



Mobile Technology That Transforms Betting

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Sports Betting

The Numbers In Billions

- Today, Worldwide Sports Betting is a **\$700 billion to \$1 trillion** market
- Today, US Sports Betting is a **\$350 billion** industry
- Today, **\$33 billion** is wagered worldwide through illegal offshore websites
- By 2018, global online gaming will be a **\$173.5 billion** industry

(<http://www.covers.com/articles/articles.aspx?theArt=338696>)

Virtual Betting

The Numbers In Billions

- Virtual betting (Social Casino games) will be a **\$4.4 billion** industry in 2015
- Caesars Interactive Entertainment's (CIE) rapidly expanding social gaming arm helped it post a year-on-year **revenue increase of 52%** for the full year



FanCandy

Better Bettor Technology
On Mobile

- Innovative and intuitive mobile betting interfaces
- User enjoys simpler, faster touch-slide-release wagering experience
- Introducing real-time crowd-sourced odds
- Introducing first-ever graphical representation of real-time odds

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Better Bettor Technology
On Mobile

- Introducing first-ever player prediction IQ rating system
 - Enables real-time analysis of wagers made by top players, based on player IQ
 - For all bet types and categories
- Play against the world, your friends or in a league
- Geo-location of all players



FanCandy

Better Bettor Technology
On Mobile

- Introducing first-ever graphical representation of dissected wagering data:
 - Relative number of bets on outcome options
 - Relative size of wagers on outcome options
 - Where smart money and dumb money have wagered, based on player IQ

FanCandy

Better Bettor Technology
On Mobile

- Enables betting on anything that will have known outcomes
- Enables live, real-time, in-running wagers
- Enables real-time hedging
- Enables head-to-head side betting
- User Interfaces display on Smart TV monitors

FanCandy

Better Bettor Technology
On Mobile

- Enables exotic wagering:
 - Exactas
 - Trifectas
 - Superfectas
 - Pick 3, Pick 6, et al

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Better Bettor Technology
On Mobile

- Collects player personal data
- Records player's betting history, bet size, odds, won-loss record
- Patentable technology
- Scales worldwide
- Scales rapidly

FanCandy Mobile

In The Hands of Fans Everywhere



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FanCandy Phase I

Launching as Virtual Betting On the Second Screen

- 35% of TV viewers are engaged in a second-screen experience on their phone, tablet or computer tied to the TV content they are watching
- Media companies, content owners, sponsors, and advertisers are eager to monetize the Second Screen
- FanCandy prediction games:
 - Deepen viewer engagement and improve TV ratings
 - Activate sponsorship
 - Collect player personal data

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Launching with
NBC Sports

FanCandy plugs into the most powerful medium—TV—by launching with NBC Sports

NBC uses its media power—on TV, online, on-site at events—to market FanCandy and build player acquisition

FanCandy delivers compelling Social experiences on the Second Screen

We tap into the drama of events and the passion of audiences, from the Super Bowl to the Academy Awards



**FanCandy launches on NBC Sports
Upon Completion of Mobile
Development**

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Monetizing The Second Screen

- Licensing Technology to media companies, sports entities
- Sponsorship/Advertising revenue share
- Odds-data subscriptions
- Sales of player profile data
- E-commerce
- Micro-payments

FanCandy Phase II

From Virtual to Real Wagering

- Upon completion of FanCandy's proof of concept as virtual wagering, FanCandy extends its reach into legal wagering by licensing its mobile technology to gaming companies worldwide
- Move into legal wagering is six to 12 months* after launch as virtual wagering on the Second Screen

*FanCandy is already in discussions with legal wagering entities

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Technology Capabilities

Capabilities

- The most robust and versatile prediction platform
- Proprietary real-time administration tool

Totalizator

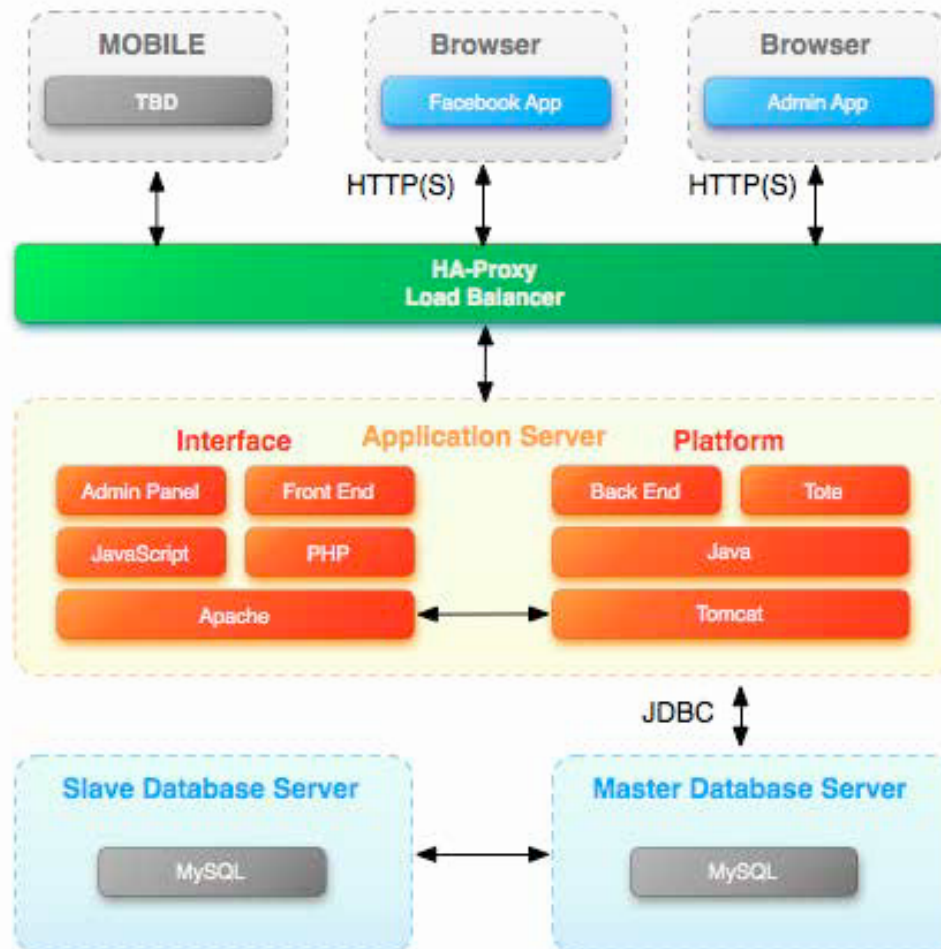
- Real-time odds processing and delivery for any proposition

Homogenizer

- Enables integration of any 3rd party, foreign or public data feed, into any FanCandy products

Social

- Integrated hooks into and out of critical social networks: Facebook, Twitter, Chat



FanCandy

Perfectly Positioned to Profit



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