



PLAY SMART AND WIN: THE FUTURE OF ONLINE BETTING IS HERE

APPLE ISPORTS GROUP, INC. (OTC-QB: AAPI)

COMPANY OVERVIEW | FEBRUARY 2025

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US Securities Law Notices*

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Please refer to AiS’ filings with the United States Securities and Exchange Commission, which can be found at the following link: <https://www.sec.gov/edgar/browse/?CIK=1134982&owner=exclude>.

Subscribers should consider the “Risk Factors” relating to the Company and its businesses set forth in the Company’s Form 10-K, filed with the Commission on April 22, 2024 (contained in the link above). This offering is made only to “Accredited Investors” as that term is defined under US federal securities laws.

WHY APPLE ISPORTS GROUP IS READY TO WIN

Winning Team:

Led by a highly experienced and credentialed board and executive team incentivized for rapid business growth

Winning Brand:

Build on memorable brand with strong ticker code (AAPL)

Winning Market:

Thrive on significant tailwinds for high-growth gaming, wagering and sweepstakes businesses

Winning Strategy:

Become a leading multi-asset online gaming solutions operator

Winning Model:

Target significant B2B & B2C markets accelerated with accretive acquisitions

THE RIGHT BOARD AND EXECUTIVE TEAM TO DRIVE GROWTH



Marino Sussich
Founder and Director

Innovative entrepreneur for 25+ years, a track record of identifying and creating new business opportunities and taking them to market. Accomplishments include turn-key gold mine operations, launching a beer brand and developing a sports engagement platform.



Michael Cho
Cornerstone Investor / Advisor

Successful serial entrepreneur with well-established global networks who has built expert teams, raised capital and established commercial vehicles for biotech, hospitality and gaming companies. Michael has 13 patents granted in the pharma space.



Lyndon Hsu
Director

Thirty-one years of executive investment banking at Credit Suisse, HSBC, Standard Chartered. Foundational chairman of BetCloud, an Australian wagering and data science company. Chairman of the Victorian Bookmakers' Association for the past 21-years.



Joe Martinez
CEO & Chairman / Director

Significantly contributed to several Silicon Valley companies, playing a pivotal role in their funding and IPOs. As an entrepreneur, Joe served as CEO of several public companies that he funded, managed, took public, and later sold to private equity firms.



Jeremy Samuel
President / Director

Technology veteran who oversees operations in Australia and the USA. Jeremy is a digital expert and business advisor, skilled in merging capital, people and technology to generate significant value for customers and shareholders.



Lee Saltzer
COO



Bryan Kelly
CTO



Cathy Verlench
Controller



Joe Herrera, Jr
Tribal BDM



Kelley Dunne
Head of Infrastructure

OUR MULTI-STEP BUSINESS STRATEGY LEVERAGES BRAND + MARKET

#

Raise US\$50m of capital, list on NASDAQ to access broader capital markets, diversify shareholder base in readiness for acquisitions

1

Complete key acquisitions / asset-builds to establish, develop and scale

2

Deliver white-label services to Native American Tribal Gaming operators seeking online gaming products

3

Expand into adjacent US markets with favorable regulation and strong growth dynamics

4

License opportunities to generate revenue in multiple parts of the B2B / B2C stack and Infrastructure

1. BUILDING OUR PIPELINE OF OPPORTUNITIES

**Sweepstakes
and lotto
business
investment to
provide
unregulated
market revenues**

**Online assets in
gaming and AI
(eg FoxLotto) to
be activated**

**Royalty fees
with existing
large-scale
operators (eg
Shuffle.com)**

**Strong
relationships
with numerous
Tribal Gaming
operators
actively seeking
solutions**

**Several B2C and
B2B operators at
distressed
valuations**

TARGETING HIGH-VALUE SEGMENTS

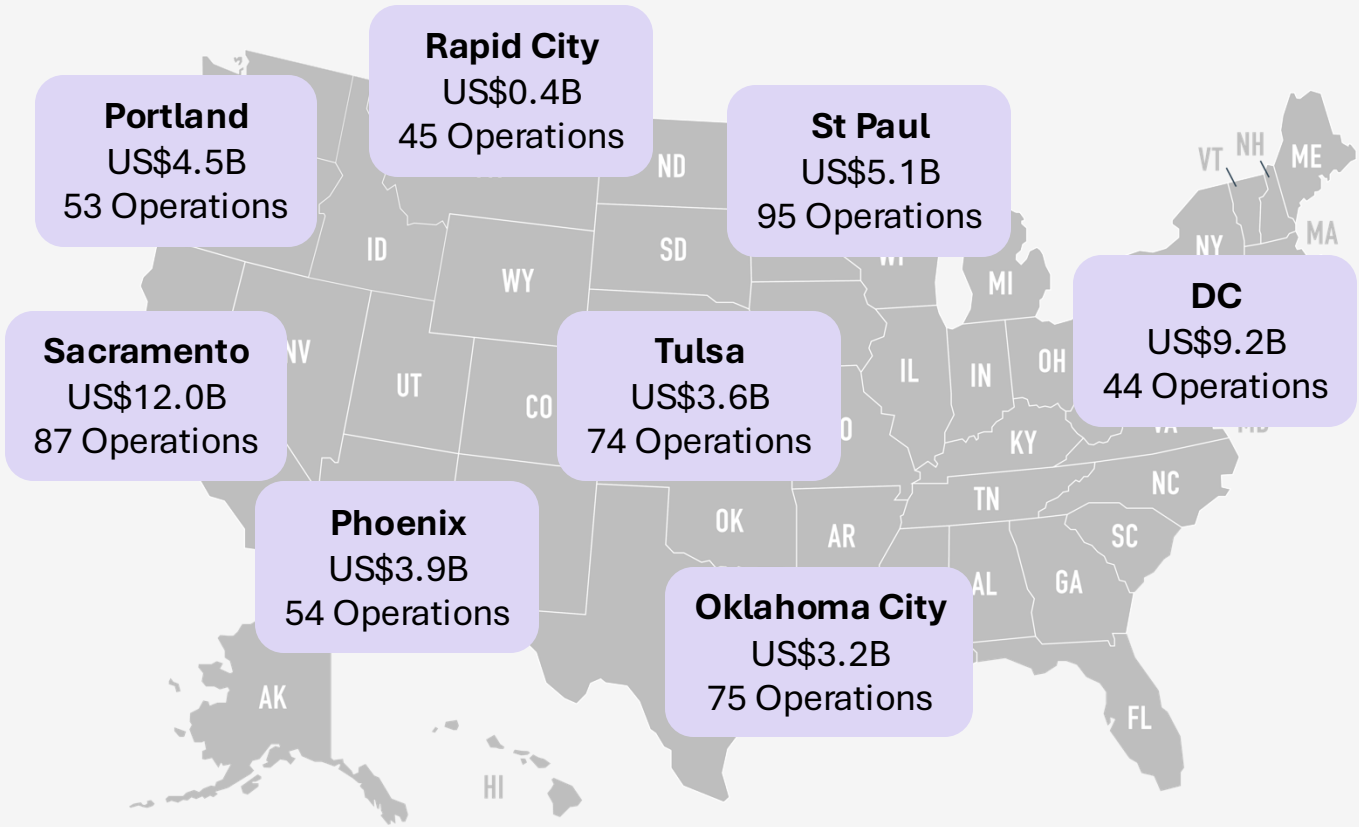
B2C offerings to be developed on the same core platform, allowing for a tightly integrated and unified customer information database and wallet

	Sports Betting	Horse Racing	Sweepstakes	24x7 FAST Sports Channel
Description	Betting coverage for many major sporting leagues and events in Australia and the USA	Advanced informatics, analysis and insights, and live updates	Users have a casino-like experience in multiple jurisdictions	Stream wide range of live sporting events and shows on various platforms
Business model	Margins through management-of-risk	Margins through management-of-risk	High margins with fixed risk	Ad-supported, freemium subscription; drives traffic

Margins managed with technology and traditional risk management methodologies.

2. BRINGING THE US B2B MARKET INTO THE MOBILE WORLD

Tribal gaming (B2B) had US\$41.9B in gross gaming revenue (GGR) in 2023 across 527 operations in 29 states in 7 designated regions



Opportunity to deliver services for Native American Tribal Gaming operators who seek to recalibrate their revenue mix to include online gaming and sports wagering products

Poor existing technology capability, limited online gaming, and plans for expanding high-speed online access ensure large-scale opportunity to exploit

Large footprint for Apple iSports to sell into and secure license agreements

3. THE LARGE US SPORTS BETTING MARKET HAS GROWTH POTENTIAL

US\$142.5B pa

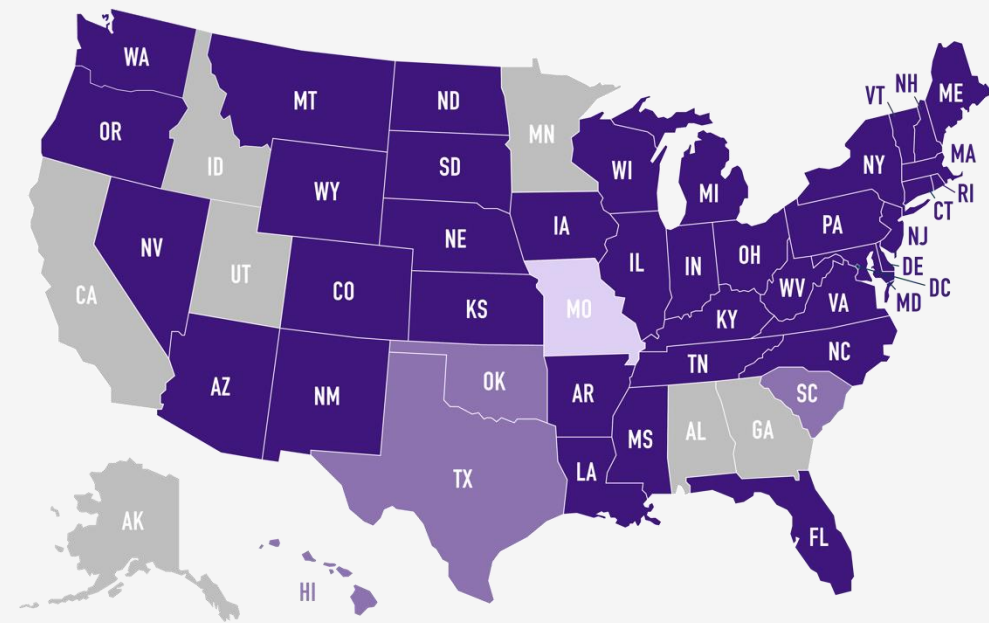
in legal sports wagers in the US in 2024 even though only 35% of Americans have used sports betting since legalization in 2018



At 80% penetration¹ the US market can reach:

US\$325.7B pa

Legal Landscape of Sports Betting in the US as at Jan-2025



Number of states and sports betting status

- 38 Sports betting live and legal
- 4 Active legislation
- 7 No legislation
- 1 Legal but not operational

Source: American Gaming Association, February 2025
1. Market penetration of mature sports betting markets such as Australia

4. ONLINE GAMING HAS A HIGHLY ACTIVE M&A MARKET

Largest online gaming M&A transactions include:



US\$13 billion

Acquired by Silver Lake
in 2024



FANDUEL

US\$12 billion

Acquired by Flutter
(NYSE:FLUT) in 2020



US\$9 billion

Acquired by Flutter
(NYSE:FLUT) in 2020



US\$4.7 billion

Acquired by Stars in 2018



US\$4.0 billion

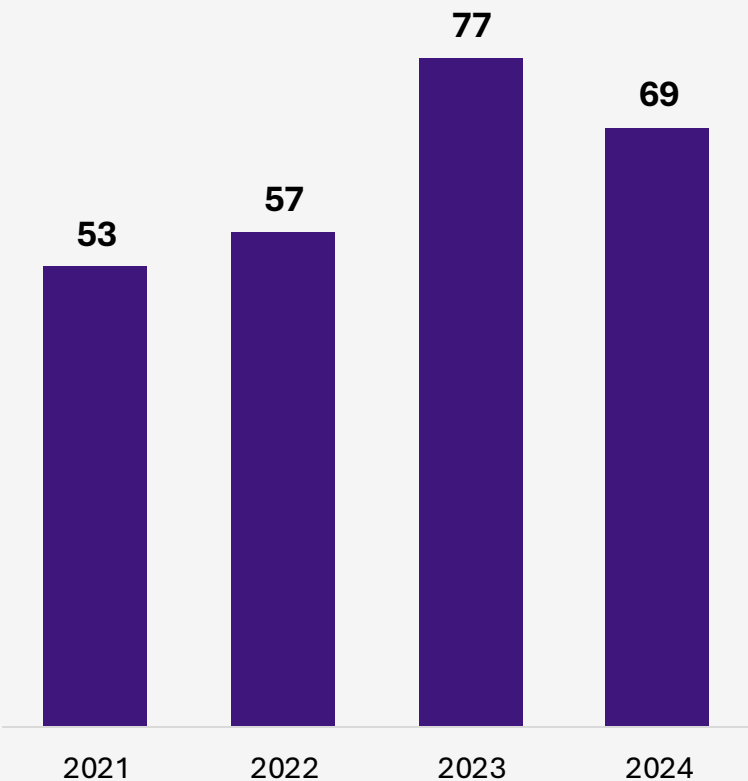
Acquired by Apollo in 2024



US\$3.8 billion

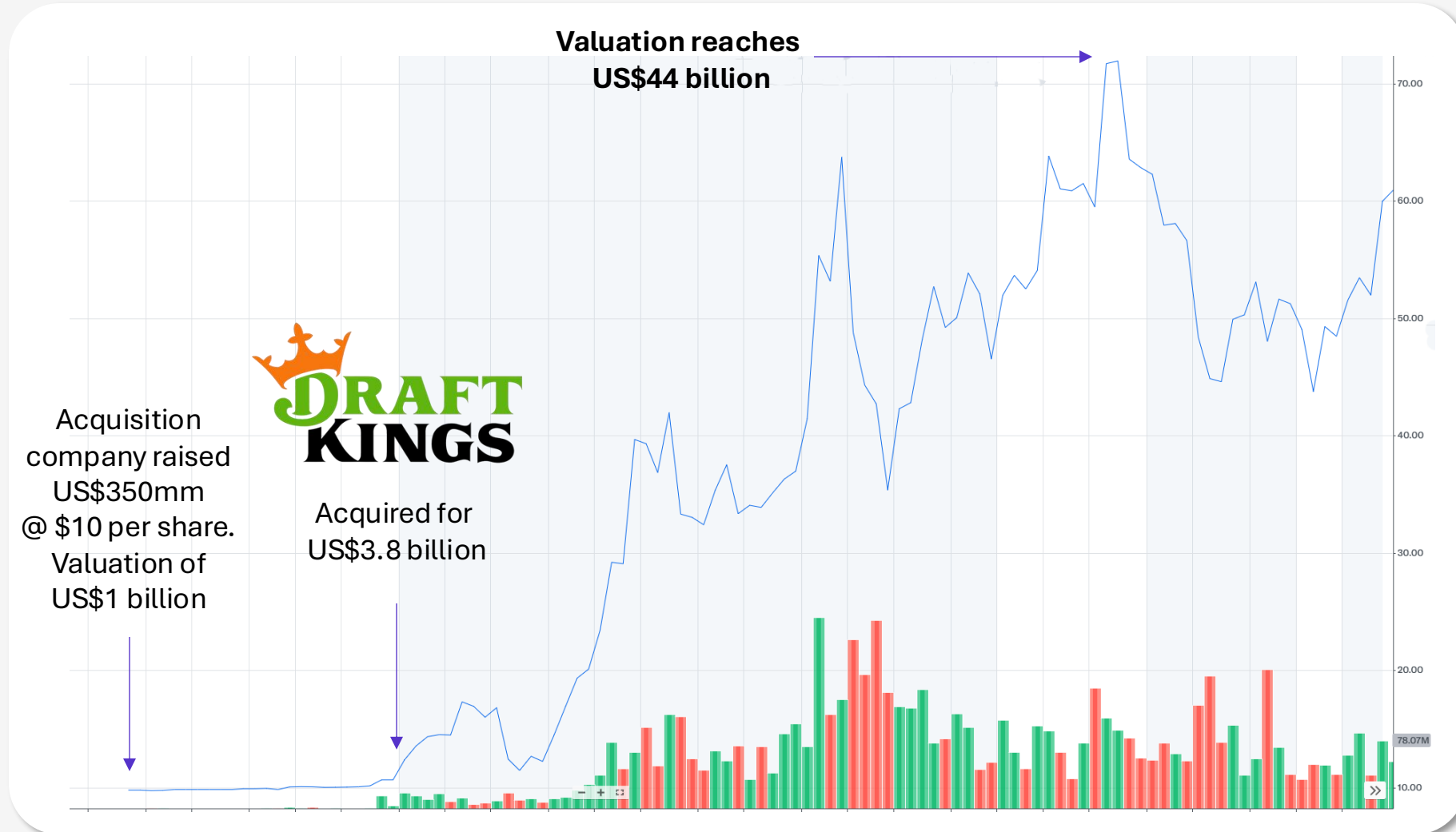
Acquired by SPAC in 2020

Number of Online Gaming
Acquisitions (per year)



Source: *iGaming Acquisitions - The Biggest & Most Recent M&A*

CASE STUDY: FROM US\$1B TO US\$44B FROM NASDAQ LISTING (DKNG)



BUILDING VALUE FOR AAPI USING THE DRAFTKINGS STRATEGY






AAPL has been listed on the OTC-QB since October 2024

Acquisition of online gaming assets at low multiplier which become re-rated into a Nasdaq listed vehicle (subject to listing)

Grow into a multi-billion dollar valuation as a listed company

SOURCES AND USES OF FUNDS

Apple iSports Group, Inc is raising **US\$50 million** to fund operational costs that build on its current valuation:

	Capital to commence strategic business acquisitions and asset builds
	Sign partnerships and license agreements for immediate revenue generation
	Achieve Nasdaq Listing as soon as possible

Sources	US\$mm
Funds raised from the Offering	50
Total	50

Uses	US\$mm
Operational costs	40
Working capital and corporate expenses	10
Total	50

Apple iSports Group, Inc has the discretion to accept oversubscriptions in the Offer

SHARE OFFER AND TIMELINE

Offer	Issuance of 12,500,000 shares of AiS common stock to raise US\$50 million.
Share Price	US\$4.00.
Target Investors	A select group of eligible Accredited Investors (USA) and Sophisticated Investors (Australia).
Use of Proceeds	(i) Operational uses in accordance with the Company's Business Strategy (ii) Working capital, including payment of officer salaries (iii) Apply for NASDAQ Listing
Oversubscriptions	The Board reserves the right to accept oversubscriptions as it sees fit.
Timetable	The Offering commencement date is scheduled for February 2025 and will remain open at the Board's discretion.
Nasdaq Listing	Following the successful completion of the Offering, the Company will apply for NASDAQ Listing as soon as practicable. The listing process is anticipated to take approximately 6 weeks from application submission.



PLAY SMART AND WIN: JOIN US ON OUR JOURNEY

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