

## Share Structure (as of Feb 14, 2025)

Market Value @ C\$0.08	C\$16.5 M
52 Week SP Range	C\$0.02 - 0.105
Shares Outstanding	205.8 M
Warrants (WAVG C\$0.40)	87.4 M
Options (WAVG C\$0.29)	17.7 M
Fully Diluted	310.9 M

## Ownership

Management & Board	10.2%
Playtech PLC	25.8%
Torstar / Jordan Bitove	17.5%
Rivett & Related Entities	12.2%

## Management & Board

**Michael Moskowitz**  
CEO & Chairman

**Chin Dhushenthen**  
CFO

**Corey Goodman**  
CDO and General Counsel

**Maureen Rydzik**  
VP IT and Vendor Management

**Dante Anderson**  
VP Marketing

**Gil Steinfeld**  
Strategic Advisor

### NorthStar Gaming Holdings Inc.

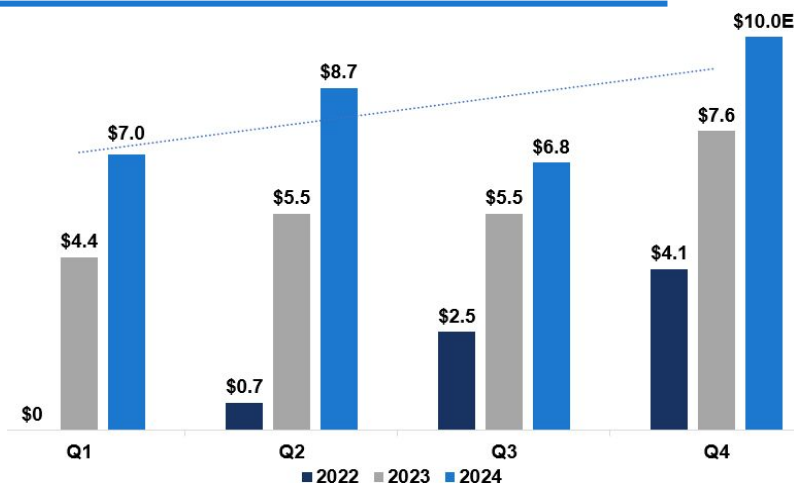
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Toronto, ON M5H 1K4, Canada  
[www.northstargaming.ca](http://www.northstargaming.ca)



## Key Highlights

- ~C\$8.5B Canadian TAM exposed to NorthStar brand, with Ontario's regulated market launched in April 2022 and branch launch of NorthStarBets.com in November 2023
- Industry leading gaming content and technology
- Funding in place to reach profitability based on current business platform
- Experienced management team with local knowledge and insights targeting the Canadian audience
- Differentiated positioning as a premium offering leading to a superior customer experience and user economics
- Variable cost model fully aligning incentives amongst vendors and NorthStar Gaming

## Total Gross Gaming Revenue (C\$ Millions)

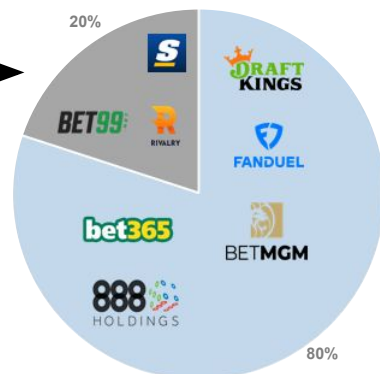


## Well Positioned to Compete in Ontario and the Rest of Canada

### NORTHSTAR BETS

- FY2025E market share for Niche Operators ~C\$1.5B
- NorthStar well positioned to grow Ontario market share and across Canada
- 3% of market share would equate to >C\$200M revenue

FY2025E Market Share



The  
NorthStar  
you see



The  
NorthStar  
you don't see



**Key Milestones**

**COMPLETE**

October 2023

**Playtech 2<sup>nd</sup> Strategic Investment**

Playtech has invested an additional C\$10M into NorthStar to continue to advance the Company's brand growth across Canada and expand the Company's Ontario market share. NorthStar plans to continue to leverage Playtech's online operations, managed services and market expansion.

**COMPLETE**

May 2024

**C\$1 Billion in Wagers**

NorthStarBets.ca officially surpassed C\$1 billion in wagering on the platform since the product was launched in May 2022

**COMPLETE**

Q3 2024

**Operating Leverage**

NorthStar continues to expand operating leverage with gross profit covering all overheads for the year-to-date period ending September 30, 2024

**FY 2025 Goals**

**Operational Excellence**

- Keep expenses low
- Optimize marketing efficiency
- Raise strategic capital

**Expand Product Offering**

- Continue to scale revenues through market expansion with existing and new partnerships
- Continue improvement of Product
- Enhance user experience

**COMPLETE**

November 2023

**Launched ".com" in Rest of Canada**

NorthStarBets.com during the busy Q4 sports season, opening the Canadian market to the NorthStar Brand

**COMPLETE**

1H 2024

**Expanded Product Offering**

During the first half of 2024, NorthStar successfully expanded our product offering by offering Branded Tables, revamping our industry leading Sports Insights verticals into Insights 2.0 as well as adding over 500 new games to our library

**COMPLETE**

January 2025

**Funding from Beach Point Capital**

Term loan of C\$43.4M to support NorthStar's continued growth towards profitability

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