

NorthStar Gaming is a uniquely positioned iGaming company combining sports media with sports wagering by leveraging strong partnerships and agreements with leading media companies.

TSXV: BET | OTCQB: NSBBF

Fact Sheet May 2025

Share Structure (as of May 13, 2025)

Market Value @ C\$0.06	C\$11.3 M
52 Week SP Range	C\$0.02 - 0.105
Shares Outstanding	205.8 M
Warrants (WAVG C\$0.40)	86.7 M
Options (WAVG C\$0.29)	17.7 M
Fully Diluted	310.3 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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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
- Rapidly increasing gross margins and expanding operating leverage

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

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- NorthStar well positioned to grow Ontario market share and across Canada
- ·3% of market share would equate to >C\$200M revenue



linkedin.com/company/northstar-gaming

facebook.com/NorthStarBets



Spearheading the intersection of iGaming and Media

expansion with existing and new partnerships

Continue improvement of ProductEnhance user experience

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Key Milestones

2023 2024 2025 √ Funding from Beach Point Capital √ Playtech 2nd Strategic Investment √ C\$1 Billion in Wagers NorthStarBets.ca officially surpassed C\$1 billion in In January 2025, NorthStar closed a term loan of In October 2023, Playtech invested an additional C\$10M into NorthStar to continue to advance the C\$43.4M to support NorthStar's continued growth wagering on the platform since the product was Company's brand growth across Canada and towards profitability launched in May 2022 expand the Company's Ontario market share. NorthStar plans to continue to leverage Playtech's online operations, managed services and market √ Expanded Product Offering FY 2025 Goals During the first half of 2024, NorthStar successfully ✓ Launched ".com" in Rest of Canada Operational Excellence expanded our product offering by offering Branded Keep expenses low Tables, revamping our industry leading Sports Insights In November 2023, NorthStar launched Optimize marketing efficiency verticals into Insights 2.0 as well as adding over 500 NorthStarBets.com during the busy Q4 sports new games to our library season, opening the Canadian market to the Expand Product Offering NorthStar brand Continue to scale revenues through market

√ Operating Leverage

December 31, 2024

NorthStar continued to expand operating leverage with gross profit covering all overheads for FY 2024, ending

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