

First Quarter 2021 Earnings

May 20, 2021



Disclaimer

Forward-Looking Statements

This presentation contains forward-looking statements as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that involve significant risks and uncertainties. All statements other than statements of historical facts are forward-looking statements. These forward-looking statements include information about our possible or assumed future results of operations or our performance. Words such as “expects,” “intends,” “plans,” “believes,” “anticipates,” “estimates,” and variations of such words and similar expressions are intended to identify such forward looking statements. Although we believe that the forward-looking statements contained in this press release are based on reasonable assumptions, you should be aware that many factors could affect our actual financial results or results of operations and could cause actual results to differ materially from those in such forward-looking statements, including but not limited to: the effect of COVID-19 on our business, risks related to our reliance on relationships with sports organizations and the potential loss of such relationships or failure to renew or expand existing relationships; fraud, corruption or negligence related to sports events, or by our employees or contracted statisticians; risks related to changes in domestic and foreign laws and regulations or their interpretation; compliance with applicable data protection and privacy laws; pending litigation and investigations; the failure to protect or enforce our proprietary and intellectual property rights; claims for intellectual property infringement; our reliance on information technology; risks related to our ability to achieve the anticipated benefits from the business combination with dMY Technology Group, Inc. II; and other factors included under the heading “Risk Factors” in our Annual Report on Form 20-F filed with the SEC on April 30, 2021. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this press release. We undertake no obligation to publicly update or revise any forward-looking statements contained herein, to reflect any change in our expectations with respect to such statements or any change in events, conditions or circumstances upon which any statement is based.

Use of Projections

This presentation contains projections, including revenue and Adjusted EBITDA. Our independent auditors have not audited, reviewed, compiled, or performed any procedures with respect to the projections for the purpose of their inclusion in this presentation and, accordingly, have not expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this presentation. These projections are for illustrative purposes only and should not be relied upon as being indicative of future results. The assumptions and estimates underlying the projected information are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the projected information. Even if our assumptions and estimates are correct, projections are inherently uncertain due to a number of factors outside our control. Accordingly, there can be no assurance that the projected results are indicative of our future performance or that actual results will not differ materially from those presented in the projected information. Inclusion of the projected information in this presentation should not be regarded as a representation by any person that the results contained in the projected information will be achieved.

Non-GAAP Financial Measures

This press release includes non-GAAP financial measures not presented in accordance with U.S. GAAP.

Adjusted EBITDA

We present Group adjusted EBITDA, a non-GAAP performance measure, to supplement our results presented in accordance with U.S. GAAP. Group adjusted EBITDA is defined as earnings before interest, income tax, depreciation and amortization and other items that are unusual or not related to our revenue-generating operations.

Group adjusted EBITDA is used by management to evaluate our core operating performance on a comparable basis and to make strategic decisions. We believe Group adjusted EBITDA is useful to investors for the same reasons as well as in evaluating our operating performance against competitors, which commonly disclose similar performance measures. However, our calculation of Group adjusted EBITDA may not be comparable to other similarly titled performance measures of other companies. Group adjusted EBITDA is not intended to be a substitute for any U.S. GAAP financial measure.

We do not provide a reconciliation of Group adj. EBITDA to consolidated net income/(loss) on a forward-looking basis because we are unable to forecast certain items required to develop meaningful comparable GAAP financial measures without unreasonable efforts. These items are difficult to predict and estimate and are primarily dependent on future events. The impact of these items could be significant to our projections..

Trademarks and Trade Names

We own or have rights to various trademarks, service marks and trade names that we use in connection with the operation of our businesses. This presentation also contains trademarks, service marks and trade names of third parties, which are the property of their respective owners. The use or display of third parties’ trademarks, service marks, trade names or products in this presentation is not intended to, and does not imply, a relationship with us or an endorsement or sponsorship by us. Solely for convenience, the trademarks, service marks and trade names referred to in this presentation may appear without the ®, TM or SM symbols, but such references are not intended to indicate, in any way, that we will not assert, to the fullest extent under applicable law, their rights or the right of the applicable licensor to these trademarks, service marks and trade names.

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Business Overview & Updates

Business highlights to start 2021

- First quarter group revenues up **52%** year-over year to **\$53.7M**
- First quarter group Adj. EBITDA up **414%** year-over year to **\$9.3M**
- Announced **six-year strategic partnership** with the **National Football League**
- Announced the acquisitions of two leading technology companies, **FanHub** and **Second Spectrum**, **enhancing** our customer offering and technology capabilities
- Increasing FY2021 group revenue guidance from \$190M to a range of **\$250M to \$260M**
- Following the completion of our business combination with dMY Technology Group, Inc. II, we appointed former Turner executive, **David Levy** as Chairman

Accelerating pathway to our long-term targets

Accelerated Official Rights Strategy

Number of events under official rights increased 25% YoY to >185K (>112K of which are exclusive)



Executed and Expanded our Sports Technology Solutions



Advanced team and player statistics captured by Genius' NCAA LiveStats technology



Launch of Ice Hockey LiveStats solution for leagues and federations worldwide

Acquired and Integrating Leading Technology Businesses



Best-in-class computer vision product and tech team



Leading provider of free-to-play games and fan engagement solutions



Successful integration of leading U.S. scoreboard data company, acquired in Dec'20

Provided Marketing Solutions to Customers on a Long-Term Basis



Two-year partnership to run personalized, targeted ads in states where the company operates




Expanding marketing partnership to boost ticket sales for MLB and its clubs

Won New Sports Betting Deals with Clients Worldwide



Capitalizing on U.S. market growth

1 Strong partnerships with most important leagues



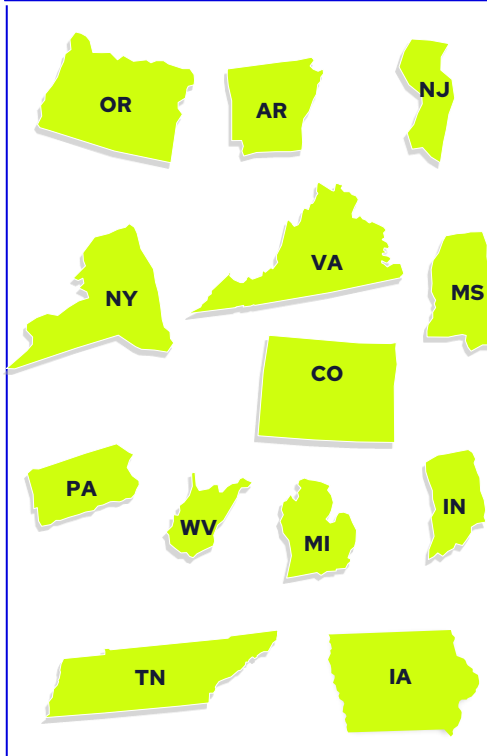
The logos displayed are: NFL, MLB (Major League Baseball), NBA, NCAA, March Madness, Premier League, NASCAR, PFL, and PGA TOUR.

2 Revenue share model and B2B relationships provide upside



The logos displayed are: Flutter / FANDUEL, CAESARS ENTERTAINMENT, BETMGM, William HILL THE HOME OF BETTING, POINTSBET, DRAFT KINGS / SBTech we know sports, IGT, Kambi, and SG SCIENTIFIC GAMES.

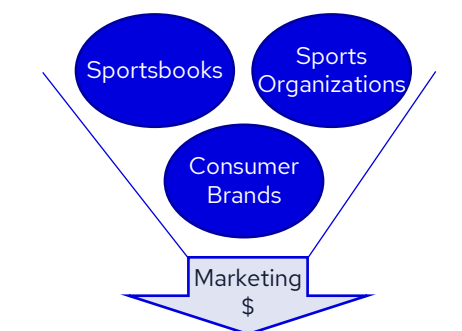
3 Authorized in 13 U.S. states and 3 tribal jurisdictions



The highlighted states and jurisdictions are: OR, AR, NJ, NY, VA, MS, CO, PA, WV, MI, IN, TN, and IA.

4 Ad Tech capitalizes on increased marketing spend

Genius' proprietary technology is proven to help advertisers reduce spend and wastage



The diagram shows three blue ovals at the top: Sportsbooks, Sports Organizations, and Consumer Brands. Arrows from these ovals point down to a blue arrow labeled Marketing \$. Below this, a dashed box contains Audience Data on the left and Sports Data on the right, with the Genius SPORTS logo in the center.

- Personalized, engaging content
- Highly effective targeting
- Cost-efficient customer acquisition and retention for our partners

FANDUEL
SPORTSBOOK

GET IN THE GAME

5/29/2020 8:00PM ET

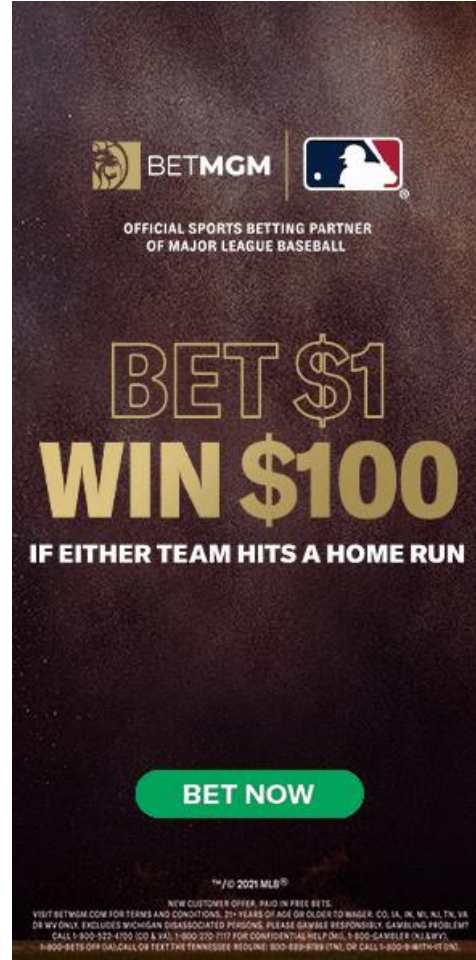
PHILLIES **VS** **ATHLETICS**

-345 **+244**

BET \$50
RETURN \$172.00

BET NOW

24h. promocode CO. See full terms at sportsbook.fanduel.com. Gambling Problem? Call 1-800-522-4709 (JOE). Risk-Free Bet: voided as site credit that expires in 14 days. Cash online real money wager only. Restrictions apply.



The screenshot shows the NFL Challenge app interface. At the top, there's a blue header with the NFL logo, the text "NFL CHALLENGE", and a user profile icon. Below the header, a white bar displays "WEEK 1 KICK OFF" on the left and a countdown timer "14 12 13" (DAYS HOURS MINS) on the right. The main content area has a blue background. It features the "TW Titans" matchup with their respective logos. Below the team names are three white boxes showing "0" for "TOTAL SCORE", "OVERALL RANK", and "MIA RANK". To the right of these boxes are social media icons for Facebook and Twitter, with the text "SHARE YOUR TEAM" below them. A "SELECT WEEK" section follows, with a dropdown menu currently set to "Week 1". Below this is a navigation bar with three buttons: "Auto Pick", "7/7 SELECTED" (highlighted in blue), and "Save". The app then lists two challenges: "Passing Offense" and "Rushing Offense". Each challenge lists two teams (New England Patriots vs Houston Texans for Passing, and Jacksonville Jaguars @ New York Giants for Rushing) with their logos. To the right of each team list is a blue circular icon with a pencil. Below each team list is a clock icon, the time "6:00pm, Sunday 9th Sep", and a "View Stats" link with a magnifying glass icon. At the bottom of the screen is a large blue button labeled "Sign Up".



NFL & Genius Sports: A Revolutionary Technology Partnership

Driving awareness, customer acquisition, and sports betting revenue; creating new fans for the NFL worldwide



Official Data for Global Sports Betting Market

Exclusively offered by Genius; only option for a premium quality product



Official Data for Global Media Market

Data-driven NFL content for media platforms engaging audiences



Live Streaming for International Sports Betting Market

Exclusive international distributor of live streams to sportsbooks; boosts the NFL's international fan base

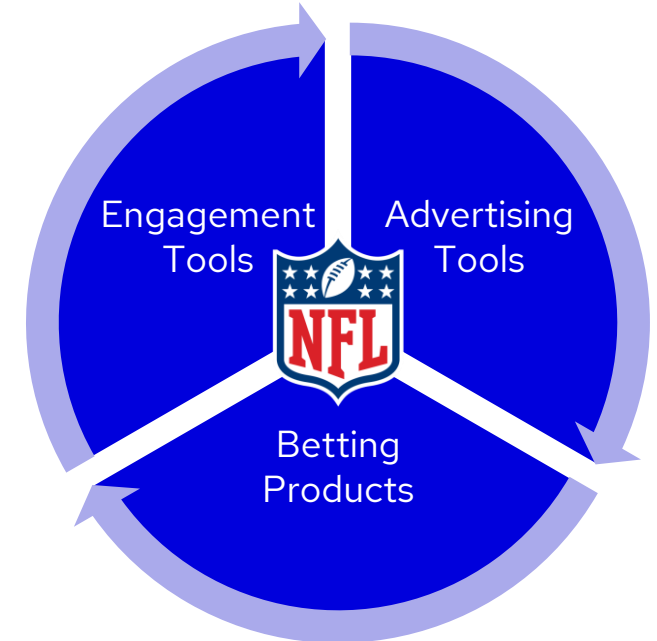


Sports Betting and iGaming Advertising Partnership

Genius to utilize NFL inventory, live official data and proprietary Ad Tech to optimize customer acquisition and retention for sportsbook operators



Genius Multiplier Effect



Innovation Technology Center underlies the partnership, with the aim of utilizing Genius' proprietary technology and skillsets to jointly develop the next generation of products and services for the NFL

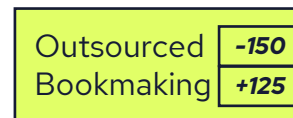
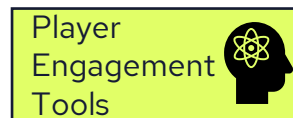
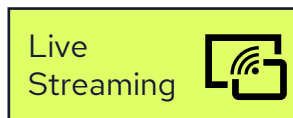
NFL partnership amplifies Genius' core growth



...and more

Genius
SPORTS

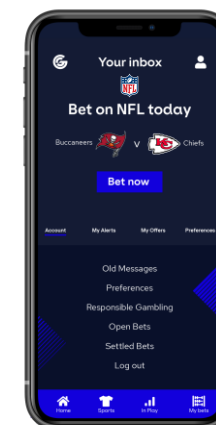
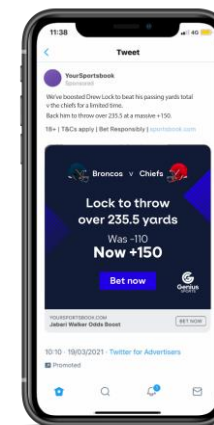
Official Data and Proprietary Tech Stack



Comprehensive suite of services combining digital media,
streaming and sports betting data / services



**Genius Sports maximizes its value with
wide range of solutions to help our
customers grow their businesses**



Second Spectrum enhances offering; opens new growth avenues



Strategic Rationale

- ✓ Best-in-class computer vision product and tech team
- ✓ Strong blue-chip client list including NBA, EPL, and MLS
- ✓ Extends / augments Genius' league partnerships and accelerates future business growth
- ✓ Enhances Genius's offering by leveraging AI and machine learning capabilities to track, collect and analyze data
- ✓ Transforms the fan experience with augmented live video experience

Genius
SPORTS



Tracking



Tracking technology allows machines to watch sports and capture relevant data



Live Insights



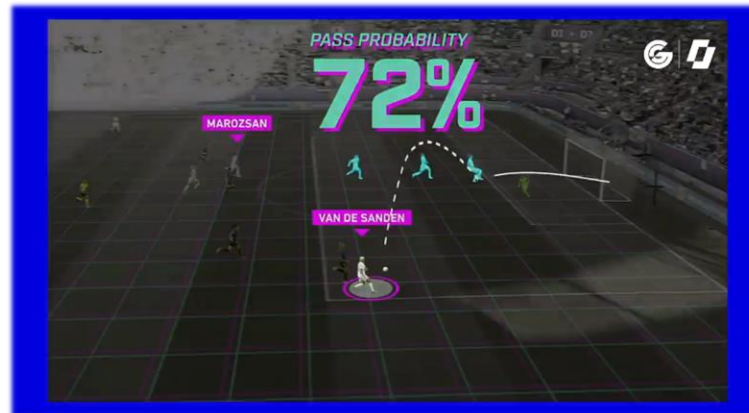
Translating tracking data into human understanding of sport content



Video



Automated augmented video content that allows for interactive engagement



FanHub acquisition driving next generation fan engagement



Strategic Rationale

- ✓ FanHub's solutions will help Genius deliver an end-to-end fan engagement & monetization service
- ✓ Enables Genius to provide customers with a more personalized user experience
- ✓ Valuable fan engagement & customer retention tool for sports leagues & sportsbooks
- ✓ Diversifies Genius' customer offering and direct-to-fan engagement capabilities
- ✓ Genius' distribution network will generate significant growth opportunities and revenue synergies for FanHub's services

Technology built around three offerings:

- Games
- Engagement
- Betting & Social Activation

Free-to-play has become a core pillar for gaming operators to engage, activate and retain their customers



40+ international clients:

- Rights holders
- Media
- Gaming
- Consumer Brands

Rights holders:
IOC, NFL, MLB, MLS

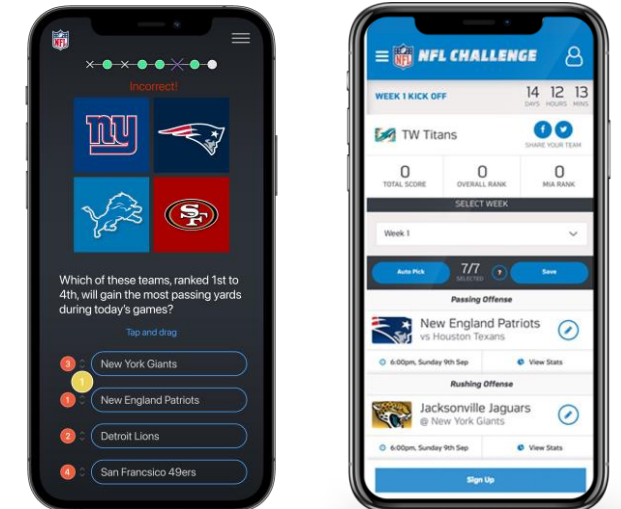
Media:
NewsUK, Turner

Gaming:
Bet365, DraftKings, Betway, Pointsbet

Consumer Brands:
Buffalo Wild Wings

Current products include:

- Fantasy Products
- Pick 'Em
- Bracket Challenges
- Trivia Games

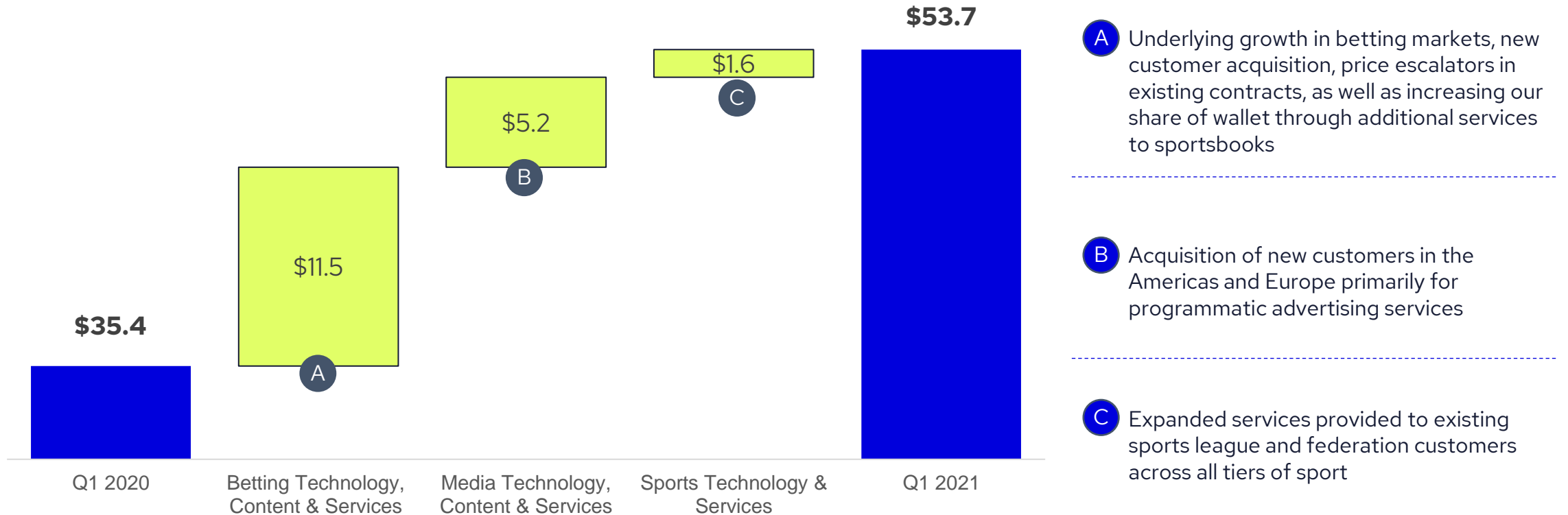


Financial Results & Outlook

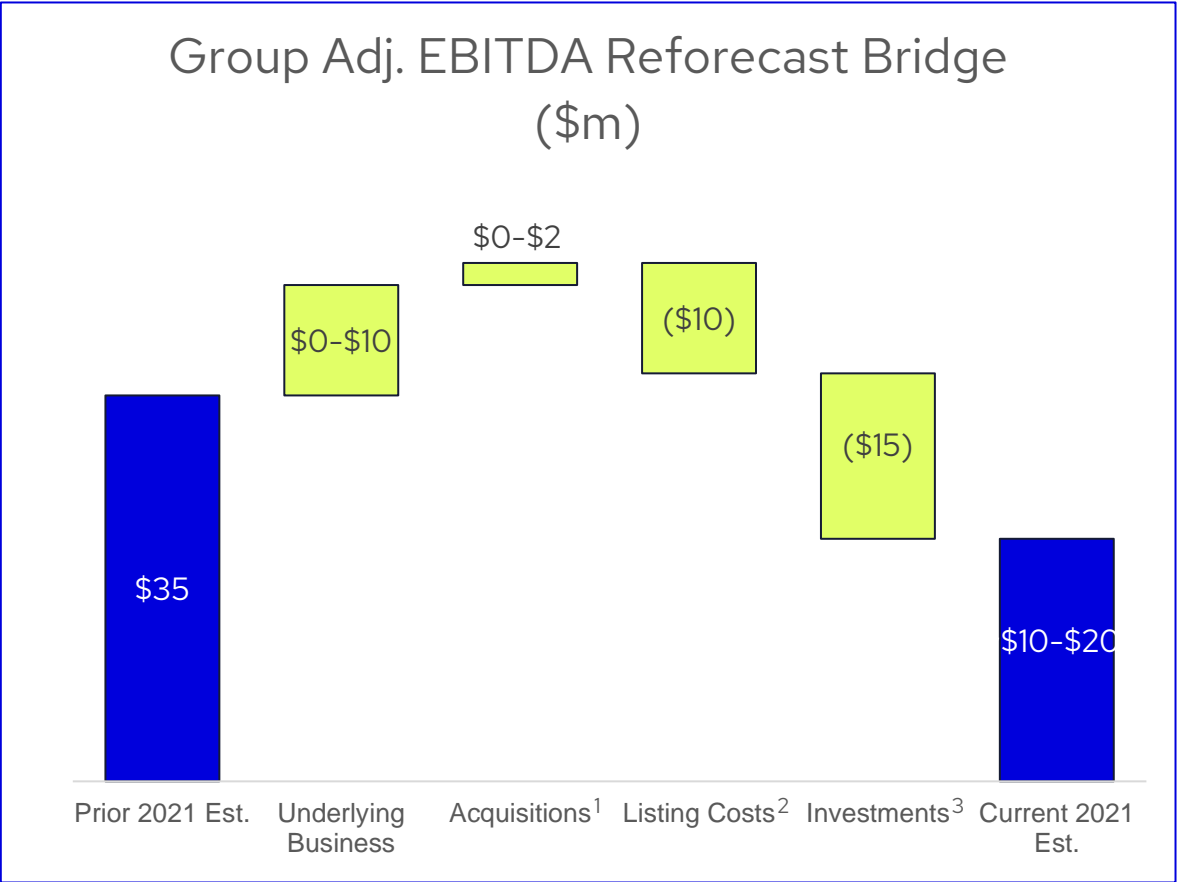
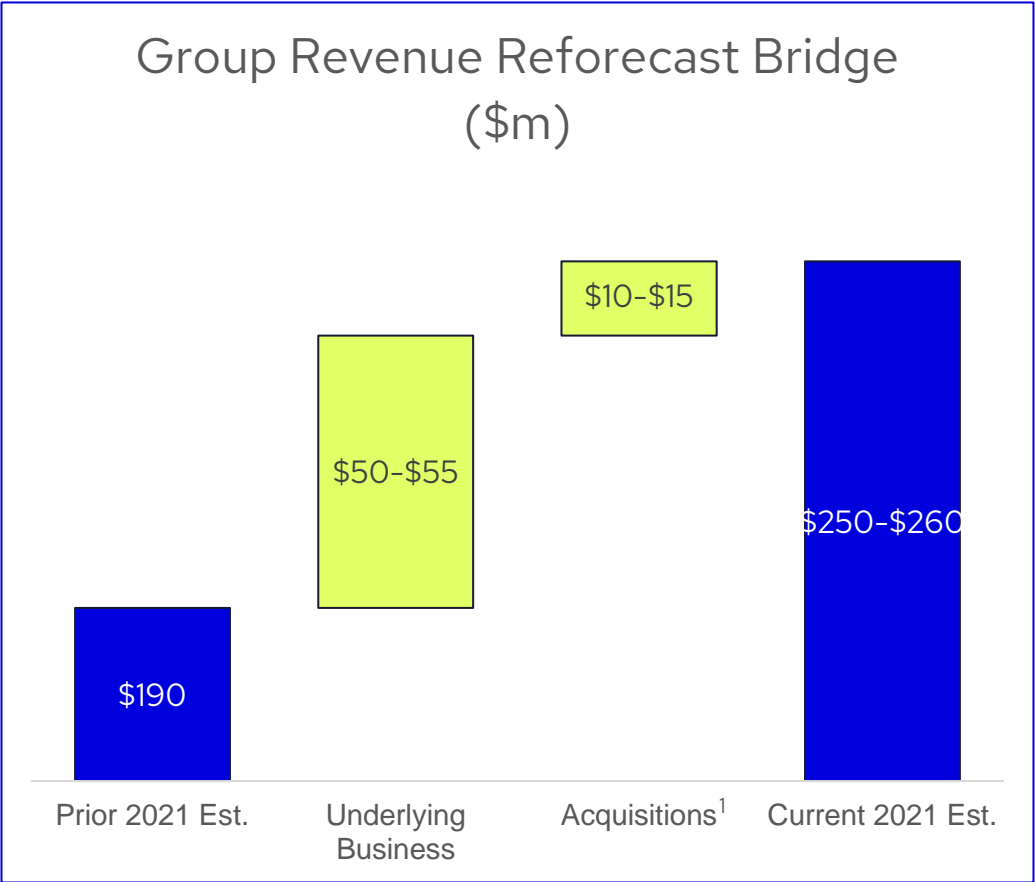
First quarter financial results

- Group Revenue increased 52% year-over-year to \$53.7M
- Group Adj. EBITDA increased 414% year-over-year to \$9.3M

Q1 2020 to Q1 2021 Revenue Bridge (\$m)



2021 revenue guidance increased to \$250M-\$260M



¹ Assumes 2021 calendar year contribution on pro-rata basis

² Incremental costs associated with US public listing

³ Discretionary investments to accelerate strategy

Note: assumes an exchange rate of 1.30 GBP per U.S. dollar, which was the exchange rate used for the preparation of the original projections as of September 9, 2020



Questions?

Appendix

Genius Sports P&L and group Adj. EBITDA reconciliation

Condensed Consolidated Statements of Operations (Unaudited, in thousands, except share and per share data)

	Three Months Ended March 31,	
	2021	2020
Revenue	\$ 53,738	\$ 35,369
Cost of revenue	40,113	27,662
Gross profit	13,625	7,707
Operating expenses:		
Sales and marketing	3,884	4,420
Research and development	3,258	2,422
General and administrative	8,869	7,398
Transaction expenses	689	-
Total operating expense	16,700	14,240
Loss from operations	(3,075)	(6,533)
Interest income (expense), net	(2,347)	(1,908)
Gain (loss) on foreign currency	(163)	(890)
Total other income (expenses)	(2,510)	(2,798)
Loss before income taxes	(5,585)	(9,331)
Income tax benefit (expense)	263	1,787
Net loss	\$ (5,322)	\$ (7,544)
Net loss per common share:		
Basic and diluted	\$ (2.84)	\$ (4.03)
Weighted average common shares outstanding:		
Basic and diluted	1,873,423	1,873,423

Reconciliation of GAAP Net loss to Adj. EBITDA (Unaudited, in thousands)

	Three Months Ended March 31,	
	2021	2020
Consolidated net loss	\$ (5,322)	\$ (7,544)
Adjusted for:		
Net, interest expense	2,347	1,908
Income tax expense (benefit)	(263)	(1,787)
Amortization of acquired intangibles (1)	5,852	5,292
Other depreciation and amortization (2)	4,480	2,867
Transaction expenses	689	-
Litigation and related costs (3)	878	175
Other (4)	597	890
Adjusted EBITDA	\$ 9,258	\$ 1,801

(1) Includes amortization of intangible assets generated through business acquisitions, inclusive of amortization for data rights, marketing products, and acquired technology.

(2) Includes depreciation of Genius' property and equipment, amortization of contract cost, and amortization of internally developed software and other intangible assets. Excludes amortization of intangible assets generated through business acquisitions.

(3) Includes mainly legal and related costs in connection with non-routine litigation matters including Sportradar litigation and BetConstruct litigation.

(4) Includes gain/losses on disposal of assets, gain/losses on foreign currency and expenses incurred related to earn-out payments on historical acquisitions.

GENI share count build

Following the close of our business combination and two recent acquisitions, our pro forma net cash position as of March 31 is approximately \$41 million.

Total Capitalization (shares in millions)	Pro Forma As of March 31, 2021
Shares issued to GSL shareholders ^{1,3}	100.1
dMY Public Ownership ²	27.6
dMY Technology Group, Inc. II founders	6.9
PIPE Investors	33.0
Management Restricted Shares	11.0
NFL Enterprises LLC vested Warrants	11.3
Ordinary shares issued and outstanding	189.8
Additional Securities	
dMY Public Warrants	9.2
Private Placement Warrants	5.0
NFL Enterprises LLC unvested Warrants	11.3
Total Additional Securities	25.5

¹ Includes 79,587,347 shares issued to existing Genius common and preference shareholders and 20,473,601 shares issued to existing holders of Genius management incentive securities that vested upon consummation of the Business Combination.

² Excludes the warrants sold in dMY's initial public offering and as part of the private placement with the Sponsor to purchase an aggregate of 14,213,333 of dMY's Class A Shares.

³ Excludes 11,027,705 of Restricted Shares issued pursuant to the terms and conditions of the Reorganization as set forth in the Business Combination Agreement. The Restricted Shares will continue to be subject to vesting terms and Leaver provisions that are substantially equivalent to those set out in Management Investment Deed and TopCo's Articles of Incorporation.