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# 2016 Results

May 30, 2017

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# 2016 | Key Financial Highlights

### **Strong Growth from Key US Market**

- 8x client US casino operators of Simulated Gaming at year-end 2016 (2015: 6x)
- ▶ US active player days increased **+107%** in 2016 over 2015
- US Net Revenue **+66%** in 2016 compared with 2015

### **Significant Improvement in Financial Performance**

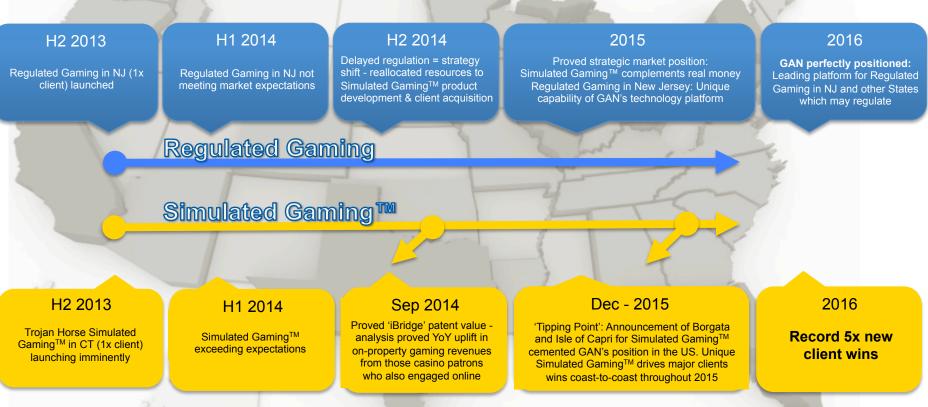
- +71% of Net Revenues are recurring in nature
- +64% of Net Revenues originated from GAN's key US market in 2016
- EBITDA losses reduced **-69%** compared with 2015
- Sufficient capital resources for delivering our business to sustained profit

# Sustained long-term commitment to the US market opportunity yielding strong growth and presenting a clear path to sustained profitability.



## **US | Strategy & Client Delivery**

GAN is the leading independent supplier of internet gaming platforms and content solutions to the US casino market



# Integration of patent protected 'iBridge' On-Property/Online loyalty reward card loop drives incremental On-Property revenues for casino operators

GAN's US Simulated Gaming and/or Regulated Gaming clients reliant upon GAN in 2016 included: Betfair; Foxwoods; Empire City Casino; Parx Casino; San Manuel; Maryland Live! Casino; ACEP; Isle of Capri; JACK Entertainment; and Twin River



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# Simulated Gaming | Disrupting Play

### **Disrupting the US Social Casino Market**

- > The Social Casino market is worldwide, but centered around US residents who account for 65%+ of worldwide revenues
- > US casinos' patrons generate +75% of total US Social Casino revenues despite representing <10% of US Social Casino players
- > +25% of brick & mortar casinos' patrons monetize, over time, compared to non-patron players who monetize c.5% over time
- > Casino patrons spend on average 10x more online playing Social Casinos than non-patron Social Casino players
- > +50% of all US casino patrons are already playing multiple online-only Social Casinos
- > GAN is moving US casino operators online, for the first time, to extend their existing bricks & mortar patron relationships online
- > Additional benefit of preparing the US casino for longer term emergence of online real money Regulated Gaming in their State



### GAN's Simulated Gaming<sup>™</sup> is fast-growing, high margin & US patent-protected

1: Nevada (pop. 2.7m); Delaware (1m) and New Jersey (8.9m) are permitted to gamble real money online in the US. Population of America was est. 321m in 2015. 2: Eilers & Krejcik Gaming LLC: Social Casino market worldwide was \$3.8bn in CY2016 of which 73% is derived from North America and 65% from the United States 3: 30% of American adults (70m) regularly visit and gamble in their local land-based casino and/or visit destination casinos in Las Vegas or Atlantic City



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# Simulated Gaming | Getting the point?

### **Unlocking Patron Value Online & Increasing Value On-property**

- More than 50% of all US casino patrons hold multiple Reward Cards issued by multiple bricks & mortar casinos they frequent
- > Patrons accumulate Reward Points as they gamble, later using them in the casino for free room stays/meals or more gambling
- GAN's clients offer their existing patrons the new opportunity to play online with them, instead of with competing online-only Social Casino operators, with the powerful incentive of Reward Points awarded if they sign up and/or spend money online
- > Clients of Simulated Gaming<sup>™</sup> enjoy an ultra-low cost of acquisition of their own patrons, unlike online-only Social Casinos
- GAN has also proven that casino patrons who start playing online increase visitation to (and spend inside) the casino property
- Simulated Gaming delivers incremental online spend + incremental on-property spend, for GAN's US casino operators



### GAN's Simulated Gaming<sup>™</sup> is fast-growing, high margin & US patent-protected

1: GAN's US patent no. 8,821,296 issued Sep-2014 and re-issued March 2017 governs the automated look-up and linkage/association of Reward Accounts held within Casino Management Systems with Internet gaming accounts as well as the automated transmission of Reward Points into a patron's Rewards Account within the Casino Management System which is triggered by Internet gaming activity/events



# 2016 | Operational Highlights

### Strong growth momentum in the US

- New Jersey Regulated Gaming out-performed expectations
- US Simulated Gaming out-performed expectations

### New agreements for Simulated Gaming<sup>™</sup>

- ➢ JACK Entertainment, Chickasaw Nation, Oneida Nation, Twin River, Station Casinos for Simulated Gaming<sup>™</sup>
- > JACK Entertainment, Chickasaw Nation, Stations each generate \$1bn+ revenues annually from their US casino properties
- Shortened sales cycle demonstrating GAN's market leadership in B2B Social Casino with Simulated Gaming™
- > Chickasaw Nation and Oneida Nation are GAN's third and fourth major Native American Tribal gaming client wins, respectively

### Significant continued investment across the Business

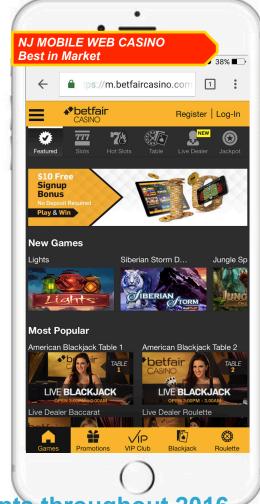
- ➢ Substantial investment in development and functionality of Simulated Gaming<sup>™</sup> product
- Substantial continued investment in the development of Regulated Gaming platform in New Jersey
- Increase in full year headcount in UK and US office to support parallel operator deployments and sales and marketing efforts to expedite customer acquisition pipeline. As at December 31, 2016 had 110 full time employees across both UK and US offices
- Clean EBITDA cost base in 2016 of £8.7m down from £9m in 2015 and capable of supporting further growth in 2017
- Investments beginning to deliver significant operational leverage



# **2016 | Product Development Highlights**

### **Real money Regulated Gaming**

- Significant performance improvements in 2016 in the mobile channel
- Delivery of an increasing portfolio of exclusive high-value Class III slots on-board the GAN Internet Gaming System
- Mobile-first customer journey implemented for BetfairCasino.com best in market (see right)
- Continued investment in payments' options & other optimisations driving increased monetizations rates – best in market
- Continued innovation in player bonusing
- Launch of progressive jackpot gaming in New Jersey
- Integration of Ezugi Live Dealer (launched post-period end)



### GAN continued to deliver incremental product improvements throughout 2016



# 2016 | Product Development Highlights

### **Simulated Gaming**

- Customer experience optimisations driving increased conversion, monetization & retention
- Critical mass of gaming content reached in H2 2016 (100+ slots, 20+ table games) exceeded typical Social Casino 50-70 slot portfolios
- Increased presence of recognized Class III slot machines' online equivalents (Everi, KONAMI, Incredible Technologies, IGT<sup>1</sup>)
- Improvements to Slot tournaments to replicate on-property experience
- Development of first casino-exclusive game 'Stratosphere Slots' for ACEP, promoting the Stratosphere in Las Vegas
- > Updated mobile apps driving improved conversion from install to spend
- Networked progressive jackpots across multiple clients

#### Client-exclusive slot game promotion the property



#### Parx Casino's Simulated Gaming iOS App



### GAN continued to deliver incremental product improvements throughout 2016

1: GAN integrated IGT's Remote Gaming Server in 2016 and delivered a range of IGT slots and video poker games enabled for Simulated Gaming to Parx Casino, which launched in March 2017 post-period end



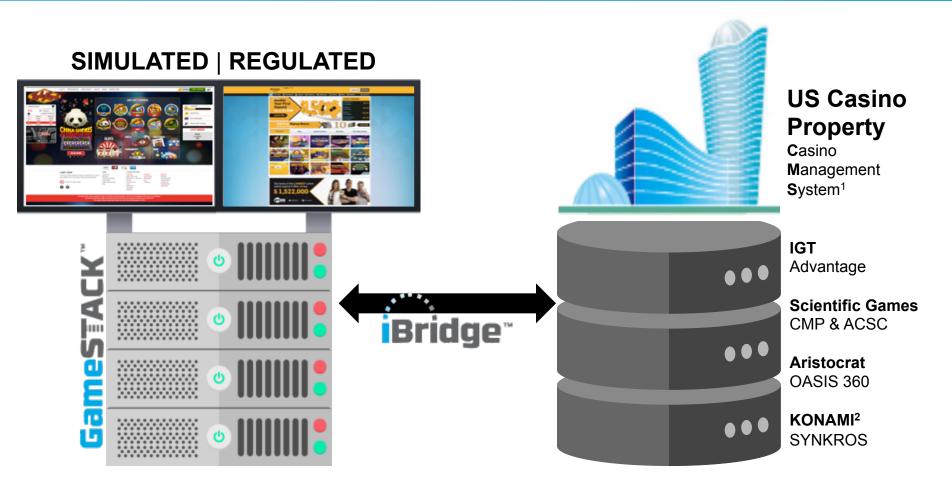
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# US Internet Gaming





## **Unique Integration Model | Convergence**



### GAN delivers Simulated Gaming<sup>™</sup> and/or real money Regulated Gaming integrated with onproperty rewards programs via US-patented iBridge Framework<sup>™</sup>

1: GAN has completed and launched technical integrations with operational Casino Management Systems employed by GAN's clients, including Bally CMP, ACSC (Bally is a division of Scientific Games) and Aristocrat's OASIS 360; and IGT's Advantage Casino Management System 2: GAN has completed a technical integration with KONAMI's SYNKROS Casino Management System with a live deployment launched in March 2017 for Oneida Nation

## **Regulated Internet Gaming | New Jersey**

#### Growing NJ Casino Market +32% YoY Growth - New Jersey market worth \$196.8m in 2016 Casino games accounted for 86% of total online gross gaming revenues in 2016 +35% YoY growth forecast for Internet casino gaming: From \$170m in 2016A to \$230m<sup>1</sup> in 2017E

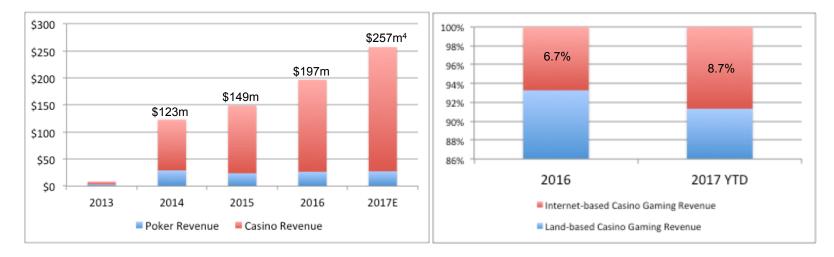
### Proven Execution Capability

**Successfully delivered Betfair's Regulated Gaming business** Growing, successful independent operator in a competitive market Established track record provides GAN with a platform for further opportunities

### Expected Market Share Growth

### Betfair expected to continue phasing in marketing capital

BetfairCasino.com achieved low double-digit % market share<sup>2</sup> reliant on the GAN platform Second client 'TEN' (formerly Revel Casino) expected online before end of 2017<sup>4</sup>



1: internal estimate based on \$52.5m Internet Casino (excl. Poker) gross gaming revenues in January – March 2017 Q1 period which grew +37% YoY on \$38.3m Internet Casino gross gaming revenues in January – March 2016 Q1 period (sourced from NJDGE)

2: based on low double-digit market share in H116 for Betfair (Betfair Interim Results FY16 Analyst Presentation)

3: Subject to NJDGE licensing of TEN (and/or affiliates) 4: internal estimate based on +35% YoY growth in Casino; and +3% YoY growth in Poker © GAN Page 12

## **Regulated Internet Gaming | Additional States**

### Future US Regulation

### Strategically positioned ahead of future regulation

Coast to coast partnerships with marquee operators expands regional footprint and facilitates rapid market share acquisition upon future intra-State regulation

### Progress in Pennsylvania

### Pennsylvania may enact regulation in 2017

HB 271 passed by the House in April 4, 2017 and the Senate on May 24, 2017 incl. Internet gaming Senate-amended HB 271 will now be considered by the House (17-54% tax rate remains a challenge) Promising legislative progress: First Internet gaming bill to be approved by the Pennsylvanian Senate



### GAN client: Leading casino property operator in Pennsylvania

Exclusive IGS provider of Simulated and Regulated Gaming to PA's market-leading Parx Casino IGS already deployed/hosted on-property allowing swift upgrade to real money upon regulation

Other States

### Targeting next layer of regulation

Michigan & Massachusetts also considering regulation of Internet casino gaming. New York and California considering regulating poker-only Internet gaming<sup>1</sup>

States regulated

States considering regulation





1: Eilers & Krejcik Research, LLC U.S. iGaming Tracker May 15, 2017

# **Financial Summary and Outlook**



## 2016 | Audited Financials

	Year Ended	Year Ended	YOY	YOY
	31 December 2016	31 December 2015	Variance	Change
	£'000	£'000	£'000	%
	Audited	Audited		
Gross Income <sup>1</sup>	31,675	25,837	5,839	23%
	51,075	25,057	3,035	23/0
Net Revenues	7,803	6,011	1,792	30%
Net Rev as % of GI	24.6%	23.3%		
Net Revenues (ex impact of system sales)	7,803	6,011	1,792	30%
Clean EBITDA <sup>2</sup>	-932	-3,018	2,086	69%
Clean EBITDA %	-11.9%	-50.2%		
Clean EBITDA <sup>2</sup> (ex impact of system sales)	-932	-3,018	2,086	69%
	At 31 December 2016	At 31 December 2015		
Net Assets	10,940	10,184	756	7%
Cash and Cash Equivalents	3,179	3,779	-600	-16%

Loss after tax reduced significantly from £5.0m to £3.8m reflecting the impact of material research and development tax credits

- Gross income of £31.7m has increased by £5.8m (23%) YoY (2015: £25.8m)
- Net Revenues have increased YoY by £1.8m (30%) to £7.8m (2016: £6.0m)
  - Strong growth in recurring B2B revenues of £1.0m, primarily from Simulated Gaming (£0.5m)
  - Platform development revenues have also increased by £1.0m primarily due to new client development and related revenue streams
- Clean EBITDA<sup>2</sup> loss decreased by £2.1m from £3.0m to £0.9m
  - Cost base reduced and capable of supporting planned revenue growth in 2017 without incremental investment

### > Cash of £3.2m at year-end.

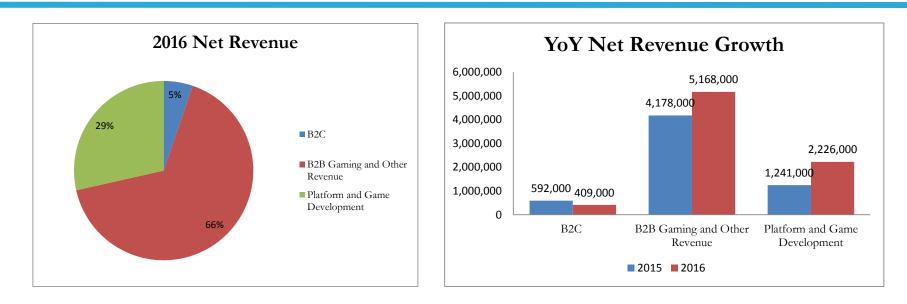
- £4.4m raised in gross proceeds through share placings
- Overall net cash expenditure reduced from £7.0m to £5.0m



2 Clean EBITDA is a non GAAP company specific measure and excludes interest, tax, depreciation, amortisation, share based payment expense and other items which the directors consider to be non-recurring and one time in nature.

<sup>1</sup> Gaming revenue plus other net revenue

## **Analysis of Net Revenue**



### Net Revenue increased by £1.8m (30%) from £6.0m in 2015 to £7.8m for 2016

- B2B net revenue has increased by £2.0m (37%) to £7.4m while B2C net revenue has fallen by £0.2m to £0.4m.
- Revenue share and other revenue, recurring in nature, has grown by £1.0m (24%) to £5.2m (2015 £4.2m) and account for 67% of overall net revenues in line with comparative period
  - Increases have come primarily from Simulated Gaming and real money gaming revenue in Italy which together accounted for £0.9m of the increase. Simulated Gaming revenue accounted for 48% of B2B recurring revenue
- > B2B Platform and game development revenue has increased by £1.0m (83%) to £2.2m compared to £1.2m in 2015
  - Increase driven by incremental development and hardware revenues related to the real money gaming market of New Jersey in the US, and from upfront development and hardware fees generated by our Simulated Gaming client launches.
  - > Game Development revenues have fallen from £0.3m to £0.2m YoY.



## **Distribution and Administrative Expense**

- Overall cost base (excluding depreciation, amortisation, impairement, exceptional items and share based payments) has decreased by 3% from £9.0m in 2015 to £8.7m in 2016
  - Decrease driven by a £0.6m reduction in administrative expenses partially offset by increased distribution costs of £0.3m
- Distribution Expenses have increased from £3.1m to £3.4m (excluding depreciation, amortisation and impairment of £4.0m versus £2.2m in 2015)
  - Royalty expense related to distribution of third party content increased by 50% primarily due to significant increased real money gaming revenues from the Italian market and increased Simulated Gaming<sup>TM</sup> recurring revenues in the US of £0.6m partially offset by reductions in both our B2C and B2B marketing costs.
- Administrative Expenses decreased by 11% from £5.9m to £5.3m (excluding exceptional items and share based payments)
  - Decrease due primarily to favourable foreign exchange movements consequent to Brexit and discretionary cuts to controllable overhead
  - Overall additions to capitalised developer time have increased by 7% YoY



## Outlook 2017

### **Regulated Internet Gaming**

- New Jersey Internet gaming market estimated to grow by +31% YoY in 2017 to \$257m<sup>1</sup>
- > Expected continued revenue growth of BetfairCasino.com in New Jersey
- > Second New Jersey client TEN Atlantic City expected to be operational before end of 2017<sup>2</sup>
- > Preparing to launch Regulated Gaming for Parx Casino, in the event Pennsylvania regulates real money Internet gaming in Summer 2017

### Simulated Gaming<sup>™</sup>

- Record number of client launches in 2017 YTD resulting from a shortened sales cycle in 2016
- TEN Atlantic City (formerly Revel Casino); Oneida Nation's Turning Stone Casino; MGM Resorts' Borgata; Chickasaw Nation's WinStar World Casino; and Station Casinos have all launched Simulated Gaming YTD 2017
- > High margin, fast growing gross income in which GAN enjoys significant participation
- > Incremental opportunity to scale Simulated Gaming<sup>™</sup> through online/on-property marketing activity targeted at patrons

### Operational

- > Increased operational leverage through careful reduction of cost base, with clean EBITDA cost base expected to shrink in 2017
- > On-going discussions in relation to IGS sales and additional game content deals with tier one casino manufacturers
- > Expanding technical delivery capability in low-cost location Bulgaria responding to demand surge in 2016 for Simulated Gaming

### Capital

April 2017 convertible loan note issuance generated £2m in gross proceeds to continue expansion in the US; initiate a US Patent licensing program; prepare for regulation in Pennsylvania; and for working capital and general business development purposes

internal estimate based on \$59.3m gross Internet gaming revenues in Q1 2017 (sourced from NJDGE)
subject to certain contractual conditions being met and regulatory permissions



## **US Investor Relations | Quarterly KPI's**

### First Quarterly Key Performance Indicators published February 14, 2017 ...



... in order for the US and global institutional investment community to properly track progress of GAN's diverse business on a quarterly basis

1: Average Revenue Per Daily Active User (ARPDAU) is a key metric followed by the real money Regulated Gaming and/or Social Casino Industry



### Today, GAN is a US-facing 'SaaS Vertical' Company

- Substantial majority of recurring revenue is originating from the US
- > CEO & Chairman located in US, substantial operations & fast-growing client base
- Software as a Service (SaaS) focused on one single vertical/Industry (US casino Industry)
- > 2016 Net Revenue growth of +30% YoY qualifies GAN as a high growth SaaS Vertical Company

### **ECM - Strategic Objectives in 2017**

- Small/mid-Cap SaaS Valuations in the UK remain substantially below US peer group
- > 20% 25% EBITDA margins achievable by GAN on future Net Revenue, in line with US SaaS peers
- > H2 2016/2017 YTD increased interest among US investors with limited access to GAN's UK equity
- > Obtain a higher rating on GAN's Net Revenue & anticipated EBITDA as a US-listed 'SaaS Vertical'
- > Increased research coverage on GAN: Liberum appointed as joint-broker with Davy on May 30, 2017
- > Appointment of the US Financial Adviser will commence medium-term US planning cycle

### Working towards procuring GAN a US-listing on a suitable US exchange

