



**SPARKET**  
The Social Network™



**SPORTS**



**REALITY TV**



**AWARDS**



**ESPORTS**



**SPARKET**

**A bet on anything  
platform built for  
the next generation**



# Sparket has built the only GLI-certified pari-mutuel sports betting platform

**GLI: Gaming Labs International, the leading  
independent test lab for casino software**

**Pari-mutuel: community based pool wagering where  
the market sets odds and the house has no exposure**

**#YouCanBetOnThat**



# Two Additions for a Competitive Advantage

## Real Money Parimutuel Betting

- **GLI certification: certified for real money use**
- **Bet on anything: expanded content**
- **Parimutuel: no operator exposure**
- **Cost effective customer acquisition/retention**
- **Real Money fantasy contests supported**







## Free-to-Play Contests

- **Customized social wagering experience**
- **Fully white-labeled for your brand**
- **Convert users online or on property with prizes**
- **Build a sports betting database**
- **Ad revenue/Affiliate marketing**
- **Host live events to engage your users**
- **Freemium or subscription revenue (optional)**



# Adding a Layer to Sportsbook Partners

	Fixed Odds vs. the House	Self Setting Odds with your Community	Crowd-Sourced Data	Traditional Sports	Esports, Live TV, Alt Events	Customized Social Pools and Groups
		✓	✓	✓	✓	✓
  	✓			✓		

# How it Works

1. We develop a branded desktop and mobile web app with customized betting pools
2. You determine prize structure, marketing channels, and optional sponsors
3. Users sign up (can connect loyalty cards) and receive fake currency to place bets
4. We fully manage pools, operations, and data with our admin system
5. Users compete to climb the leaderboard, get rewards, and share with peers on socials
6. Users come on property to redeem prizes, driving incremental visits
7. You receive user and betting data to expand your data and to remarket

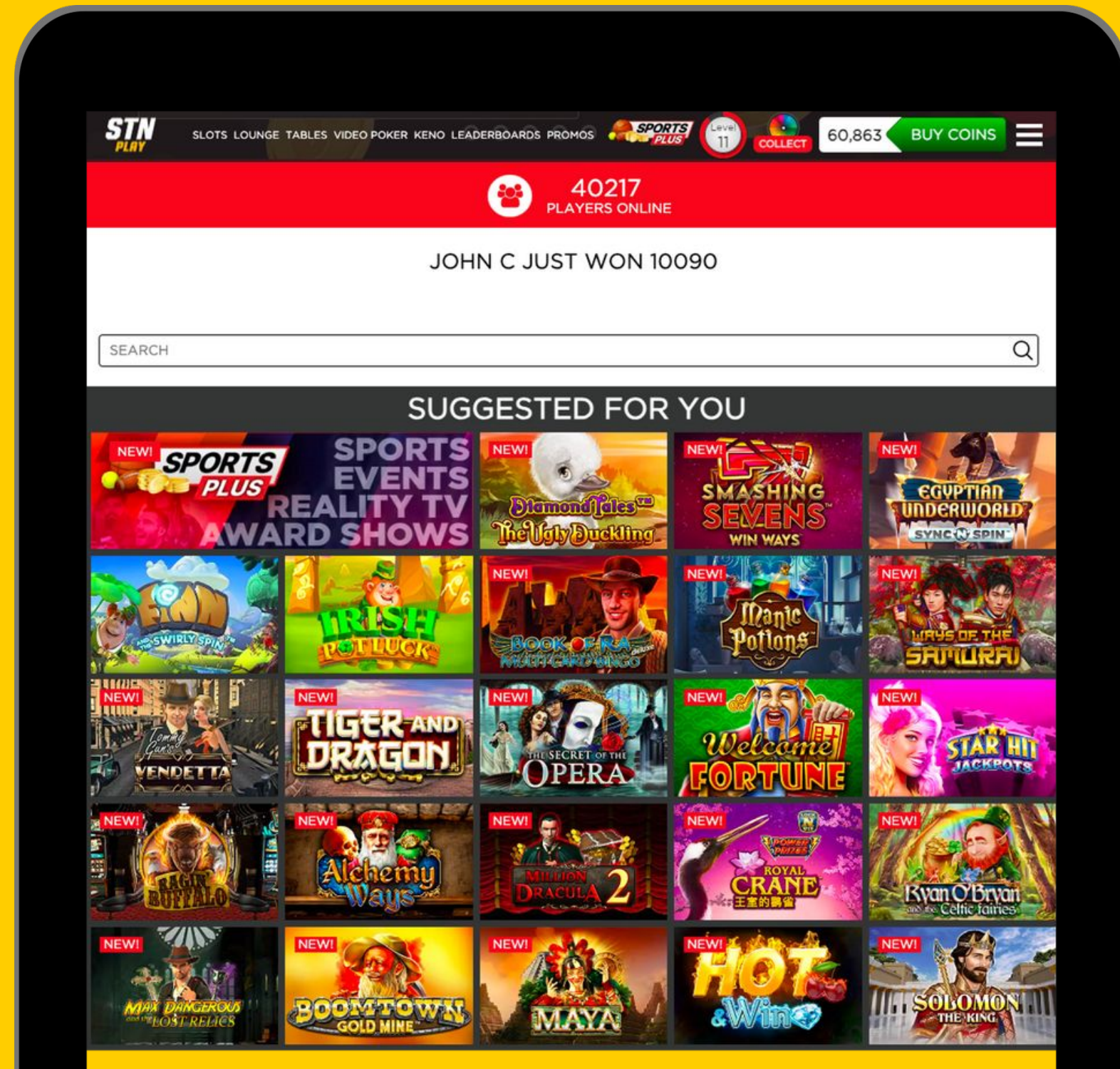
#YouCanBetOnThat



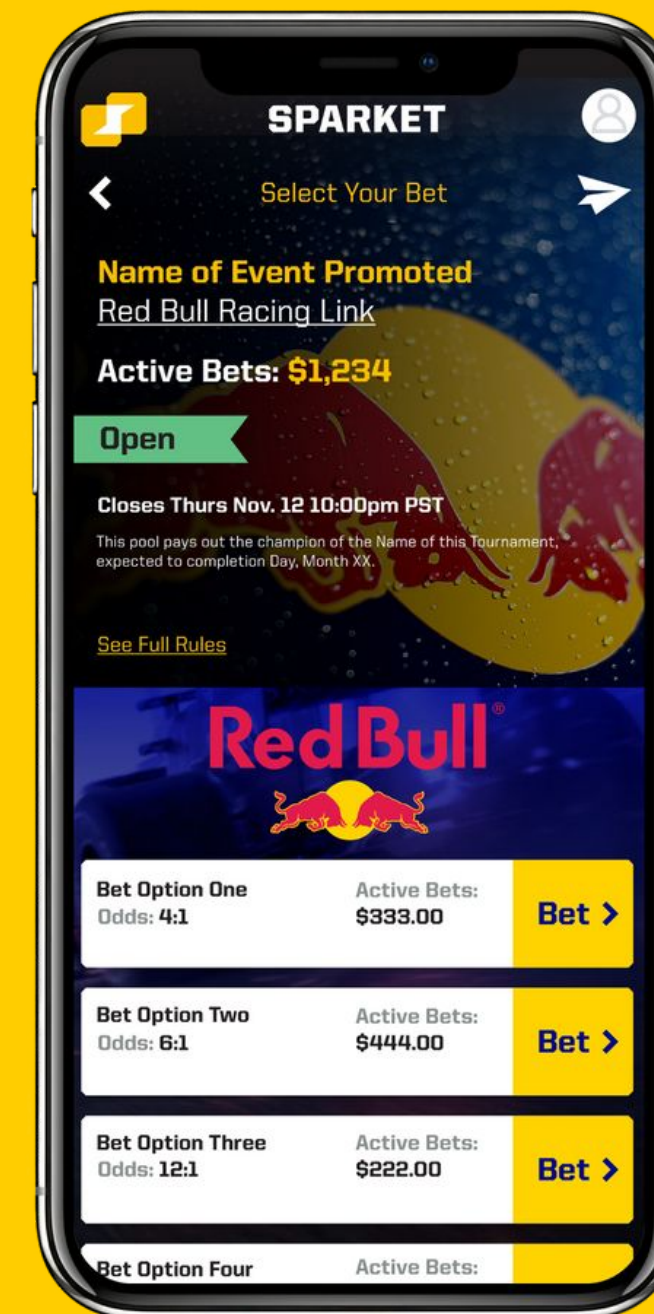


# Bringing New Players via B2B Partnerships

Seamless integration & customized content



Whitelabel solution for any brand





# Partner Value Proposition



## Drive Incremental Revenue

Boost your handle by 10-20% with no exposure



## Attract Broader Demographics

via expanded content offerings



## Reduce Customer Acquisition Cost

built in social features to drive organic traffic



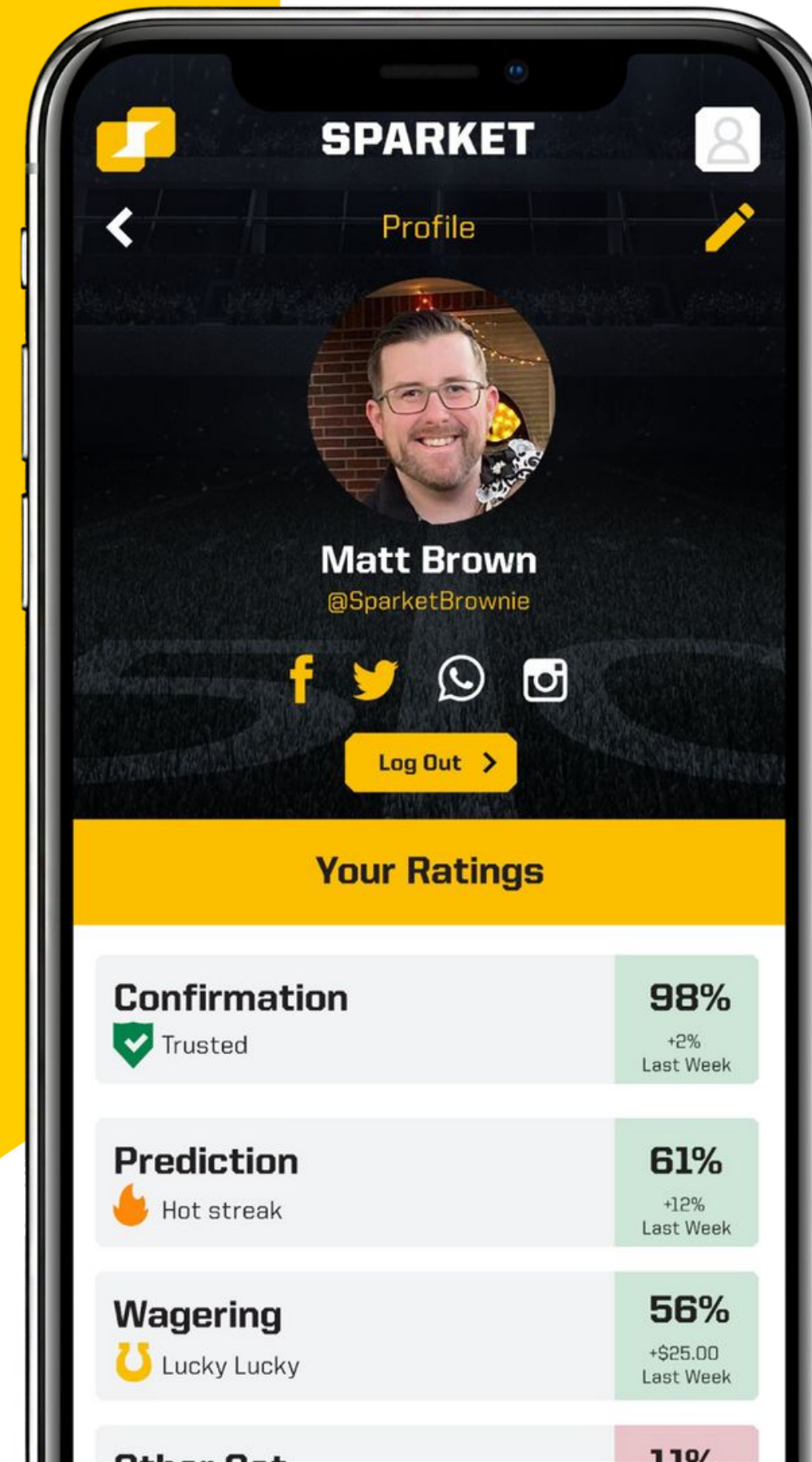
## Gather Data and Build a Database

with free to play options to drive conversions



## Simple Integration

whitelabel solution in one week or modern API integration



# Driving Impressive Metrics for our Clients

- NEW: **100%** spend uplift among Sparket users
- Client saw **highest** social engagement of all time
- Over **50%** on site redemption (2x industry avg)
- Experienced **4x** improved ad click through rate
- 100%** member participation at golf club

TRUSTED BY



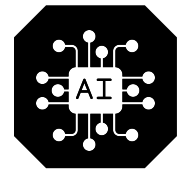


# Leveraging Data and Analytics to Drive Real Results



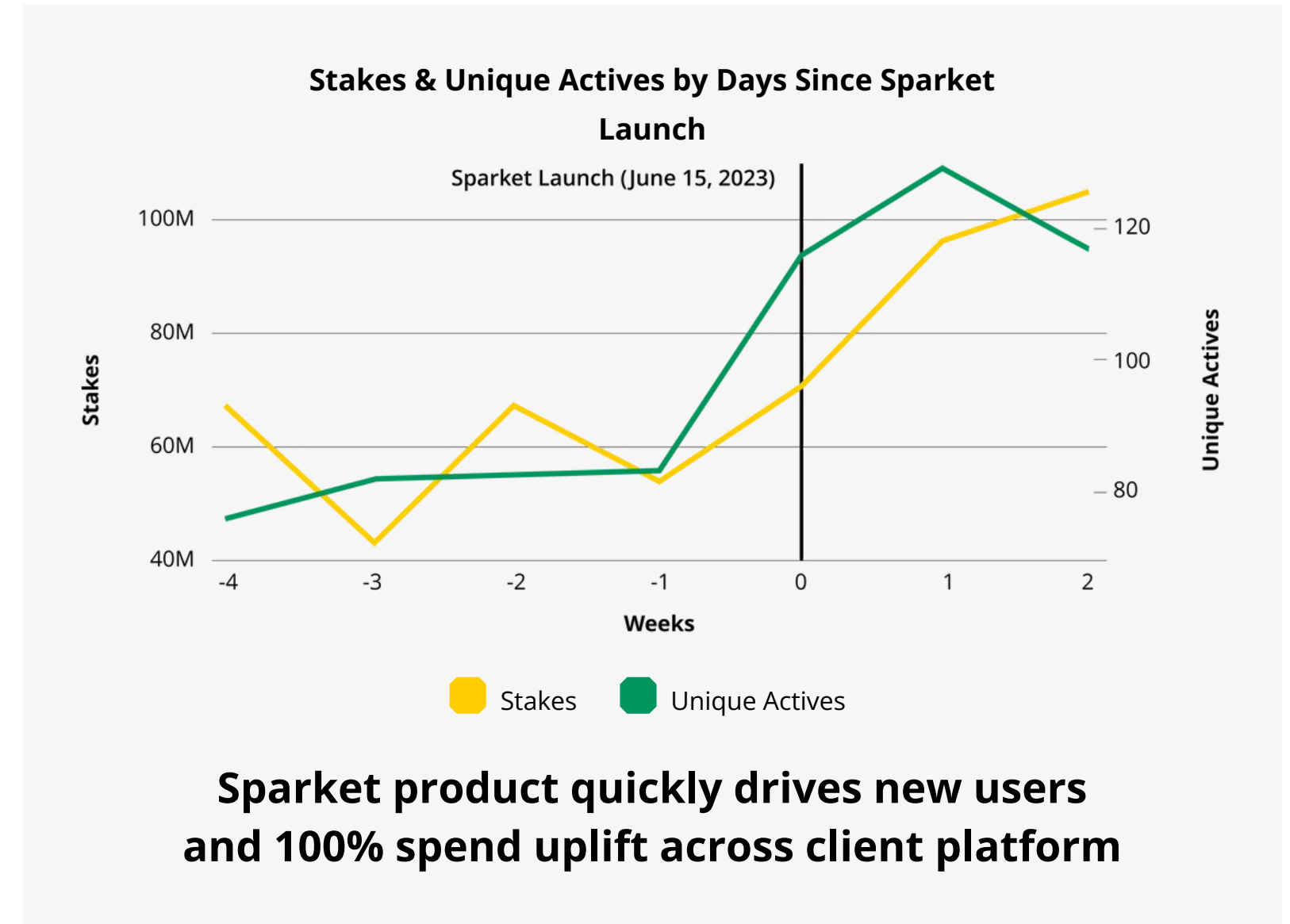
## Crowdsourced data patent

Positions Sparket to be the dominant data aggregator for alternative events



## AI-powered optimization

Correlation analysis between bet types, demographics, etc to drive tailored recommendations



Tests new event and bet types (e.g. The Oscars and Reality TV)



Determine crossover and convert users



Users spend more across entire platform (e.g. slots, traditional sportsbook)



# Implementation Roadmap



Sign Contract



Launch Free to Play  
(Standalone)



Launch Free to Play  
(Integrated)  
Activation Event



Launch Real  
Money Gaming

Start

2 weeks

4 weeks

6 weeks

...

3-4 months

Build Whitelabel  
Training  
Marketing Plan



Integration Work (F2P)  
Licensing & Regulatory  
Approval applications



Integration Work  
(RMG)





**SPARKET**



**Join the Betnetwork!**

**Tory Key**

**Director of Sales**

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