



TRIGGY

Revolutionizing The In-Play Betting Market



Who we are

Triggy is a B2B company that builds data-driven live-score products for the sports betting industry.

Triggy's unique features make it possible for sportsbooks to acquire, engage and re-target players through personalized notifications, event recommendation and NextBets.

Customers

PINNACLE

 Sportsbet.io

 LeoVegas

Partners

spOrtradar Kambi



Why Triggy:

- » The In-Play Betting Market is more than 70% in Europe. In the U.S. it is roughly 20% and growing
- » Triggy's data rich products and NextBet Technology drives the in-play betting market and incremental revenue for sportsbooks

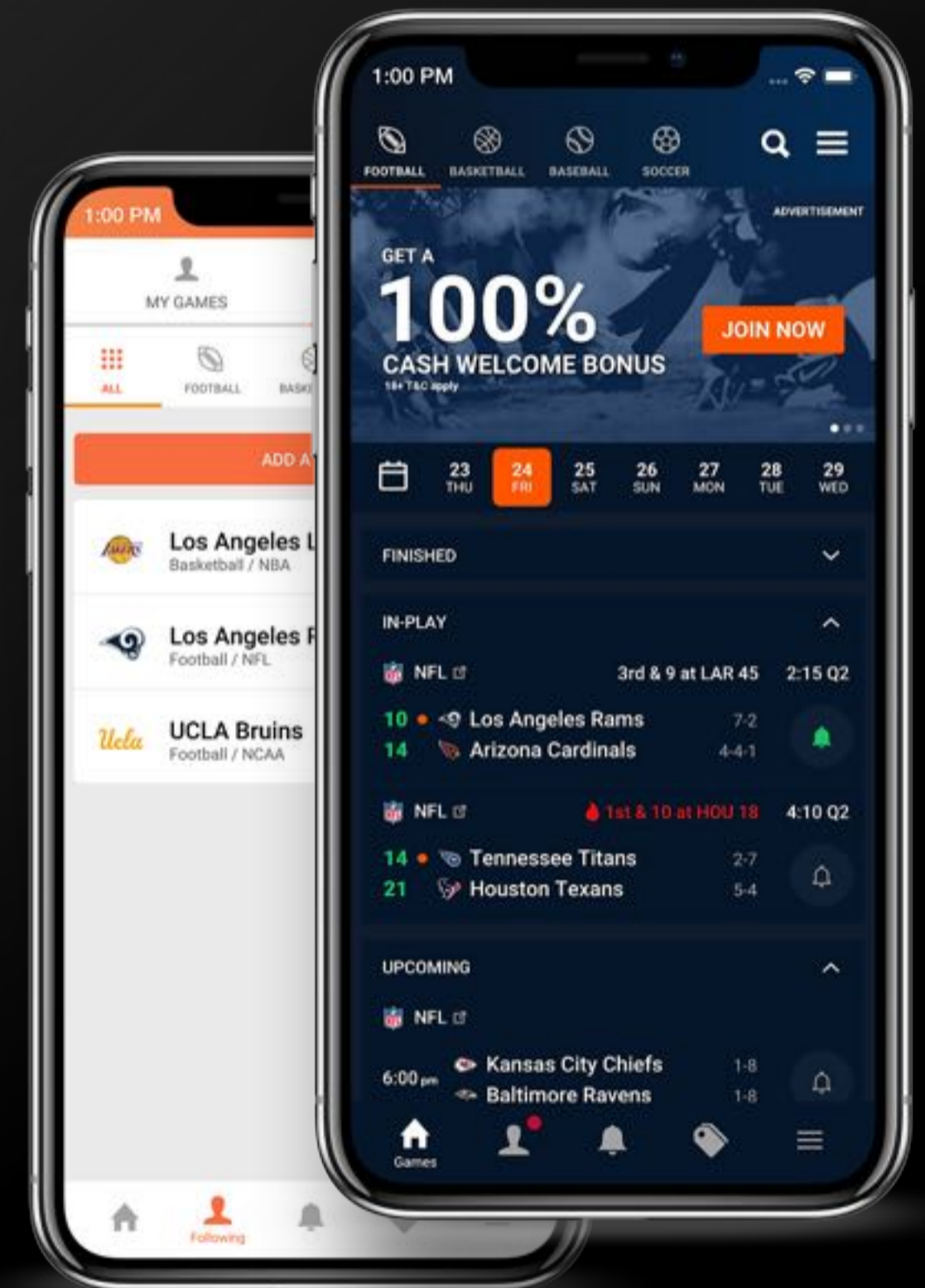
Our Products

TRIGGY PLUG-IN API INTEGRATION

- »» All TriggY features offered as an API for direct integration to existing sportsbooks

TRIGGY LIVE SCORE APP AWARENESS - CUSTOMER ACQUISITION - REVENUE GENERATION

- »» A great new marketing channel for customer acquisition and brand awareness
- »» Let the fans follow their favorite teams
- »» Convert the fans to betting customers with real time stats, results and triggers
- »» Engage with personalized push notifications and NextBet suggestions



Competitive advantage



» TRIGGERS

Our unique Triggers allow users to follow and act on specific events in the game.

EXAMPLE ALERTS:

MONEYLINE



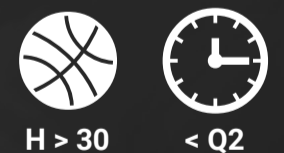
> -110

< HT

Alert me when the odds on RAMS reaches -110 and match time is less than HT

POINTS: TOTAL BY TEAM

Washington Wizards



H > 30

< Q2

Alert me when Washington Wizards scores more than 30 points in the first quarter

» NEXTBETS

Our NextBets are personalized betting suggestions based our insights about the game and player.

Knowing when and what players will bet on - every minute of the game!

NEXTBETS

Spread +7.5
PHI Eagles **-110**

Total O 21.5
BAL Ravens **-110**

Money Line
BAL Ravens **-370**

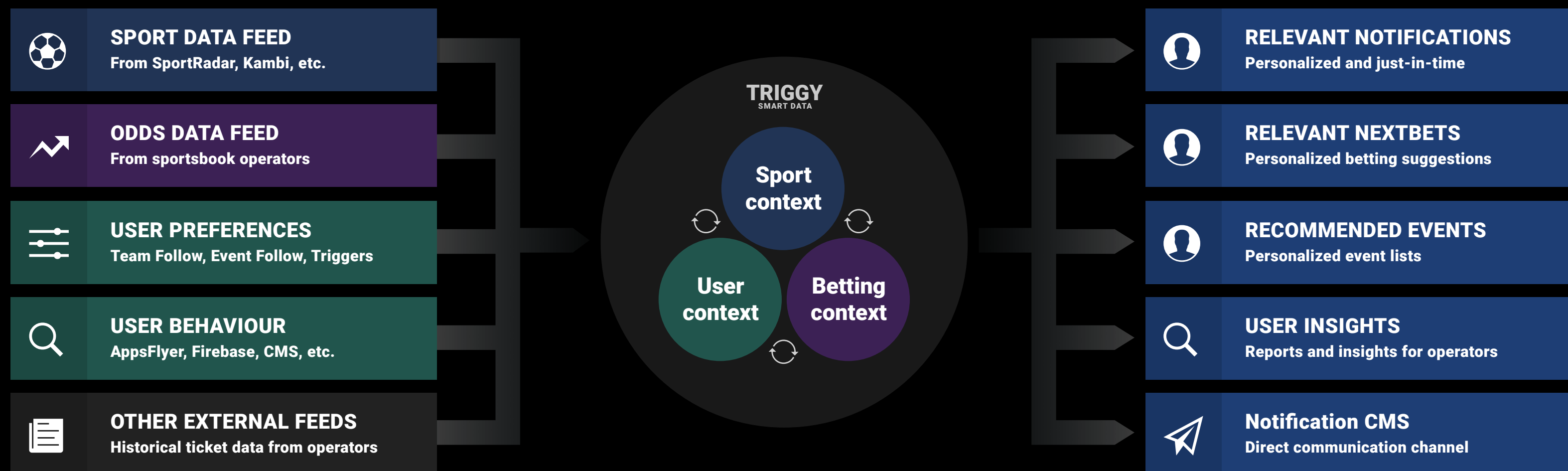


Fast lane to sportsbook betslip

Packed with Stats to inspire and engage



Creating engagement with Smart Data



Step 1 - Real time data collection

Collecting quality data in real time from multiple sources for data integrity and accuracy. Setting the foundation for an holistic approach of data analysis.

Step 2 - Generating Smart Data

Data consolidation and filtering for optimizing products. Continuously improving through machine learning from feedback in step 1-3.

Option: Quicker insights with historical ticket data from operators

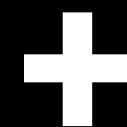
Step 3 - Optimized products

Engaging end user experiences focused on creating relevancy for users and ultimately driving conversion (registrations, deposits and turnover) for the sportsbook.



Turnkey Integration

- » Branding - We follow your guidelines to ensure full integration with your brand
- » Promotions - Prominently showcase current offers, promotions and events
- » Customization - From language to odds format to Next Bets, the app is fully customizable for a great customer experience



Contact us



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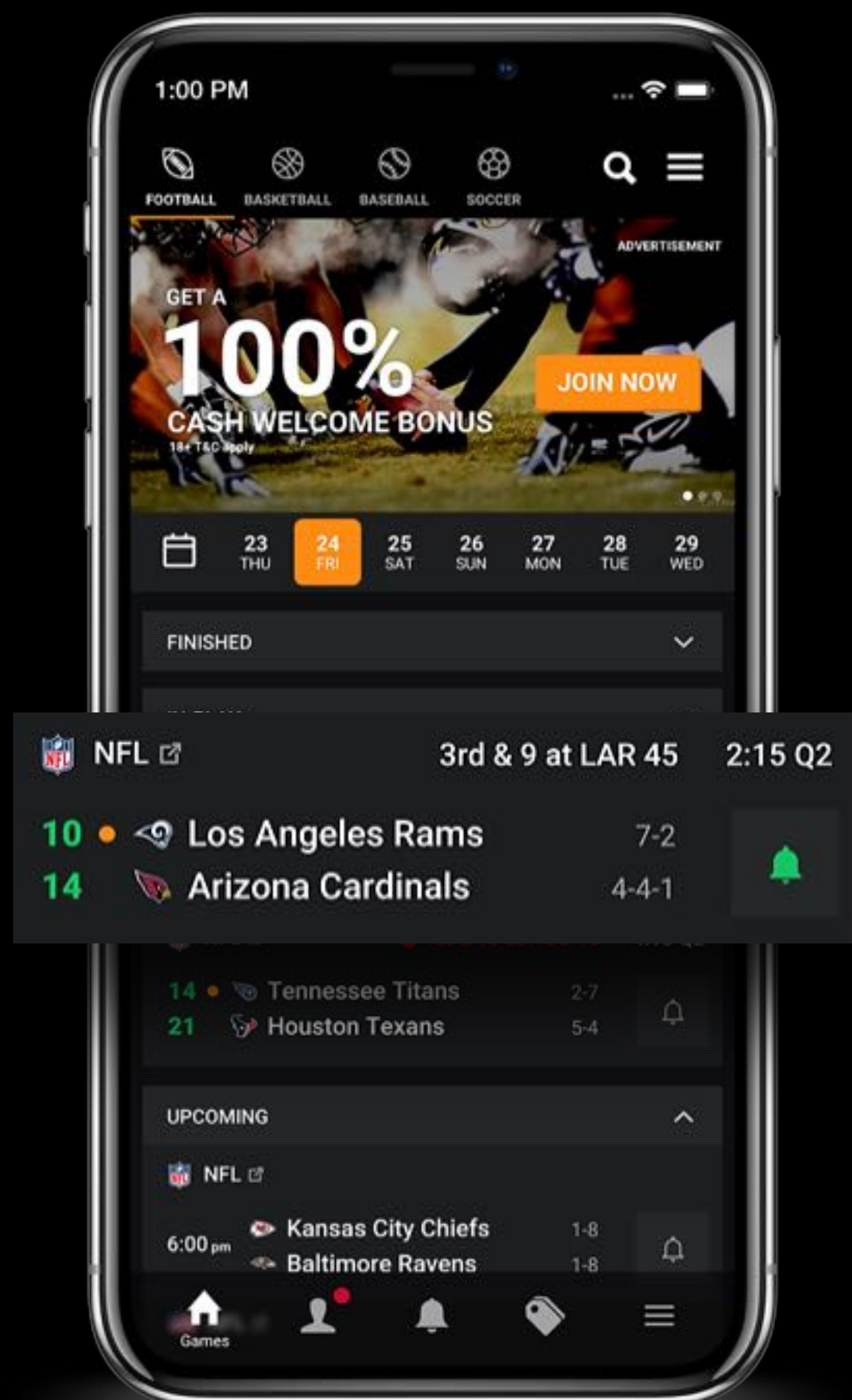
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APPENDIX



Players follow exciting games of their choice

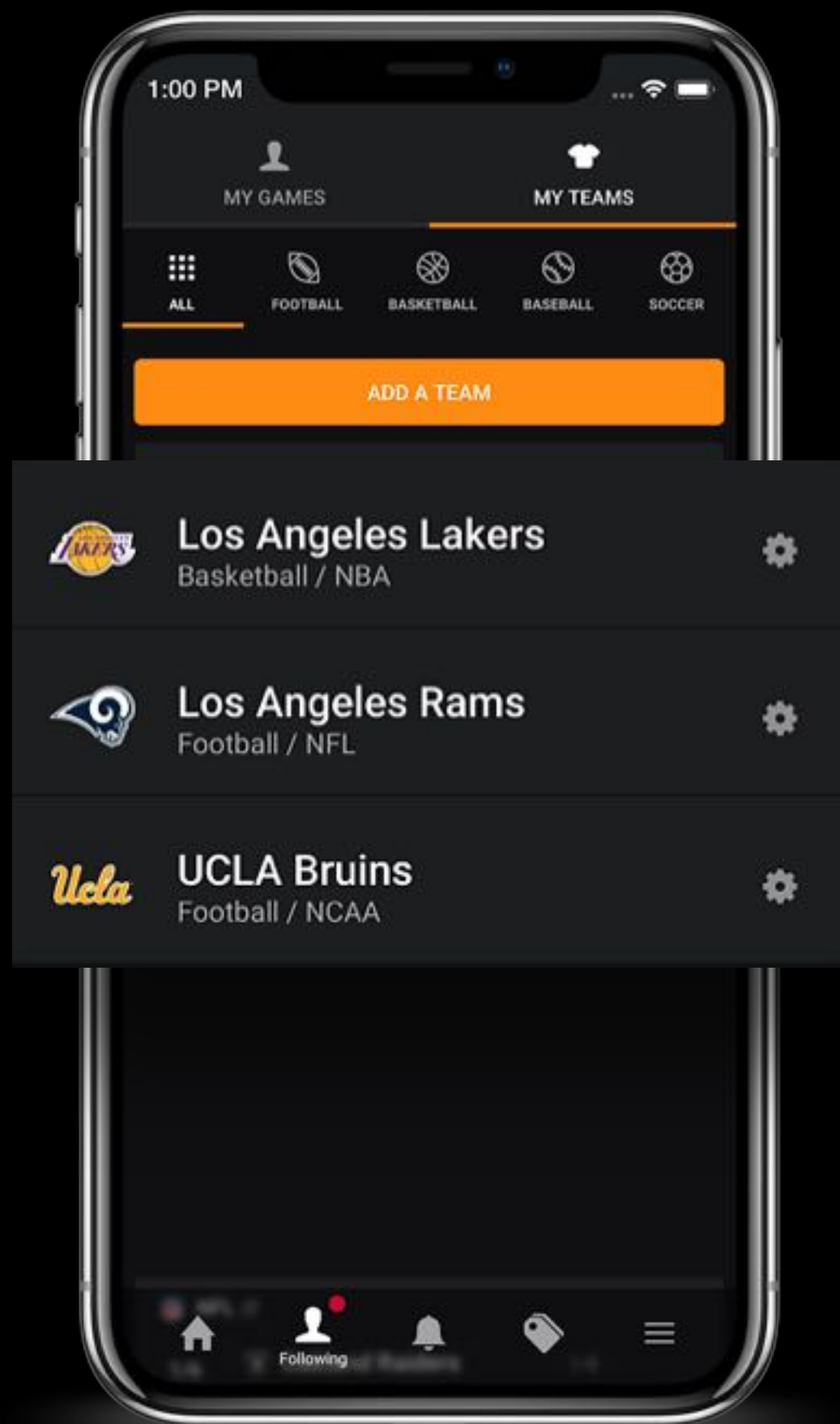
With a simple toggle, players can choose games to follow.

TriggY opens up a positive communication channel to the players as we send push notifications when **THEY** think something important happens in the game.

 Notification Example just now

RAMS @ CARDINALS

Q1 4.12 Score (FG) [10]-7 (Tap for Next Bets)



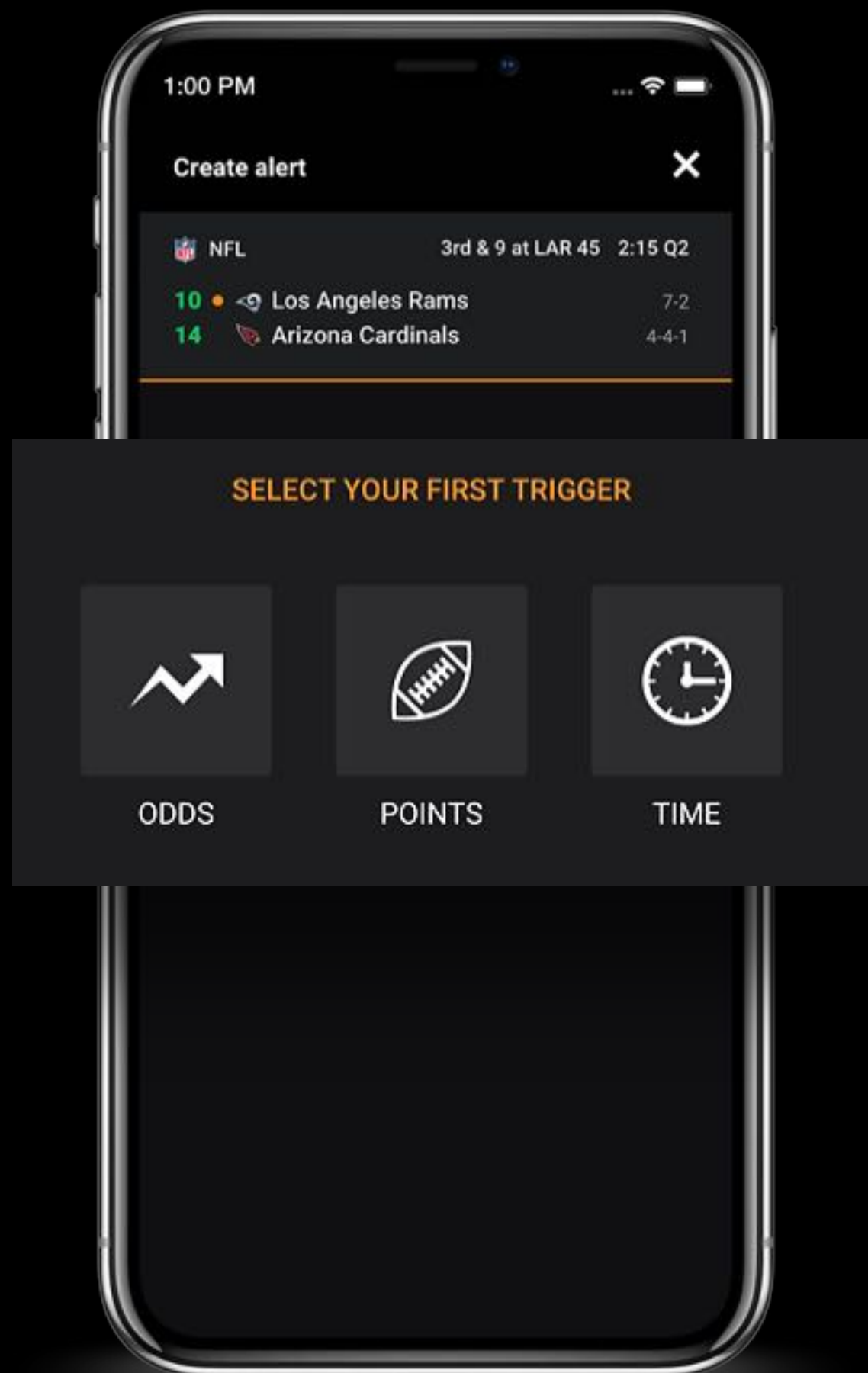
Players subscribe to their favorite Teams

Subscribe to your favorite Teams -
"Stay ahead of the game"

Get push notifications and alerts on:

- » Starting odds
- » Lineup
- » In-Play game events
- » News and more
- » Tailor forced Push Notifications to your players to engage and promote campaigns and offers





... together with *NextBet* suggestions!

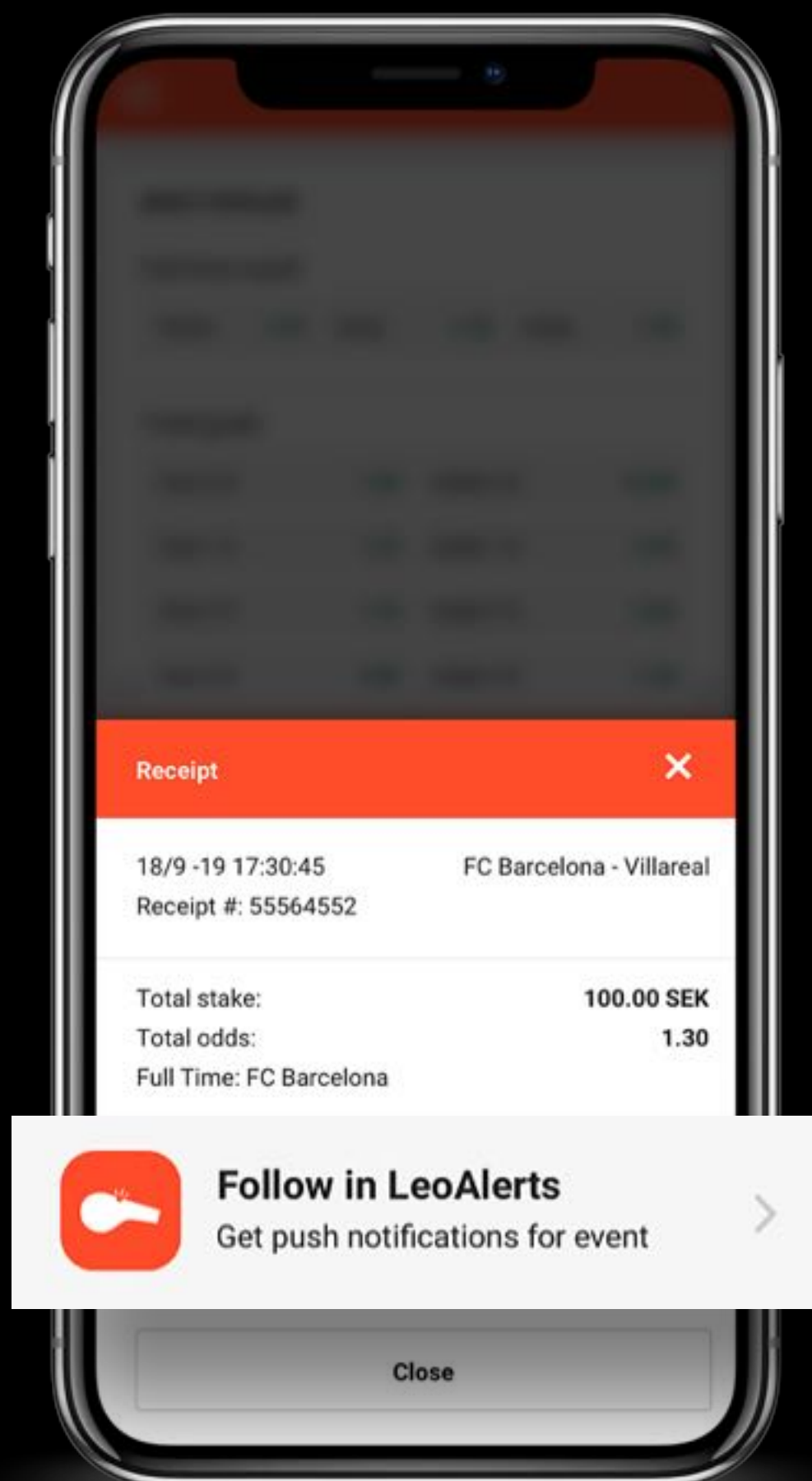


Players create their own Alerts with our unique Trigger engine

By using Triggers, players can set their own conditions for when they want to get a push notification.

EXAMPLE ALERTS:

<p>MONEYLINE</p>  > -110	 < HT	Alert me when the odds on RAMS reaches -110 and match time is less than HT
<p>POINTS: TOTAL BY TEAM Washington Wizards</p>  H > 30	 < Q2	Alert me when Washington Wizards scores more than 30 points in the first quarter



Betslip retargeting

Our live score apps come bundled with a betslip retargeting feature that allows your players to follow games from your sportsbook's existing betslip receipt.

For new players, the link goes to the app store and the game will be toggled on once app is downloaded.