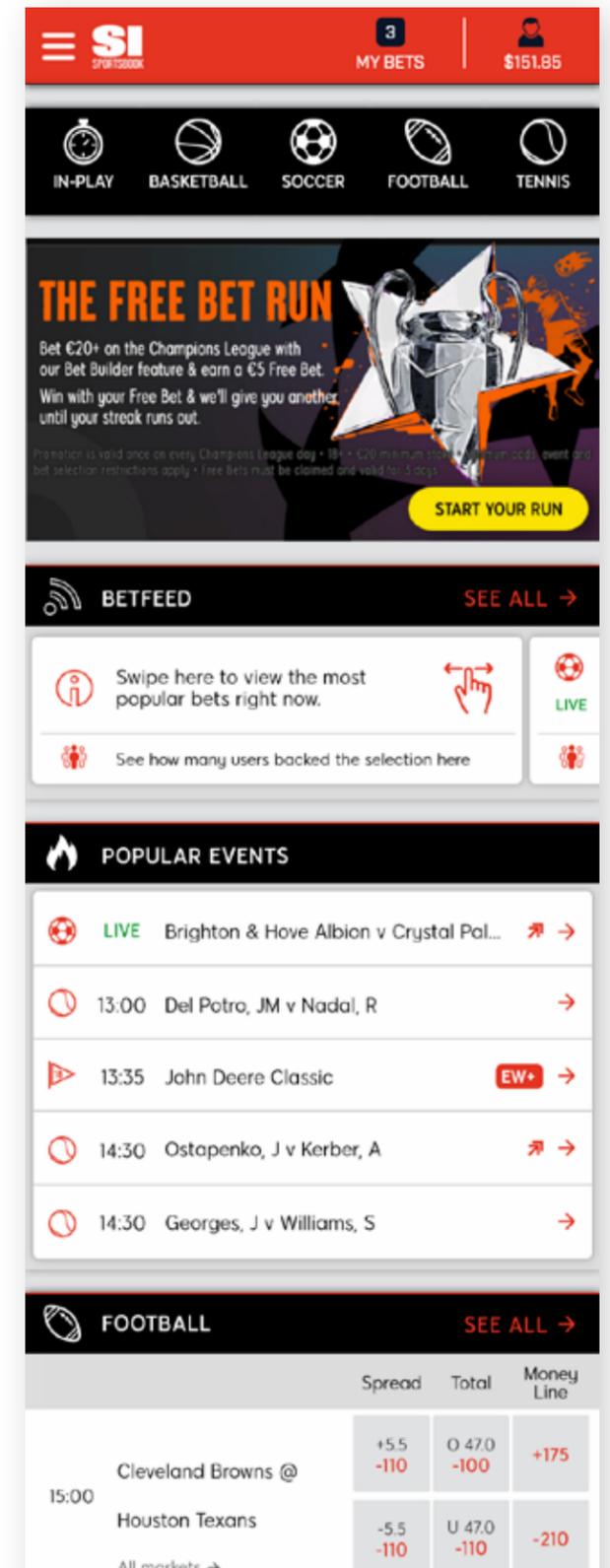


02 PRODUCT LEADERSHIP

Leading sports, casino and poker products, with ability to customize and tailor to local preferences

03 OPERATIONAL EXPERTISE

Efficient and data-driven decision making, with 20+ years of operational expertise





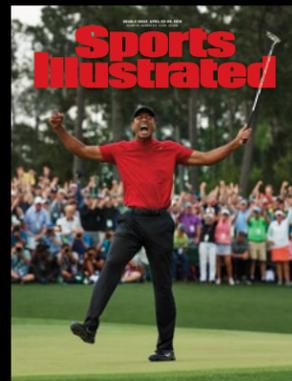
AUTHENTIC BRANDS GROUP

Authentic Brands Group (ABG) is a brand development, marketing, and entertainment company, which owns a portfolio of global media, entertainment, and lifestyle brands. The mission of ABG is to evolve, transform and reimagine our brands through innovative business models, powerful storytelling, compelling content, and immersive experiences.

\$10B+
Gross Merchandise Value*



250M+
Total Social Media Followers



60M+
Monthly Unique Web Visitors



6,000+
Stores



30+
Brands



200M+
Annual Engagements



700+
Global Partners



5.4B
Lifetime Youtube Video Views



ION IS THIS
HASING."

Sports Illustrated

SPORTS ILLUSTRATED IS AN AWARD-WINNING MEDIA ENTERPRISE AND CULTURAL TOUCHSTONE THAT HAS BEEN THE GOLD STANDARD IN SPORTS JOURNALISM FOR MORE THAN SIX DECADES. FOUNDED IN 1954, SPORTS ILLUSTRATED IS ONE OF THE OLDEST CONTINUOUSLY-PUBLISHED SPORTS MAGAZINES IN THE WORLD AND AN INDUSTRY LEADER THAT SHAPES THE DEEPER NARRATIVE AROUND SPORTS AND ATHLETES WITH AN AUTHORITATIVE VOICE, IN AN HONEST WAY.

OUR GOAL IS TO TAKE THE STORIED MEDIA BRAND AND BUILD THE PREEMINENT MULTI-FACETED AND MULTI-PLATFORM SPORTS ENTERPRISE IN THE WORLD. BY PRIORITIZING CLASS A CONTENT AND A "ONE-TEAM" CULTURE, SPORTS ILLUSTRATED UNDER ABG IS EVOLVING INTO THE 21ST CENTURY VERSION OF

THE MOST TRUSTED NAME IN SPORTS.



MERGING THE
WORLDS OF
SPORTS, CULTURE,
AND ENTERTAINMENT

A POWERHOUSE MEDIA AUTHORITY

Sports Illustrated

THE AUTHORITY IN SPORTS
CULTURE AND ENTERTAINMENT

Undisputed leader in sports journalism
with unprecedented history, insight,
analysis, photography and stories.



12.2 MILLION+
LOYAL READERS
ANNUALLY

SI.COM

A FAST-GROWING
TOP 10 SPORTS WEBSITE

Unmatched access with up-to-the-minute
sports news and coverage, entertaining
stories and thoughtful analysis.



30 MILLION+
UNIQUE
MONTHLY
VISITORS

Sports Illustrated SWIM

AN ICONIC MEDIA FRANCHISE

Showcasing beauty from around the globe, SI
Swimsuit stands as one of the most recognizable
and influential symbols of pop culture.



AVG. OF 250
DAILY WEBSITE
CLICKS DRIVEN
FROM SOCIAL
PLATFORMS

Sports Illustrated SPORTSPERSON of the YEAR

THE MOST PRESTIGIOUS HONOR
IN ALL OF SPORTS SINCE 1954

A celebration of the spirit of sportsmanship
& achievement, this awards event generates
massive buzz, spotlighting greatness inside
and outside the competitive arena.



810 MILLION+
ONLINE & VIDEO
IMPRESSIONS

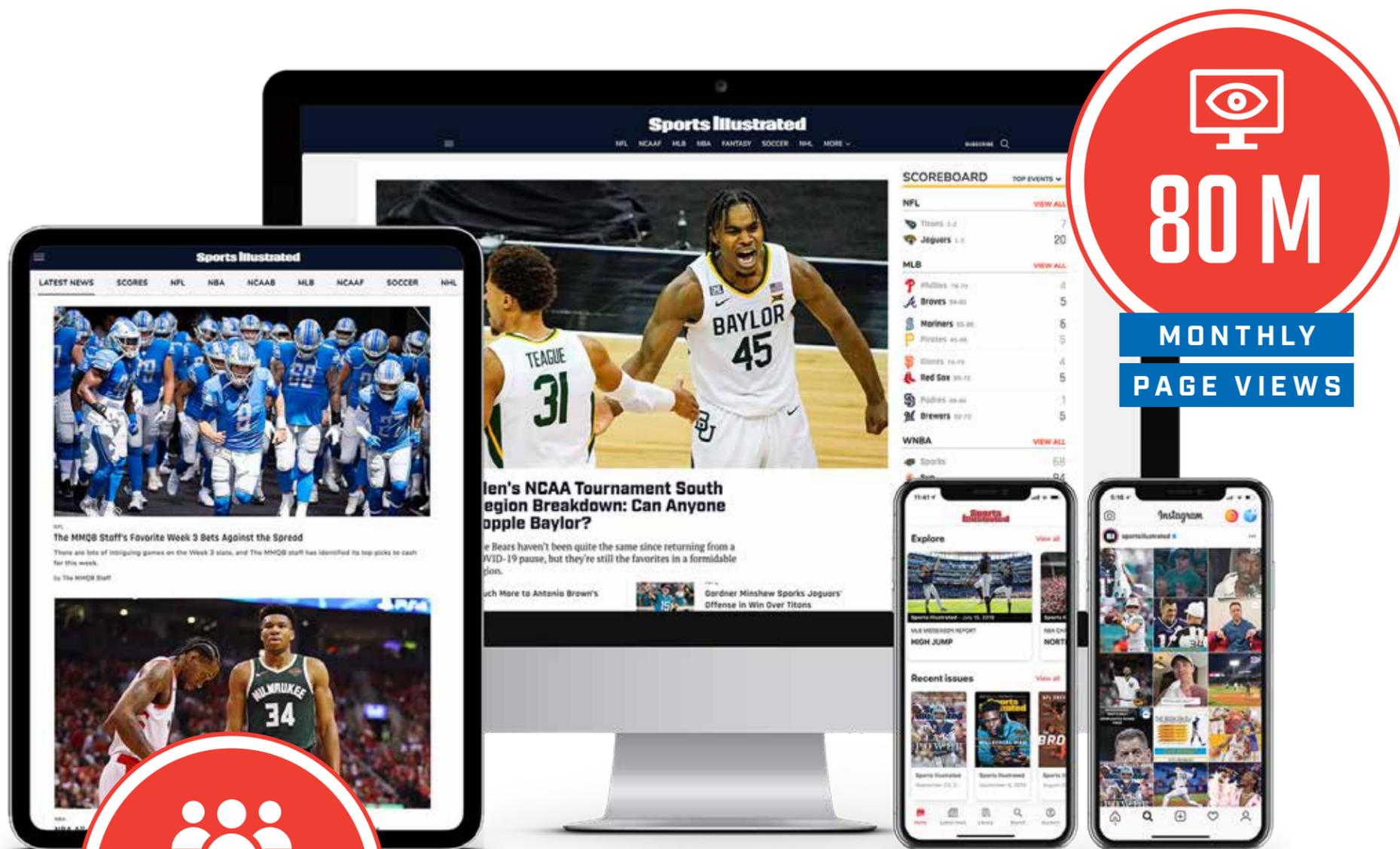
THE BETTING DESTINATION

SI's unique destination for all things
betting, gambling, & wagering.

SI SPORTS ILLUSTRATED SPORTSBOOK

COMING 2021!

DIGITAL & SOCIAL



2.18B

SOCIAL VIDEO
VIEWS ANNUALLY

4.05B

ANNUAL IMPRESSIONS

68.3M

INTERACTIONS ANNUALLY

95.4K

AVERAGE REACH PER PIECE
OF INDIVIDUAL CONTENT

56.7K

PIECES OF ORIGINAL SOCIAL
CONTENT PUBLISHED ANNUALLY

80 M

MONTHLY
PAGE VIEWS

30 M

MONTHLY UNIQUE
VISITORS

17.8 M

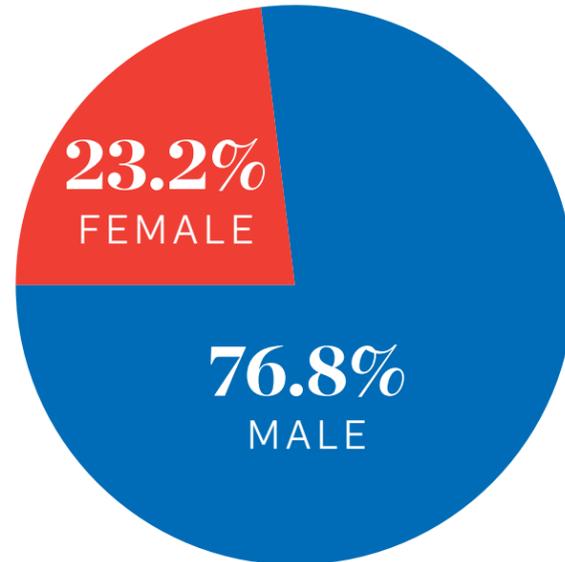
TOTAL SOCIAL
MEDIA FOLLOWERS*

*Includes all handles across platforms

USER DEMOGRAPHICS

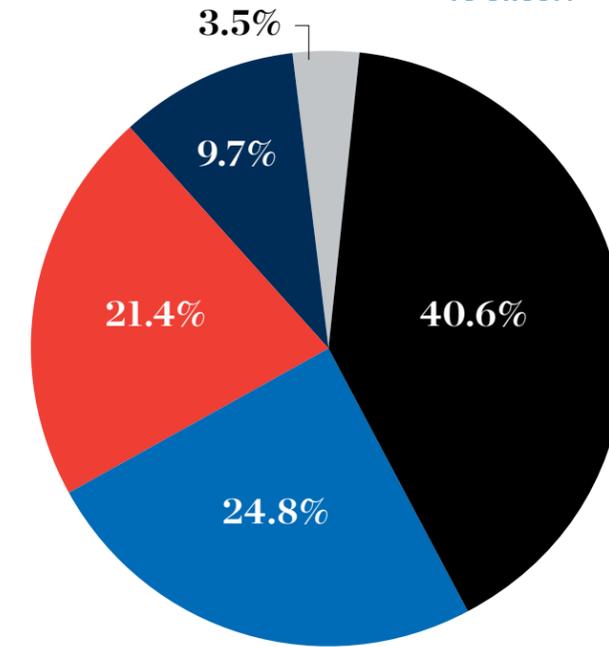


PRINT SUBSCRIBERS (2020)



JUNE 2020-JUNE 2021

TRAFFIC SOURCES AS % OF UNIQUE USERS TO SI.COM

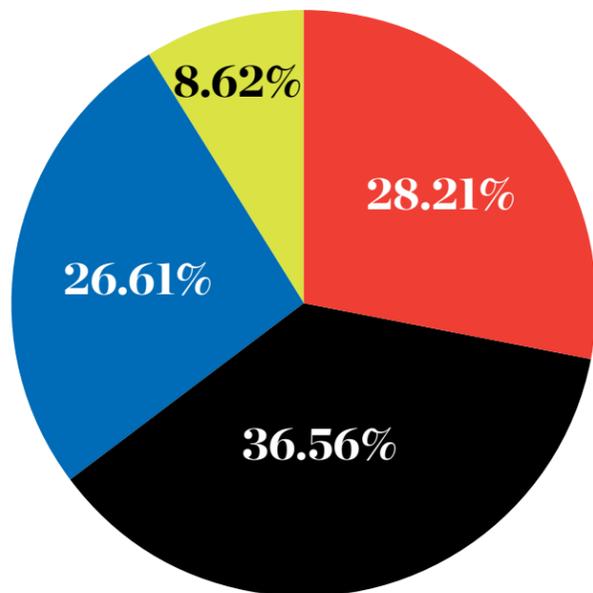


APRIL-OCT 2020

APPROXIMATELY
70%
OF TRAFFIC TO SI.COM
IS CUSTOMER-INITIATED

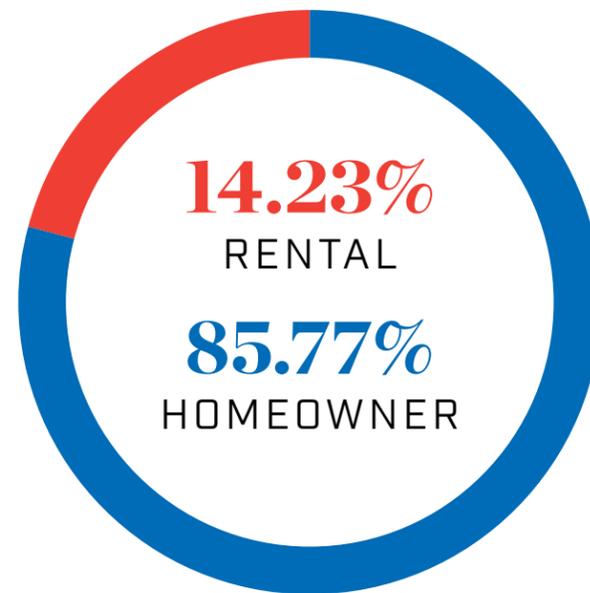
COLOR KEY
ORGANIC
REFERRAL
DIRECT
SOCIAL
OTHER

HOUSEHOLD INCOME



2019 DATA

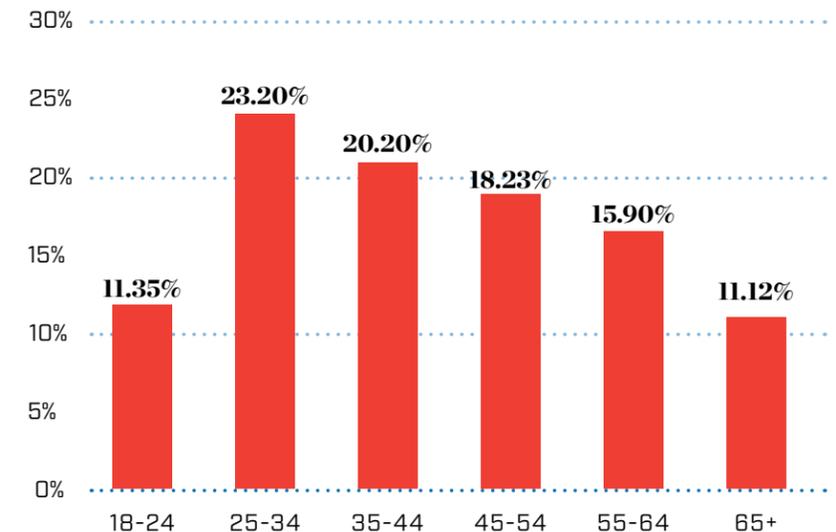
COLOR KEY
\$0 - \$50K
\$50K - \$100K
\$100K - \$200K
\$200K+



2019 DATA

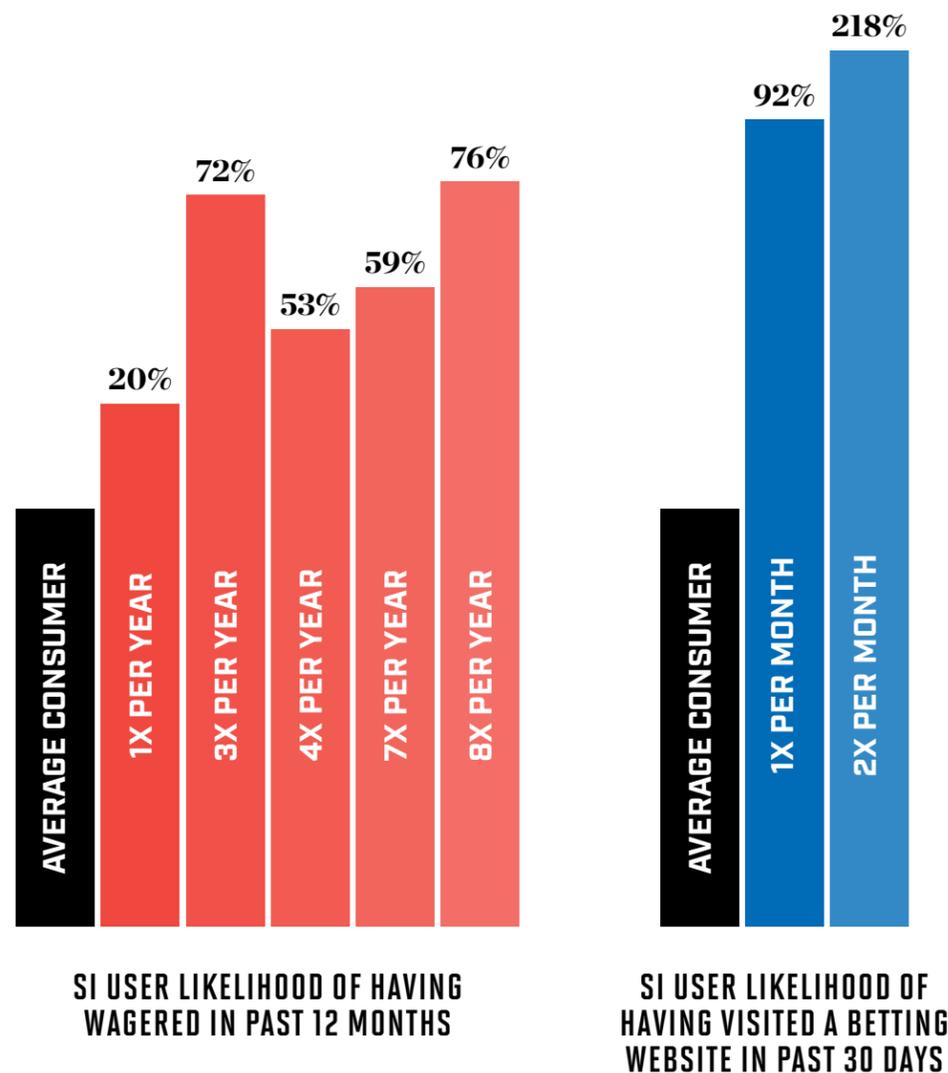
USER DEMOGRAPHICS

SI USER AGE DISTRIBUTION (AS % OF USERS)



JUNE 2020-JUNE 2021

THE SI CONSUMER: HIGH PROPENSITY TO WAGER



THE SI CONSUMER IS...



888: GLOBAL PLATFORM

POISED TO SCALE UP IN US, SI SIGNIFICANTLY ENHANCES BRAND POSITION

ROUTE TO MARKET	888 B2B	888 B2C	SI SPORTSBOOK
LEADING TECHNOLOGY			
DIGITAL OPERATING EXPERTISE			
DIGITAL MARKETING EXPERTISE			
NATIONALLY RECOGNIZED BRAND			
MULTIPLE CONSUMER TOUCHPOINTS			

SUMMARY

EXCITING LONG-TERM POTENTIAL WITH WORLD-RENOWNED TECHNOLOGY & BRAND

- ▶ \$10bn market opportunity based on priority states
- ▶ Partnership with iconic sports brand to drive penetration in sports betting
- ▶ World-class proprietary technology and products for sportsbook, casino and poker
- ▶ Market access and launch plans in place for 4 states with SI Sportsbook
- ▶ Expect to add further market access and aim to launch in 2-4 new states per year
- ▶ Strong B2B position with industry leading multi-state poker network, with 2 new states coming online in the coming months

APPENDIX

BRAND VERTICALS

THE MOST TRUSTED NAME IN SPORTS IS A 360° GLOBAL ENTERPRISE THAT SITS AT THE INTERSECTION OF SPORTS, CULTURE, LIFESTYLE, AND ENTERTAINMENT.

CONTENT

MEDIA

The heart & soul of SI for 65 years – deep, investigative, authoritative journalism supported by up-to-date news and stats accessible from any device at all times



SI STUDIOS

Partnership to create film, television, podcasts and other long-form content at the highest levels of Hollywood and the entertainment industry



BOOKS

Bringing the photography and stories of SI to life in complimentary formats through strategic publishing deals



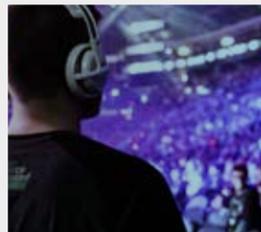
NEIL LEIFER

SI has acquired the photography collection of the most prolific sports photographer of all time



ESI [COMING SOON]

Redefining sports, fans and athletes – eSI will be our home for one of the fastest growing “sports” in the world



SERVICES

PROSPECTS BY SPORTS ILLUSTRATED

Top-tier youth sports tournaments across North America reaching over 100K kids and families per year



SI TIX

Launched June 2021 in partnership with Venmo, [sitickets.com](https://www.sitickets.com) is a revolutionary ticketing platform that will bring fans off of the pages and into stadiums



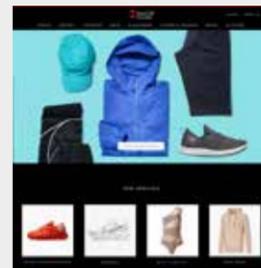
SI SPORTSBOOK

Launching in Q3 2021 in partnership with 888.



SI SHOP

Launching in 2021, this ecommerce marketplace will be a hub for sports-related merch



— COMING SOON —

Sports Illustrated FITNESS

EVENTS & EXPERIENCES

SI THE PARTY

The Party fuses the world of sports and entertainment as only Sports Illustrated can with a VIP Saturday Night event each Super Bowl Weekend



THE SPORTS ILLUSTRATED AWARDS

A multi-platform year-end key tentpole of SI's experiential program awarding top honors in the sports world



SI CIRCUIT SERIES

This event, kicking off in October 2021 in Austin at COTA for the U.S. Grand Prix, features the launch of Club SI, an immersive hospitality suite giving guests a high-performance experience



— COMING SOON —

Sports Illustrated HOTELS Sports Illustrated GALLERY Sports Illustrated FOOD & BEVERAGE

CONSUMER PRODUCTS

MITCHELL & NESS

SI apparel featuring NFL, MLB, and NBA collections retail placement at Fred Segal, Pacsun, LIDS, other key retailers as well as e-comm marketplaces



BEASTIN

High-end collaboration that launched in August 2020 and sold through a majority of styles of the limited edition capsule within the first month on the market



SI SWIM

Swimwear collection strategically launched exclusively on SISwim.com in June 2020. Over \$1M in sales in first 5 months



SPORTS ILLUSTRATED NUTRITION

Complete line of supplements and sports nutrition for the athlete in everyone



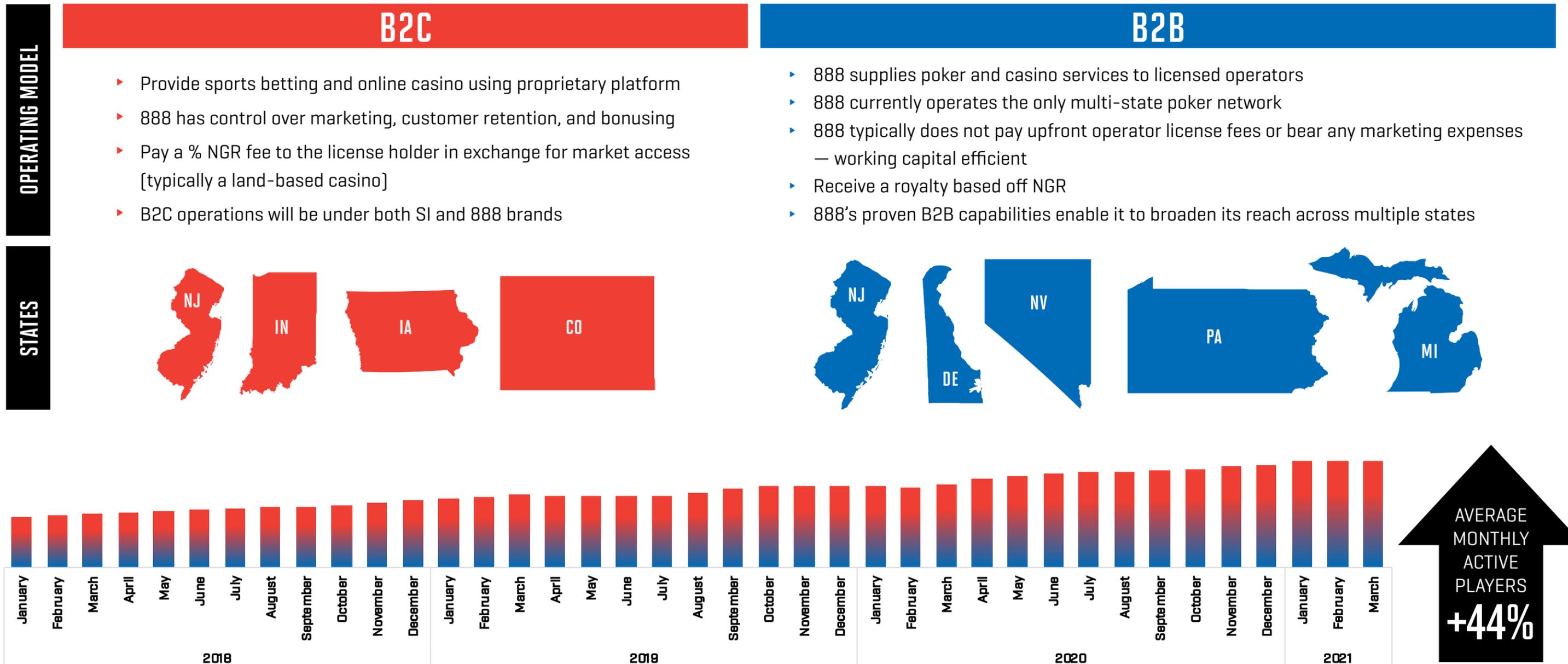
THE SI COLLECTION

Apparel & accessories collection for men, women, and kids launching Q4 2021 with major retailer



INTRO TO 888 IN THE USA TODAY

A LEADING GLOBAL ONLINE BETTING AND GAMING COMPANY



THANK YOU

**Sports
Illustrated**

888

SI SPORTS ILLUSTRATED
SPORTSBOOK