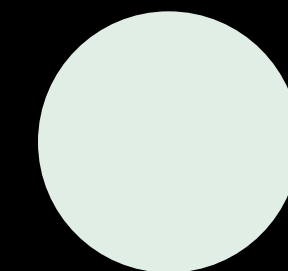
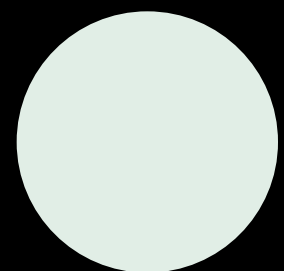


Derby.Fish

Full Deck

AGF x W.A.L.L.

September 30, 2024



Market Deck

Derby.Fish Market Insights.

Markets

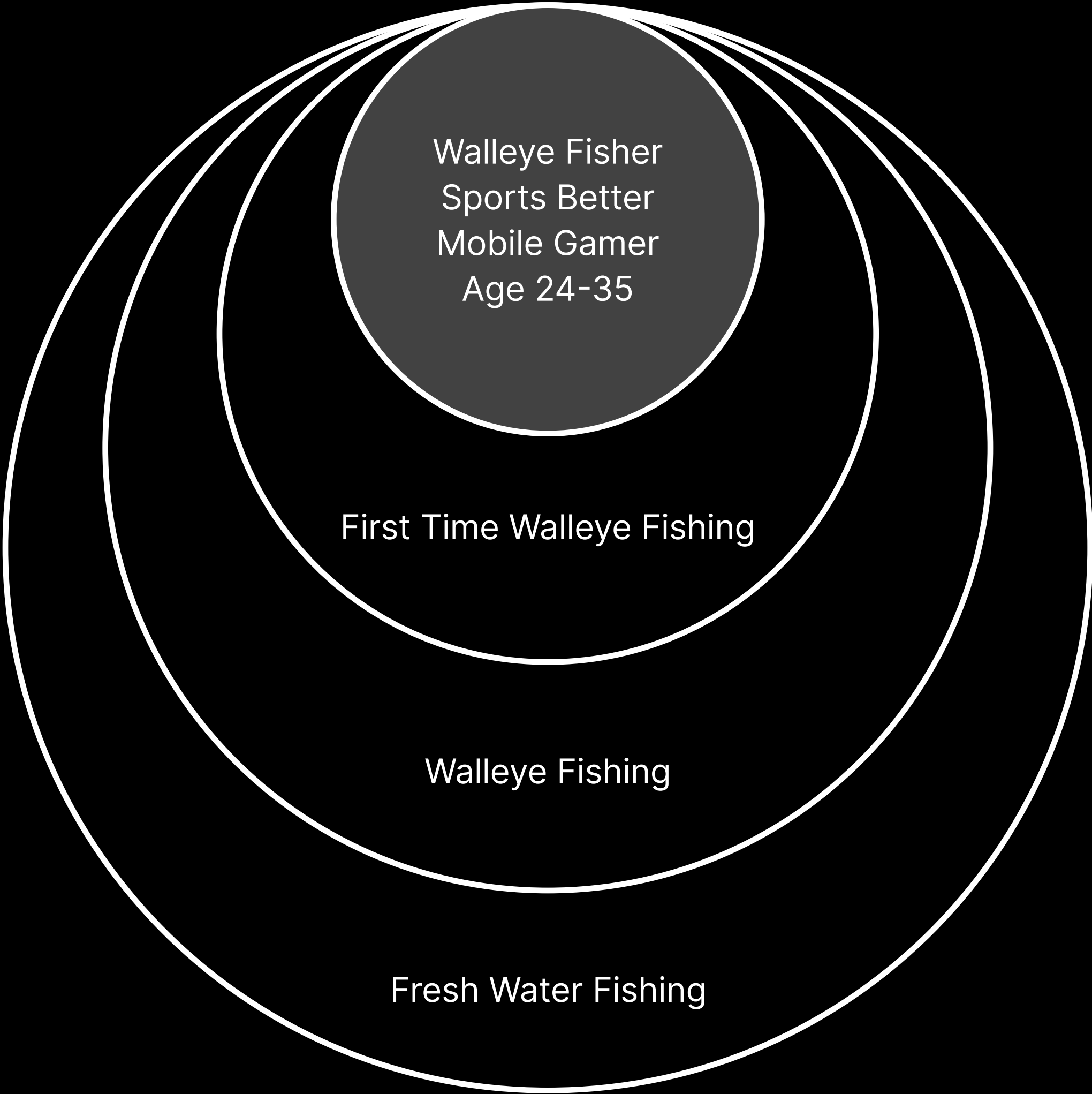
Total Addressable Market -
Fresh Water Fishing
42m Fishers

Serviceable Addressable Market -
Walleye Fishing
10m Fishers

Serviceable Obtainable Market -
First Time Walleye Fishers
727k Fishers

Early-Vangelists - **50k Fishers**

- Walleye Fisher
- Age 24-35
- Sports Better
- Mobile Gamer



Fresh Water Fishing Metrics

57.7 million US Citizens fish with 889 million total outings. It is second in recreational activities behind jogging in first place. 81% of Fresh Water Fishers are only fresh water fishers.

TAM {2023 Data}

42.6m

Fresh Water Fishers

69%

Went on 1-11 Fishing Outings

632m

Total Outings

14%

Percent of US Population

Walleye Fishing Market

Walleye are fished in Canada, Great Lakes, North East, and Upper Midwest. Walleye fishing is an estimated average of Midwest, Mountain/Pacific, New-England/mid-Atlantic at 10 million fishers.

SAM {2023 Data}

10.3m

Walleye
Fishers

1/6+

More than 1/6
of US fishers
fish Walleye

14

Average
Fishing
Outings

2.97%

Percent of US
Population

FIRST TIME WALLEYE FISHERS MARKET

The amount of first time fishers in the US was 4.2 million in 2023. In under-served markets, Derby.Fish can monopolize the new fishers.

SOM {2023 Data}

730k

First Time
Walleye
Fishers

7

Avg Fishing
Outings

4.7m

Total Outings

1.3%

Percent of
Total Fishers

Walleye Fisher Sports Bettor Mobile Gamer 24-35 Market

48,406 ppl

0

Walleye
Leagues

We are targeting US citizens
who crossover multiple
industries.

10m { 03% } Walleye Fishers
46m { 14% } Age 24-35
61m { 18% } Mobile Gamers
64m { 19% } Sports Bettors

EVG {2023 Data}

44%

100k+ income

1.6m

Non fishing
beach head
demographic