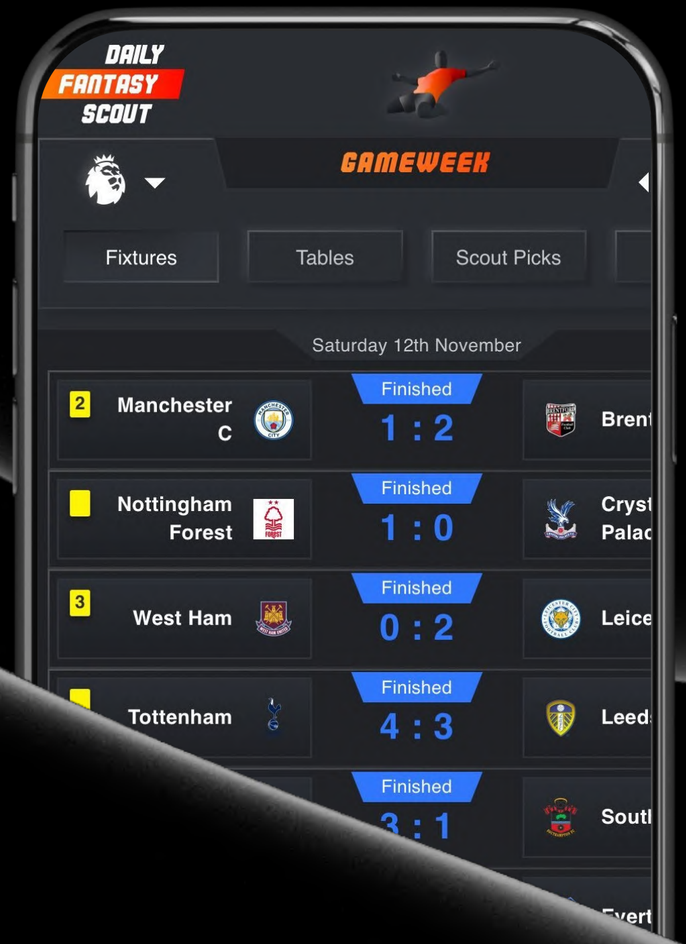
DAILY
FANTASY
SCOUT



Daily Fantasy Scout

BY FANTASY PLAYERS FOR FANTASY PLAYERS

Pitch

DAILY FANTASY SCOUT

WHAT IS FANTASY SPORTS?

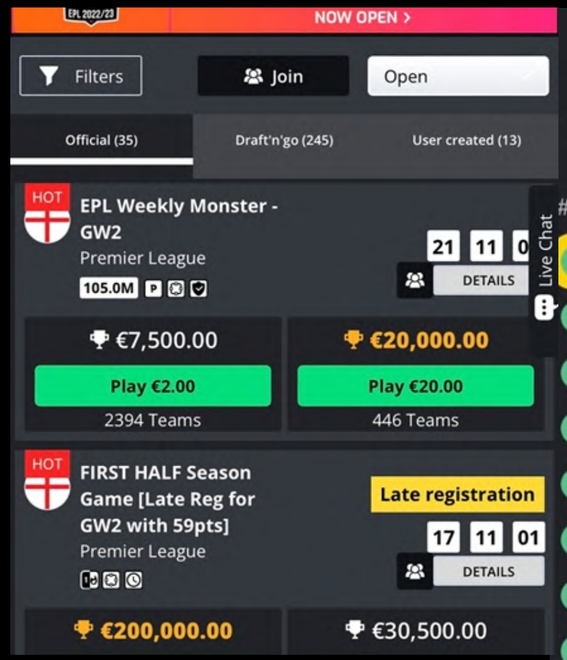
- **Fantasy Sports (FS)** are virtual games where you for different sports create a virtual team by choosing from real sports players and then you can play against other teams. Your players win points according to how well they perform in real matches.
- If a player does not play you get zero points, which is why our services with expected lineups and injury reports are very important.
- Which players you can choose for your team depends on the tournament you play.
- Traditional fantasy sports are usually played across an entire season, like the popular game Fantasy Premier League (FPL) which is played fromAugust to May. This is a free-to-play variant where you only can win insignificant prizes.
- **Daily Fantasy Sports (DFS)** are an accelerated variant of traditional fantasy sports that are conducted over short-term periods, such as a week, a single day or a single game.
- Daily Fantasy Sports are typically structured in the form of paid competitions referred to as a "contest", where winners receive a share of a pre-determined pot funded by their entry fees.
- For example, a typical tournament is a €2 entry fee with a €20.000 prizepool and €2.000 to the winner. Another example is €20 entry fee with with a €50.000 prizepool and €5.000 to the winner.

Pitch

DAILY FANTASY SCOUT

WHAT IS DAILY FANTASY SPORTS?

- Here are some examples of Daily Fantasy Sports.
- Here you can enter multiple teams for a given entry fee for each team. You can win real cash prizes for all entries.
- You have a virtual budget to pick players, so you can't afford all the best players.
- There are also other restrictions, like number of players from each club and allowed formations



All teams (525)

#	Name	FP	AP	RP	PW	PTS	P/P	TP	
1	Glorvigen	11	0	0	-	87.5	7.95	0	€100,000.00
2	2_weak	11	0	0	-	85.5	7.77	0	€47,500.00
2	8B1B7376F73...	11	0	0	-	85.5	7.77	0	€47,500.00
4	klamauk	11	0	0	-	82.5	7.50	0	€20,000.00
5	luuserimato	11	0	0	-	82	7.45	0	€15,000.00
6	ILYAN1	11	0	0	-	81.5	7.41	0	€12,000.00
7	lefosnaxos	11	0	0	-	80.5	7.32	0	€10,000.00
8	Chris1337	11	0	0	-	78.5	7.14	0	€8,800.00
9	Teach9r	11	0	0	-	77.5	7.05	0	€7,450.00
9	top	11	0	0	-	77.5	7.05	0	€7,450.00
11	jabbajabba	11	0	0	-	77	7.00	0	€6,250.00
11	8B1B7376F73...	11	0	0	-	77	7.00	0	€6,250.00
13	poppadom182	11	0	0	-	76.5	6.95	0	€5,500.00
14	khan	11	0	0	-	75.5	6.86	0	€5,000.00
15	fotinimaris	11	0	0	-	75	6.82	0	€4,500.00
16	diddy	11	0	0	-	73.5	6.68	0	€4,100.00

Pitch

DAILY FANTASY SCOUT

HOW DO PLAYERS SCORE POINTS?

- You pick players within a virtual budget, and you get points on how these players perform in the real world.
- In the pictures on the right you see a typical scoring system for a fantasy tournament, and points from player Jarrod Bowen after the match between West Ham and Everton.

Scoring

Playing time up to 60 minutes	1
Playing time over 60 minutes	1
Midfielder or attacker plays the full match	1
Goalkeeper scores a goal	8
Defender scores a goal	6
Midfielder scores a goal	5
Forward scores a goal	4
Goalkeeper or Defender clean sheet (60+ min)	4
Midfielder clean sheet (60+ min)	1
Keeper or defender concede 2 goals	-1
Assist	3
Score an own goal	-2
Penalty miss	-2
Goalkeeper made a save	0.5
Goalkeeper saves penalty	5
Yellow card	-1
Red card	-3
Scoring freekick caused	-2
Caused a penalty	-2
Team wins in the period player is on the pitch	0.3
Team loses in the period player is on the pitch	-0.3
Shot on goal by Goalkeeper	1
Shot on goal by Defender	0.6
Shot on goal by Midfielder or Forward	0.4

Match Information

Jarrod Bowen
MID

Player status
Finished playing

Total points
14.3

West Ham 2 - 0 Everton

Minutes Played	90	3
Goal	2	10
Clean sheet	1	1
Impact	1	0.3

14.30 Total points

Pitch

DAILY FANTASY SCOUT

THE PROBLEM

Playing Fantasy Sports and becoming a winning player requires a lot of knowledge, work, time and organizing. We set out to solve this.

Pitch

DAILY FANTASY SCOUT

THE PROBLEM

What?

Fantasy Sports is a skill-based game where success requires a lot of work, knowledge and time.

Why?

Our solution saves time, money and work. It will also make our users winning Daily Fantasy players.

Why now?

The Fantasy Sports market is growing fast!

Pitch

DAILY FANTASY SCOUT

THE SOLUTION

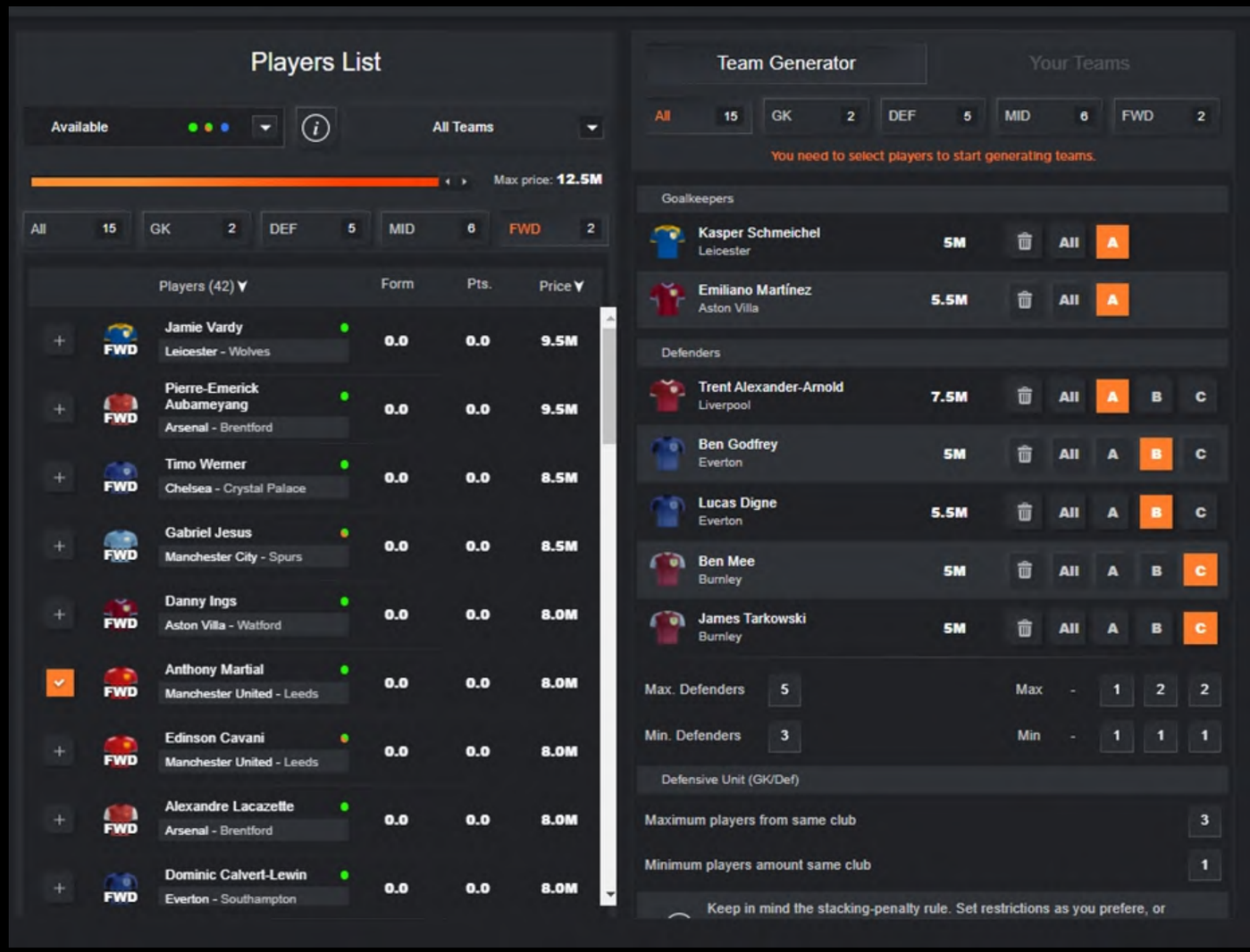
- Our unique tool called “Select Squad” makes it possible to easily generate multiple teams and send them directly to a Daily Fantasy operator within a few clicks.
- Our two websites (dfscout.com and Fantasylosen.no) provides crucial knowledge, news, tools, strategy and stats for all fantasy players written and given by some of the best fantasy players in the world. We cover the global market and Norwegian market.

Pitch

DAILY FANTASY SCOUT

SELECT SQUAD(1)

- This highly flexible «Select Squad» functionality is fully integrated with the Scout Gaming Group (Scout GG) pool games, allowing the player to transfer his selection of teams directly to any Daily Fantasy tournament on Scout GG's platform.
- It is common and allowed in Daily Fantasy tournaments to enter multiple teams.
- To enter several optimal teams is hard, takes a lot of time and is difficult to organize and have control over.

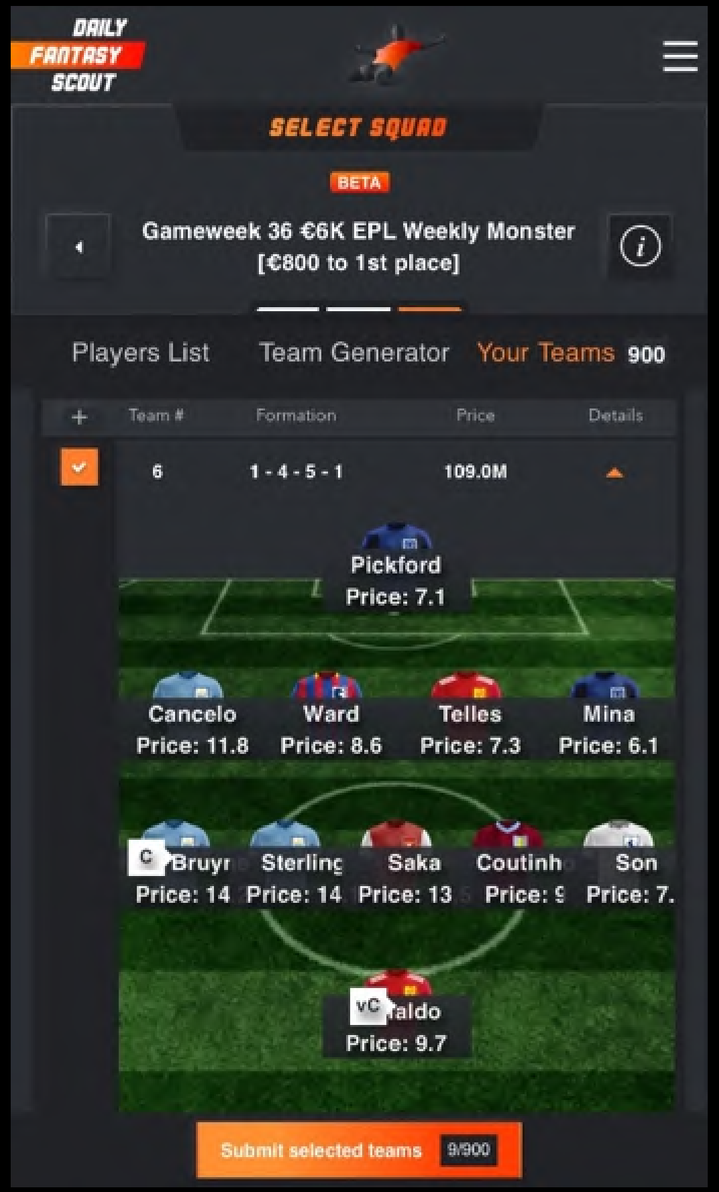


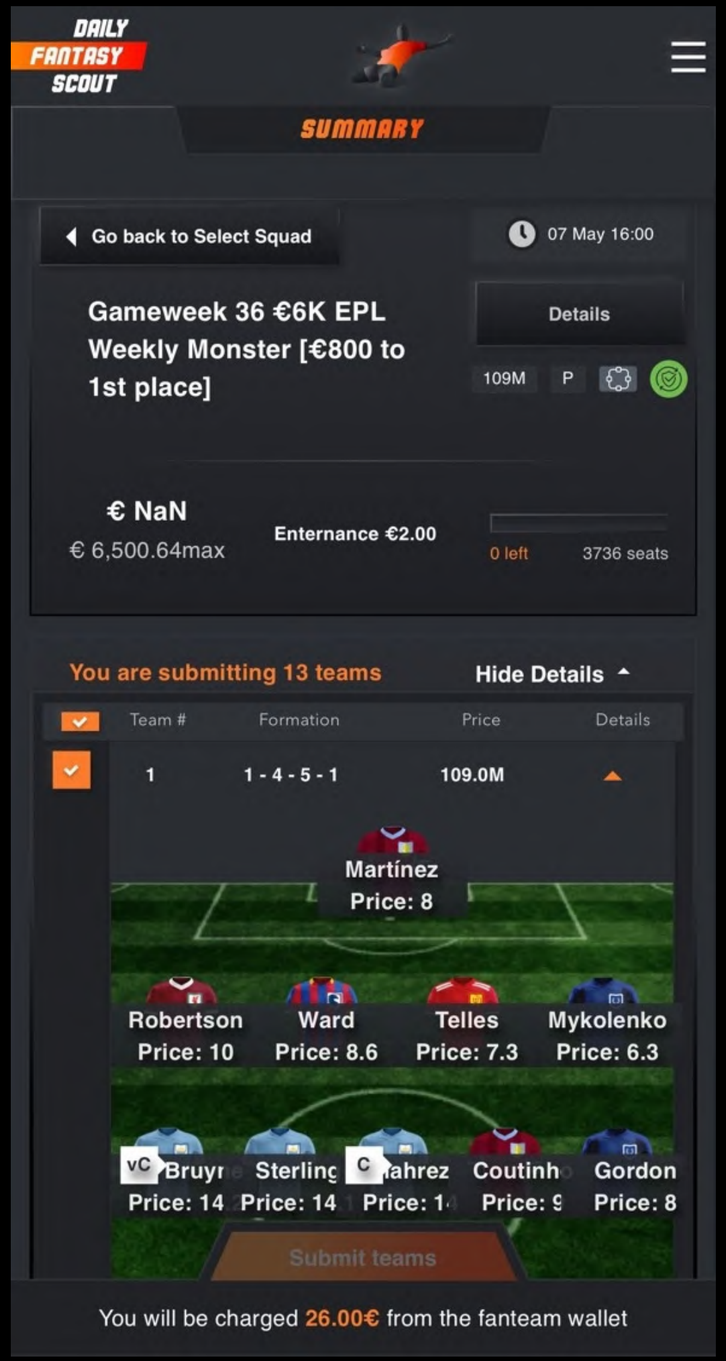
Pitch

DAILY FANTASY SCOUT

SELECT SQUAD(2)

- Unique lineup builder for Daily Fantasy tournaments
- Generates multiple and optimal teams
- Easy to orginize and control your teams
- Gives you a complete overview of all your teams
- Send all teams to operator in one click
- Saves time
- Saves money (bankroll management)
- Makes you a winning player





Pitch

DAILY FANTASY SCOUT

WHO IS DAILY FANTASY SCOUT?

- Daily Fantasy Scout provides tips, news, tools, and unique stats for both types of fantasy games.
- Currently, we cover the traditional fantasy games FPL, UCL Fantasy, Eliteserien Fantasy, and World Cup Fantasy. We also cover Daily Fantasy Football.
- Our main product is the a unique lineup builder called Select Squad, which allows users to easily create several, optimized teams for Daily Fantasy tournaments and send them to an operator with one click.
- We are a scalable business that can easily add more sports

Pitch

WHO IS DAILY FANTASY SCOUT?

DFSCOUT.COM

Leagues

- Premier League, Champions League, World Cup and Daily Fantasy Football

Affiliate deals

- Bet365, Fanteam, Dafabet, Nextbet, Bethard, Betsson

Features

- Our unique lineup builder Select Squad
- Unique stats from Scout Gaming Group
- ICT/min stats from FPL
- Predictions from SportXpert
- News, strategy and tips

FANTASYLOSEN.NO

Leagues

- Eliteserien, Premier League, Champions League, World Cup and Daily Fantasy Football

Affiliate deals

- Norsk Tipping (TBD)

Features

- News, strategy and tips
- Our unique lineup builder Select Squad (TBD)
- Unique stats from Norsk Tipping (TBD)

Pitch

BUSINESS MODEL (DFSCOUT)

PREMIUM (B2C)	AFFILIATE DEAL (B2B)	ADS (B2B)
Subscription based	With Fantasy Sports operators	Website
Exclusive news and discounts	Get our users to sign-up and play	YouTube/Podcast
Select Squad (Lineup builder)	Revenue share	
Stats and predictons		
€10/Month	30% Rev Share Hybrid: €30 + 30% CRP 30-40% Casino 50%	TBD

Pitch

BUSINESS MODEL (FANTASYLOSEN)

PREMIUM (B2C)	COMMERCIAL PARTNERSHIP (B2B)	ADS (B2B)
Subscription based	With Norsk Tipping*	Website
Exclusive news and discounts	Recruit and help players	YouTube/Podcast
Select Squad (Lineup builder)	Revenue share	
Stats and predictons		
NOK100/Month	5%-15% Gross Rev Share *The Norwegian government gambling company	TBD

Pitch

NORSK TIPPING DEAL

Pilot deal from February to July with Norsk Tipping

Fantasylosens Fantasy content will be published in all Norsk Tipping channels, such as

- Fantasy blog in the Norsk Tipping Fantasy tournament lobby
- All Norsk Tipping SoMe channels which includes Twitter, Snapchat, Instagram, Facebook++

Norsk Tipping will also use Fantasylosens Fantasy content in marketing activities with external partner, such as VG, Dagbladet, Nettavisen, TV2++

Fantasylosen is the only content creator with full coverage on the Fantasy tournaments on Norsk Tipping. Norsk Tipping understands that they need a site like Fantasylosen to attract new players and help new and existing players to master the games. This pilot deal will help Norsk Tipping grow and succeed with their Fantasy product, and will help Fantasylosen grow their traction and userbase substantially.

The pilot deal is non-profit, but we get to keep our premium content behind paywall as it is. When the pilot deal ends 1st of July we are qualified to apply for an affiliate deal (nettpartneravtale).

*Norsk Tipping demanded that we changed our name from "Fantasybraut", which we accepted and changed to "Fantasylosen".

Pitch

COMMERCIAL PARTNERS

Scout Gaming Group

- Early in the process, Daily Fantasy Scout took the strategic decision to invite the main provider of Fantasy Sports in Europe, Scout Gaming Group to cooperate, both **commercially** and **technically.**
- We entered into an affiliate agreement with their "in-house" operator; **FanTeam**.
- In addition, we also entered into a technical agreement with Scout Gaming Group, allowing us to fully integrate with their service, incl. an utility for submitting fantasy teams from our lineup builder, directly into each pool.

Chimera Prime

- Daily Fantasy Scout has engaged Chimera Prime in Warsaw as our main development partner.
- They are a highly experienced, full-stack development team with relevant experience in other applications related to sports and betting.

SportXpert

- All predictions for outcome and number of goals are provided by SportXpert – offering exact predictions on football games.

Pitch

DAILY FANTASY SCOUT

COMPETITORS VERSUS US

Features	FFS*	FFF**	FFH***	Drafthound	Rotowire	**DFScout**
FPL content	✓	✓	✓	✓		✓
UCL fantasy content	✓					✓
Daily Fantasy content					✓	✓
Lineup builder					✓	✓
Fantasy livefeed						✓
Stats from SGG						✓
ICT/min stats						✓

*FFS: Fantasy Football Scout

**FFF: Fantasy Football Fix

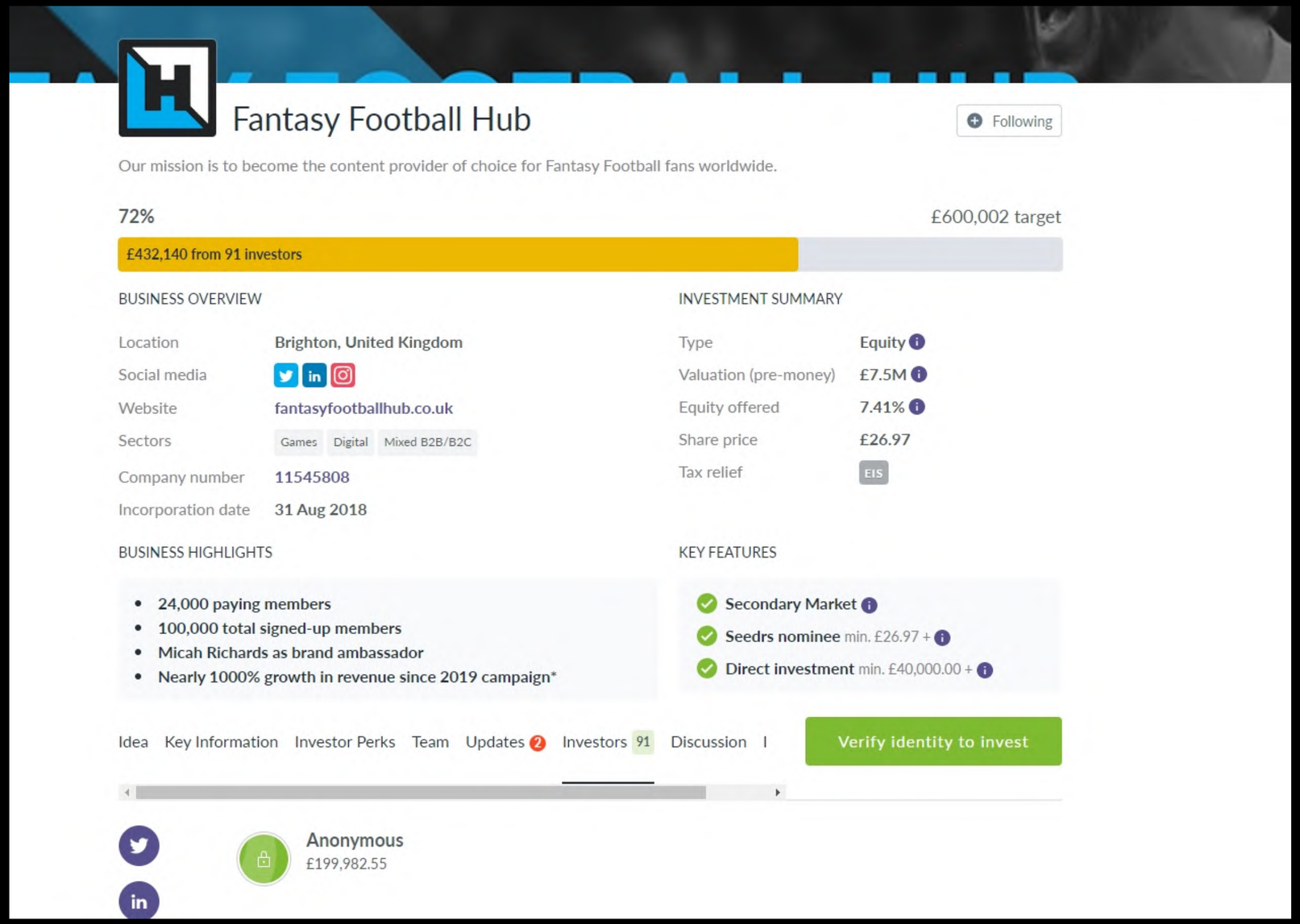
***FFH: Fantasy Football Hub

Pitch

DAILY FANTASY SCOUT

COMPETITORS

- As you can see from the previous slide our biggest competitors only focus on the free-to-play game FPL.
- Fantasy Football Hub is one of these. In the picture here you can see their crowdfunding running from January 2023.
- They are valued at £7.5M and has 24K paying members with £24-£110 per user a year.
- This is the willingness to pay for content on a game with no real cash prizes.
- With us, paying members will have content and tools for free-to-play games AND on games where they can win huge cash prizes!



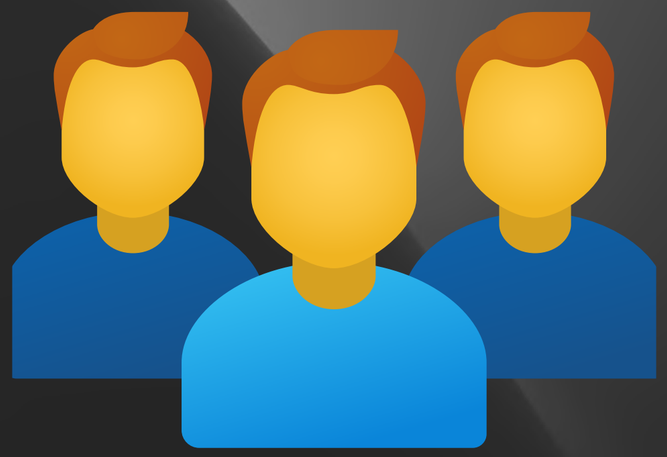
Pitch

DAILY FANTASY SCOUT

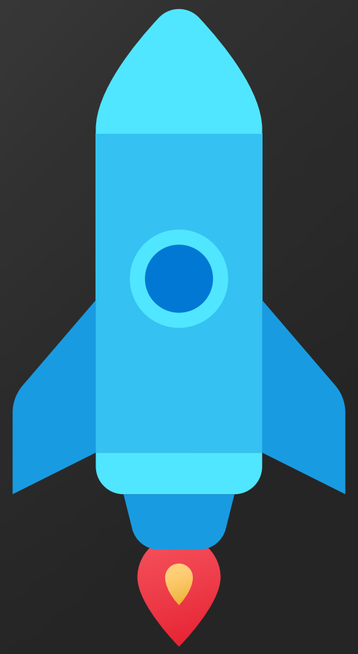
TRACTION

Affiliate deal with the biggest Daily Fantasy operators.

Partnership with Norsk Tipping



Paying customers and 2000+ monthly users



Finished the startup accelerator program at TheFactory

Pitch

DAILY FANTASY SCOUT

MARKET POTENTIAL

The Fantasy Sports market is projected to grow from $18.6 billion in 2019 to $48.6 billion by 2027.

Currently there are over 11.000.000 users playing the free-to-play game Fantasy Premier League (FPL), while approximately 25.000 play the Daily Fantasy version with money prizes.

Pitch

MARKET POTENTIAL (B2C)

	FPL players	Daily Fantasy Scout	Daily Fantasy Premier League players	Income (look at page 11-12)
Globally	10.8M	DFScout.com	25K	€100/user a year = €2.5M per year
Norway	300K	Fantasylosen.no	1.5K	NOK1000/user a year = NOK1.5M

This is the potential for Daily Fantasy Premier League players only!

Pitch

MARKET POTENTIAL (B2B)

	FPL players	Daily Fantasy Scout	Daily Fantasy Premier League players	Affiliate income and revenue share lineup builder
Globally	10.8M	DFScout.com	25K	€150/user a year= €3.75M per year
Norway	300K	Fantasylosen.no	1.5K	NOK3500/user a year= NOK5.25M

This is the potential for Daily Fantasy Premier League players only!

Pitch

DAILY FANTASY SCOUT

FINANCIALS (1)

- In the table below you can see our projections for number of paying members and revenue for the next 5 years for each revenue stream.
- In 2023 we have zero taxes because of tax loss carryforward, while from 2024 and onwards we use the company tax rate for Norway which is 22%.
- kr=NOK

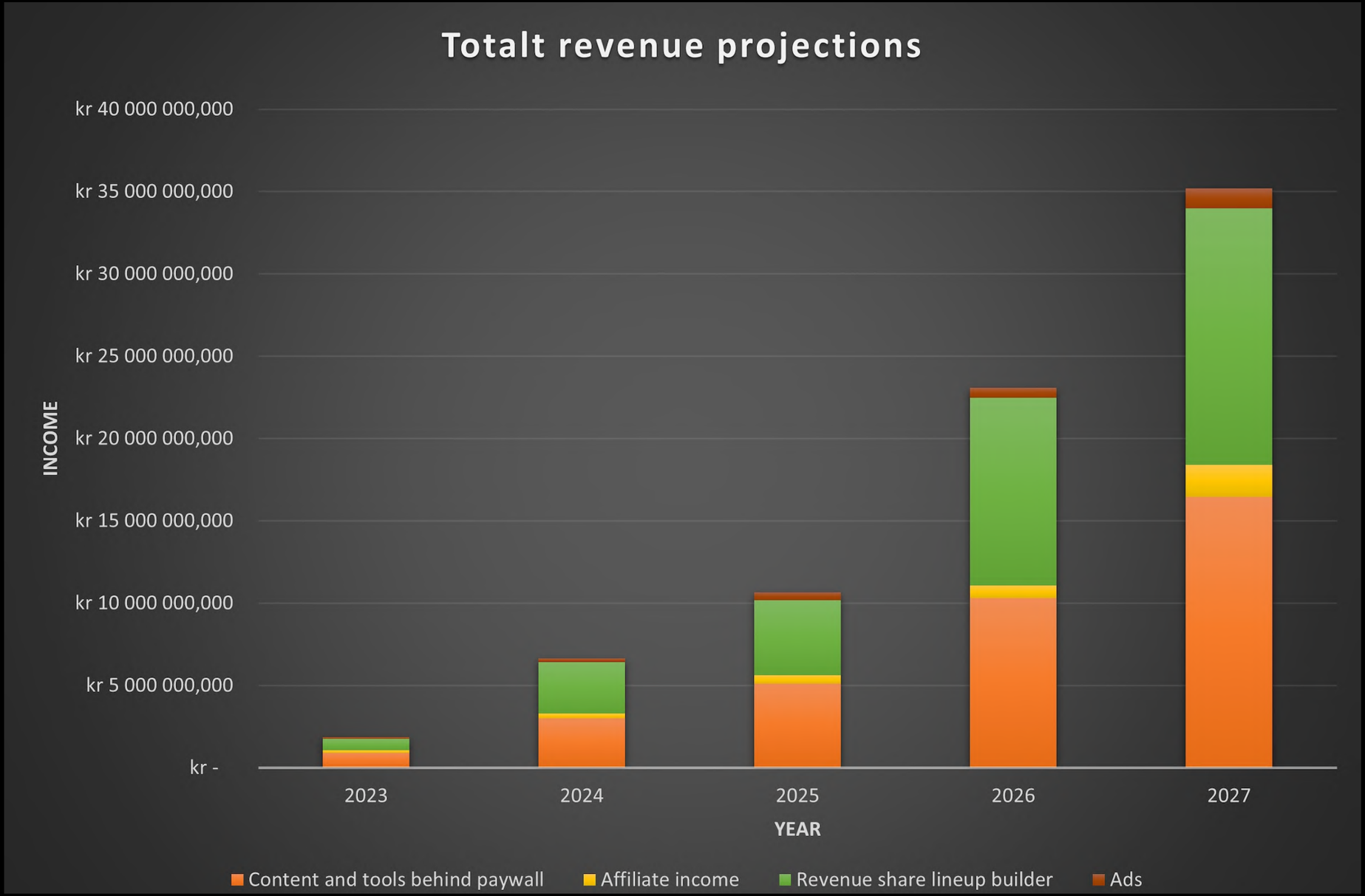
Year	2023	2024	2025	2026	2027
Paying members	2800	4800	9000	17500	30000
Revenue from content and tools behind paywall	kr 907 600	kr 3 014 400	kr 5 112 000	kr 10 290 000	kr 16 440 000
Revenue from afilliate income	kr 159 500	kr 282 000	kr 495 000	kr 780 000	kr 1 950 000
Revenue share from lineup builder	kr 700 000	kr 3 120 000	kr 4 560 000	kr 11 400 000	kr 15 600 000
Revenue from ads	kr 100 000	kr 240 000	kr 480 000	kr 600 000	kr 1 200 000
Total revenue	**kr 1 867 100**	**kr 6 656 400**	**kr 10 647 000**	**kr 23 070 000**	**kr 35 190 000**
Cost operations/marketing	**kr 2 400 000**	**kr 3 000 000**	**kr 3 300 000**	**kr 3 630 000**	**kr 3 993 000**
Profit after tax	**-kr 532 900**	**kr 2 851 992**	**kr 5 730 660**	**kr 15 163 200**	**kr 24 333 660**

Pitch

FINANCIALS(2)

4 revenue streams from both websites:

- Content and tools behind paywall
- Affiliate income
- Revenue share lineup builder
- Ads



Pitch

DAILY FANTASY SCOUT

OUR TEAM

Anders Glorvigen (40)

CO-FOUNDER AND CEO

- Played Fantasy Sports since the 1990's.
- Played DFS on Fanteam since 2015 with the username *Glorvigen*
- Been one of the best Daily Fantasy players in the world since then
- BBA from BI Norwegian Business School
- Bachelor's' degree Construction Engineering, HiO

Harald Aksnes Lervik (64)

CO-FOUNDER AND CHAIRMAN OF THE BOARD

- Founder of NordicBet, SportXpert & NorGames
- Former owner of Syntaxe, EasyBet, Chanz & Fotballavisen Tips
- Master of Management, BI Norwegian Business School

Pitch

DAILY FANTASY SCOUT

OUR TEAM

Sivert Spigseth (27)

CSO AND AFFILIATE MANAGER

- Experienced FPL and DFS player
- MSc in Business, BI Norwegian Business School

Jakob Isaksen (23)

CPO AND GROWTH HACKER

- Experienced FPL and DFS player
- Business law, first year completed at BI Norwegian Business School

Kyle Hassig (19)

PART-TIME CONTENT

- Experienced FPL and DFS player with comprehensive knowledge about MLS, Golf, NBA, NHL and NBA
- Studying BSc Data Scince, BI Norwegian Business School

Toni Dizdar

PART-TIME CONTENT/AMBASSADOR

- Our UCL expert from Croatia with around 2K followers on Twitter.
- One of the best UCL Fantasy players in the world, experienced FPL and DFS player with comprehensive knowkedge about international football

Jesper Andreassen (20)

PART-TIME CONTENT

- Experienced FPL and DFS player
- Studying Finance, BI Norwegian Business School

Pitch

VALUATION

DAILY FANTASY SCOUT

		Weight	Total
Net assets (at value multiplier 2.0)	11.318.000	70%	7.922.600
Net Income forecast (Value adjusted at P/E 2.50)	56.016.035	25%	14.004.009
Strategic agreements	2.000.000	5%	100.000
Pre-money valuation			**22.026.609**
Adjusted to 15 NOK per share			**21.249.405**

Total number of shares prior to new share issue: 1.416.627.

Price per share: NOK 15.

SHARE ISSUE

DAILY FANTASY SCOUT

NEW SHARE ISSUE 2023	
Number of new shares	250.000-350.000
Price per share (NOK)	15.00
Total amount in share issue (NOK)	3.750.000-5.250.000
Already committed (NOK)	555.000

Conversion of loans from current shareholders. No remaining loan debt after share issue.

The number of shares in the company will through the directed share issue increase from 1.416.627 to 1.666.627-1.766.627 shares.

THE ASK

DAILY FANTASY SCOUT

Total: 4MNOK

Operations: 1.800.000 NOK/year

Development: 1.600.000 NOK

Marketing: 600.000 NOK/year

Contact

anders@dfscout.com

+47 930 45 196