



TURNING FANS INTO FANATICS

Company Overview



WHAT WE DO

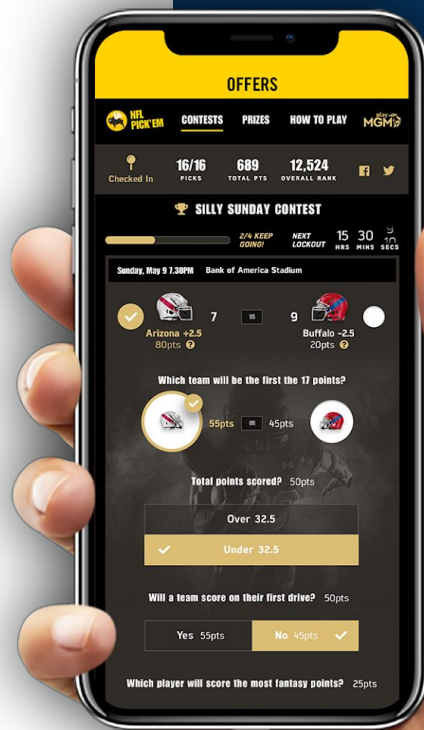
FanHub is the leading global provider of free to play games and digital engagement products for organizations in the sports industry.

“

FanHub has been an excellent partner for the NBA. They produce quality work and are both quick and thorough. Their expertise in this space is unparalleled and makes them an ideal partner for white label gaming solutions.

”

Scott Kaufmann-Ross, NBA Vice President
Head of Fantasy & Gaming



MARKET LEADERSHIP KEY CLIENTS



EUROSPORT

News UK



turner



THE IRISH TIMES

The Telegraph

POINTS BET



bet 365



betway

FAN HUB

GLOBAL COVERAGE

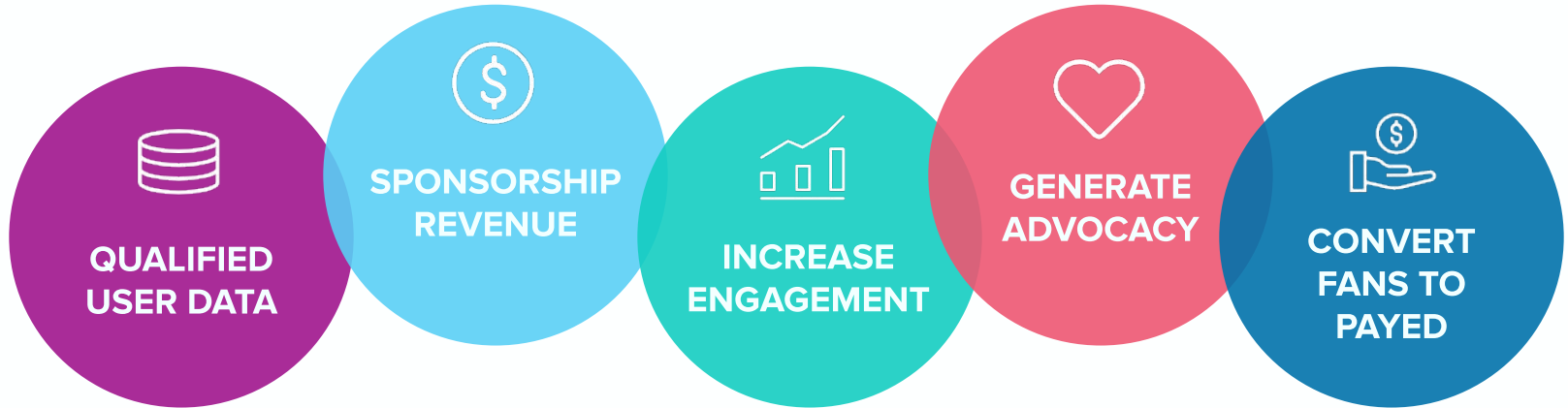


OVER 50 FULL TIME
STAFF GLOBALLY



24/7 PRODUCTION
& SUPPORT WITH
OFFICES IN 3 TIME
ZONES

THE VALUE PROPOSITION



DRIVERS OF OUR SUCCESS



IP OWNERS



**CLOUD TECHNOLOGY
LEADERS**



CLIENT COST EFFICIENCY



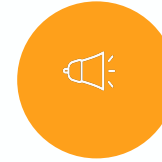
RESPECTED REPUTATION



BETTING & DATA CAPTURE



EXPERT & LOYAL TEAM

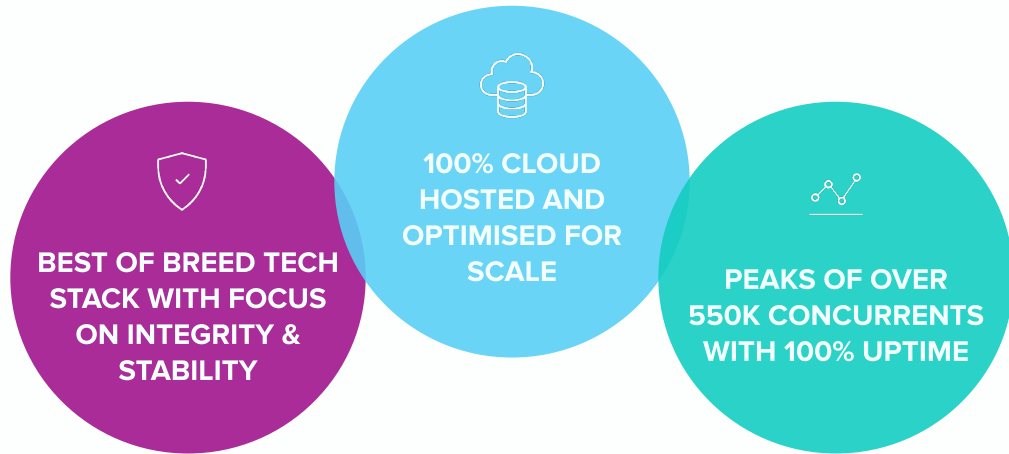


AMPLIFICATION STRATEGY



MOBILE FIRST APPROACH

TECHNOLOGY FOCUSED



“

Prior to working with FanHub, every year we had critical issues of failing to handle load of over 1 million users ... Since FanHub took over our products we have had 100% uptime for over 3 years and a better looking product!

”

News UK,
Betting & Gaming Director



OUR PRODUCTS

FANTASY GAMES



FAN HUB

FANTASY GAMES

OUR EXPERIENCE

-   The Sun Dream Team
-   The Sun FIFA World Cup Fantasy
-   Telegraph Fantasy Football
-   Official MLS Fantasy
-   Eurosport Bundesliga Fantasy
-   Fox Sports EPL Fantasy
-   Fox Sports A-League Fantasy
-   Official NRL Fantasy
-   Irish Times Six Nations Fantasy
-   Irish Times Rugby World Cup Fantasy

-   Official NFL Fantasy Challenge
-   BWW Blazin' Fantasy Football
-   Official AFL Fantasy
-   Official NBA G-League Fantasy
-   Official Euroleague Fantasy
-   Official NBL Fantasy
-   Irish Times Golf Fantasy
-   CBS Golf Fantasy
-   Eurosport Cycling Fantasy
-   Official MotoGP Fantasy



FANTASY GAMES THE BENEFITS



Customisation

FanHub specialises in custom fantasy solutions built on our award-winning platform, tailoring the game based on the sport tournament, desired game format and functionality



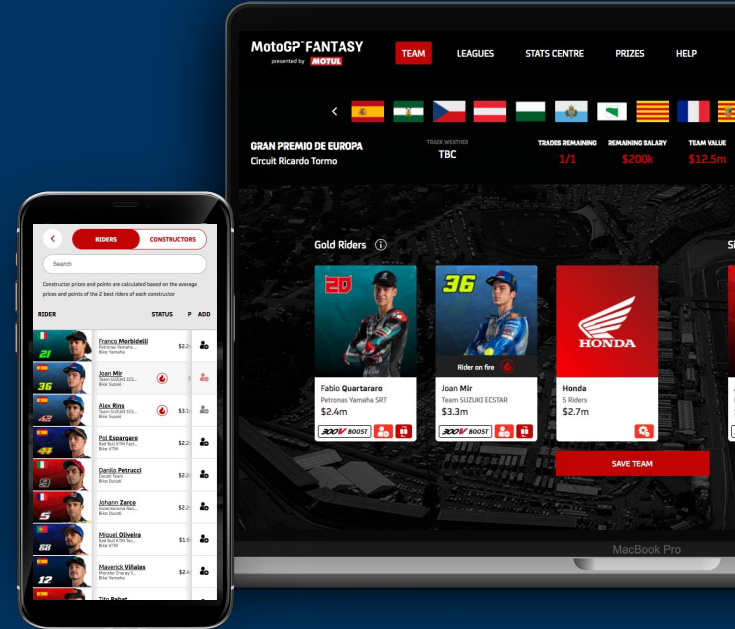
Deep Engagement

Fantasy games are designed to keep fans coming back every day to manage their team and check its performance

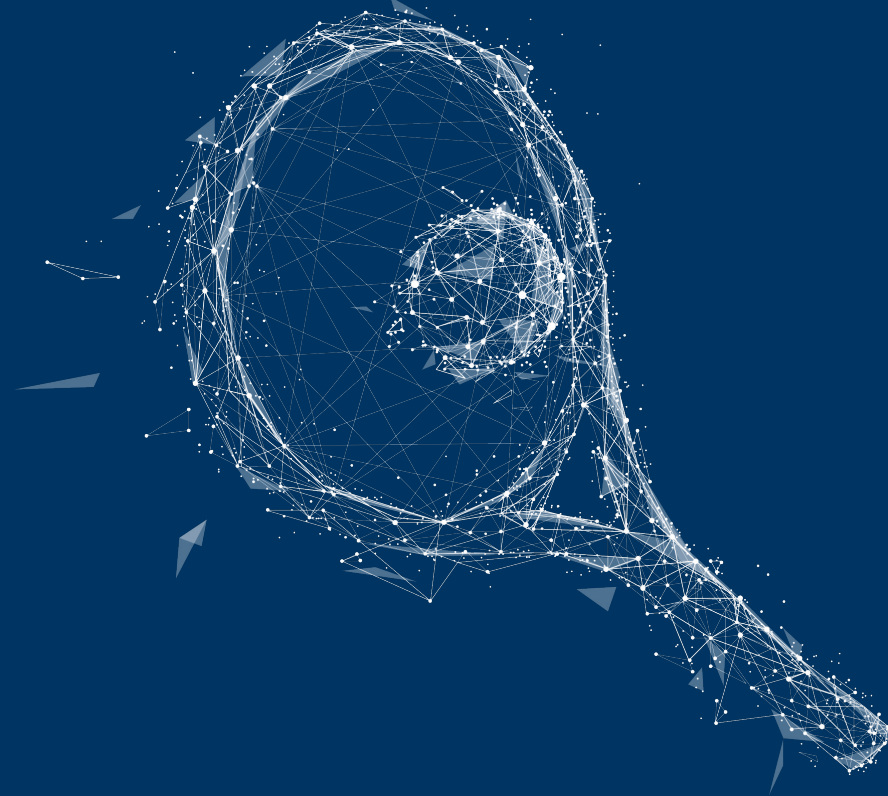


Rich Competitive Features

Our fantasy products are built to encourage fun and social competition between friends, amplifying the reach







































PREDICTOR GAMES

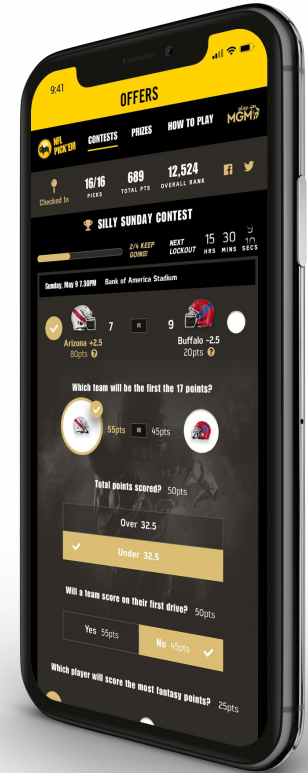


PREDICTOR GAMES

OUR EXPERIENCE

-   The Sun Womens WC Bracket
-   The Sun Champs Lge Predictor
-   Fox Sports World Cup Predictor
-   Fox Sports EPL Predictor
-   Official MLS Bracket Challenge
-   Eurosport Bundesliga Predictor
-   Official Int Champs Cup Predictor
-   Official NBA Bracket Challenge
-   Buffalo Wild Wings Pick'Em
-   Official WNBA Pick'Em
-   DraftKings March Madness Bracket

-   Official MLB Quick Pick
-   Official NFL Pick'Em
-   Official NFL Bracket Challenge
-   The Sun Racing Predictor
-   The Sun Rugby WC Predictor
-   Eurosport Cycling Predictor
-   Official Euroleague Predictor
-   Official AFL Tipping
-   Official NRL Tipping
-   Official V8 Supercars Predictor
-   Official Netball Australia Tipping



PREDICTOR GAMES THE BENEFITS



Fun and Intuitive

Predicting which team will win is the most natural way a fan engages with a sporting event. Predictor games allow fans an easy intuitive way to prove their knowledge



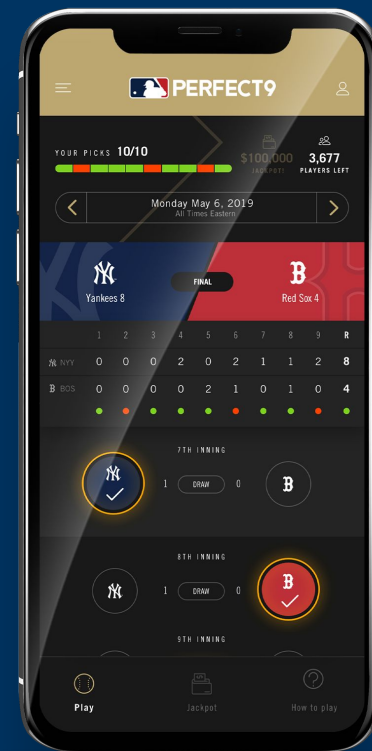
Flexible Formats

We specialise in flexible predictor UX to match the format of the tournament and prioritise the most engaging types of picks



Low Barrier to Entry

Prioritising the ability to make quick predictions with low time commitment or existing knowledge requirements

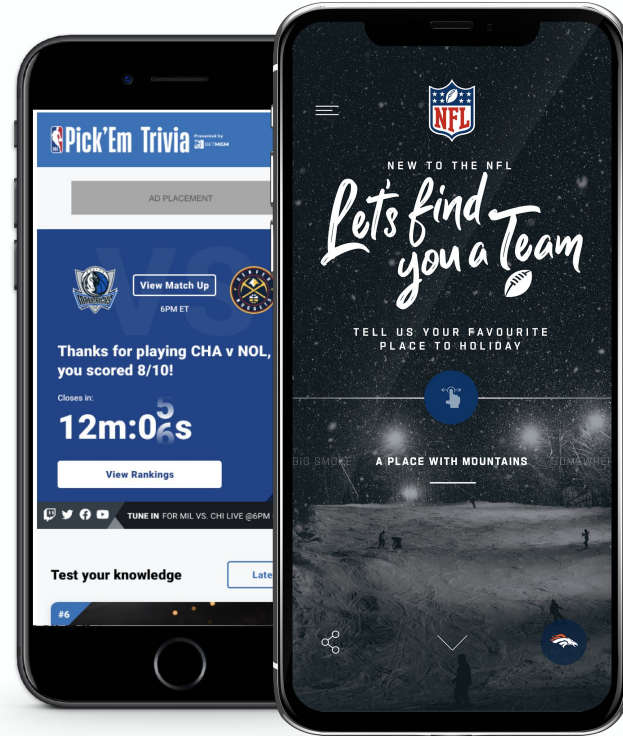


OTHER PRODUCTS



OTHER PRODUCTS OUR EXPERIENCE

-   Official Buffalo Wild Wings Trivia
-   Official Euroleague Trivia
-   Official IOC Trivia
-   Official IOC Magic Moments
-   Official IOC Polling
-   Official ATP Cup Polling
-   Official ATP Cup Trivia
-   Official NBA Awards
-   Official NBA Trivia
-   Official The Sun Voting
-   Official NFL Team Picker

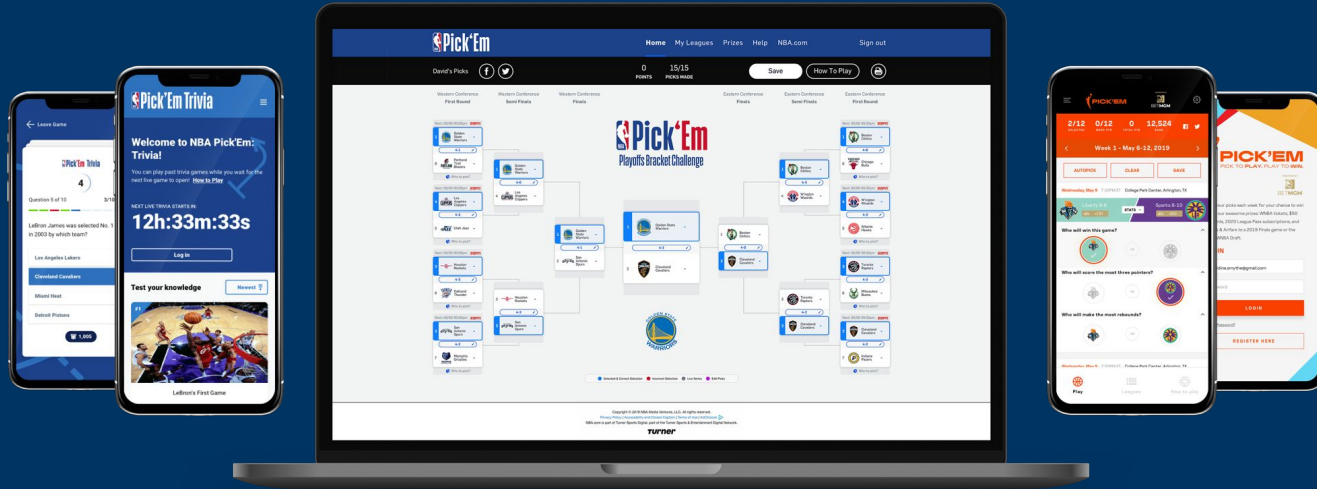


An aerial, top-down view of a large sports stadium, likely a baseball or soccer stadium, with a blue color overlay. The field is visible in the lower-left quadrant, and the seating bowl curves around it. The text 'CASE STUDIES' is overlaid in white on the left side.

CASE STUDIES



FanHub has been privileged to work with the NBA as a key partner for a number of years. We have run and operated multiple products for them including Fantasy games, Brackets, Voting, Sweepstakes and Trivia. We have syndicated products with key media partners and built versions for the G League and WNBA resulting in a number of commercialisation and sponsorship opportunities for the NBA.



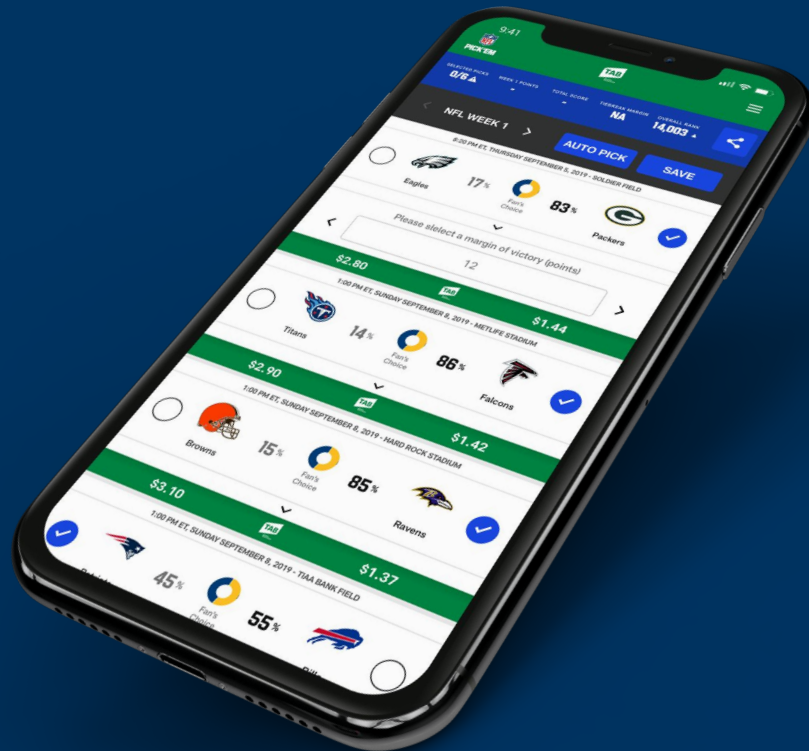
BETMGM



Autotrader



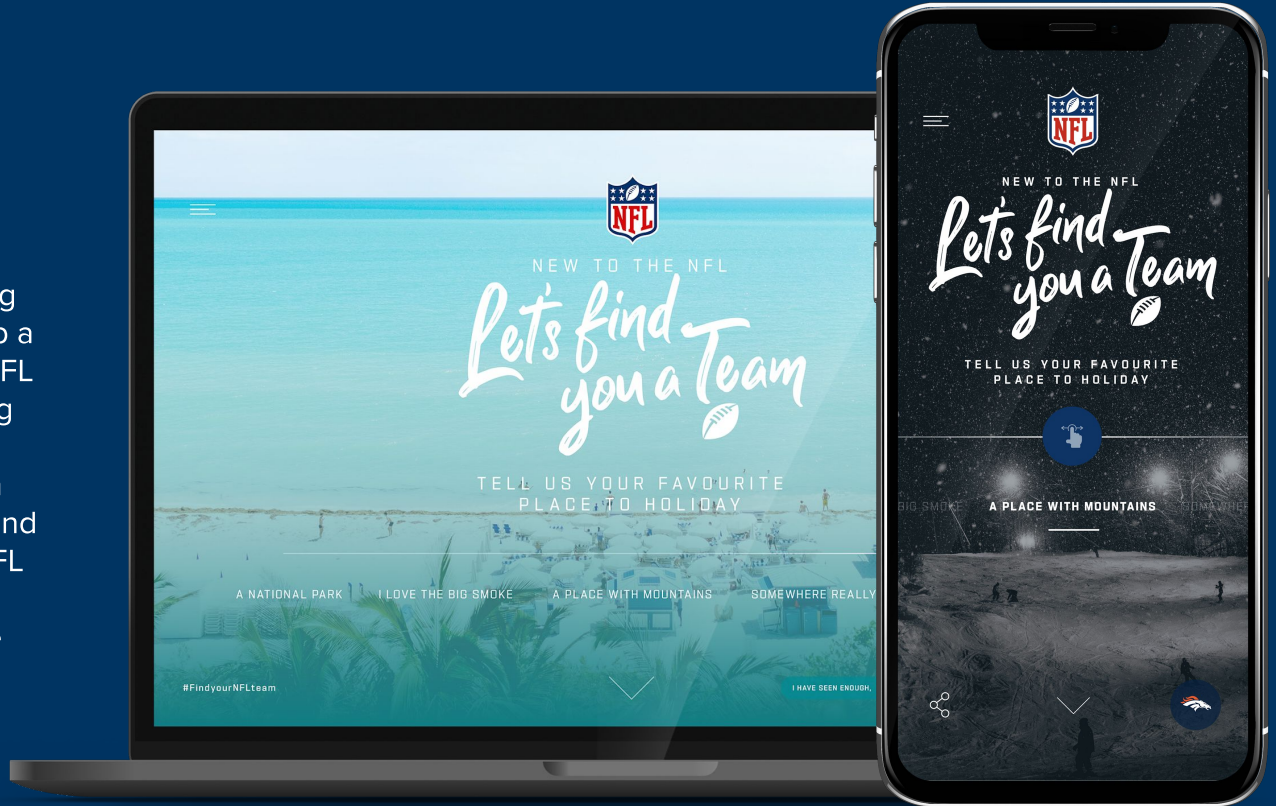
KIA MOTORS



FanHub powers the NFL's digital engagement products focused on attracting new fans in key international locations. We have delivered three gamified products - Pick 'Em, Fantasy Challenge and Bracket Challenge - syndicated and localised to media partners in nine international markets. These include the first ever integration of betting odds into official NFL products.



FanHub extended its long-standing partnership with the NFL to develop a brand new concept for 2020, the NFL Team Picker. Aimed at the budding international NFL audience, this 'personality quiz' asks fans 10 fun questions in their native language and matches them with their perfect NFL team. The NFL Team Picker is geo-targeted to provide a unique experience to each region with sponsor-specific questions and promotions.

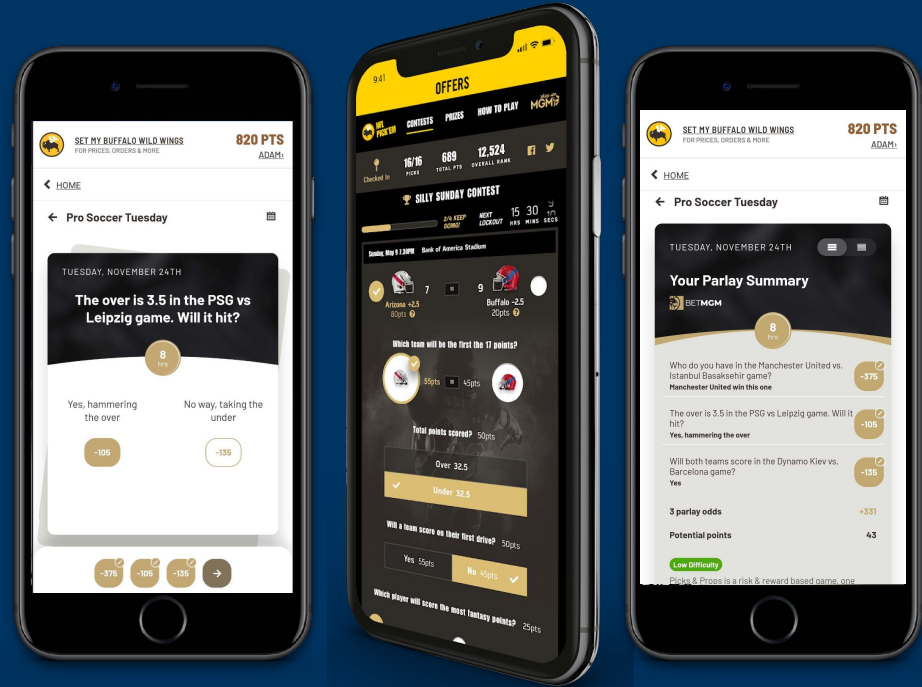




FanHub has been central to Buffalo Wild Wings' digital gaming transformation at over a 1000 sports bars in the US. In partnership with BetMGM, sport-loving patrons have the opportunity to make in-game predictions across multiple sporting codes for a chance to earn reward points and prizes. In certain States, free-to-play predictions can be converted to live bets through integrated betting technology, which has resulted in incremental revenue for the group.



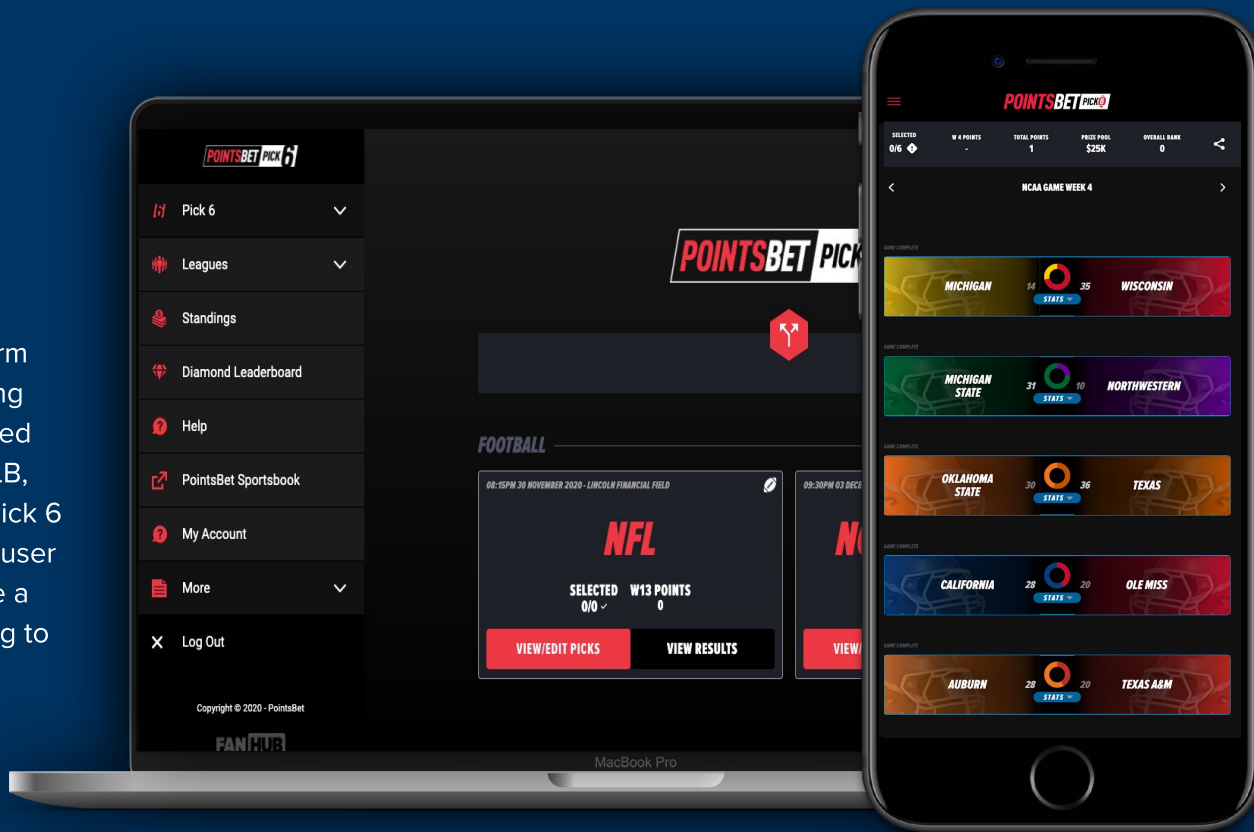
BETMGM



FAN HUB

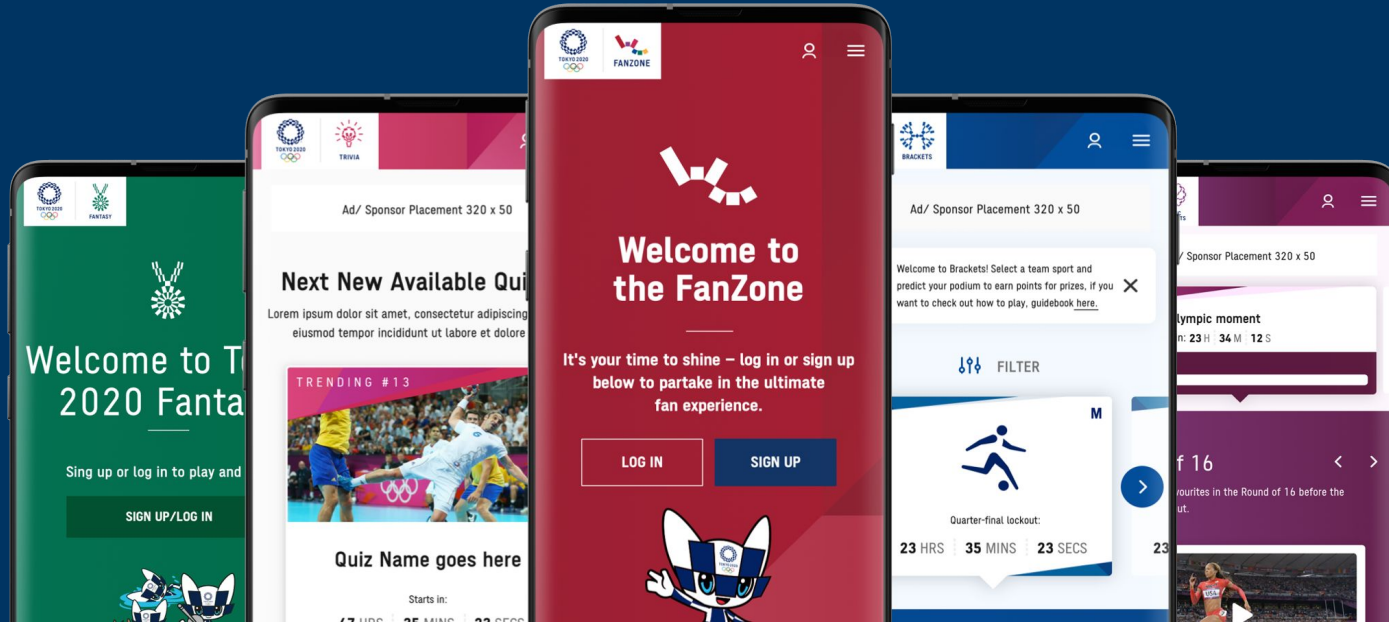
POINTS BET

FanHub has been key in executing PointsBet's free to play strategy by developing a flexible predictor platform driving user acquisition and expanding PointsBet's database all over the United States. Focused on the NFL, NBA, MLB, NCAA, and Pop Culture, the PointsBet Pick 6 free to play predictor offers simple and user friendly functionality with features like a dedicated Diamond leaderboard adding to the unique free to play experience.





FanHub has entered a partnership with the International Olympic Committee to build the official FanZone platform for the Tokyo 2021 Olympics. Five products covering Predictor, Polling, Voting, Content Bracket & Live Trivia. Successful launch of the official Live Trivia product for the Lausanne 2020 Youth Olympics which was the number driver of signups across the event.





FanHub specialise in light-touch prediction games for the ATP such as our FedEx sponsored polls and trivia, and our highly intuitive ATP Cup bracket game educating fans about the new ATP Cup format and driving digital user acquisition for the ATP Tour





TESTIMONIALS

NFL FANTASY CHALLENGE



When the NFL was looking for an agency to help develop casual bracket and fantasy games for our international fans, it was quickly apparent that FanHub was the right partner. They have provided us with class-leading products, outstanding service and open and transparent communications.

Henry Hodgson, NFL, Vice President, International
Marketing & Fan Development

BUFFALO WILD WINGS PICKS & PROPS



Picks and Props has been central to our initial transformation as we embrace Sports Gaming without our Sports Bars. We look forward to continuing to leverage the great product work from FanHub as we build and integrate our gaming experience in partnership with BetMGM.

Brandon Gill, BWW, Director, Experience and Gaming

NEWS UK
DREAM TEAM FANTASY

News UK

FanHub has proven themselves as a high quality provider of digital sporting products with exceptional service. Since migrating our flagship product to FanHub our DreamTeamFC apps and handles loads of over 1 million users, a lot of which all rush to the site at the same time. Since FanHub took over our products, we have had 100% uptime for over two years - and a much improved product!”

Tom Ustunel, News UK, Director, Betting & Gaming



THANK YOU

