

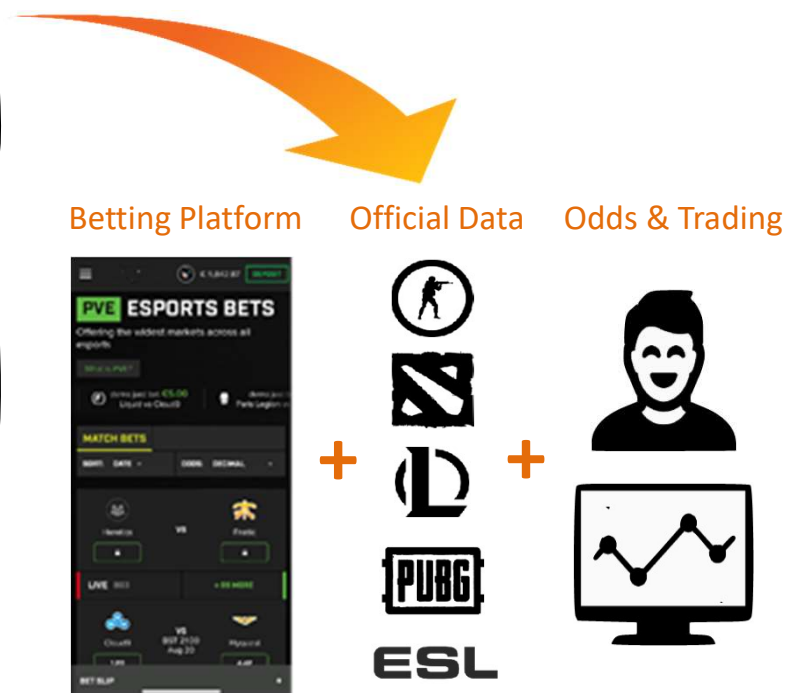
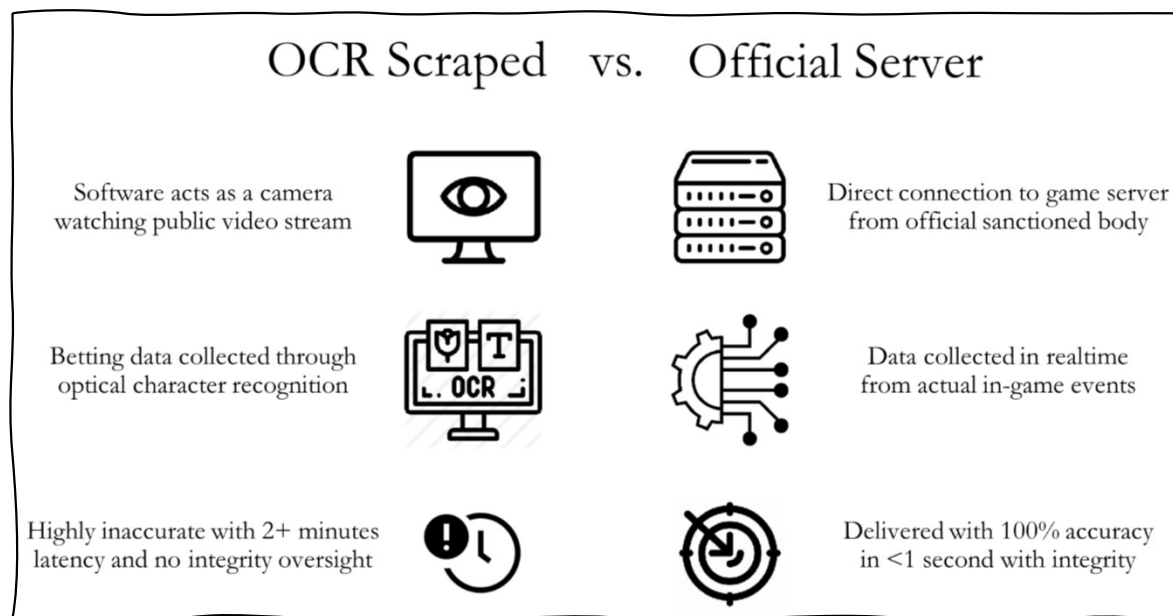
BOYD INNOVATION

eSports | Approach & Architecture

7.18.22

Accuracy & Integrity

- Powered by the largest catalogs of official server data directly from the top games and leagues
- Official data for 90% of Tier 1 esports events
- Modular solution with platform, data, and trading – **IN-PLAY WAGERING; PARIMUTUEL**
- Mobile-first HTML5/pixel stream platform easily integrates with web or app-based offerings
- Sportsbook platform integration for unified player accounts, loyalty, cashless and compliance



Foundation of Legitimacy

Sanctioned

- Events are authorized via distribution / license contracts by rights holders for wagering
- Rights holders taking part in the process align with the growth and development of eSports betting as a whole within the region
- Leads to the adoption and continuation of integrity safeguards by rights holders

Verifiable

- Utilizing Official Server Data in the provision of odds and settling of bets can be done in real-time, directly from the game server
- Challenges in dispute resolution are preempted by electronic results from the first-party data feed
- Rosters with player age and status delivered to comply with regional age restrictions

Accurate

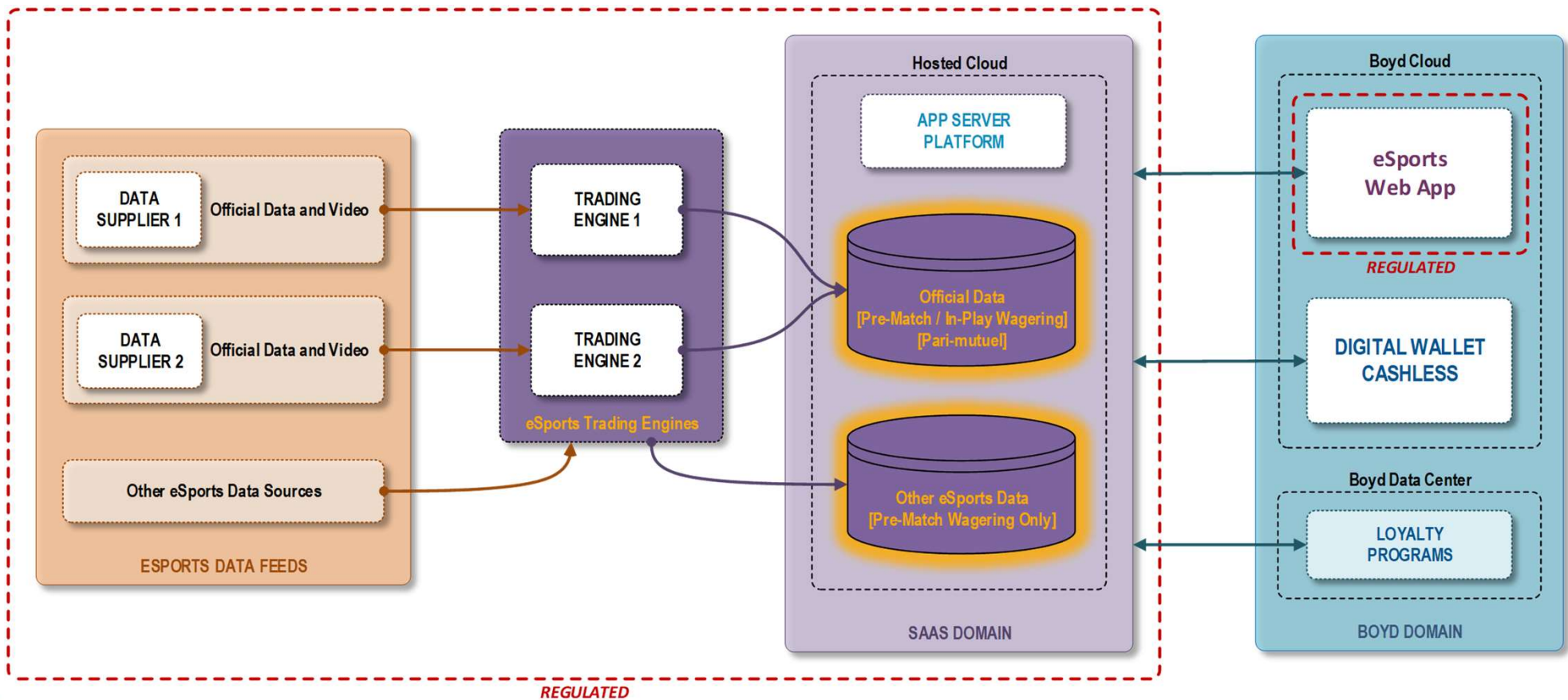
- Digital by nature, esports offer a true source of reliable, accurate data
- The gap of accuracy / speed of officially sourced data relative to scraped / unofficial information is significant
- First-party data assets guarantee accuracy of odds and results, ensuring neither operators nor bettors base their decisions on delayed information

Responsible

- Authorize and approve all eSports tournaments and events where Official Server Data distribution has been authorized
- Utilize Official Server Data availability as a qualification for in-play wagering to ensure a stable betting environment while protecting both bookmakers and players
- Unofficial or scraped data sources are used solely for pre-match wagering on approved events

Initial Launch Strategy & Architecture

- Launch eSports wagering app/website
- eSports calendar of white-listed approved events
- Bi-directional loyalty/cashless integration
- Pre-match/In-play odds on events using Official Data
- Pre-match odds only on all other approved events
- ISP and technology deployed under partner licensing



Content & Unprecedented In-Play Action

TOURNAMENT

COMPANY

  CALL OF DUTY	  	 		  THE SHOW 20
ACTIVISION BLIZZARD	 UBISOFT	 RIOT GAMES	 PSYONIX	 VALVE
			 Bluehole	SONY TAKE TWO

Base Data Points	Granular Data Points
Player Kills	Player Health
Headshots & Active Weapons	Player Position
Bomb Planted/Diffused/Exploded	Player Economy
Round/Game/Series Won	Item Purchases
	Item Drop & Pick Up

Granular Data Points	Granular Data Points
Player Kills	Player Health
Buildings Destroyed	Player Position
Barracks, Towers	Player Economy
Round/Game/Series Won	Bounties
Game/Series Win	



Granular Data Points
Player Knockdowns & Kills
Player Health
Player Items
Pickups, Drops, Un/Equip
Player Position
Team Eliminated



Next-Level Viewing Platforms

Customized scoreboard widgets are easily integrated into web & mobile

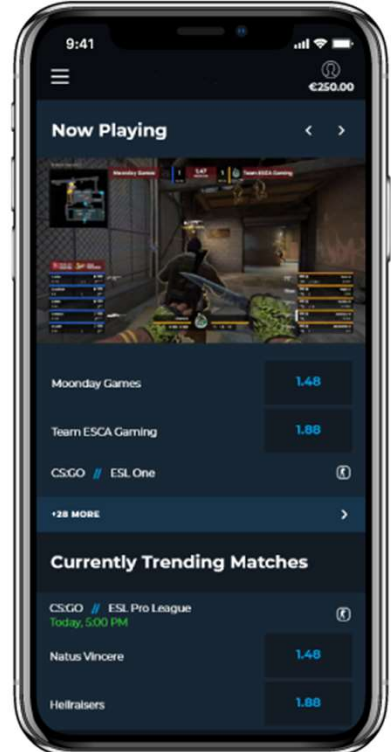
Animated visualizations of gameplay, momentum, and more

Boyd Rewards and cashless integration services

Non-delayed livestream content with total control of branding and ads



Exclusive, official, and realtime data to set odds, manage risk, and provide detailed information to bettors



Rapid Wagering Customer Experience

Back to Series Viewer

Score: 5balls 10 vs 1 FCDB, Time: 0:48, Round: 10 ONGOING

Map: Mirage

Player Stats:

Player	Score	Money	Health	Armor
AIYVAN	10	\$3,350	\$150	0
ZEDQ	10	\$9,950	\$1,000	0
IMPALA	10	\$12,800	\$50	0
KENZOR	10	\$30,200	\$400	0
COFFEEGJ	10	\$7,750	\$0	0
H17ANDRUN	1	\$150	0	0
RAZO4EK	1	\$1,000	0	0
CLUDI	1	\$50	0	0
MATUSIK	1	\$400	0	0
VRICK	1	\$0	0	0

Team Totals:

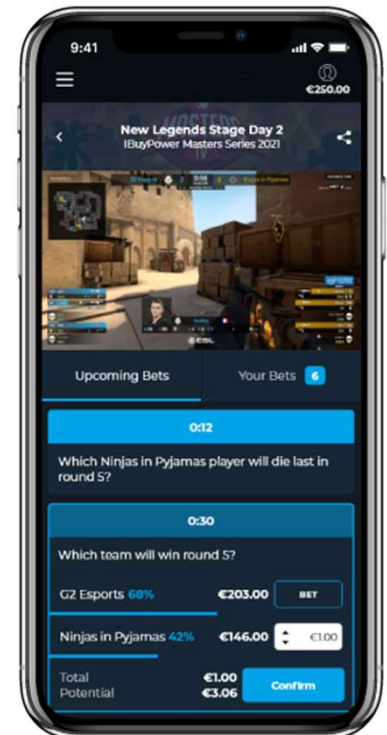
Team	Score	Money
5BALLS	10	\$43,150
FCDB	1	\$23,050

Kill Feed:

- MATUSIK - KILLED AIYVAN
- MATUSIK - KILLED IMPALA
- IMPALA KILLED VRICK
- ROUND 12 STARTED
- ROUND 11 ENDED [COUNTER_TERRORIST]
- ZEDQ - KILLED CLUDI
- IMPALA KILLED VRICK
- VRICK KILLED COFFEEGJ
- COFFEEGJ KILLED H17ANDRUN
- H17ANDRUN KILLED AIYVAN
- IMPALA KILLED RAZO4EK
- AIYVAN - KILLED MATUSIK
- ROUND 11 STARTED
- ROUND 10 ENDED [COUNTER_TERRORIST]
- ZEDQ - KILLED RAZO4EK
- ZEDQ - KILLED MATUSIK
- MATUSIK - KILLED IMPALA
- MATUSIK - KILLED COFFEEGJ
- RAZO4EK KILLED AIYVAN
- AIYVAN - KILLED CLUDI
- AIYVAN - KILLED VRICK
- AIYVAN - KILLED H17ANDRUN
- RAZO4EK KILLED KENZOR
- ROUND 10 STARTED
- COFFEEGJ KILLED RAZO4EK
- ROUND 9 ENDED [COUNTER_TERRORIST]
- COFFEEGJ KILLED CLUDI
- KENZOR KILLED MATUSIK
- KENZOR KILLED VRICK
- KENZOR KILLED H17ANDRUN
- ROUND 9 STARTED
- ROUND 8 ENDED [COUNTER_TERRORIST]
- IMPALA KILLED CLUDI

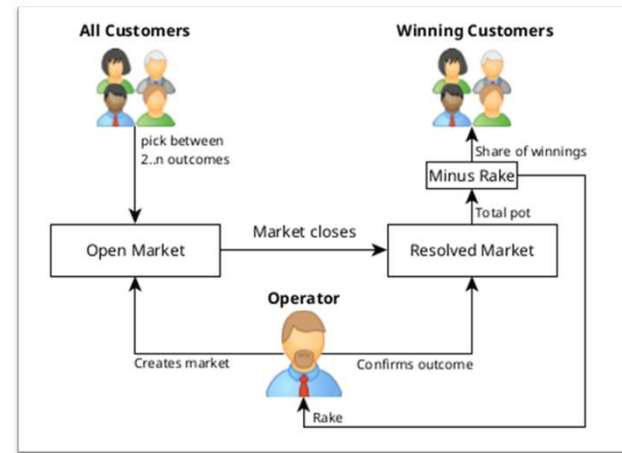
Bar Chart Data:

Category	Counter-Terrorists	Terrorists
EQV	32350	23050
\$	43150	1650
NET WORTH	75500	24700
KPR	4.35	1.7
ADR	431.65	210.65



Parimutuel Wagering

- Manually created markets for eSports events using a video feed
- Operator takes a rake while players divide the proceeds based upon their stake of the winning pot



The screenshot shows a betting interface for an esports event. The main display is a live video feed of a Counter-Strike: Global Offensive match between G2 Esports and Ninjas in Pyjamas on the map Bombsite A. The score is 2-0 in Round 3/30, with 0:56 remaining. The interface includes a map, player health and armor bars, and a scoreboard. On the right, there is a 'Upcoming Bets' section with the following details:

Time	Question	Team	Percentage	Amount	Action
0:12	Which Ninjas in Pyjamas player will die last in round 5?				
0:30	Which team will win round 5?	G2 Esports	68%	\$203.00	BET
		Ninjas in Pyjamas	42%	\$146.00	\$1.00
	Total Potential			\$1.00	Confirm
				\$3.06	
1:00	Will body get a headshot in round 6?				
2:30	Which team will have more bomb plants by the end of the match?				

Regulatory Considerations

- ✓ Wagering options: pre-match, in-play, parimutuel
- ✓ No mandate that limits official league data to a single source
- ✓ Responsible gaming requirements mirror traditional R&S
- ✓ Reasonable volume requirements for field trial