PARTNERSHIPS IN FANTASY SPORTS

FOR DISTRIBUTION, TECHNOLOGY & CONTENT

May 11, 2018
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ABOUT FANTASY ALARM

OUR MISSION

Fantasy Alarm’s Mission is to super serve the fantasy sports player and starting in 2018, the sports bettor across a wide variety of platforms with a customized experience for news, entertainment, analytic tools and premium products while developing new proprietary technologies to leverage in the B2C and B2B marketplaces.

• Market leader in fantasy sports content premiums and tools among all independent sites and part of user’s daily routine

• Platform for major brands and endemics to take part in our success in deep integrated partnerships that help both parties

• Dedicated content staff capable of branching into other areas of sports

• Strong proprietary technology to power integrated sports platforms and tools
Fantasy Alarm (FA) is a media company with a strong dedicated team approach delivering high value content, personalization and interactivity to fantasy sports players and starting in 2018, sports bettors.

**FSTA Best Radio Show**
Award Winner in Drive Time on SiriusXM
The Fantasy Alarm Show
Hosted by Howard Bender & Jim Bowden

**Avg mo UUs/PVs**
200,000 / 5 Million

**Avg time on site**
22 min & 05 sec per

**Collective Twitter followers**
350,000+

**Award Winning Premiums**
Draft Guides for MLB/NFL/ NHL/NBA& the Playbook PRO
Monthly Products for eight sports.

**Major Partnerships with**
Sporting News, Yahoo!,
New York Post, WinView Games, Draft, FanDuel,
Draft Kings and many other media companies.
OUR PHILOSOPHY

Fantasy Alarm is a leader in fantasy sports. FA built a custom CMS for sports with integrated features that allow us to create value, engagement & customers for partners. FA creates high long-term value and “branding” for companies within or outside of fantasy sports. FA developed a deep set of tools for fantasy sports players that are created on a platform that can be provided for fantasy sports players or gamblers.

Here are some of the ways that we partner with companies:

Integrated Marketing
The FA site and systems have built in marketing mechanisms to include YOUR brand & direct marketing messaging with every content piece or interactive tool on any of FA properties.

Live Streaming Production
FA's live streaming technology allows hosts to use skype and for us to broadcast to Twitter, Facebook, YouTube and as many websites as we want simultaneously and synchronized.

White Label Content or Tools Sites
FA technology produces state of the art sports tools in any look & feel so companies can focus on their core competencies.

Content Creation
FA has 40 plus content creators for written, audio, video and live streaming content delivered to all the FA properties.
The Fantasy Alarm Show with Howard Bender and Jim Bowden which airs Monday through Friday from 4-6pm ET on SiriusXM is the winner of the 2017 FSTA Award for Best Radio Show. It is a blend of comedy and sketch radio that is both educational and entertaining. Howard Bender brings an entertaining comedic energy that is unparalleled on radio today. GM Jim Bowden is one of the most well-respected baseball analysts and one of the most entertaining. The two together are radio platinum. The Fantasy Alarm Show uses creative segments like Juke Box Monday, Love Letters, Scary Stories, Circle of Trust and “WHAT’S IN THE BOX?” to ignite participation from listeners like no other program related to fantasy sports. The information saves listeners time in their research and the entertainment makes them happier and have more fun with their hobby.
INTEGRATED MARKETING

ON THE SITE – TEXT LINKS
News ribbon, cover story, below the cover story, within the features & special links.

WITHIN ALL ARTICLES
Placement on the top of the articles and the longer item immediately on top of content is the most clicked on promotion on the site.

E-MAILS & NEWSLETTERS
Custom e-mails created by us or by your marketing department to get your message to our 150,000+ email database.

FANATION - SOCIAL MEDIA
Over 350,000 followers combined on Twitter, a strong Facebook presence plus proprietary Forums, Live Chat 12 Hours a day and Auditorium style chat rooms for Sundays for NFL.
MULTI-MEDIA MARKETING

LIVE STREAMING
Fantasy Alarm developed technology to broadcast live streams with multiple hosts to Twitter, Facebook, YouTube, our site and an infinite number of other sites through a YouTube embed. We produce these for MLB & NFL and plan to expand. We can promote from this platform or PRODUCE Live Streams for your business.

VIDEOS
FA produces five to ten videos a week and will expand starting with NFL 2018. FA’s publishing system distributes these to Youtube, Sporting News & Yahoo! giving greater viewing audience to FA videos.

PODCASTS
FA produces podcasts on all sports every day. These are also expanding and distributed through FA Properties, TuneIn, Soundcloud and iTunes.
ADVERTORIAL & SPECIAL CONTESTS

PLAY ON YOUR SITE

For games partners, FA writes articles within our properties to teach people how to play games on YOUR platform. For brands, FA can create simple prop contests to expose YOUR brand to the FA community.

The content can be delivered exclusively to be posted on YOUR site, on ours or both. FA has expertise in eight sports to deliver what YOU need.
SALARY & SCORING INTEGRATION

YOUR SALARIES & SCORING
If you have salaries or a scoring system, FA can integrate them into our ecosystem. It is on every news item, team page, news page and within our tools, products and services.

FA can create these tools in your look & feel as well.

TOOLS INTEGRATIONS
All tools including but not limited to Lineups, Daily Projections, Playbooks, Rankings, Optimal Lineups,Sortable Stats, Coaches, ALL Lineup Optimizers.
WHITE LABEL CONTENT & TOOLS

The FA platform is custom built which allows us to separate presentation from the data or content. FA can provide a content-rich, stats-support custom website for your company’s needs and coverage.

FA can white label individual tools to your specifications including our lineups, weather and lineup generator tools that are the industry leaders. FA can integrate YOUR projections, algorithms and other proprietary mechanisms to create a state-of-the-art lineup generator for producing winning lineups in YOUR game.
PARTNERSHIPS

YOUR SUCCESS IS OUR REWARD
FA is proud of our ability to create WINNING partnerships that are not about money but about success for both the partner and FA. FA has a wide range of resources, contacts and experience that help us to help many companies small and large achieve their goals.

FA is partners with many top brands and emerging technologies & games companies. FA strives to work our hardest to achieve YOUR goals.
SUMMARY

Fantasy Alarm will work with you to create integrated marketing plans to extend YOUR brand plus distribute YOUR product to a larger audience. If you want a more personal solutions, Fa can create unique content, tools and a web presence for YOUR brand, products and services.

PLAYERS
You won't just get signups, FA will create players who deposit and play games with you long term.

BRANDING & ENGAGEMENT
YOUR brand will be highlighted throughout FA Properties as an endorsement. By creating competitions against FA talent, FA creates an ongoing environment to play, have fun and even if they lose, it is great entertainment and fun that is associated with YOUR brand.

WHITE LABEL CONTENT & TOOLS
Have Fantasy Alarm create a TOTALLY TURNKEY SOLUTION for a content-rich stats supported customizable website.
FANTASY SPORTS HISTORY

WHAT IS FANTASY SPORTS?

Participants manage a virtual team of professional athletes

Teams score points based on actual athlete performance

1962: Bill Winkenbach invented Fantasy Football (right)
1979: Daniel Okrent invents Rotisserie Baseball
1984: Glenn Waggoneer published the official Rotisserie rules

Mid-90s: Internet causes fantasy sports to explode
1996: Companies make first online commissioner, games & premiums.
1999: Yahoo! Launches Fantasy Sports Games – FREE!
2000: CBS SportsLine makes Leagues Free & creates over 2M players
2002: Sports leagues & media companies change their focus to Fantasy Sports as a real revenue generator to start the revolution
2005: ESPN begins its Fantasy Sports Journey
2006: NBC buys League Manager, Games & Content (Rotoworld)
2007: CBC v MLBAM case falls in favor of Fantasy Sports Industry
2009: Daily Fantasy Sports Games begin to proliferate.
2015: Fan duel & DraftKings raise a combined $1B. Fan duel & DraftKings explosion brings legislative scrutiny that causes the industry to be regulated state-by-state
2016-17: 22 states clarify laws saying fantasy sports is a game of skill.
FANTASY SPORTS FACTS

MARKET FACTS

$7.2B economic impact

59.3 M Fantasy Players in North America

Added over 20M fantasy players in last 5 years & 20M fantasy players in 5 years before that.

Only 17% play DFS only, 83% play in Seasonal, 23%

Play both with over 22M have tried DFS

Nearly HALF (48%) of adult players in the US are 18-34 years old. 24% of those are NEW players. 16% of all players are teens 12-17.

Players are playing in more sports now. 66% NFL, 49%

MLB, 34% NBA, 28% NHL, 33% Soccer, 29% NASCAR, 21% Golf.

<table>
<thead>
<tr>
<th>Year</th>
<th>Players in North America</th>
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<tbody>
<tr>
<td>1988</td>
<td>500,000</td>
</tr>
<tr>
<td>1994</td>
<td>3 Million</td>
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<tr>
<td>2005</td>
<td>12.6 Million</td>
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<tr>
<td>2011</td>
<td>35.9 Million</td>
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<tr>
<td>2014</td>
<td>41.5 Million</td>
</tr>
<tr>
<td>2015</td>
<td>56.8 Million</td>
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<tr>
<td>2017</td>
<td>59.3 Million</td>
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## Fantasy Sports Facts

### Demographics
- 59.3M Play (52.5M US, 4.9M CA)
- 22.1M have played DFS
- 85% Have Some College
- 48% are 18 to 34 years old
- 29% Female
- 53% > $75k Avg HHI

### Daily vs Seasonal
- 84% Play Seasonal Games
- 40% Play DFS
- 17% Play DFS Only
- 23% Play both
- Avg Seasonal Player in 9.7 Leagues
- 75% Participate in PAID Leagues

### Other Habits
- 73% Own Memorabilia
- 61% purchased Jersey
- 82% Watch Games with Friends
- 49% Watch Games in Sports Bars

### More Facts
- 72% of players access teams & information from multiple devices.
- 72% Participated in Side Bets
- 68% of Leagues have a LOSER prize

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*The Fantasy Sports market is THRIVING and GROWING.*