

BETTING & FANTASY SPORTS

WELCOME

Welcome to the inaugural Sports Tech Annual, brought to you by Sports Tech World Series (STWS).

The Sports Tech Annual is an industry research publication that brings together the most comprehensive and complete directory of companies in the global sports tech landscape. Each Chapter features interviews with industry experts sharing their insights on the current challenges, innovative use-cases, industry trends and future predictions in sports technology.

STWS Sports Tech Annual is your resource to navigate the revolutionary impact technology is having on how sports are played, administered and consumed around the world.

SPORTS TECHNOLOGY INDUSTRY FRAMEWORK

The 2020 Sports Tech Annual is divided into eight chapters reflecting the eight categories in the STWS Sports Technology Framework, highlighted below. This Framework was developed to give structure to the amorphous term "sports technology" and provides an exhaustive overview of the ecosystem.

Although the Framework provides an exhaustive overview of the sports tech ecosystem, each category is not mutually exclusive. There will inevitably be companies that fit amongst several categories.

Categorizations are therefore based on the company's primary function and area of product/service expertise. If a company is not present in a chapter it may be because they are better suited to another chapter/category.

This chapter focuses on companies working within Betting & Fantasy Sports, including solutions focused specifically on the unique challenges of betting and fantasy sports.



ATHLETE PERFORMANCE & TRACKING

Devices and platforms used to measure or track athletes with the purpose of testing and improving performance such as GPS, activity trackers and sensors.



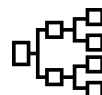
ATHLETE, TEAM & EVENT MANAGEMENT

Solutions that support the management of athletes, teams, leagues and events, with a focus on improving overall efficiencies at an individual and organisational level.



BETTING & FANTASY SPORTS

Solutions focused specifically on the unique challenges of betting and fantasy sports.



DATA CAPTURE & ANALYSIS

Data processing, capture and analysis solutions that support insights and decision making for a variety of sports related organizations.



ESPORTS

Solutions focused specifically on the unique challenges of Esport and gaming.



FAN & SPONSOR ENGAGEMENT

Solutions designed to enhance and improve the experience of the fan, or increase the value for the sponsor, including memberships and social media engagement.



MEDIA & BROADCAST

Solutions that enable and enhance the sharing and distribution of sports content such as streaming platforms, automated broadcast graphics and online content publishers.



STADIUMS & VENUES

Solutions designed to improve the efficiency and customer experience in stadiums and venues. From base level technology infrastructure, such as internet connectivity, to match-day fan experience platforms.

ABOUT STWS

Sports Tech World Series (STWS) is the global community for people at the intersection of sports, digital, and technology. Our mission is to be the trusted resource in helping companies, teams, and individuals excel

in the global sports technology community. Founded in 2015, STWS work with our community to bring people together through our global network of physical and digital activities and services.

OUR SERVICES & ACTIVITIES

STWS CONSULTING

Consulting for Sports Tech, to find out more contact us at consulting@sportstechworldseries.com

STWS RESEARCH

Sports Tech Industry Research and Insights, enquire with us at research@sportstechworldseries.com

STWS INVESTOR NETWORK

Online platform connecting sports tech startups and investors (sportsinvestornetwork.com)

STWS SPORTS TECH FEED

The Global Sports Technology Podcast (sportstechfeed.com)

STWS NEWSLETTER

Weekly digest of the top news, content and industry deep dives in sports technology

STWS CONFERENCE

Global Conference Series (sportstechworldseries.com/events)

ANZSTA ANZ SPORTS TECHNOLOGY AWARDS

Sports Tech Industry Awards (anzsta.com.au)



EXECUTIVE SUMMARY

The global legalized sports betting and fantasy market has enjoyed strong growth over the last year, driven primarily by an increasing number of US States legalizing sports betting or reducing restrictions on the type and method of bets (e.g. allowing mobile and in-play "prop" betting).

Since the US Supreme Court struck down the Professional and Amateur Sports Protection Act (PASPA) on May 14, 2018, the options for sports betting across the US have boomed. However, the US sports betting market still has a long way to run in realizing its full potential. Approximately half of US states are yet to legalize sports betting, including the three most populous states (California, Texas and Florida) which alone represent a combined market of 90 million people.

Even the effects of COVID-19 did little to dampen the growth trajectory of the industry and in some ways has helped accelerate it. State Legislatures as well as sports leagues, teams and broadcasters are looking to plug massive revenue holes caused by the shutdown of sports in 2020. Legalized sports betting is looked at by many within the industry as a relatively simple solution for new revenue to fix these budget woes. Aside from the US, India has seen strong growth in fantasy sports with the market on track to be worth \$3.7B by 2024 and hopes for sports betting being fully legalized within the next 5-10 years.

Sports betting operators' land-grab for customers in these new markets is driving technology innovations across sports data collection and analysis. The variety and depth of data gathered on games is steadily increasing, as is the sophistication on how it's gathered with automated computer vision solutions challenging established manual data methods. Ensuring the quality and timeliness of data feeds distributed to bettors is crucial to ensuring a seamless, positive fan experience. Developments in OTT and streaming services have created the opportunity for distributing this data through custom broadcast feeds targeted directly at sports betting. These feeds help integrate odds, data and stats into every layer of the fan experience for fans who are so inclined. By making it a separate custom experience it doesn't alienate other fans who would prefer to experience the game without references to odds or sports betting.



WAYNE KIMMEL
SEVENTYSIX CAPITAL

Another example of sports betting is a positive addition to the fan experience rather than something which detracts from it is more sophisticated data collection and analysis being used to detect fraud and match-fixing. Ensuring the integrity of the sport is integral to betting's acceptance and growth within the sports industry.

Predictions for the future of the industry center on consolidation and integration. The ability to remove friction points across the sports bettor's customer journey (including integrating account sign-ins and payment gateways) is the ultimate goal for many technology solutions in the space.

TABLE OF CONTENTS

| | |
|--------------------------|----|
| Executive Summary | 04 |
| Industry Expert Insights | 05 |
| Company Listings | 07 |

INDUSTRY EXPERT INSIGHTS

These Experts represent professionals from some of the world's most innovative and renowned sporting properties. We would like to thank their contribution to the Annual and for their part in moving the industry forward.

WAYNE KIMMEL MANAGING PARTNER SEVENTYSIX CAPITAL

Wayne Kimmel is a sports tech venture capitalist, entrepreneur and author of Six Degrees of Wayne Kimmel. He is the Managing Partner of SeventySix Capital, the venture capital company he founded in 1999, and invests in startup sports betting, esports, and sports tech companies. Among the top public companies that have acquired his portfolio companies are Aramark, DraftKings, fuboTV, Intel, IBM, Walgreens and Yahoo!

Wayne is also the Chairman of the SeventySix Capital Sports Advisory, which is a sports consulting group comprised of an expert team focused on bringing the emerging innovations and technology to sports executives, teams, leagues, brands and athletes. The Sports Advisory works side by side with these change makers across the evolving landscape of sports, including esports, sports betting, media and social responsibility.

Wayne and his team created the SeventySix Capital Athlete Venture Group, which allows professional athletes to invest, learn, and work directly with top sports tech startups and entrepreneurs. The Athlete Venture Group aims to bridge the gap between athletes, entrepreneurs, and investors by creating opportunities for athletes to become tech investors and for entrepreneurs to access the financial and social capital that professional athletes have to offer.



Key challenges: What are the key challenges you're facing and what role can technology play in solving them?

I think one of the big things right now, when it comes to the sports betting world, is that there's an opportunity to have companies collect more data than ever, and then be able to take that data and have that data be analyzed. And from that, then used in the overall process of creating "lines", but also being able to use that data and information to be able to give enhanced information to the better themselves.

We have certain portfolio companies that are collecting data from a basketball perspective right now, our company ShotTracker is doing that at an incredible level where we're able to collect over a hundred movements a second that a basketball player makes on the court. So, you can take all that information, and then you're able to analyse that and use that in your algorithms or use that in your overall thinking as you're placing a bet. Especially as the industry starts moving more towards looking like the stock market, the hedge funds and other electronic traders, they use so much data information to make their decisions. That's what's happening right now at the very early stages in sports betting, and it will only get better over time.

We're also seeing the same kind of situation from an integrity perspective in the industry. Making sure that everything's on the 'up and up' so that we have a company called US Integrity that is collecting all the data from all the books. So each sports book provides them with every bet that they take, and we're able to make sure that everything is above board. And if there are any problems, we're then able to use that information and that data to be able to go back and see "Were there any red flags?" "Did something not look right when matching up the betting data that we've collected?". This comes from tweets or news stories that reporters put out about a player being injured that may or may not be true, and how the lines move based on that information.

Innovative Use-Cases: What is the best or most innovative application of technology you've seen in the industry this year?

It's really fascinating to see how you're able to take all of the data through an individual basis and then make prop bets with that information. We have a company called Swish Analytics and that's what they do, they take all the individual player data, bring that all together and create prop bets for the top sports books in the world. Watching how they do is fascinating.

Trends: What major trends have emerged in the last 6-12 months in the application of technology, digital and data?

One of the big things from the sports betting and fantasy world has really been the involvement of traditional media, and whether it's the big networks, or companies like our portfolio company VSIN, which is the sports betting network recently acquired by DraftKings.

It's a 24-hour network solely to talk about sports betting and the trends and the analysis of the numbers and how things are moving. To see the overall interest from the fans and to see the interest from the teams, and the leagues has been unbelievable. The deals that have been done, whether it started almost a year ago with Penn National doing a deal with Barstool, all of the media deals that DraftKings has done, seeing all of these deals getting done has been amazing.

Most recently our portfolio company Vigtory was announced that they're going to be acquired by fuboTV. That is amazing, because they're building a next generation sports book and FuboTV looked at that and said, well, what if we bring this all together with all of the rights they have to stream live sports, and putting those pieces together. The day that was announced, fuboTV stock jumped 35% that day, which was over a billion dollars in market cap jump in one day, and the stock continues to grow.

This convergence between the media and sports tech world is fascinating, and it's only beginning. We truly believe that over the next several years, entrepreneurs, and people that are taking a look at this industry in an innovative way are going to recreate things that none of us had ever imagined before. That's where the tech, the data, the analytics will really start to kick in and take this industry of fantasy and sports betting, which are currently relatively small industries, to incredible places.

Improvements: What technology would you like to see developed or adopted over the next one to two years?

The integration of all the different social platforms out there into fantasy and sports betting is going to continue and I think become even bigger. Previously, you could talk about fantasy, but you would sneak off to go place your bet. Now, it's all out there and it's being discussed and it's being used as a fun way to engage with a game. I think we're going to see more and more of that, and we're going to see more and more of those platforms like Twitter, Facebook, and Instagram start to lean more into this than they even are today.

"As the industry starts moving more towards looking like the stock market, the hedge funds and other electronic traders, they use so much data information to make their decisions. That's what's happening right now at the very early stages in sports betting, and will only get better over time."

Another big opportunity from a technological perspective is really the payment side of things, and making this even easier. There's no PayPal of sports betting yet, and the current process is not that hard, but it could be easier. It could be a quick swipe, a quick click over something, but there's potential for something to be made to make it easier for the consumer. It could follow in the path of some of the other apps that are really starting to add in the use of Apple's facial recognition.

That sort of stuff is slowly coming in, but how that all kind of works together from a financial perspective, I think there's an opportunity there. That's something that we think about a lot as to what are some of the next things that could be happening in the industry.

When you look at the U.S. betting market, we are still waiting on mobile in New York, Florida and Texas and California, and when those States are legalized it's going to accelerate everything. That's also the exciting part for the entrepreneur and the companies that are now really looking to build what's next and who are really thinking about things and looking at the apps today saying: "You know what? They're okay, they're pretty good, they get the job done. But how can we make them better?" I use this example all the time, but Yahoo was a really serviceable good search engine. It was great, it was fine. Then Google came and just literally left-hooked them, and did that same business at a whole other level.

That's what I believe is going to happen with this industry as well. You're going to have entrepreneurs coming into this industry and looking at what we have today and saying: "you know what. I think we could do it a little bit better, here's how we could do it differently". That's the way that we'll end up in the next couple of years, we're going to be betting differently.

COMPANY LISTINGS

INTERNATIONAL GAME TECHNOLOGY

WORLD'S LEADING DESIGNER OF POKIE MACHINES & SERVICES



HEAD OFFICE: London, United Kingdom
EMPLOYEES: 10,001+
ESTABLISHED: 1990
WEBSITE: igt.com
EMAIL: support@IGT.com
KEY CLIENTS: World Series of Poker, Lotto
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence

SUMMARY
 IGT enables players to experience their favorite games across all channels and regulated segments, from Gaming Machines and Lotteries to Digital and Social Gaming. Leveraging a wealth of premium content, substantial investment in innovation, in-depth customer intelligence, operational expertise, and leading-edge technology, our gaming solutions anticipate the demands of consumers wherever they decide to play.

WHAT'S EXCITING
 Our mission is to lead the global gaming entertainment industry by focusing our innovations in content and platform technology around delivering an outstanding player experience. We promise to deliver unrivaled gaming experiences that engage players and drive growth.

LADBROKES

THE BEST OF SPORTS & GAMING



HEAD OFFICE: London, United Kingdom
EMPLOYEES: 10,001+
ESTABLISHED: 1902
WEBSITE: ladbrokes.com
EMAIL: contact@ladbrokes.com
KEY CLIENTS: NRL, Cricket Australia, AFL, Tennis Australia, ARU
RELEVANT SPORTS: Applicable across all sports
TAGS: Official Data Provider

SUMMARY
 Ladbrokes Coral will take that bet - on anything from sports to politics to unique speculations. Ladbrokes makes odds online, over the phone, and at its more than 2,700 retail betting shops in the UK, Ireland, Belgium, and Spain. We offer a variety of gaming products as well as betting operations on a host of international sporting events.

WHAT'S EXCITING
 We are always looking for ways to better serve our 800,000+ customers. Betting is available via over a dozen localised websites in 9 languages, with support for more than 15 currencies.



WILLIAM HILL

87 YEARS OF BETTING HERITAGE

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 10,001+
ESTABLISHED: 1934
WEBSITE: williamhill.com
EMAIL: customerservice@williamhill.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY

87 years of heritage, a strong brand, combined with our growing digital expertise, bringing customers a great sports betting and gaming experience. We are one of the leading online betting and gaming providers to customers in the UK, Southern Europe and the Nordics. More than three million customers gambled with Online last year and our customers have access to more than a million betting opportunities every week.



WHAT'S EXCITING

Our acquisition of Mr Green enhanced our European footprint and diversified our geographic reach. We also acquired a majority stake in the Colombia licensed operator Alfabet S.A.S. and have been awarded a licence in the province of Buenos Aires.

BALLY'S

TRADING ON THE NYSE AS BALY

HEAD OFFICE: Lincoln, United States
EMPLOYEES: 5,001-10,000
ESTABLISHED: 2004
WEBSITE: ballys.com
EMAIL: InvestorRelations@twinriver.com
KEY CLIENTS: Twin River, Hard Rock, Bally's Atlantic City,
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY

Bally's Corporation currently owns and manages 12 casinos across eight states, a horse racetrack and 13 authorized OTB licenses in Colorado. With 6,000+ employees, the Company's operations include 13,308 slot machines, 460 game tables and 3,342 hotel rooms. Bally's maintains a multi-year market access partnership with Elite Casino Resorts through which it will provide mobile sports betting in Iowa, as well as a temporary sports wagering permit to conduct online sports betting in the Commonwealth of Virginia.



WHAT'S EXCITING

In 2021, Bally's made several deals to expand its online gaming and betting business. In February, it acquired SportCaller, a provider of free-to-play online games. The next month, the company acquired Monkey Knife Fight, the third-largest daily fantasy sports operator in the U.S., for up to \$90 million in stock. It also made a preliminary agreement to buy Gamesys Group, a British online gambling company, for \$2.7 billion.

OPENBET (SG DIGITAL)

SPORTSBOOK PLATFORM

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 5001-10000
ESTABLISHED: 2018
WEBSITE: sgdigital.com
EMAIL: info@sgdigital.com
KEY CLIENTS: Skybet, William Hill, Sportsbet, BetFair, Ladbrokes Coral
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY

OpenBet is the industry leading Sportsbook platform from SG Digital. OpenBet is utilised and trusted by leading Sportsbook operators across the globe, with its scale and performance world-renowned. SG Digital, the online gaming and sports betting division of Scientific Games Corporation, constantly focuses on creating the next big thing in betting technology. Newer, better, bigger, stronger: we're here to level up our industry and build the world's best products. And we're here to be the partner of choice for operators across the globe.



WHAT'S EXCITING

OpenBet broke new records at the 2018 Grand National, where it processed more than 34 million bets across all channels, and over 220 million account transactions were handled during the three days of this year's festival.

PLAYTECH

GAMBLING SOFTWARE

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 5,001-10,000
ESTABLISHED: 1999
WEBSITE: playtech.com
EMAIL: info@playtech.com
KEY CLIENTS: Warner Bros., Paramount, FOX, NBC Universal, MGM
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY

Playtech is the gambling industry's leading software and services supplier and partners with many of the world's leading regulated online, retail and mobile operators, land-based casino groups, government sponsored entities such as lotteries, and new entrants opening operations in newly-regulated markets. Its business intelligence-driven gambling software offering includes casino, live casino, bingo, poker and sports betting.



WHAT'S EXCITING

The company has won numerous awards including the prestigious Gaming Intelligence Game of the Year award 2018 for its Age of the Gods games that includes slots, table games and live casino.

BET365

THE WORLD'S FAVOURITE ONLINE SPORTS BETTING COMPANY

HEAD OFFICE: Stoke-on-Trent, United Kingdom
EMPLOYEES: 1,001-5,000
ESTABLISHED: 2000
WEBSITE: bet365.com
EMAIL: contact@bet365.com
KEY CLIENTS: All sports and markets
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY

bet365 is an online gambling company that offers comprehensive in-play services for its clients. The Company provides a range of betting opportunities for various sports, including football, horse racing, tennis, cricket, and basketball, as well as offers casino, games, poker, and bingo rooms online. Established by Denise Coates CBE in 2000, we have rapidly grown into a global operation employing over 5,000 people and deliver an unrivalled online experience to more than 63 million customers in 20 languages.



WHAT'S EXCITING

Innovation continues to be our lifeblood and we pride ourselves on the standards of customer service we deliver. Driven by a shared vision to be the best in our industry, a technology team in excess of 1,300 people work to provide the technological advances that enable us to maintain our leadership position. Giving our teams the freedom to innovate is essential to our success, with a culture of creativity where good ideas and a techno entrepreneurial attitude are encouraged and rewarded.

BETCONSTRUCT

BETTING GAMING SOLUTIONS

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 1,001-5,000
ESTABLISHED: 2003
WEBSITE: betconstruct.com
EMAIL: info@betconstruct.com
KEY CLIENTS: Arsenal FC
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY

BetConstruct is an award-winning developer and provider of online and land-based gaming solutions with development, sales and service centers around the globe. BetConstruct's innovative and proven offerings include an extensive range of products and services, including Sportsbook, Sports Data Solutions, Retail Solutions, RNG & Live Dealer Casino, VR Casino, Poker, Skill Games, Fantasy Sports, Social Platform and more. The latest addition is the industry-first complete management infrastructure, SpringBME (Business Management Environment).

BETCONSTRUCT

WHAT'S EXCITING

Within Sports Data Solutions, BetConstruct boasts AJNA, an AI-powered scouting tool that performs game flow recognition, provides statistics and extremely accurate technical data to create new unique markets to bet on. BetConstruct's Spring Platform has powerful backoffice tools and all-inclusive services all partners benefit from. From stand-alone setup to turn-key and white label solutions, BetConstruct offers its partners an unparalleled opportunity to succeed.

BETFAIR

THE WORLD'S BIGGEST BETTING EXCHANGE

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 1001-5000
ESTABLISHED: 1999
WEBSITE: betfair.com
EMAIL: service@betfair.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY

Betfair is a company operating as an online gambling operator providing a range of sports betting and gaming products. The company runs three distinct products: Exchange, which connects customers to bet against each other; Sportsbook, a traditional fixed odds bookmaker; and Gaming products, including live poker dealers, bingo, a casino, and slot machines.



WHAT'S EXCITING

Betfair is one of the largest online gambling operators in the UK, providing a wide range of sports betting and gaming products to over 1.7 million active customers. Betfair is a passionate, forward-thinking company where things are always happening. Sport happens minute-to-minute, in real-time, and that's how we like to think too. We want people who are always asking, "what's next?"

DRAFTKINGS

THE GAME INSIDE THE GAME

HEAD OFFICE: Boston, United States
EMPLOYEES: 1001-5000
ESTABLISHED: 2012
WEBSITE: draftkings.com/about
EMAIL: media@draftkings.com
KEY CLIENTS: NFL, NBA, MLB
RELEVANT SPORTS: Applicable across all sports
TAGS: Social Media

SUMMARY

DraftKings Inc. (Nasdaq: DKNG) is a digital sports entertainment and gaming company created to fuel the competitive spirits of sports fans with products that range across daily fantasy, regulated gaming and digital media. Headquartered in Boston, and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator.



WHAT'S EXCITING

DraftKings is a multi-channel provider of sports betting and gaming technologies, powering sports and gaming entertainment for 50+ operators across more than 15 regulated U.S. and global markets. DraftKings' daily fantasy sports product is available in 8 countries internationally with 15 distinct sports categories DraftKings is the official daily fantasy partner of the NFL as well as an authorized gaming operator of the MLB and NBA.

KINDRED GROUP

WE CONTINUE TO TRANSFORM GAMBLING

HEAD OFFICE: Valetta, Malta
EMPLOYEES: 1001-5000
ESTABLISHED: 1997
WEBSITE: kindredgroup.com
EMAIL: press@kindredgroup.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY

Kindred Group plc operates an online gambling business primarily in Europe, Australia, and the United States. The company offers pre-game and live sports betting, including horse racing betting; poker; casino and games; and bingo through various brands such as 32Red, bingo.com and Unibet. Our strategic direction and business rests on a defined purpose to transform gambling and ensure sustainable growth across all our markets.



WHAT'S EXCITING

Over the last 20 years, Kindred Group has brought together 9 of Europe's most successful online gambling brands - forming one of the largest online gambling companies in the world. We offer 30 million customers a great form of digital entertainment, fine-tuned to present an unforgettable experience in a safe and fair environment every day. For us, a sustainable business means ensuring our customers can sustain their consumption of our products.

PADDY POWER

WE'RE PART OF FLUTTER ENTERTAINMENT #EXPERIENCEDIFFERENT

HEAD OFFICE: Dublin, Ireland
EMPLOYEES: 1001-5000
ESTABLISHED: 1988
WEBSITE: paddy.com
EMAIL: livechat@paddy.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 Paddy Power is an international sports betting and gaming operator part of Flutter Entertainment PLC, with a market-leading presence in the UK, Ireland, Australia, and the USA, as well as a range of operations across Europe. We operate five sports betting and gaming brands; Paddy Power, Betfair, Sportsbet, FanDuel and TVG. We are online-led, mobile-led and sports-led: and our proprietary technology, unique products and innovative marketing all combine to offer a superb experience to our five million customers worldwide.

PADDYPOWER.

WHAT'S EXCITING
 Our spirit, talent and ambition has taken us into the FTSE 100 index of the London Stock Exchange and we now employ over 7,000 people in sixteen locations across the globe; from Dublin to Los Angeles, and London to Melbourne. Our culture rewards innovation, teamwork and we like to stay fast-moving in a dynamic industry.



SBTECH

INTERACTIVE SPORTS BETTING SOLUTIONS



HEAD OFFICE: Douglas, Isle Of Man
EMPLOYEES: 1,001-5,000
ESTABLISHED: 2007
WEBSITE: sbtech.com
EMAIL: info@sbtech.com
KEY CLIENTS: DraftKings, BetGames.TV, ORYX Gaming, Bet.co.za, GoldenRace
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY
 SBTech is an industry-leading provider of interactive sports betting solutions and services to tier 1 operators in regulated markets across online, mobile and land-based channels. The complete offering includes an innovative, dynamic and highly customisable suite of turnkey and fully managed solutions. Our award-winning sportsbook and in-play betting products, comprehensive iGaming platform and premium casino and live casino selection deliver an unparalleled experience.

WHAT'S EXCITING
 Our sportsbook covers 50,000+ events a month, including over 25,000 in-play events, and offers 2,000+ proprietary bet markets on more than 50 sports. The platform features a state-of-the-art visualisation center, high-quality live streaming and multiple cash out and Fast Market options.

BETWAY

LEADING GLOBAL PROVIDER OF FIRST-CLASS ENTERTAINMENT

HEAD OFFICE: Gzira, Malta
EMPLOYEES: 501-1,000
ESTABLISHED: 2006
WEBSITE: betway.com
EMAIL: support@betway.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 Founded in 2006, Betway Group is one of the leading global companies in online betting and gaming, operating across a number of regulated markets around the world. Betway is an entertainment platform committed to offering variety of sports initiatives and events to customers. The company focuses on offering a range of entertainment options including sports betting, casinos, bingo, esports and poker, enabling it to impart unified gaming events enriching customer experience.

WHAT'S EXCITING
 Developed by our exceptionally talented people, we create market-leading, cutting-edge interactive gaming experiences from pre-game and live Sports betting to eSports and Casino. We bring people closer to the action - putting them at the centre, making them feel a part of it. We have remained at the forefront of the online gaming industry, utilising the very latest technologies to provide innovative and interactive gaming experiences in a secure environment.



KAMBI

PREMIUM B2B SPORTS BETTING SERVICES

HEAD OFFICE: Ta' Xbiex, Malta
EMPLOYEES: 501-1,000
ESTABLISHED: 2010
WEBSITE: kambi.com
EMAIL: marketing@kambi.com
KEY CLIENTS: 32Red, 888sport, Betplay, National Lottery, Unibet
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence

SUMMARY
 Kambi is the leading independent provider of premium sports betting technology and services to the regulated global betting and gaming industry. The trusted partner to more than 25 operators on six continents, Kambi not only provides a first-class sports betting experience, but acts as an incubator for operator innovation and differentiation thanks to our data-driven sportsbook core and flexible technology.

WHAT'S EXCITING
 Empowered by Kambi's range of differentiation tools, operators can control crucial player facing elements of the sportsbook, including frontend and odds, helping Kambi establish an impressive track record of springboarding visionary sportsbooks to success across the globe. Kambi's services include compliance provision and odds-compiling through to customer intelligence and risk management, built on and delivered by a sophisticated, in-house software platform.



SPORTECH

DELIVERING WINNING EXPERIENCES TO THE GLOBAL GAMING INDUSTRY

HEAD OFFICE: Bristol, United Kingdom
EMPLOYEES: 501-1,000
ESTABLISHED: 2010
WEBSITE: sportechplc.com
EMAIL: enquiries@sportechplc.com
KEY CLIENTS: Tote, NHL, NBA, NFL, UFC
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence, Official Data Provider

SUMMARY
 Sportech PLC is a leading player in the global gaming technology sector, providing tech and service solutions for gaming companies, sports teams, charitable foundations and lotteries and it owns and operates gaming venues in the US. We have the technology and strategies to keep moving your business forward. Our innovative pari-mutuel, lottery and raffle solutions can streamline your gaming operation, increase revenue, and improve customer satisfaction. With us, you're staying ahead of the action.

WHAT'S EXCITING
 Sportech have invested tens of millions over the last ten years in our Tote betting technology and infrastructure, diversified further into lottery and raffle businesses, enhanced our Connecticut gaming venues, introduced innovative new products for land based and digital betting, and expanded our global footprint.



SPORTSBET

BRINGING EXCITEMENT TO LIFE

HEAD OFFICE: Melbourne, Australia
EMPLOYEES: 501-1,000
ESTABLISHED: 1993
WEBSITE: sportsbet.com.au
EMAIL: customerservice@sportsbet.com.au
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Official Data Provider

SUMMARY

Sportsbet is a leading Australian digital e-commerce business in the online wagering sector bringing excitement to our over 1.2 million Australian customers. We employ more than 700 staff in three offices Melbourne, Sydney and Darwin. We over-deliver on excitement by being fun, fair and fast!



WHAT'S EXCITING

Sportsbet offers a variety of wagering options on a wide range of Australian and international racing and sporting events. We also offer novelty markets, entertaining bet types and stacks of promotions constantly to provide our members with entertainment.

DREAM SPORTS

INDIA'S LEADING SPORTS TECHNOLOGY COMPANY

HEAD OFFICE: Mumbai, India
EMPLOYEES: 251-500
ESTABLISHED: 2008
WEBSITE: about.dream11.com
EMAIL: pr@dream11.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics, News / Content

SUMMARY

Dream Sports is executing its vision of 'Make Sports Better' by providing multiple avenues for fans to deeply engage with the sports they love through fantasy sports, content, commerce, experiences and events, among others.

Founded in 2008 by Harsh Jain and Bhavit Sheth, Kalaari Capital, Think Investments, Multiples Equity, Tencent and Steadview Capital are the marquee investors in Dream Sports. Dream Sports and its brands have been certified as a 'Great Place to Work' in 2020.



WHAT'S EXCITING

Dream Sports is focused on making sports better in India. Dream Sports has made its mark in fan engagement with Dream11, India's biggest fantasy sports platform and with FanCode, it is offering interactive sports content across multiple sports and live streaming sports matches in India as well. Through DreamX, a sports accelerator, we are supporting new-age and innovative sports startups to launch and scale their business.

FANDUEL

THE PREMIER DESTINATION FOR FANTASY SPORT ONLINE

HEAD OFFICE: New York, United States
EMPLOYEES: 251-500
ESTABLISHED: 2009
WEBSITE: fanduel.com
EMAIL: info@fanduel.com
KEY CLIENTS: NBA, NFL, MLB, PGA, UFC
RELEVANT SPORTS: Applicable across all sports
TAGS: Official Data Provider

SUMMARY

FanDuel is the premier destination for sports fans online. In 2009, FanDuel reimagined the concept of fantasy sports, giving fans the ability to play one-day fantasy sports for real cash prizes. And despite many imitators, there's still no better place to play. After launching in 2018, it didn't take long for FanDuel to become America's go-to for sports betting and the #1 online sportsbook.



WHAT'S EXCITING

Whether you love fantasy football, fantasy basketball, fantasy baseball, fantasy soccer or any of our other fantasy sports, there's a contest for you on FanDuel. And you don't need to be an expert to play fantasy on FanDuel. FanDuel makes it easy to know who you're playing against, so it's always a fair matchup.

GEOCOMPLY

GLOBAL LEADER IN GEOLOCATION COMPLIANCE TECHNOLOGY

HEAD OFFICE: Vancouver, Canada
EMPLOYEES: 251-500
ESTABLISHED: 2011
WEBSITE: geocomply.com
EMAIL: solutions@geocomply.com
KEY CLIENTS: The Stars Group, MGM, Betfair, FanDuel, William Hill
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence

SUMMARY
 GeoComply is the global leader in geolocation and compliance technology. Since launching in 2011, GeoComply has quickly become the iGaming industry's trusted solution for reliable, accurate and precise geolocation services. GeoComply's patented and proprietary geolocation solution is unparalleled in its level of accuracy and integrity, as well as in its depth of security and ease of implementation.



WHAT'S EXCITING
 GeoComply's highly adaptive technology has successfully met and exceeded all challenges put forth by North American regulators with record-high verification rates. Increasingly, GeoComply has been expanding its offering beyond its primary focus of geolocation into areas such as multi-state KYC and digital ID verification, payment and fraud analytics, and responsible gaming.

PINNACLE SPORTS

SPORTS BETTING AND ONLINE CASINO

HEAD OFFICE: Curaçao, Netherlands
EMPLOYEES: 251-500
ESTABLISHED: 1998
WEBSITE: pinnacle.com
EMAIL: contact@pinnacle.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 Pinnacle (formerly known as Pinnacle Sports) was established in 1998, and since that time has been offering bettors a unique alternative to other bookmakers. Our gimmick free approach simply focuses on offering the best odds, and highest betting limits for every market we provide, so bettors win more compared to the competition.



WHAT'S EXCITING
 In 2010, Pinnacle was one of the first global bookmakers to offer odds on eSports. What began initially as an experiment quickly turned into a major market. eSports is now exceeding regular sports like golf and rugby. Pinnacle reached the milestone of a total of one million eSport bets in December 2014, and five million in February 2017. In the rank of money volume wagered, in 2018 the eSports has become the fourth most popular sport and could clinch number two in a few years.

BILYONER

SPORTS BETTING SERVICE

HEAD OFFICE: Istanbul, Turkey
EMPLOYEES: 101-250
ESTABLISHED: 2003
WEBSITE: bilyoner.com
EMAIL: bilyoner@bilyoner.com
KEY CLIENTS: Galatasary SK, Anadolu Efes SK, Turkish Basketball Federation,
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY
 Bilyoner currently holds the rights to offer remote sports-related betting services (iddaa) and to provide national lottery tickets (Milli Piyango) over its platforms. Through this system, members over the age of 18 can access Bilyoner's services and make swift online money transfers via the internet, call centers, mobile phones and ATMs with or without using a debit card.



WHAT'S EXCITING
 With social responsibility in mind, Bilyoner.com has partnered with Turkey Handicapped Sports, Education and Assistance Foundation (TESYEV) in August 2007 and offers scholarship to handicapped university students and sportsmen every year.

BOOM SPORTS

PREMIUM TECHNOLOGY FOR THE ONLINE GAMING ERA



HEAD OFFICE: New York, United States
EMPLOYEES: 101-250
ESTABLISHED: 2015
WEBSITE: boomfantasy.com
EMAIL: hello@playboomsports.com
KEY CLIENTS: NBC Sports, NASCAR, Barstool, Golf, XFL
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 Boom creates world-class gaming products for the biggest brands in sports and casino gaming. Boom is building for the next generation of players, with a focus on simplicity and creativity. At our core are scalable products, deep analytics and customisation. We believe in gaming as a service, with a focus on monetisation and superior retention.

WHAT'S EXCITING
 In a dynamic industry like ours, there are few rules and fewer roadmaps. Every day our team of talented, dedicated and imaginative visionaries sets out to shape the future of online gaming. It's challenging, rewarding, and fun! Our mission is to be the premier game developer and technology partner in online gaming - there is no limit to what we can build or how far our products can take us.

FLOWPLAY

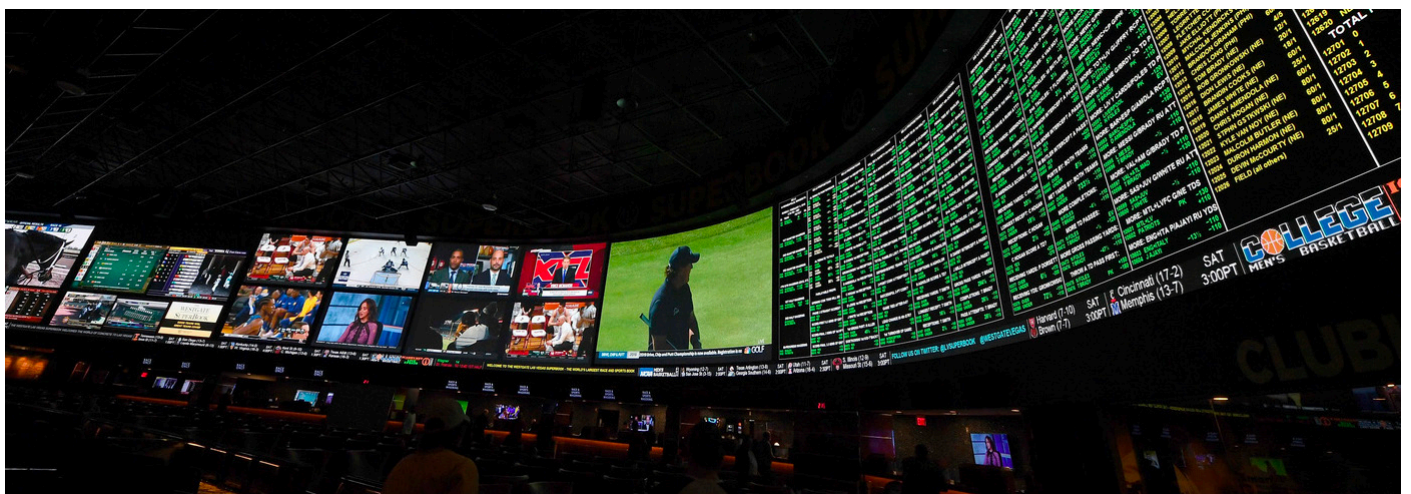
VIRTUAL WORLD TECHNOLOGY



HEAD OFFICE: Seattle, United States
EMPLOYEES: 101-250
ESTABLISHED: 2007
WEBSITE: flowplay.com
EMAIL: info@flowplay.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY
 FlowPlay, a developer of browser-based virtual world technology and games, makes immersive worlds and massive multiplayer games possible with no software required. Flowplay's first consumer product, ourWorld, has been enjoyed and played by over 50 million players, and is one of the most popular teen virtual worlds.

WHAT'S EXCITING
 FlowPlay's newest game, Casino World, is a community driven, free-to-play game where players can build their empire and play amazing casino-style games. Play over 45+ Slots, Multiplayer Poker, Multiplayer Blackjack, Social Video Poker, Mahjong, Roulette and Bingo.



FSB TECHNOLOGY

IGAMING TECHNOLOGY SUPPLIER

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 101-250
ESTABLISHED: 2007
WEBSITE: fsbtech.com
EMAIL: sales@fsbtech.com
KEY CLIENTS: Power Play, GentingBet, QuinnBet, BetLion, Fitzdares
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence

SUMMARY
 FSB is an award-winning iGaming technology company at the forefront of innovation. Our core function is supplying tailored technological solutions to operators in the iGaming space. These solutions can range from a fully comprehensive online betting platform to a simple sport-specific trading function that can be smoothly plugged into an operator's environment. We strive to offer our customers complete choice and flexibility as we aim to solve their bespoke problems however large or small.



WHAT'S EXCITING
 We are currently further honing our technology and product to build up our client base in North America and emerging markets.

POINTS BET

SPORTS BETTING PLATFORM

HEAD OFFICE: Denver, United States
EMPLOYEES: 101-250
ESTABLISHED: 2015
WEBSITE: pointsbet.com
EMAIL: info@pointsbet.com
KEY CLIENTS: PGA Tour, NBA, MLB, LaLiga
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY
 PointsBet (ASX: PBH) is a digital sports betting and technology company, partnered with NBC Universal as the Official Sports Betting Partner of NBC Sports, dedicated to bringing the fastest betting experience in the world to sports lovers across the United States. We provide an opportunity for our people - our most powerful and irreplaceable resource - to work in an environment that is rewarding, fun, challenging, and an instrument for both personal and professional growth as PointsBet continues to become a major force in the newly legalized US Sports Betting market.



WHAT'S EXCITING
 Currently operational in New Jersey, Indiana, and Iowa, PointsBet has partnerships in place to soon launch in Colorado, Illinois and Michigan, with additional market access agreements in Kansas, Louisiana, Missouri, New York, Ohio, and West Virginia, subject to enabling legislation.

RIVALRY

GIVING FANS A TRUSTED WAY TO BET ON MATCHES

HEAD OFFICE: Douglas, Isle Of Man
EMPLOYEES: 101-250
ESTABLISHED: 2018
WEBSITE: rivalry.com
EMAIL: support@rivalry.gg
KEY CLIENTS: N/A
RELEVANT SPORTS: Esports
TAGS: Marketplace

SUMMARY
 Rivalry Esports or Rivalry.gg is one of the first endemic esports betting sites in the world. An early adopter, the website today offers esports betting markets on 20 different games, and counting, and runs a generous \$100 welcome bonus. The website has a 24/7 customer support and sponsors some prominent esports entities, to name Fnatic, Beastcoast, Fvria, and B8esports.



WHAT'S EXCITING
 Rivalry runs regular markets on Dota 2 and Counter-Strike: Global Offensive along with other established esports competitions. There are 11 dedicated payment options and an academy where you can find out more about esports betting in general

SIMPLEBET

OUR MISSION IS TO POWER THE FUTURE OF FAN ENGAGEMENT

HEAD OFFICE: New York, United States
EMPLOYEES: 101-250
ESTABLISHED: 2018
WEBSITE: simplebet.io
EMAIL: contact@simplebet.io
KEY CLIENTS: MLB, NFL, NBA
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 Simplebet is a B2B product development company using machine learning and real-time technology to make every moment of every sporting event a betting opportunity. This new future will enable users to place bets on markets that are created and resulted in just minutes or seconds - and that are tied to the core engaging moments that drive the consumption of the sport. Every moment becomes a game within the game.



WHAT'S EXCITING
 By automating all market mechanics, we ensure market creation, suspension, resulting, and repricing happens in milliseconds, minimizing suspension time and enabling a better user experience. Using machine learning to algorithmically price all potential outcomes, we offer accurate pricing to enable betting operators to maximize control over margin. Our requisite technology has been enabled this new category of betting, Micro-Markets, to scale to the masses.

THE ACTION NETWORK

PREMIUM SPORTS ANALYSIS AND INSIGHTS

HEAD OFFICE: New York, United States
EMPLOYEES: 101-250
ESTABLISHED: 2017
WEBSITE: actionnetwork.com
EMAIL: info@actionnetwork.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics, News / Content

SUMMARY
 The Action Network is the market leader and most trusted source for sports fans, enhancing their betting and entertainment experience through original news, premium insights, betting tools, data & odds. As a sports analysis and media company, The Action Network brings a unique lens to the world of sports, mixing premium content, proprietary tools and in-depth analytics to make sports fans with something at stake smarter about betting.



WHAT'S EXCITING
 The Action Network is currently growing and developing its mobile app and browser-based experiences through an offering of best-in-market editorial coverage, coupled with live scores, odds and bet tracking.

ULTRAPLAY

ONLINE BETTING SOLUTIONS

HEAD OFFICE: Sofia, Bulgaria
EMPLOYEES: 101-250
ESTABLISHED: 2010
WEBSITE: ultraplay.co
EMAIL: sales@ultraplay.co
KEY CLIENTS: Skycity, BUFF.bet, Habanero, AE, WinBet
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY
 UltraPlay is a modern technology company, founded in 2010, with the core ambition to offer an innovative approach to the online gaming industry by providing advanced betting solutions focused on sports and eSports betting, live betting, white-label, online casino, and blockchain technology. Assembled by a team of iGaming professionals with vast experience in betting product development, operations, eSports and marketing, UltraPlay is a trusted partner for delivering superior sports software and odds products to its customers.



WHAT'S EXCITING
 UltraPlay won the eSports Supplier of the year accolade at the Starlet Awards 2020. This is the third year in a row the advanced betting provider wins this award. The Starlet Awards celebrate the best providers in the B2B supply chain. Judging is conducted by a specifically selected panel of industry experts all with diverse experience and ideally placed to be able to decide which products and innovations are outstanding in their field.

IMG ARENA

SPORTSBETTING AND MEDIA CONTENT CREATION AND SOLUTIONS

HEAD OFFICE: London, United Kingdom
EMPLOYEES: 51-100
ESTABLISHED: 2012
WEBSITE: imgarena.com
EMAIL: hello@imgarena.com
KEY CLIENTS: PGA TOUR, ATP, SERIE A, European Tour, US OPEN
RELEVANT SPORTS: Applicable across all sports
TAGS: Official Data Provider

SUMMARY
 We specialise in bringing sport and the sports betting industry closer together via our federation services and world-class sports content.

Our expertise includes the creation and delivery of some of the world's best sporting content with our official Fastpath Data feeds, Live Streaming service, Events Centres and Virtual Sports products.



WHAT'S EXCITING

Designed to capture a forensic level of detail and change how fans engage with sport. Our Events Centres bring sport to life; providing more content and more engagement to replicate the excitement of being live inside the arena.

Underpinned by our long-term investment in the world's two leading golf tours, the PGA TOUR and the European Tour, the Golf Event Centre represents a new generation of sports betting.

LSPORTS

REAL-TIME SPORTS DATA PROVIDER

HEAD OFFICE: Ashkelon, Israel
EMPLOYEES: 51-100
ESTABLISHED: 2012
WEBSITE: lsports.eu
EMAIL: sales@lsports.eu
KEY CLIENTS: Sportsbet.io, BtoBet
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Computer Vision, Official Data Provider

SUMMARY
 LSports is a world-leading provider of real-time sports data, working with sports betting industry key clients since 2012, powered by a unique proprietary API technology, state-of-the-art sportsbook trading management services, and accurate sports data feeds.

We consistently present game-changing solutions for the sports betting industry, with products such as the Tennis Betting Simulator, OddService - real-time odds API, STM - Sports Trading Manager, BetBooster - AI-based insights for sports betting, and more.



WHAT'S EXCITING

In light of the current pandemic, we've created the 'Tennis Betting Simulator'. The simulator produces live Tennis matches based on our historical data, backed by real-time odds, with a unique visualization featuring ball movement, ball placement, statistics, etc. We're perfecting our Sports Trading Manager. STM automates sportsbooks by creating unique odds based on data from key bookmakers, providing control over margins and other trading features.

PEERSPOINT

AI & BLOCKCHAIN FOR SOCCER & SPORTS

HEAD OFFICE: Lausanne, Switzerland
EMPLOYEES: 51-100
ESTABLISHED: 2016
WEBSITE: peerspoint.com
EMAIL: laurent@peerspoint.com
KEY CLIENTS: Swiss Rugby Federation
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), AMS (Athlete Management System), Performance Data Analytics

SUMMARY
 We aim to offer game changing digital solutions to help you to win the game.

- Listed in 2019 Top 10 Swiss Sport Startup to invest in by VentureLab.
- Listed in the 2019 European Sportech Report, 1 of the 3 Swiss startups.



WHAT'S EXCITING

- Now launching our scouting AI for Soccer, soon for Rugby and many other sports.
- Upcoming payment system to facilitate remittance across countries.
- Developing peer to peer betting solution to be able to challenge any players of any games including e-sports."

SMARKETS

PREDICTION MARKET BUILDER

HEAD OFFICE: London, United Kingdom

EMPLOYEES: 51-100

ESTABLISHED: 2008

WEBSITE: smarkets.com

EMAIL: press@smarkets.com

KEY CLIENTS: N/A

RELEVANT SPORTS: Applicable across all sports

TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY

Smarkets is a technology company, utilising a modern tech stack built around Linux, Kafka, Postgres, and Kubernetes using Python 3, C++ 17 and React, based in central London. We've built one of the world's largest betting exchanges, also known as a prediction market, with significantly better odds than the competition. Our strength is technology and trading and our passion is to push the known boundaries of real-time financial technology.



WHAT'S EXCITING

Our platform has handled over £15 billion of bets since launching in 2010, allowing us to become one of the most profitable companies per employee in Europe.

STWS SPORTS TECH FEED



Andrew Macaulay
Chief Technology Officer
Topgolf

Hear Andrew's interview at
sportstechworldseries.com/podcast

THE GLOBAL SPORTS TECHNOLOGY PODCAST

BEARDEV

LEAGUE SPORT SOFTWARE AND FOOTBALL DATA API



HEAD OFFICE: Minsk, Belarus
EMPLOYEES: 11-50
ESTABLISHED: 2009
WEBSITE: beardev.com
EMAIL: sales@beardev.com
KEY CLIENTS: FC Dynamo Brest, Serbian SuperLiga, Swiss Swimming Federation, Villarreal Club de Futbol
RELEVANT SPORTS: Applicable across all sports
TAGS: AMS (Athlete Management System), Official Data Provider

SUMMARY
 BearDev offers two key solution for sports industry:

- JoomSport League sports software to manage sports information on your web site.
- Statorium football data set. We collect public football (soccer) leagues data and distribute it via API.

WHAT'S EXCITING
 We have the full integration between our Statorium football data service and JoomSport WordPress plugin. There is a possibility to build the predictions game on your site using our software.

BETABLE

THE REAL MONEY GAMING ECOSYSTEM, CONNECTED



HEAD OFFICE: San Francisco, United States
EMPLOYEES: 11-50
ESTABLISHED: 2008
WEBSITE: corp.betable.com
EMAIL: contact@betable.com
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 Betable is transforming one of the most opaque and highest revenue-generating industries in the world - gambling and betting. Like other disruptors our vision is to democratize this \$500bn industry, which is stifled by high-barriers to entry and long overdue for change. Betable provides the only full-stack platform for frictionless market entry and the creation, distribution and consumption of gambling entertainment. Betable's platform consists of 3 pillars: Wallet, Reach, and Engine.

WHAT'S EXCITING
 Wallet is a universal identity, payment and loyalty ID usable across the entire Betable ecosystem that gives players access to the best gambling games. Reach allows partners to understand player behavior across an entire ecosystem so they can provide the best possible experience. The toolkit includes content management, player relationship management, acquisition, distribution and discovery tools.

FUNATIX CLUB

FANTASY FOOTBALL AS A MONETIZED SOCIAL GAME



HEAD OFFICE: Beer Sheba, Israel
EMPLOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: funatix.club
EMAIL: office@funatix.club
KEY CLIENTS: Mexico Liga MX, Serbia Super Liga, Super League Greece, Ukrainian Premier League, Israeli Premier League
RELEVANT SPORTS: Soccer
TAGS: Fan Analytics, News / Content, Performance Data Analytics

SUMMARY
 The fantasy sports industry has developed primarily in the US and India in sports other than football. The world's most popular sport remains an unexploited opportunity, and that's exactly where Funatix comes into the picture, filling the gap in the market. By using enhanced online-gaming methodologies, we take classic fantasy-sports gaming to the next level. Our fantasy platform, Real Manager®, increases fan engagement with top-tier soccer leagues worldwide. We exclusively partner with the leagues and their media partners as the official fantasy league of the country.

WHAT'S EXCITING
 'Real Manager®' is officially adopted by the premier leagues of Mexico, Greece, Serbia, Ukraine, and Israel. Since online digital media is a must-have to earn fans' deep engagement, more major football leagues will join the platform shortly. Funatix plans to focus on the acquisition of new users, dedicating new budgets as well as pursuing old connections and internal know-how, with the strategic aim of growing to 50M users by 2025 focusing on deep market penetration in the Americas and South East Asia.

ROTOWIRE

FANTASY SPORTS PLATFORM



HEAD OFFICE: Madison, United States
EMPLOYEES: 11-50
ESTABLISHED: 1996
WEBSITE: rotowire.com
EMAIL: info@rotowire.com
KEY CLIENTS: ESPN, CBS Sports, NFL.com, Sirius XM Radio, Yahoo! Sports
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY
 RotoWire is your premium source for fantasy sports. RotoWire.com features 24/7 player news, customized projections, free draft software, articles and email updates for NFL, MLB, NBA, Soccer, NHL, College Football and Basketball, Golf, Auto Racing and Cricket. We also host the daily Fantasy Sports Today radio show on Sirius XM and publish annual fantasy football and baseball preview magazines.

WHAT'S EXCITING
 We're Board and Hall Of Fame members of the Fantasy Sports Trade Association and Fantasy Sports Writers Association. We're regularly invited to the top fantasy expert leagues, such as the USA Today Sports Weekly Baseball LABR league, Tout Wars, Yahoo! Sports experts leagues and more.

SLEEPER

SLEEPER BRINGS PEOPLE TOGETHER OVER SPORTS



HEAD OFFICE: San Mateo, United States
EMPLOYEES: 11-50
ESTABLISHED: 2015
WEBSITE: sleeper.app
EMAIL: hello@sleeper.app
KEY CLIENTS: N/A
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 There are many sports companies today building apps for the die-hard sports fan or degenerate gambler. We are not one of them. We believe what truly makes sports so special in our lives is its ability to strengthen bonds between the people we care about. Some of our fondest memories include super bowl parties with friends, streaming the world cup with co-workers, and enjoying Christmas NBA games with family.

WHAT'S EXCITING
 Sleeper's fantasy leagues allow you and your friends to enjoy sports together in a fun and social way that creates lasting memories. Our users are in love, and it shows in the numbers. Sleeper has by far the most engagement per user of any sports app, and our retention is in the top 50 of all apps.

SWISH ANALYTICS

INTELLIGENT U.S. SPORTS BETTING SOLUTIONS



HEAD OFFICE: San Francisco, United States
EMPLOYEES: 11-50
ESTABLISHED: 2014
WEBSITE: swishanalytics.com/business
EMAIL: info@swishanalytics.com
KEY CLIENTS: MLB, Sacramento Kings
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Fan Analytics

SUMMARY
 Swish Analytics is a sports analytics, betting and fantasy startup building the next generation of predictive sports analytics data products. We believe that oddsmaking is a challenge rooted in engineering, mathematics, and sports betting expertise; not intuition. We deliver odds origination, risk management & trading software for the core four U.S. sports.

WHAT'S EXCITING
 Swish specializes in full, bet-lifecycle management for increasingly popular U.S. markets like expansive pre-match and in-play Player Propositions, Bet Request, and Pre-Built Parlays. Whether you're an operator building upon your existing U.S. sports offerings or a startup creating a new betting application, Swish delivers best-in-class solutions.

BETHEREUM

BETTING PLATFORM SUPPORTING SPORTS, ESPORTS, AND GAMES.



HEAD OFFICE: Hong Kong, Hong Kong
EMPLOYEES: 1-10
ESTABLISHED: 2017
WEBSITE: betherium.com
EMAIL: roy@betherium.com
KEY CLIENTS: Currently Free-To-Play beta
RELEVANT SPORTS: Applicable across all sports
TAGS: News / Content, Social Media

SUMMARY
 Betherium is an award winning peer-to-peer betting platform supporting Sports, eSports, and skill-based games. Targeted primarily at casual and enthusiast bettors, the platform is highly intuitive and rich in industry-first social gaming elements. This transforms the solitary and complex betting activity into a highly engaging and social experience.

WHAT'S EXCITING
 The Betherium paid platform is months from launch, introducing more industry-first gamification elements, and many new features that will make the user experience even better! As Betherium already has one of the strongest and healthiest communities in blockchain gaming, we now aim to tap into tipsters' market - a rapidly growing space, which Betherium fits in naturally. Knowing our community, we are quite confident our players will love these new additions to the popular platform.

BETMARKETS

ETORO FOR SPORTS BETTING



HEAD OFFICE: Porto, Portugal
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: betmarkets.io
EMAIL: team@betmarkets.io
KEY CLIENTS: B2C
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, Social Media

SUMMARY
 Social betting platform that allows anyone to automatically replicate the bets of professional bettors. After signing up, a user just needs to deposit funds and allocate them to the bettors of his/her choice. Every time one of these bettors place a bet, this bet is automatically placed on the user's account. We were SXSW Pitch 2020 finalists and have been voted as a Most Favourited Startup at the Web Summit 2018.

WHAT'S EXCITING
 Betmarkets just launched its product this May, after being in Beta, where more than 12,500 active users were acquired without any marketing spend. Betmarkets partners with all the major sports betting operators in the world and vets bettors within the platform. The first unit economics show that the average account is profitable. Betmarkets purpose of turning sports betting into an investment is being achieved.

BOOKIT SPORTS

SPORTS BETTING SOCIAL MEDIA PLATFORM



HEAD OFFICE: Reno, United States
EMPLOYEES: 1-10
ESTABLISHED: 2020
WEBSITE: bookitsports.app
EMAIL: info@bookitsports.app
KEY CLIENTS: RNOX Tech Accelerator, Sharp Angle Sports, Razor Sports
RELEVANT SPORTS: Applicable across all sports
TAGS: News / Content, Social Media

SUMMARY
 Bookit Sports is a sports betting social media platform that connects the global gambling community on one central hub.

WHAT'S EXCITING
 Founder of Bookit Sports Trent Attyah will be moving to Reno, Nevada to attend a 6 month startup accelerator program called RNOX. Attyah also received his second seed investment and plans to launch an MVP before week 1 of the 2020 NFL season.

EKSAB

DAILY FANTASY SPORTS



HEAD OFFICE: Cairo, Egypt
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: yallaeksab.com/en
EMAIL: am@yallaeksab.com
KEY CLIENTS: 500 startups
RELEVANT SPORTS: Soccer
TAGS: E-Commerce, Fan Analytics

SUMMARY
 Eksab is the Middle-East & Africa's #1 Daily Fantasy Sports platform.

WHAT'S EXCITING
 After surpassing 20M games-played on the Eksab app, the startup is now gearing up to raise its pre-series A with pending partnerships from the world's biggest football clubs.

FANSUNITE ENTERTAINMENT

TECHNOLOGY INFRASTRUCTURE BRIDGING THE WORLD, ÅS GAMING PLATFORMS

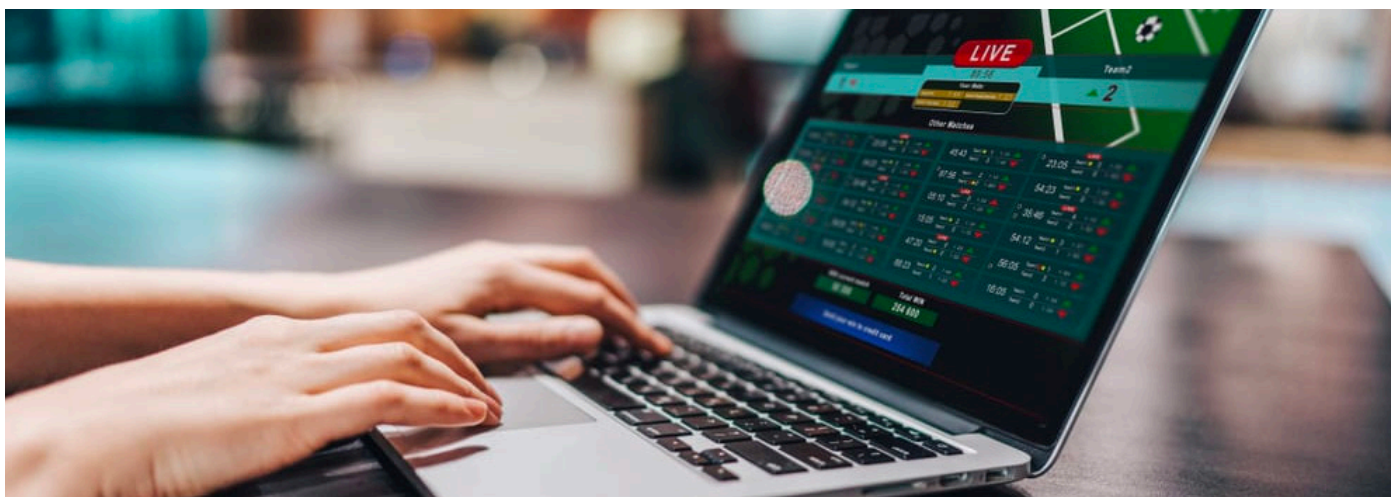


HEAD OFFICE: Vancouver, Canada
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: fansunite.com
EMAIL: justin@fansunite.com
KEY CLIENTS: B2C
RELEVANT SPORTS: Applicable across all sports
TAGS: Business Intelligence

SUMMARY
 FansUnite's success comes from its three-prong approach:

- B2B: Our proprietary technology increases transparency and delivers cost savings to sports betting operators and bettors, with offerings across pro/college sports, fantasy and Esports.
- B2C: Under our UK brand McBookie, and through continued investments in fast-rising B2C Esports and gaming startups.
- Social: Our social sports betting platform has 30,000+ users and serves as a direct pipeline to our real money offerings.

WHAT'S EXCITING
 The last six months have been an absolute whirlwind of growth activity for FansUnite. We completed our acquisition of McBookie. In May 2020, FansUnite went public on the Canadian Stock Exchange and immediately saw a rise in share price. We invested in two new esports and gaming startups. And lastly, the beta testing for B2B offering is nearly complete and we are on the precipice of rolling out our infrastructure to new clients in multiple gaming jurisdictions in the next two quarters.



KICKSTOX

FANTASY SPORTS GAME CROSS OVER WITH STOCK TRADING



HEAD OFFICE: Amsterdam, Netherlands
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: kickstox.com
EMAIL: victor@kickstox.com
KEY CLIENTS: Opta Sports, ResultX Asia
RELEVANT SPORTS: Soccer
TAGS: Fan Analytics, News / Content, Performance Data Analytics

SUMMARY
 Kickstox creates a cross between fantasy sports and stock trading with unlimited transfers. It's a 24/7 social football trading game, where you create a portfolio of real football players from Europe's 5 biggest leagues and you trade players in real time before, during and after the games.

Player values are determined by the form of the player in previous matches, 260 data points of on-pitch performance during a match and also the buying & selling activity from other players.

WHAT'S EXCITING

- Successful pilot with Eleven Sports in Belgium
- Preparing for official launch for the new 2020-2021 season
- Partnered with ResultX Asia to start rollout in selected Asian markets

LEMEISTER

PROPELLING ATHLETES, TEAMS & FIRMS TO GREATER HEIGHTS



HEAD OFFICE: Toronto, Canada
EMPLOYEES: 1-10
ESTABLISHED: 2015
WEBSITE: lemeister.com
EMAIL: info@lemeister.com
KEY CLIENTS: Wuhan Three Towns, Xinjiang Tianshan Leopard, Cbet, Adjarabet, Unibet
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Performance Data Analytics, Wearables / Smart Devices

SUMMARY
 Lemeister is a sports-focused big data analytics, algorithmic predictions and IoT wearables company.
 We are primarily focused within three major sectors namely; Sports Analytics (Statlytics), Algorithmic Predictions and IoT Wearables. We are committed towards accelerating the integration of cutting edge technologies and methodologies in the sports industry to primarily optimize performance, enhance prospects and overall maximize profitability.

WHAT'S EXCITING

- Sports betting odds optimizer
- Smart jerseys
- Novel data tracking, input, generation & processing systems
- Top notch scouting systems

MYCLUBTAP

FANTASY PLATFORM FOR GRASSROOTS SPORT



HEAD OFFICE: Melbourne, Australia
EMPLOYEES: 1-10
ESTABLISHED: 2018
WEBSITE: myclubtap.com
EMAIL: info@myclubtap.com
KEY CLIENTS: Charlestown District Cricket Club, Koonung Heights Cricket Club, Bentleigh Cricket Club, Deakin Cricket Club, Box Hill Reporter District Cricket Association
RELEVANT SPORTS: Cricket
TAGS: Grassroots / Youth

SUMMARY
 MyClubtap fantasy platform serves as a new digital asset for clubs, independent leagues and associations, which allows them to have a fantasy game of their own, based on their own players. The fantasy game provides a new way of fundraising, enhancing connections with it's member audience, foster mentoring opportunities between players and an avenue to provide higher digital touchpoints to their own sponsors.

WHAT'S EXCITING

- Mobile-app development
- Integrations for cricket league management solutions
- Free pricing model for clubs and leagues
- New features and enhancements
- Partnerships creating shared values

SHE PLAYS

FANTASY SPORTS FOR US WOMEN'S LEAGUES



HEAD OFFICE: Orlando, United States
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: she-plays.com
EMAIL: contact@she-plays.com
KEY CLIENTS: National Pro Fastpitch, USWFL
RELEVANT SPORTS: Applicable across all sports
TAGS: Athlete Empowerment / Promotion, E-Commerce, News / Content

SUMMARY
 We provide a variety of fantasy sports games centered around the women's sports leagues in the USA. Our mission is to provide deeper fan engagement for current fans and to grow awareness for these leagues in the established fantasy sports world. We are proud to be a female-founded company representing female athletes in this space.

WHAT'S EXCITING
 We have partnered with the National Pro Fastpitch league as well as the USWFL and hope to continue partnering with leagues and brands in the months to come! We've got a unique style of game we will be introducing soon and hope to roll out DFS gaming as well in the fall.

TRNDS SPORTS

MOBILE BACKTESTING SOLUTION FOR SPORTS BETTORS



HEAD OFFICE: Los Angeles, United States
EMPLOYEES: 1-10
ESTABLISHED: 2019
WEBSITE: trnds-sports.com
EMAIL: contact@trnds-sports.com
KEY CLIENTS: B2C
RELEVANT SPORTS: Applicable across all sports
TAGS: AI (Artificial Intelligence), Business Intelligence, News / Content

SUMMARY
 Founded in 2019 and backed by Sportradar's 'Acceleradar' program, TRNDS Sports is a mobile betting intelligence solution for sports bettors. The TRNDS Sports application provides the first consumer-facing mobile backtesting tool that allows users to quickly analyze and share historical team profitability across any scenario by leveraging an easily navigable interface sitting atop a robust database.

WHAT'S EXCITING
 We are working on a suite of new features that will make the process of discovering historically profitable angles easier while reducing the cognitive load of the overall search experience. We are also building functionality around odds optimization and gamification.

ZENSPO RTS

PEER-TO-PEER SPORTS BETTING USING CRYPTOCURRENCIES



HEAD OFFICE: San Francisco, United States
EMPLOYEES: 1-10
ESTABLISHED: 2016
WEBSITE: zensports.com
EMAIL: mark@zensports.com
KEY CLIENTS: B2C
RELEVANT SPORTS: Applicable across all sports
TAGS: Marketplace

SUMMARY
 ZenSports is a mobile peer-to-peer sports betting marketplace where anyone can create and accept sports bets with anyone else in the world, without the need for a centralized bookmaker. As a decentralized marketplace for sports betting, ZenSports is eliminating the need for a bookmaker altogether, and giving bettors a cheaper, faster, and more trustworthy process for wagering on sports.

WHAT'S EXCITING
 Upcoming developments:

- U.S. expansion -- we'll be signing joint venture agreements this year to begin expanding into the United States.
- Growth of our new Enterprise B2B offering -- in conversations with top companies in the sports, media, and gaming space about licensing our P2P sports betting app and SPORTS cryptocurrency API.



sportstechworldseries.com