



Kambi Group plc

Q1 2022 Report

27 April 2022

Kambi

Agenda

1. Highlights
2. Financial highlights
3. Strategic pillars
4. Product benchmarking
5. Partner signings and launches
6. Sales opportunities
7. Industry recognition
8. Summary
9. Q&A



Kambi

Highlights

Strong financial performance

Extended Kindred partnership until end of 2026 and announced ability to repay convertible bond

Strengthened position in North America with two new partner signings and launched in Ontario in Q2

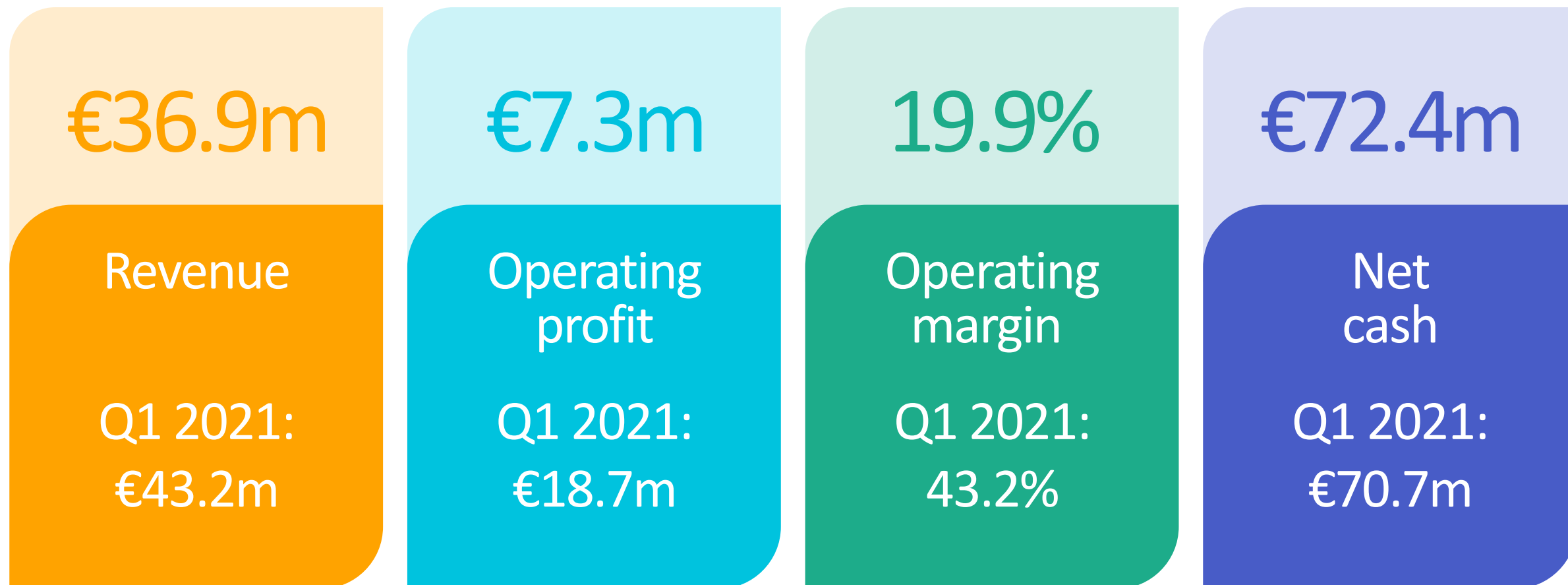
Delivered leading product offerings for the Super Bowl and March Madness



25%
operator
turnover
growth
excl. DraftKings

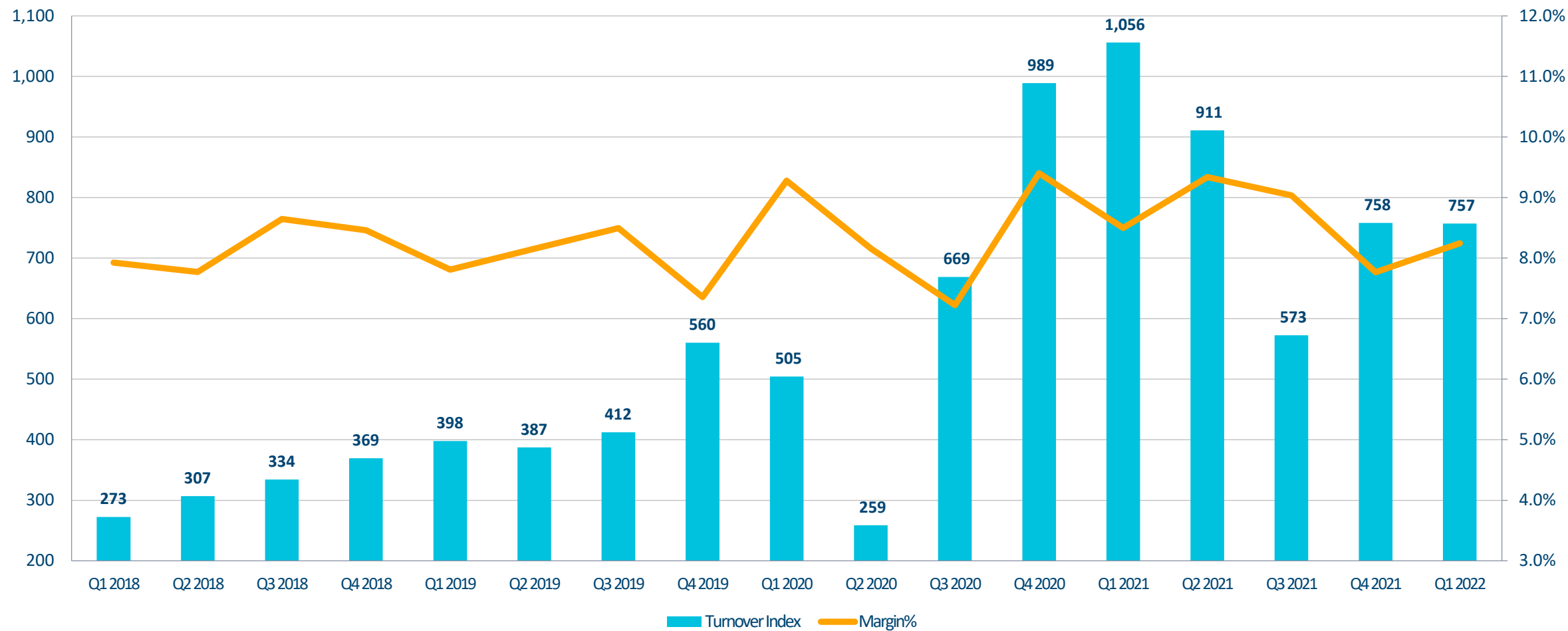
Kambi

Q1 2022 financial highlights



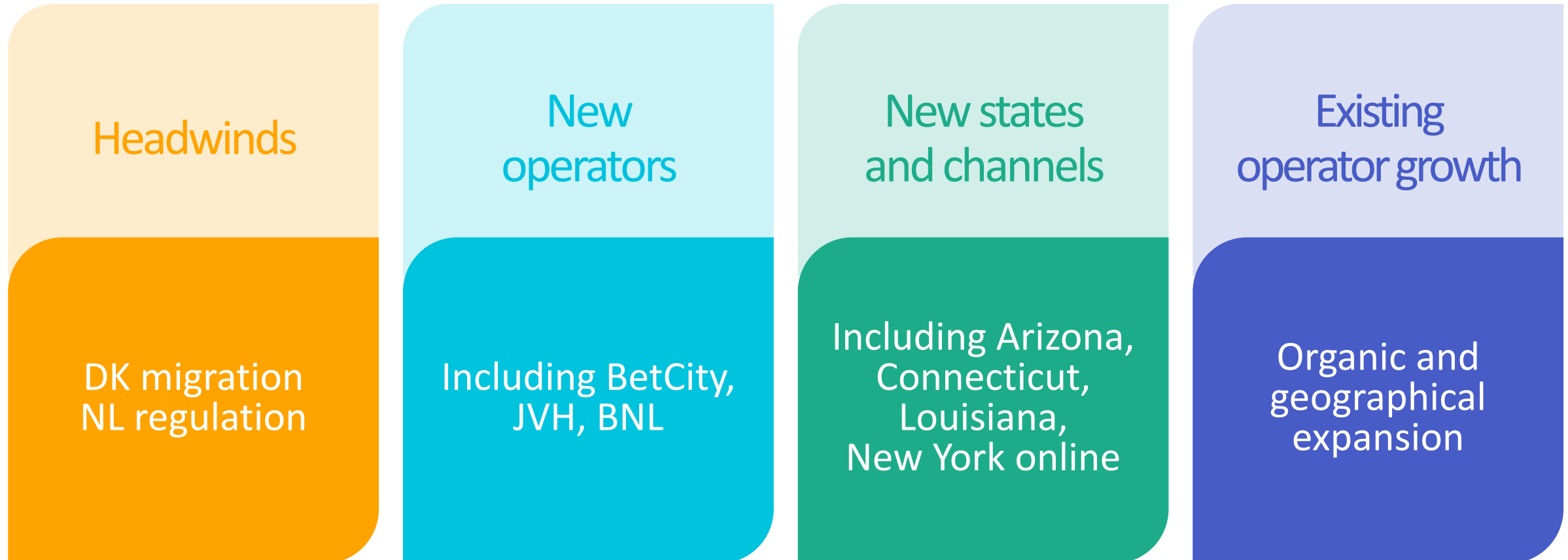
Operator trading analysis

Kambi operators' turnover and trading margin



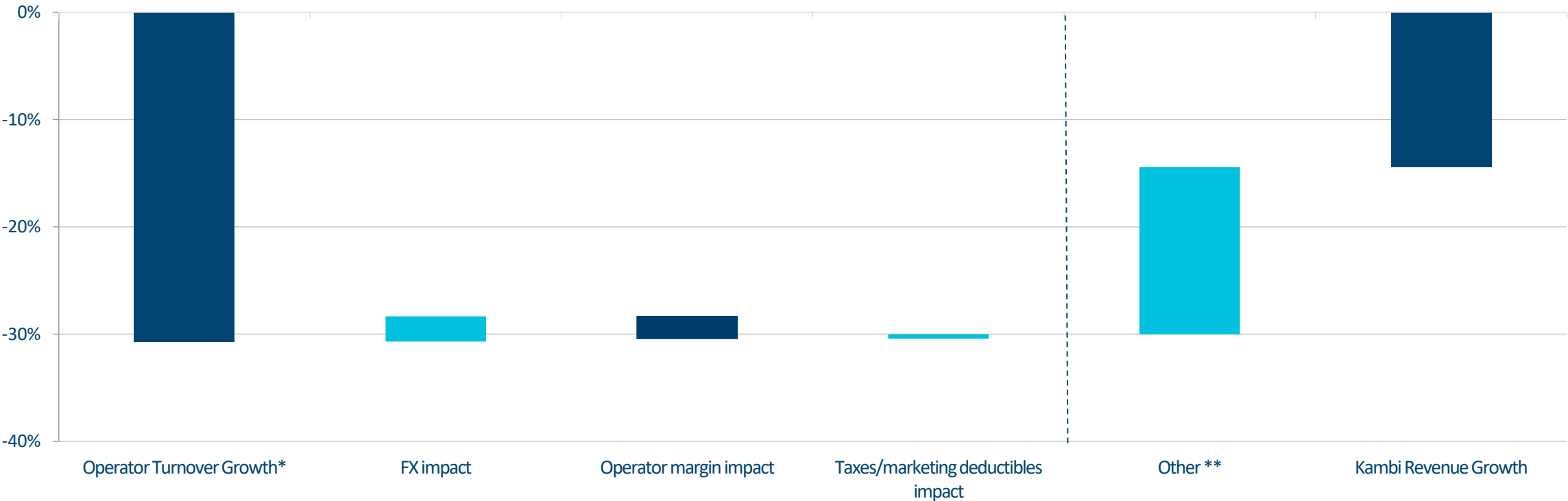
Operator turnover

Key drivers of operator turnover Q1 2021 vs Q1 2022



Kambi revenue conversion

Q1 2021 vs Q1 2022



* Operator turnover growth shown is based on Q1 2021 exchange rates
** Other includes the impact of volume-related commission tiers, Abios and fixed revenues
-- Denotes components of NGR from which Kambi's revenue share is calculated

Strategy update

Key pillars

Sportsbook success and value creation

Technically advanced core platform to enable growth

Delivering regulatory,
financial and technical
security and stability

Differentiation and empowerment

Enabling a broad range of
partners to take control
where it matters most
and express their
respective brands

Power of the network

Leveraging unique
global network data to
enhance product and
service for all

Highly scalable business model

Signing and launching
new partners in a
uniquely cost-efficient
manner

Modularisation strategy

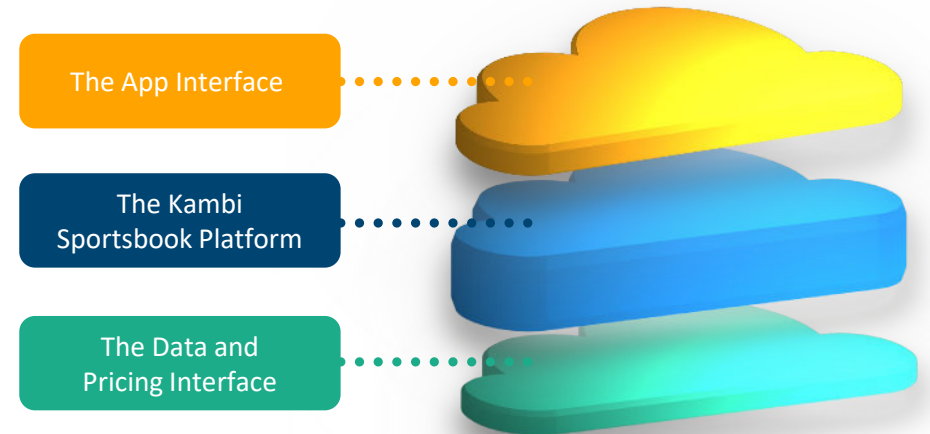
Overview and recent progress

Plan for diversifying product portfolio while strengthening core business

1. Create modules to increase development efficiency
2. Launch modules with existing partners to deliver greater differentiation
3. Launch modules as standalone services to create new revenue streams

Recent progress

- Data and pricing interface set up
 - First internal pricing unit to go live within weeks
 - Abios odds product to launch in the summer
- Implementation of API that enables customised data queries
- New standalone services in development



Technically advanced core platform to enable growth

Automated offering filtering

A scalable solution for increasing regulatory complexity

- The regulation of local markets is creating technical and compliance complexity for multi-jurisdictional companies
- Kambi has developed an automated tool that filters offering compliance work for local regulations
- Automated filtering engine enables Kambi to deliver:



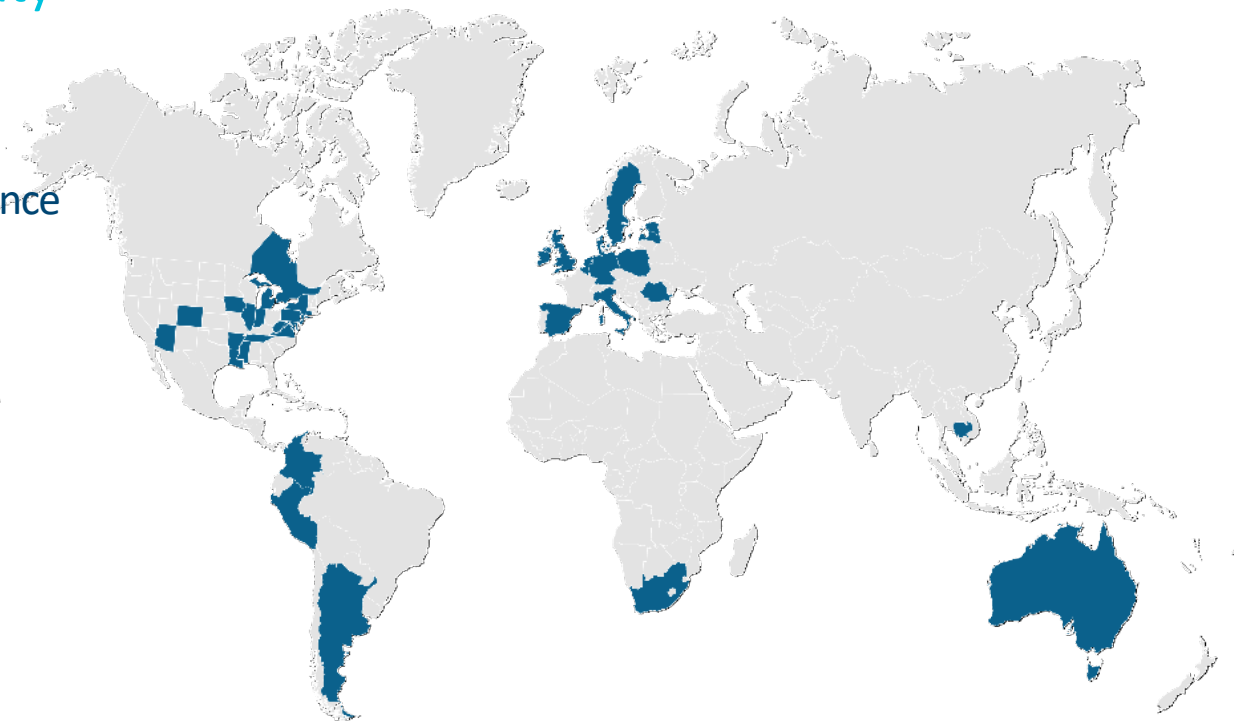
1 Compliant and competitive offering



2 Scalable and cost-effective solution



3 Speed to market



Kambi

Technically advanced core platform to enable growth

Bet Builder

A market-leading combinability product

- Kambi's Bet Builder continues to lead the market in key areas such as multi-game capability and paybacks
- In recent months, Kambi has expanded Bet Builder in NHL and MLB, prompting a significant increase in Bet Builder bets
- Multi-game element a feature not widely available among main US competitors, giving Kambi's partners a competitive edge

		Kambi	FanDuel	DraftKings
NHL	Same game Bet Builder available	✓	✗	✓
	Player props available	✓	✗	✓
	Multi-game Bet Builder available	✓	✗	✗
	Market-leading Bet Builder paybacks	✓	✗	✗
MLB	Same game Bet Builder available	✓	✓	✓
	Player props available	✓	✓	✓
	Multi-game Bet Builder available	✓	✓	✗
	Market-leading Bet Builder paybacks	✓	✓	✗

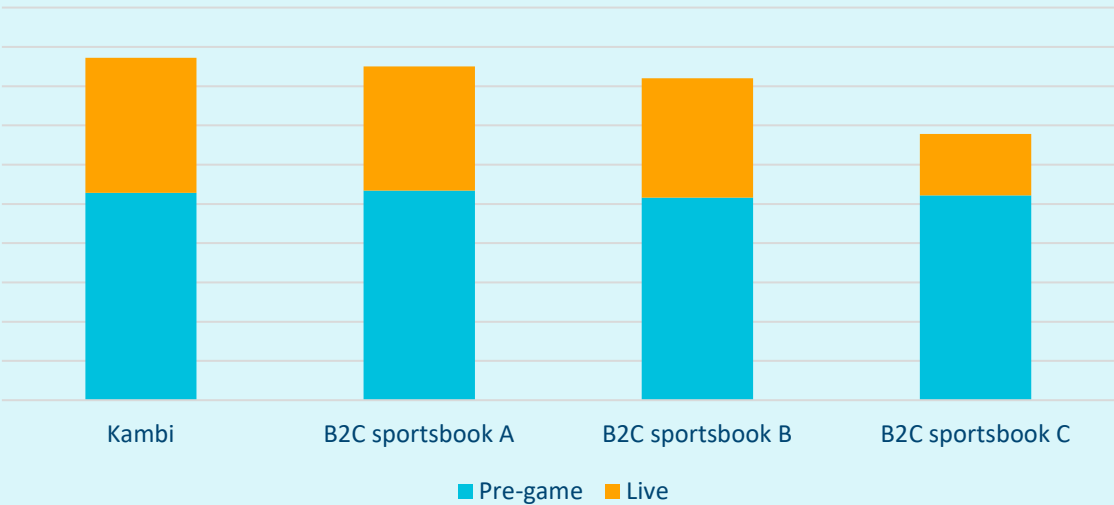
Super Bowl and March Madness product benchmarking

Two of the largest US sports events of the year

Kambi benchmarked its product against US-facing sportsbook competitors



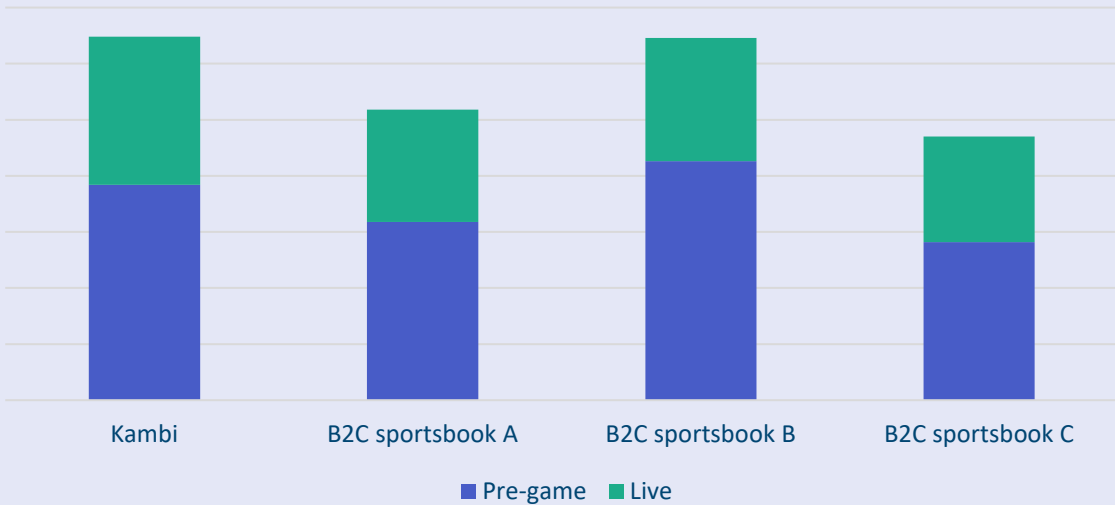
Super Bowl: Kambi product finishes top versus main US competitors



Factors considered included:
combinability, bet offers, paybacks/margin, availability, cash out, speed of settlement, player props, live delay and relevancy.



March Madness: Kambi product joint-first versus main US competitors, with live product top ranked



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combinability, bet offers, paybacks/margin, availability, cash out, speed of settlement, player props, live delay and relevancy.



Q1 launches and partner wins

Strengthening Kambi's leading position in North America

US launches



Completed 11 partner launches during the quarter

New York launch



Launched on day one of online market opening in New York State

Partner signing

MAXIMBET

Signed multi-year sportsbook partnership with MaximBet

Partner signing

NORTHSTAR
GAMING

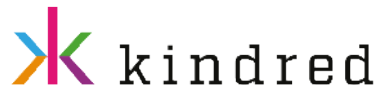
Announced partnership with Canadian operator NorthStar Gaming

Kambi

Canada

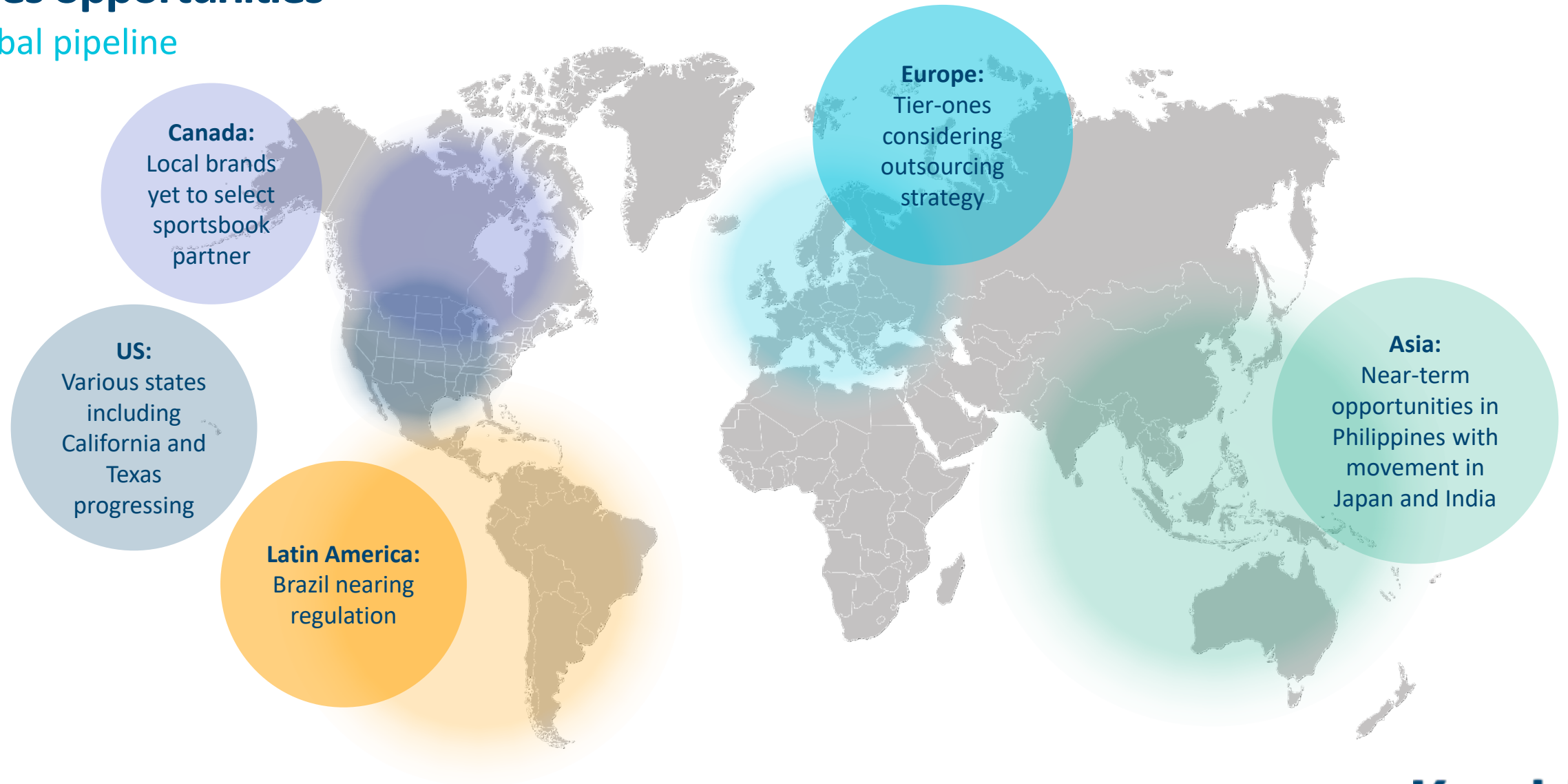
Kambi now live in Ontario

- Kambi became one of the first sportsbook providers to obtain regulatory approval to launch in Ontario
- Supported the launch of three partners on day one of the market opening in April, with more to follow
- Ontario set to become one of the largest sports betting markets in North America
- Kambi has a strong, localised product with heritage in ice hockey, Canada's most popular sport



Sales opportunities

Global pipeline



Industry recognition

Kambi voted world's number one sportsbook

- Kambi won two Global Gaming Awards for Retail Supplier and Online Sports Betting Supplier
- These awards are judged by experienced industry executives and adjudicated by KPMG
- In addition, Kambi was recognised by Eilers & Krejcik for powering three of the top 10 betting apps in the US

“Our testing continues to directionally indicate that Kambi remains the third-party supplier of choice in the US”

Eilers & Krejcik



Festival of Sportsbook

23-27 May

- Kambi is bringing back its Festival of Sportsbook content series after a successful first edition last year
- Festival will give attendees exclusive insights on current market trends, delivered by Kambi's subject matter experts
- Topics will include: the World Cup, product differentiation, esports betting, and regulatory compliance
- Visit www.kambi.com/festival

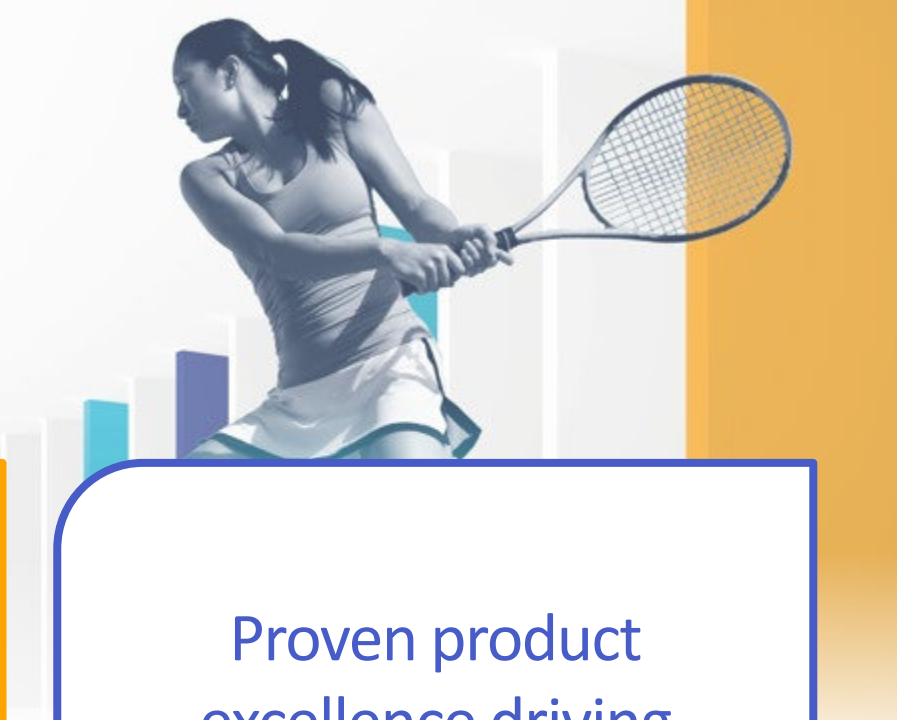
The logo for Kambi's Festival of Sportsbook is displayed in three stacked, overlapping rectangular blocks. The top block is blue with the text 'KAMBI'S' in white. The middle block is yellow with a green gradient and the text 'FESTIVAL OF' in white. The bottom block is green with a blue gradient and the text 'SPORTSBOOK' in white. The background features a large, light gray circular arc on the right side, and various decorative elements including a blue semi-circle, a green circle, a yellow diamond, and a pattern of small white triangles.

Summary

Financial performance
remains strong

Momentum continues to
build across Americas

Proven product
excellence driving
success



Q&A

kambi.com



Thank you

kambi.com



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