Oddsium Investment Opportunity

Global Rollout 2024 Onwards

The Game Changer

Oddsium with its *totally unique and world first solution*, aggregates all connected bookmakers into one simple to use app for **iOS & Android**, simplifying all these steps:

Registration and login in seconds without ever having to come up with or remembering any credentials
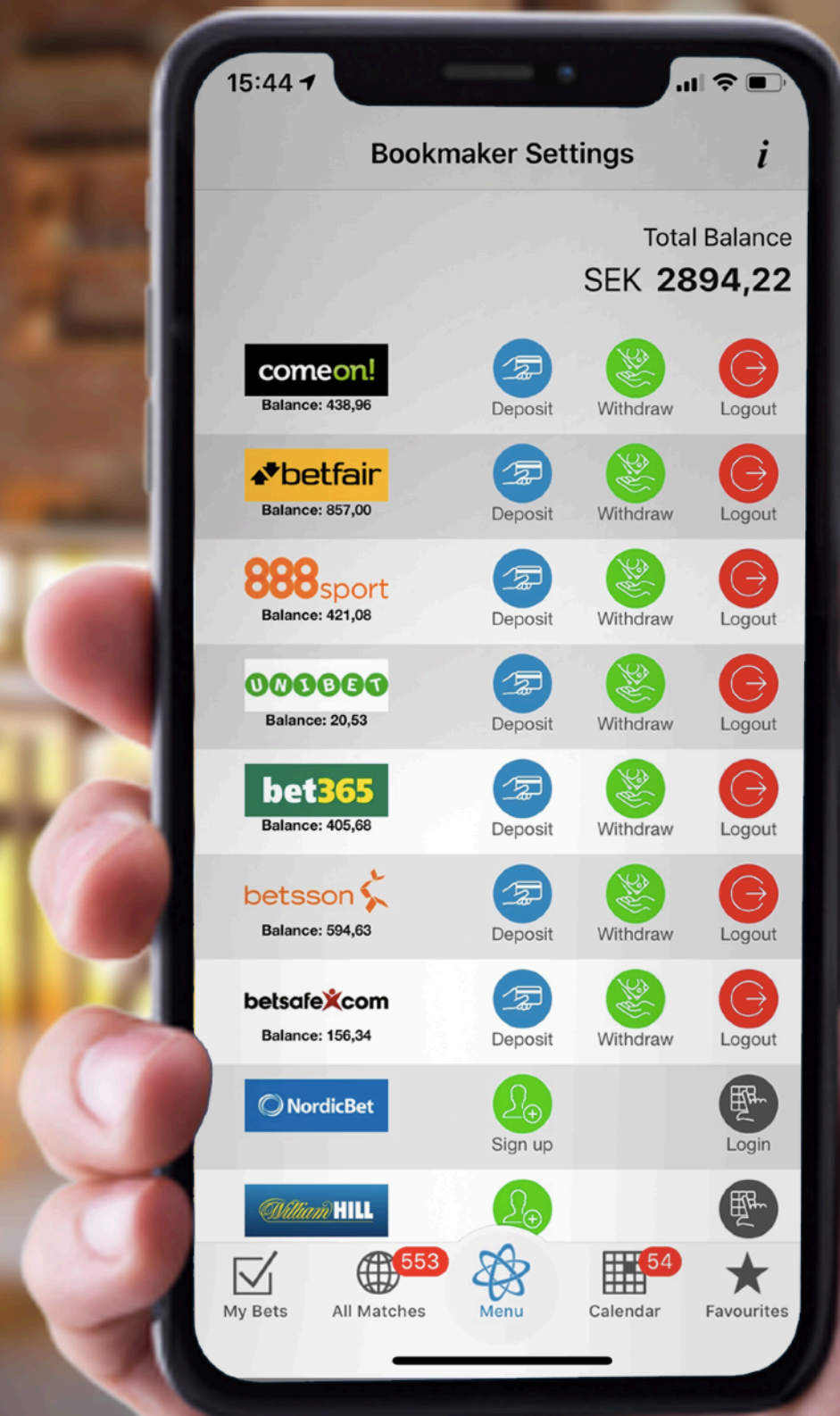
Deposit and withdraw directly to/from all connected accounts through a simple touch

Bet placement and bet history with full transparency over profits and losses - betting has literally never been easier

Immersive statistics on all sports, leagues and players, offering full insight and totally removes the need for live score and stat apps

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The Power of Unification

You've seen it happen in other industries.

Uber and *Bolt* making virtually all other taxi companies redundant by offering a superior user experience through their apps.

Amazon gathering all shopping into one useful and efficient solution, turning it into one of the world's most valuable companies.

Expedia, *Hotels* and *Booking* aggregating hotels into simple to use apps - giving the user a one stop shop for most traveling needs.

And, of course the Swedish Stockholm based unicorn *Spotify*, revolutionising the way we listen to music globally.

Now, **Oddsium** is offering an even more significant quantum leap in the way everyone is betting, via total integration to all bookmakers - delivering a faster, more intuitive, more secure, and most importantly a more fun and immersive experience to the user - as well as offering unprecedented customer acquisition and retention possibilities. All whilst using some of the most accepted and fastest growing business models in the world.

Oddsium's solution is totally unique and without any direct competition, giving Oddsium an amazing head start and positioning the company as a prime contender for top media partnerships.

iGaming Industry Challenge
Continuous Problem

No matter which operator you turn to, they are all facing the same issues.

Customer: End users often have multiple betting accounts with various operators – forcing the users to jump between apps or web pages in order to place bets, as well as forcing the users to register multiple times, remembering all the various login credentials and memorising multiple methods of depositing money, finding games and placing bets through messy and difficult to navigate interfaces.

Operator: Customers have a relatively short operator lifespan (large churn) due to essentially identical or very similar offers being proposed by competing operators, making every customer acquisition both costly and risky. Hence why the operators are relying heavily on affiliate marketing (due to no overhead cost) to acquire customers.

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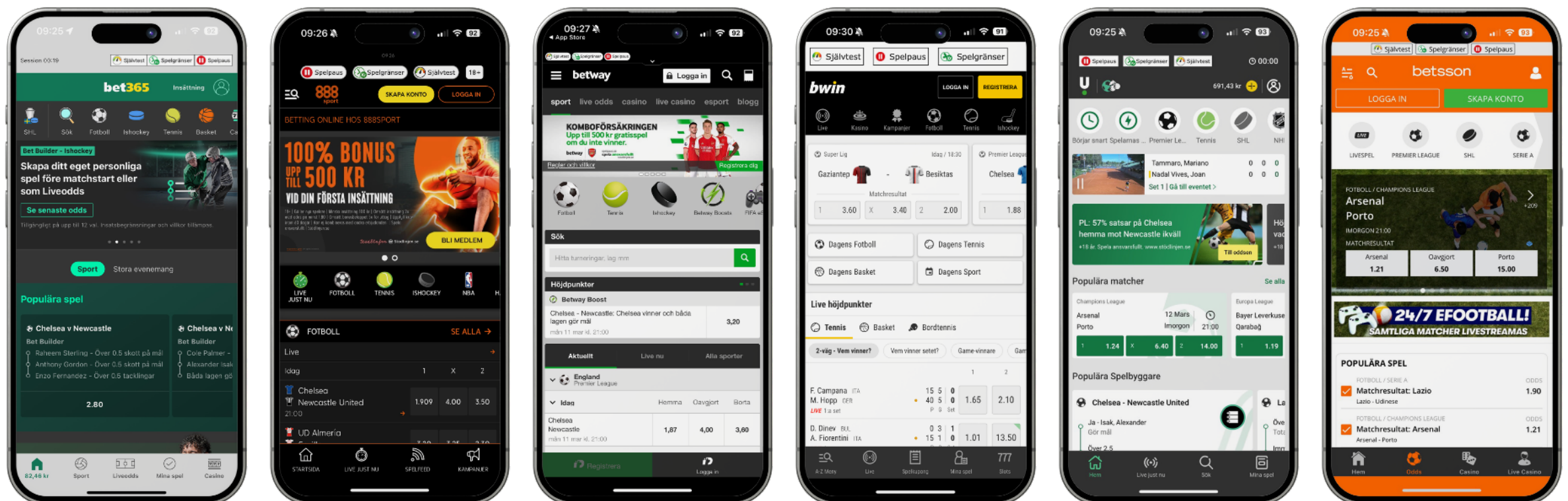
The Affiliate Conundrum

The affiliate sector is growing world wide, with several massive companies operating in the industry - such as Better Collective (BETCO), XL Media (XLM), Catena Media (CTM) and Raketech (RAKE) - all very focused on delivering customers to the gambling industry. An industry that has become largely dependent on their delivery, as it is has been proven to be one of the most cost efficient ways of marketing.

Despite most companies in the affiliate sector largely being successful at what they do - they all suffer from a few significant but clear weak points:

* Significant drop from click to registration (CTR), with normal drop offs hovering above 90% (i.e. only a 10% success rate).

* No real CRM functionality. As the vast majority of affiliate networks are relying on banner or link advertising, they have no real means of efficiently following up on a dropped registration attempt or even a click. This, as once the customer is forwarded on to the operator, the affiliate loses track of them and are largely dependent on the operators' reports.
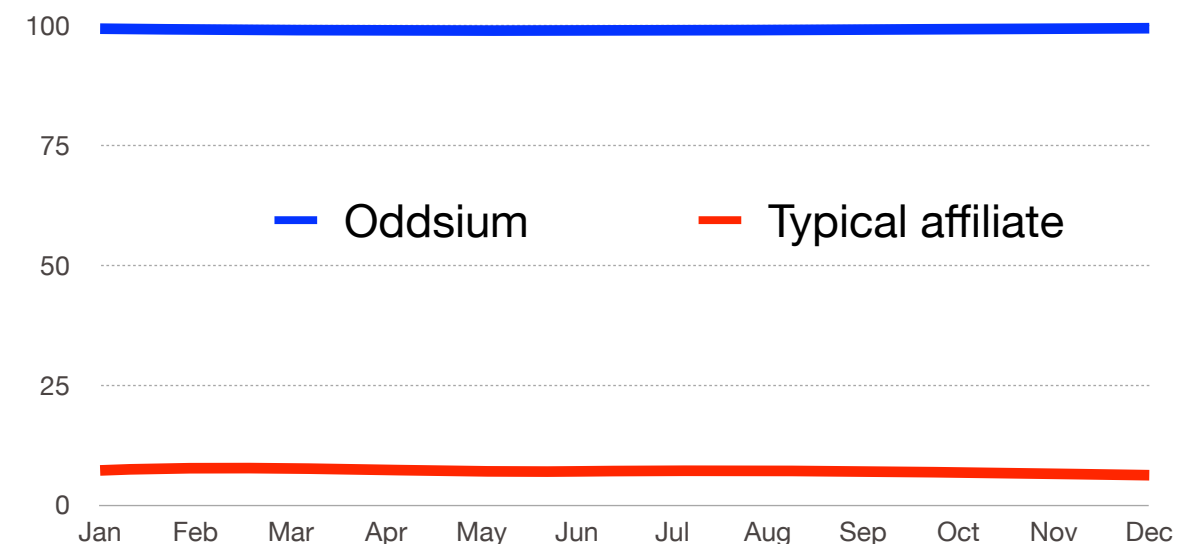
The Oddsium Solution

Oddsium, with its *world first and* _unique_ one touch solutions and operator-like unified end user experience, not only becomes the obvious choice for the users - but also addresses and fully solves the key problems faced by operators.

Direct converting push notifications and in-app offers, sent to clearly defined user segments based on various criteria - such as gender, age, existing or non-existing specified operator accounts, favourite teams, leagues or athletes as well as location - offers a truly unique and highly sought after marketing channel for operators.

Thanks to Oddsiums' integrated solution and connection straight into the operators' back ends (working with AND without API thanks to Oddsiums bespoke "operator profile" technology), the affiliate sectors typical issues with high drop off CTR rates are solved. A typical operator registration via Oddsium takes 3 to 5 seconds, immediately logs the user in, offers any signup bonuses and/or takes the user straight to the deposit page. ***This raises the CTR ratio from the typical affiliate rate of approx 5-7% to 100%.***

All whilst retaining the user in one, unified and easy to navigate interface. The monitoring done by the Oddsium system also allows for additional cross sale to other operators, as well as other operator verticals (such as casino).

The Oddsium solution reaches 100% in conversion from click to registration (CTR) and far exceeding any and all other affiliate solutions available.

The Oddsium Solution
Problem Elimination

Customer: Oddsium conveniently allows its users to directly register, login, deposit, withdraw and place their bets with the gaming operator of choice – all in one sleek, easily navigable, beautifully clean, informative and uniform interface.

Betting operator: Oddsium offers a direct channel to market themselves to current as well as new customers, specifying exactly what type of customer they want, and offering them a beautifully simple registration environment. The unified solution that Oddsium provides also ensures increased customer longevity, increased player value, better understanding of customer behaviour, as well as an independent platform for analysis.

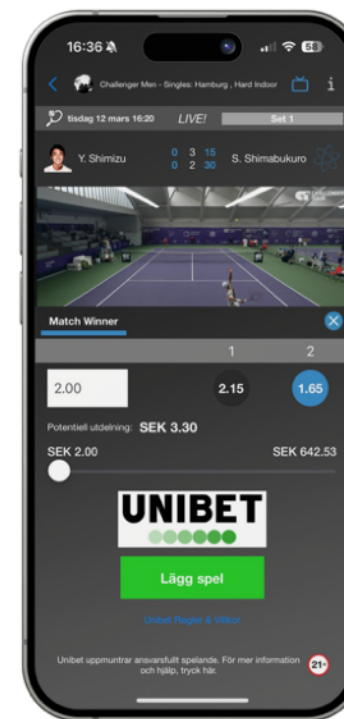All whilst maintaining full legal compliance for all parties.
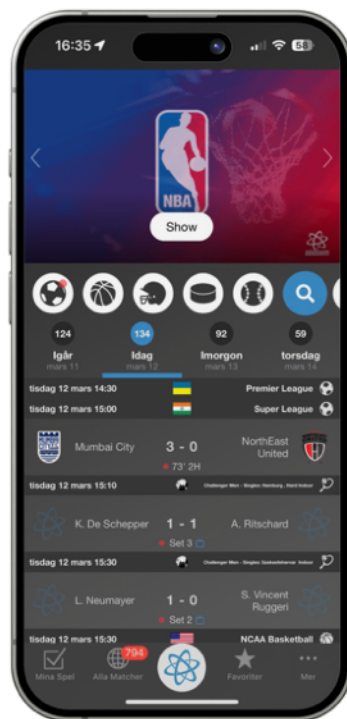
1

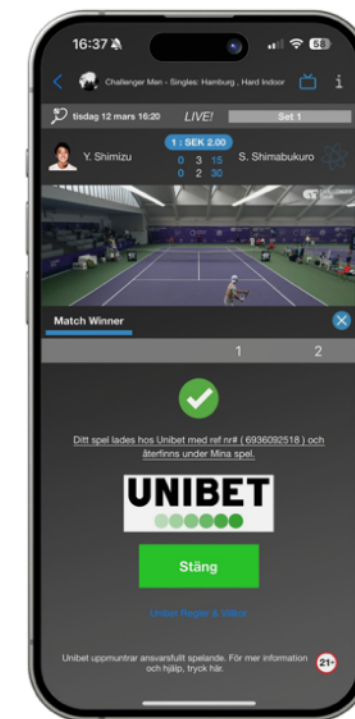*Select any game in any sport via the clean and easily navigated interface*
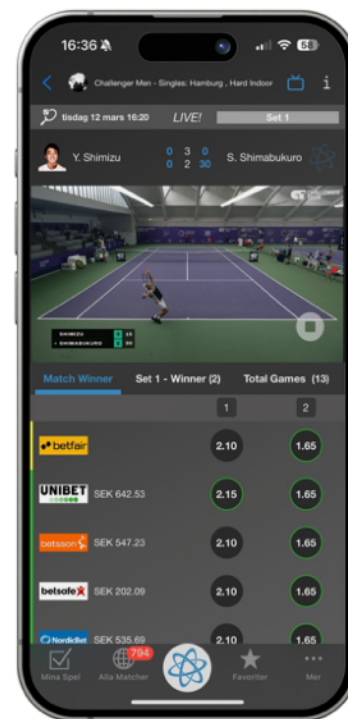
2

Pick any betting market and any odds from any operator

3

Simply set the amount you wish to wager

4

Done

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The Oddsium Model

Oddsium stands on several legs in terms of its business model - with the primary base being its affiliate agreements.

* **Affiliate agreements** are primarily Revenue Share (RS) based, with a RS of 25-60% (depending on region and operator), always on lifetime value of the customer, cross platform (to casino, bingo, poker, etc), and with No Negative Carry-Over. In some cases, hybrid deals (CPA + RS) or pure CPA is used, when preferred.

* **Position sales** in the app (offering operators the chance to pay for premium positions in the various views of the app).

* **Banner sales** (the app offers one banner area that can be adjusted based on region and customer segment).

* **Push notifications** (highly advanced advertising system reaching customer segments with bespoke and personalised offers, with proven unique ability to direct convert in mere seconds).

* **Subscription based features** (e.g. live streaming - Oddsium can directly convert and log in users and embed live content).

* **White label** - Oddsium is offering its app as a white label product to select partners.

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Pin Point Precision

Oddsium offers truly disruptive marketing abilities based on its unique user data insight and Oddsiums direct conversion ability

* Real time analysis of user patterns, such as:
  * Time of day for actions
  * Area/address for actions
  * Deposit triggers
  * Withdraw triggers
  * Preferred operators
  * Favourite leagues, teams, etc

* Definable search criteria, such as
  * Age
  * Gender
  * Favourite teams, leagues or athletes
  * Location
  * Current account status
  * Turnover
  * Profitability
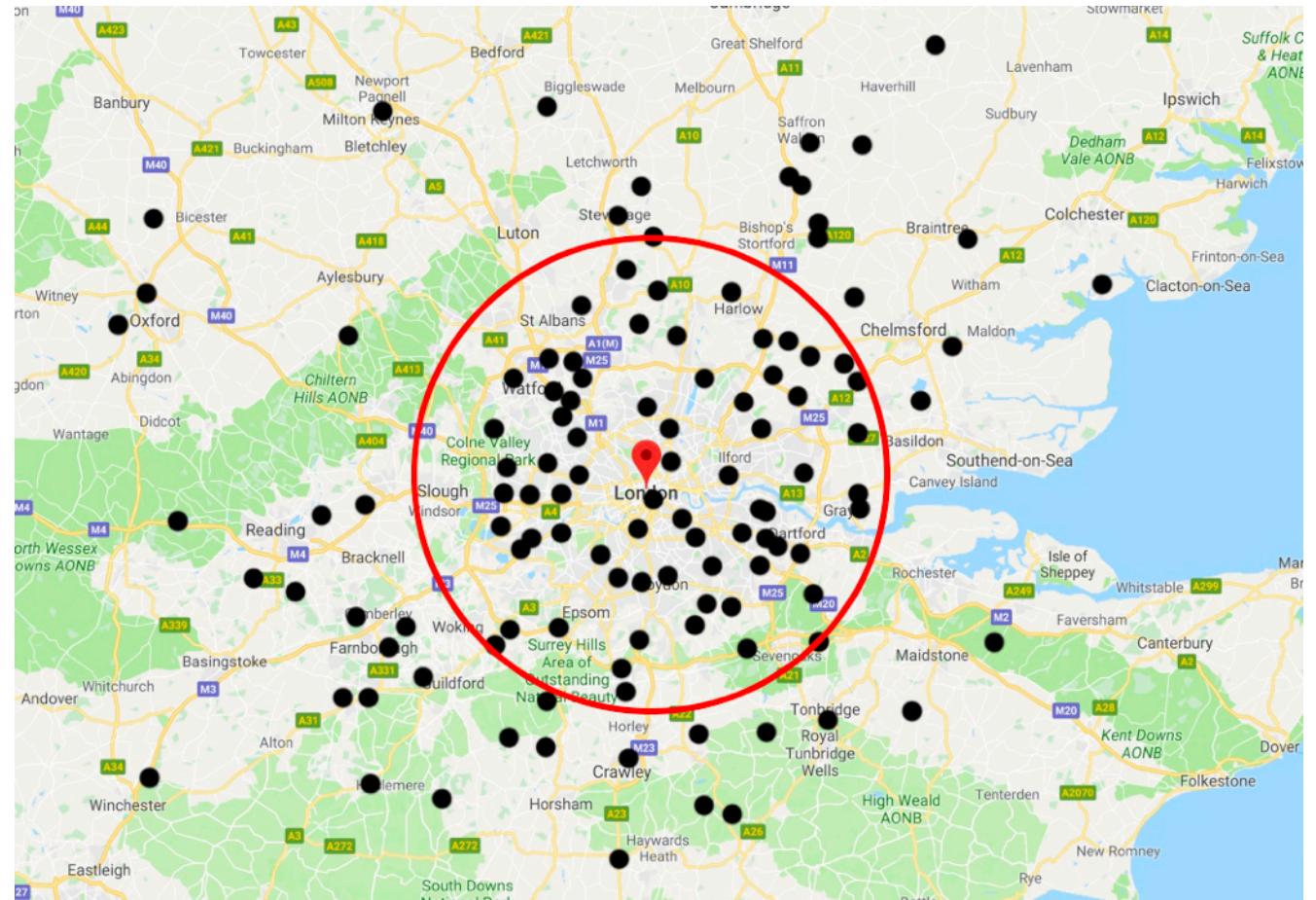
Oddsium - Light Years Ahead
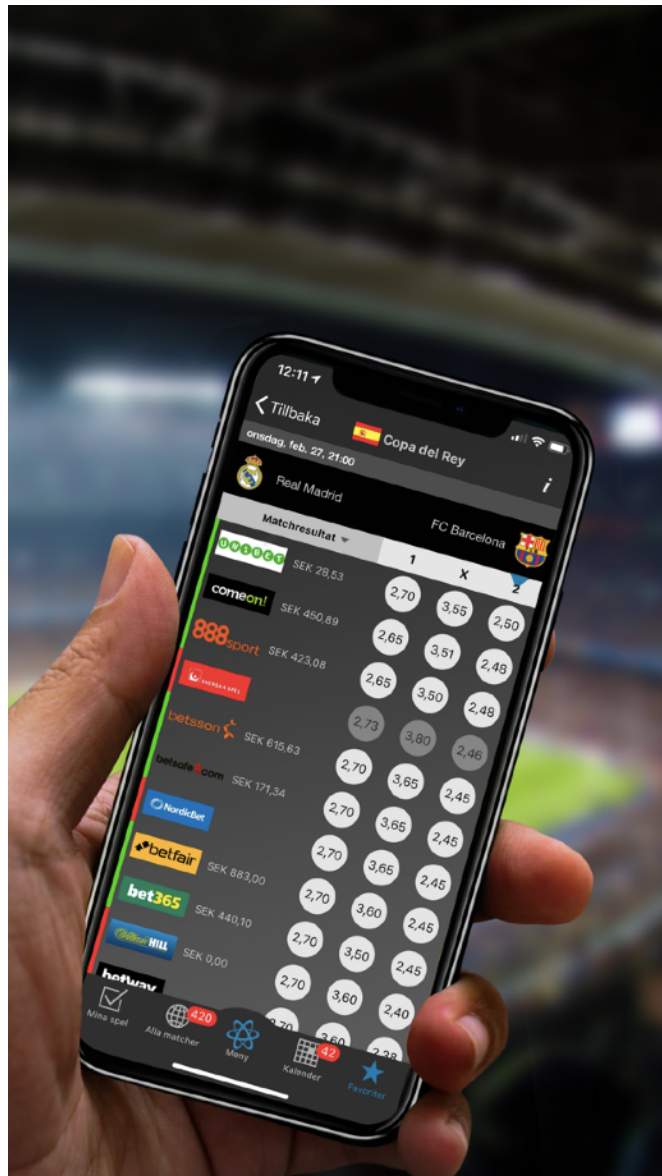
Oddsium offers faster and more accurate odds comparison functionality than any other service - made possible by Oddsium's distributed odds verification.
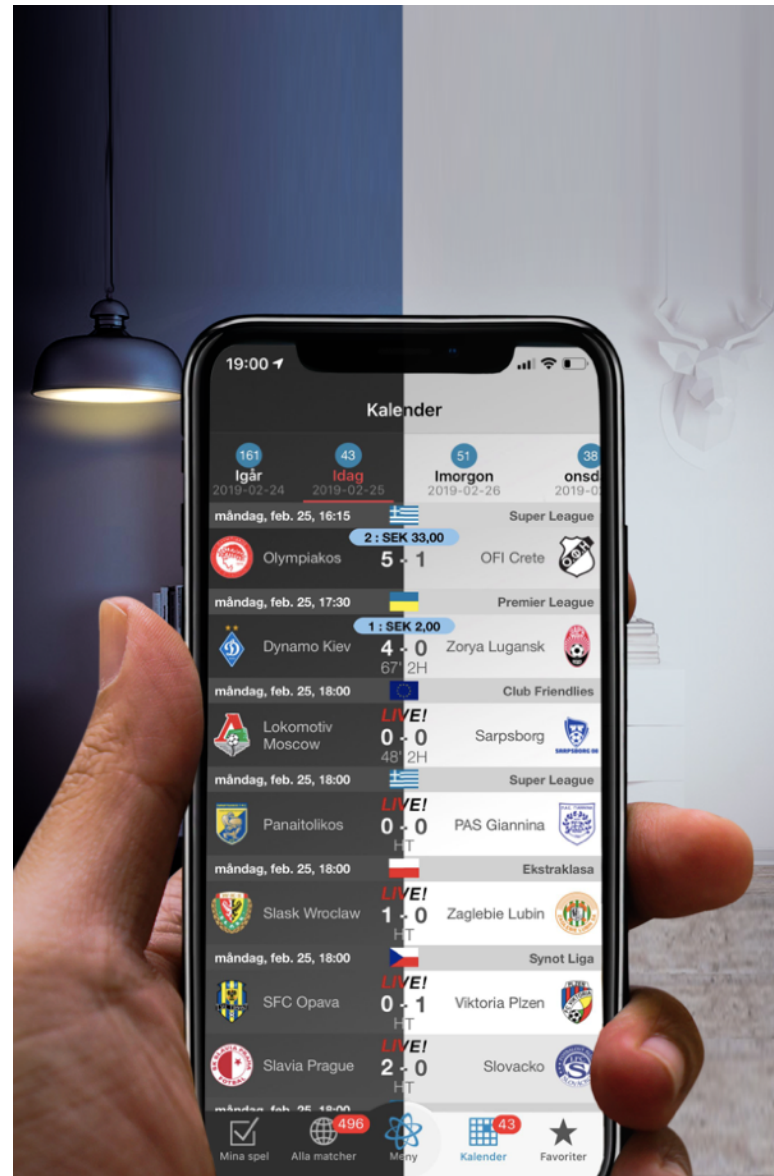
Oddsium allows the user to adjust the experience according to how he or she prefers it. This, combined with far more advanced features and a smoother overall experience than in the operators' apps ensures the users remain loyal.
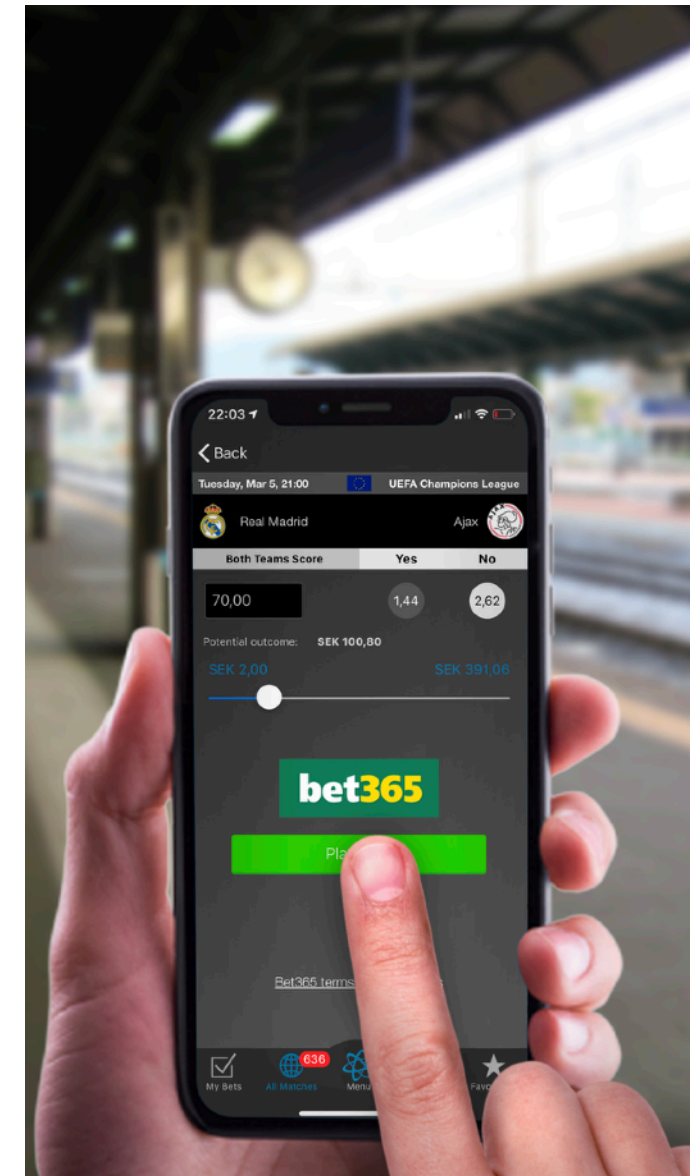
Oddsium allows the user to perform all operator tasks in one truly unified interface - faster and more convenient than with any operators' apps directly.

Oddsium - Light Years Ahead

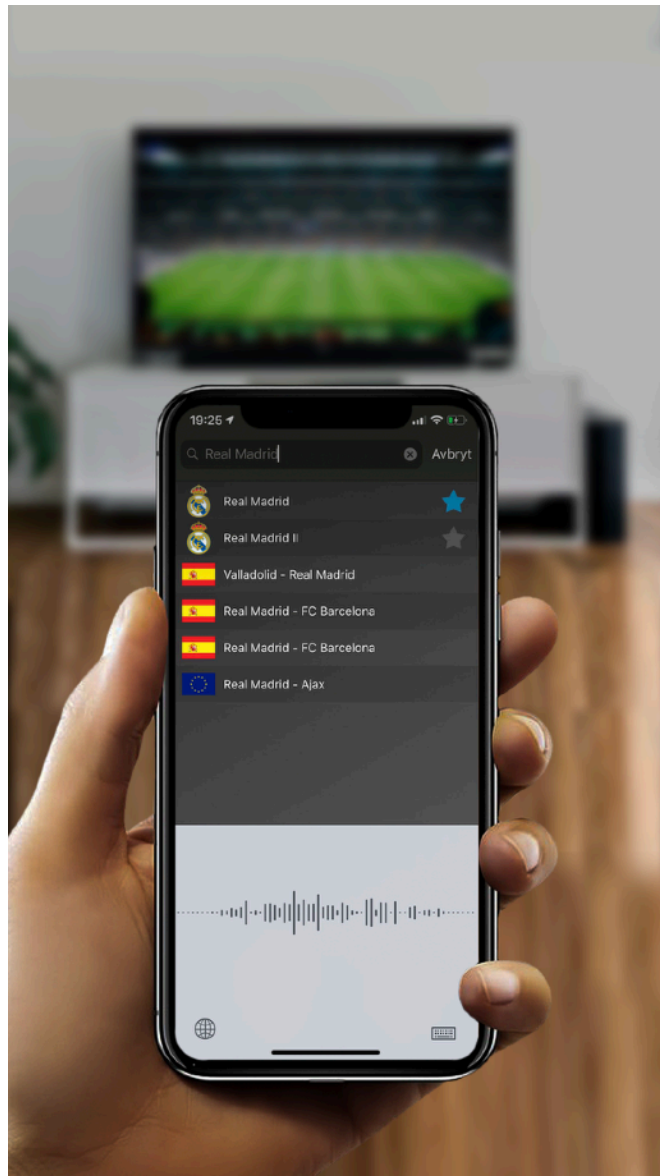Oddsium is offering voice search and immediate storage of Favourite teams, leagues, tournaments and athletes for instant access to betting markets. In the future, Oddsium will offer full speech recognition and activation, including bet placement (incl. via Google Assistant and Siri).
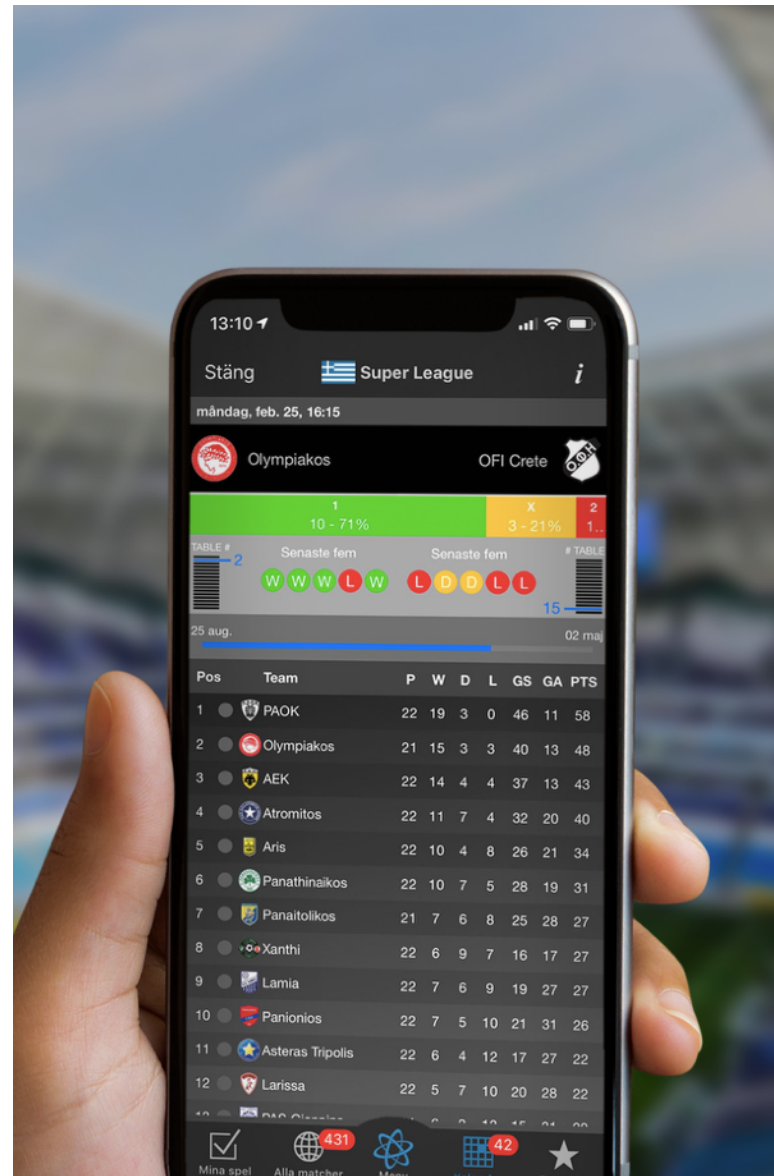
Oddsium offers a plethora of in-game and sports related stats, all updated in real-time, and designed to enlighten and assist the user in the betting decisions

Oddsium gives the user full insight into his or her betting performance - all obviously updated in real time.

Oddsium - Light Years Ahead

Oddsium obviously offers total integration into the Apple and Android eco-systems, including all security features such as FaceID and TouchID to access sensitive information such as usernames and passwords, or deposit and withdraw functionality.

In line with Oddsiums' security and integrity policy, all usernames and passwords generated by the system are generated in-app only and never stored centrally on our servers. Direct access to user accounts is therefore only possible via the device keychain to whom only the user has access, unless the user actively decides to store its credentials via the Apple or Google online keychains (for ease of use across multiple devices).

Second Screen?

Not so much - Oddsium immerses the user fully, no matter if on the move or at home, offering full live streaming and casting of matches as well as short post game re-caps/highlights. All designed to offer the best possible betting and post-game experience and analysis.

Oddsium is offering live streaming and casting - as well as historical highlights of sport events (territory and rights' dependent)

Extreme Insight & Total Control

Oddsium provides an unprecedented *realtime insight* into user betting behaviours, patterns, devices used, account balances as well as location - this, enables Oddsium to optimise conversion and retention on an individual user level.

Oddsium is able to, directly from within its bespoke admin system (offering different access levels), analyse and dig deep into every single users transactions and account status.

This, in combination with the ability to communicate directly with the user through a range of methods (incl. direct converting push notifications with scheduled or personalised offers based on time, location, favourite teams, etc) means **conversion levels have never been higher**.

Thanks to Oddsiums integration into Google, Facebook, AppsFlyer and other important tracking methods, this truly is - not only Affiliate Marketing 2.0 - but *a quantum leap in online and mobile marketing altogether*.

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Oddsium Growth

Oddsium, has - since it was launched with a Greek nationwide prime time TV & radio campaign in October 2023 - thereafter expanded mostly organically. This has been achieved through a combination of AppStore optimisation (e.g. Oddsium appearing top 10 when searching for "odds"), a clever and extremely easy to use "Invite a Friend" function, great offers from the operators (exclusively made available via Oddsium), as well as an overall fantastic user experience.

Oddsium user group studies and direct communication with our users through social media channels, has provided us with a lot of insight - ensuring we stay in touch and on top of what our ever growing community desires.

The user base has grown exceptionally fast, ensuring Oddsium has cemented itself amongst the most popular sport apps in the country. Conversion (Oddsium registration to FTD with at least one operator) has continuously improved to an astonishing >70% (week on week). In addition to this, the Greek users have already opened on average over 1.8 operator accounts via Oddsium.
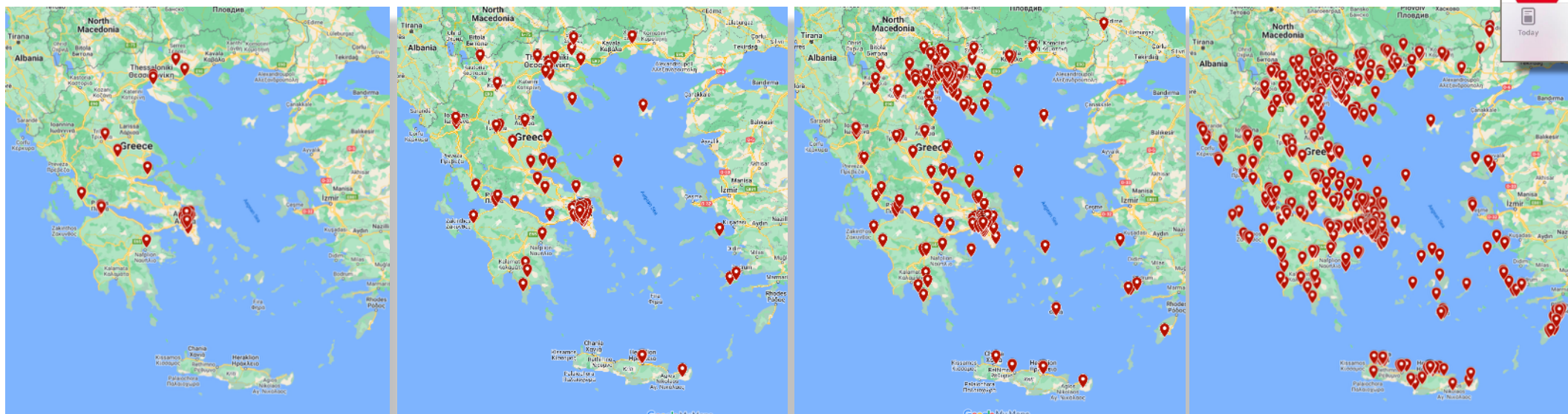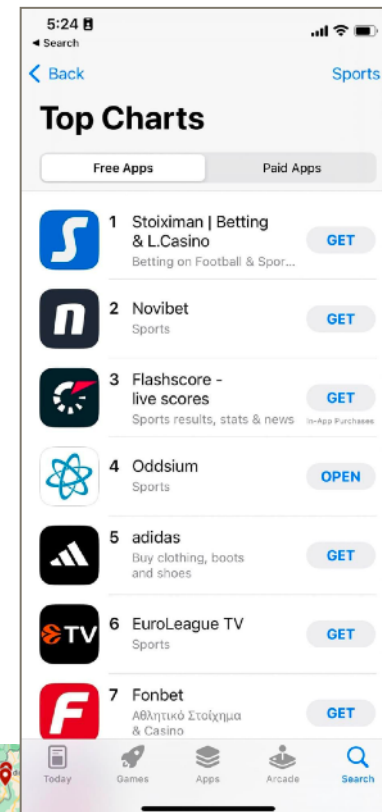
Oddsium's geographical expansion since launching in Greece, MoM

Continuous Optimisation

Since launch in Greece in October 2023, conversion has been ever improving to now being over 70%*.

With the insight that Oddsium offers, and the optimisation tools our platform provides we have been able to increase our conversion rate* from an already good 30% to over 70% in less than four months from launch. *These are figures the competition can only dream of*, and has already established Oddsium as one of the top affiliate companies in Greece.
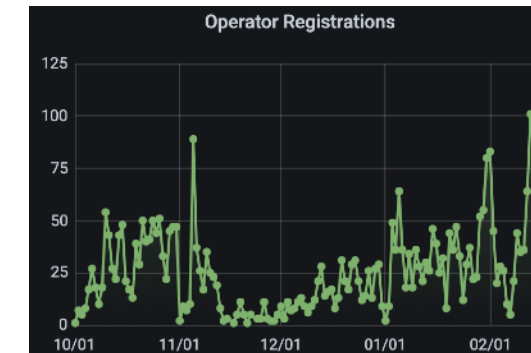
With Oddsium's realtime monitoring and marketing solutions, we have increased the average bet size by a factor of 10. This increases player value for the operator, as well as for Oddsium.
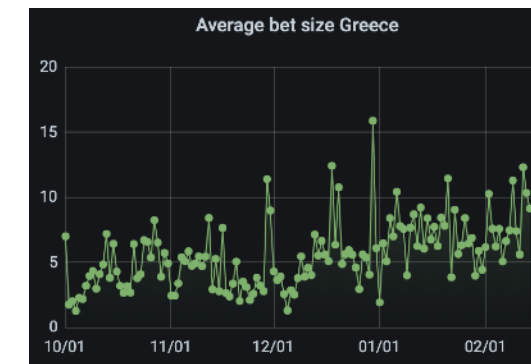
Oddsium's "Invite a Friend" function has proven to be an invaluable tool in order to grow our user base organically to a certain degree. This significantly reduces acquisition cost and helps in speeding up acquisition.
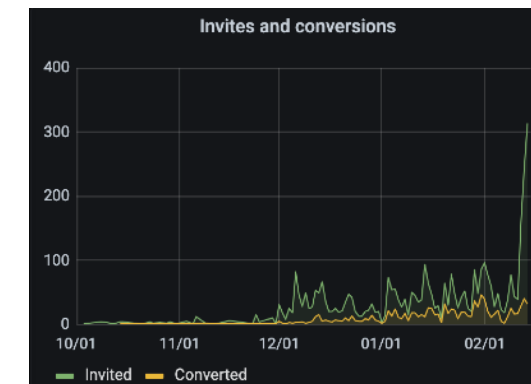
* User to First Time Deposit (FTD) with an operator

Operator Registrations

Average bet size Greece

Invites and conversions

Big Data, AI & Machine Learning

Oddsium has unique insight into all users and their aggregated operator accounts, as well as all odds, scores and statistics

With such a plethora and massive amount of data available to use, not only does security and personal integrity have to be an obsession - an ethical approach has to be maintained.

Oddsium has a clear policy on how it can and may use its data - obviously always abiding to GDPR (EU General Data Protection Regulation) rules, but also ensuring no identifiable and/or sensitive data may fall into the hands of any of the competing operators present on our platform.

The advance of AI has also allowed more and more of the code generation to be automated, in particular the operator integrations - enabling faster geographic expansion. Oddsium's dev team are expecting to have totally automated operator integrations by end of 2024, shortening lead times to market from up to six months to approximately three.

We are currently also developing a machine learning system that will completely revolutionise the way we will be able to identify customer segments automatically, based on their preferences and behaviour within our environment - this, to ensure they get the best possible personalised experience.
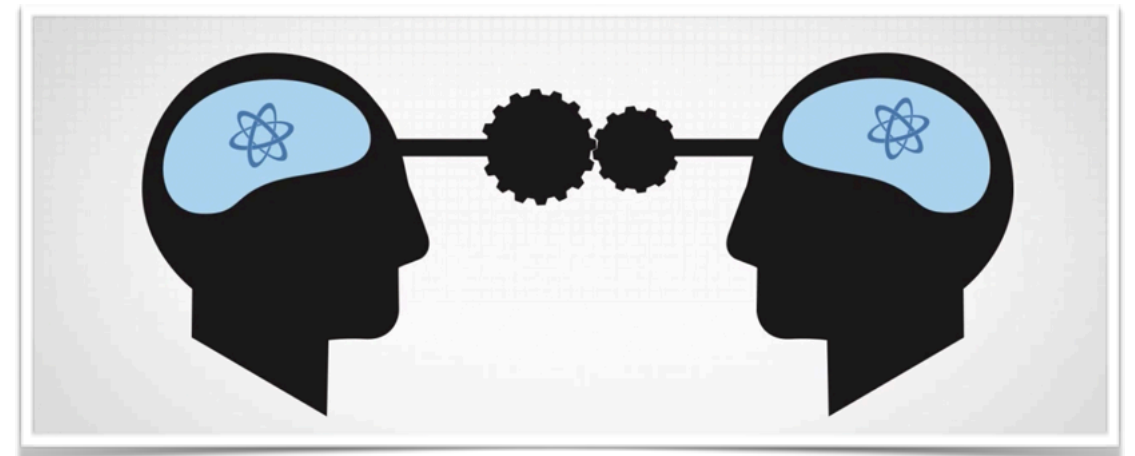
The Award-Winning Solution

User feedback quotes from recent surveys include:

"I'm impressed with the app. The idea is perfect!"

"Very good application that helps me find the best odds!"

"Very easy to use application."

*Oddsium was awarded the coveted **iGB Innovator of the Year** award in London in February 2024*

The jury's comments included:

"A true revolution in not just affiliate marketing, but marketing altogether"

"Crossing the border from B2B to B2C with ease whilst maintaining a fantastic seamless user experience"

Our Founder

Mr Krister Malm, MBA, is the founder of Oddsium and based in Stockholm, Sweden.

Mr. Malm is an industry veteran with over 25 years of experience in gambling and gaming - having built a reputation of having a passion to creatively disrupt and revolutionise everything he's been involved in.

A few of his previous key positions include:

- Head of Marketing at Betfair, where he successfully launched a new poker platform.

- Nordic Territory Manager for 888.com where he was instrumental for the launch of 888sport - the company's first venture into sportsbook.

Before pursuing his successful career in online gambling, Mr. Malm was active in the computer games industry, being part of the creative team (holding the position as International Product Manager) generating the world's best selling video games franchise:

Grand Theft Auto (GTA)

◆ ODDSIUM

Tech Management

Oddsiums tech management has long term experience in the online gambling industry
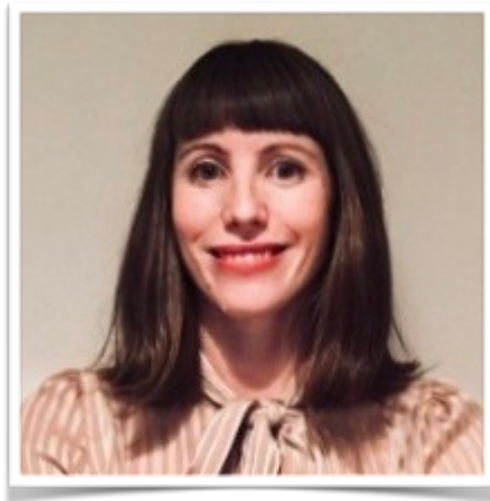
Carolin Viklund
CTO

Mrs Viklund is a distinguished technology leader with a wealth of experience in application management, project management, and strategic IT initiatives.

With her strong background in both technical expertise and leadership, Carolin has consistently delivered innovative solutions and driven organisational growth throughout her career.

As the Chief Technology Officer at Oddsium, Carolin oversees technological development and innovation. Leveraging strategic vision and technical acumen, Carolin leads the development of cutting-edge solutions to enhance user experiences and drive business growth.

Johan Palm
Product Manager

Mr Palm is a seasoned Product Manager with over 14 years of experience in the iGaming industry. He started out as one of the first developers at ComeOn back in 2009, and has since then navigated through various roles in software development, business intelligence, IT, and product management.

His roster includes launching over 20 iGaming brands around the world at industry leading operators such as ComeOn, Betsson, and NeatPlay.

Johan has a passion for innovation combined with a robust technical background. He is experienced in building successful startup products from the ground up, leading key initiatives and teams to success.

The Team

Oddsium has managed to gather some of the brightest developers on the planet to create a unique team of talent - from, quite literally, rocket scientists to masters in microbiological systems. All dedicated to delivering a quantum leap in both gaming experience and machine learning/AI.

With its HQ based in Stockholm, Sweden, parts of the internal team are also operating from Greece - with the intention being to set up small local development branches in some of the key countries where rollout is planned.

Oddsium also has closely established co-operations with local firms in Stockholm when additional brainpower is needed to boost delivery.

Company Structure

Oddsify Holding AB

75%   100%

Oddsium USA, Inc.   Oddsium Hellas AB
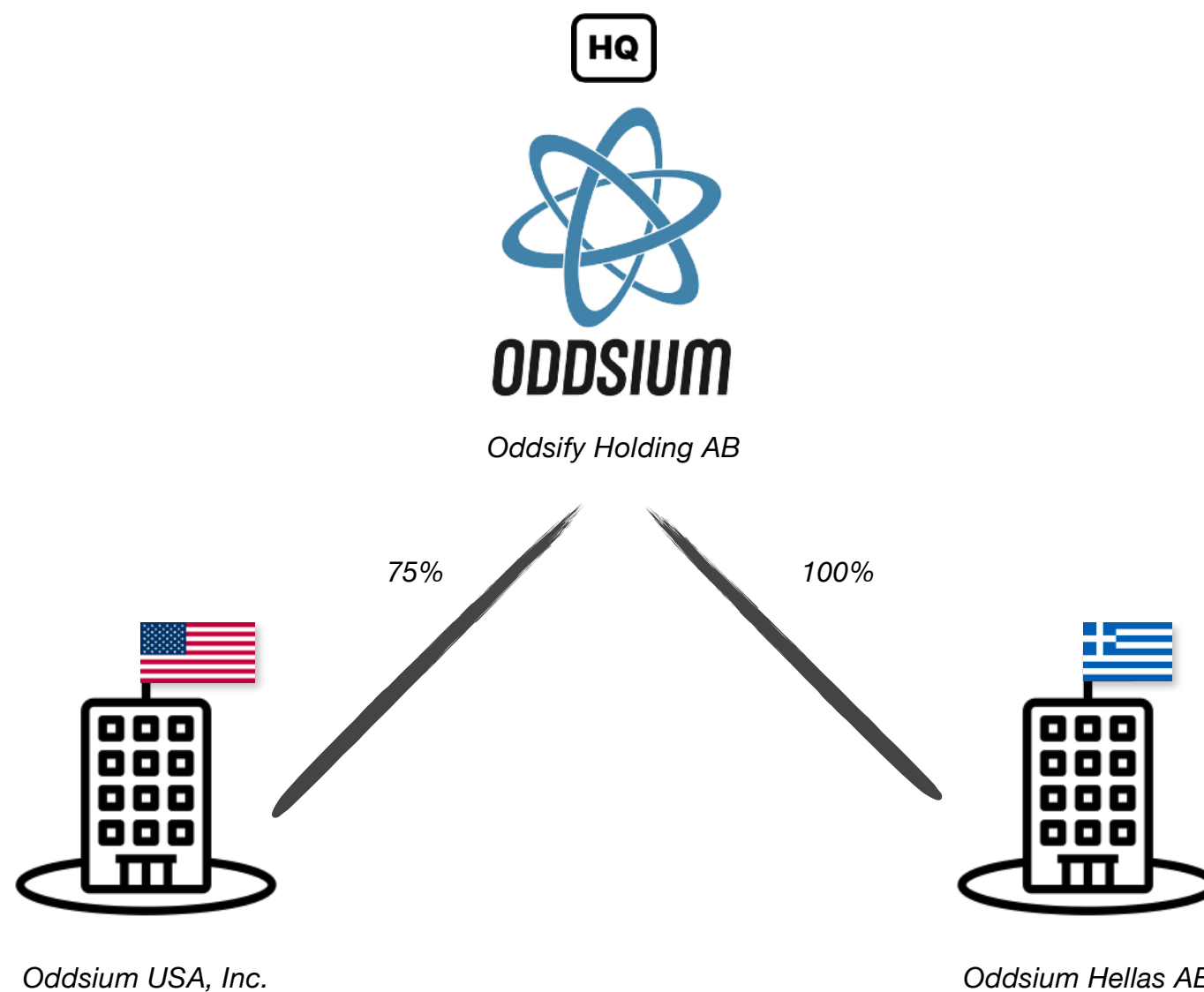
Oddsium Hellas AB

Oddsium Hellas was established and licensed as an affiliate in Greece in 2022 and is led by our Athens-based online sports betting and gambling executive, Mr. Teemu Lehtinen (Country Manager).

Born in Finland, Mr Lehtinen has lived in Greece since 2007. He has 15 years of experience from the Greek and other European online gaming markets. He worked for Betfair on policy, regulation, compliance and Government and media relations in charge of Greece, Cyprus, the Nordic markets and the EU issues between 2010 and 2014.

He has advised Kaizen Gaming and multiple investment funds on the Greek gaming market and worked for five years advising the Remote Gambling Association and Betting and Gaming Council on the Greek online gaming market. Mr Lehtinen has also collaborated with Gambling Compliance covering Greece, as well as with the Hellenic Gaming Association. Teemu is also a regular speaker in Greek and international conferences on matters related to Greek online gaming.

Mr Lehtinen is supported by Ms Vanessa Konstantopoulou, Executive Marketing Assistant, and two local support staff.

Oddsium Hellas launched commercially with a nationwide TV & Radio campaign in October 2023 with five operators integrated in the app.

In February 2024, the app has nine operators fully integrated and Oddsium Hellas has amassed 5,000 registered users, and delivered its partner operators approximately 4,000 funded operator accounts via the app - immediately positioning Oddsium as one of the top three affiliates in the country.

Teemu Lehtinen
Country Manager, Greece

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Oddsium USA, Inc.

Oddsium USA, Inc. was established during the pandemic and the company has secured affiliate licenses in the following states:

* New Jersey
* Indiana
* Colorado
*

Oddsium USA, Inc. is co-owned with a California based native tribe, with the ownership split being Oddsium 75% / Tribe 25%.

Oddsium is scheduled for launching its services in the US during Q3 of 2024 - with a solid focus on popular US sports (American Football, Basketball, Ice Hockey & Baseball - incl. NCAA), as well as further increasing content around these sports.

The first launch is planned for New Jersey and New York. With the US being the most attractive online gaming market in the world, Oddsium is positioning itself for massive growth and expansion into many more states.

Oddsium Media Partnerships

Oddsium has been built from ground up to ensure it is **the most efficient and capable marketing channel available** in the i-gaming industry. We are now aiming to take this one step further by partnering with strong media partners to offer them the possibility to benefit from the Oddsium technologies' next level segmentation and direct converting user communication, and add a new and better marketing channel to their portfolio.

By offering its partners Oddsiums unique feature sets as well as the possibility to re-brand / **white label** the app, not only can the partners add an additional advertising sales channel that not only is fully traceable and converting better than any other - but also *add post sales turnover* by getting a portion of the gaming revenue generated through the partnership.

Oddsium is therefore now actively seeking strong media partners (online, television, print, radio and land based) with i-gaming target reach.

White Labelling

Oddsium is easily adapted to reflect the design aspects of the white label partner, including logos, colour schemes, fonts, etc.

Additional parts that can be managed on an individual partner level are:
* Showing only preferred bookmakers, (as well as adding new ones without the need to update the app) to better integrate to and align with existing business models

* Showing only preferred sports

* Activation / deactivation on the fly of:
  * Operator registration
  * Login / Logout
  * Deposit / Withdraw

* Ordering the bookmaker list to reflect advertising revenue (or other aspects)

* Regional preferences, requirements and currencies are supported

* Connection to, and inclusion of, live or historic streamed content from preferred partners

* Push notifications (incl. one touch bookmaker registration) - ensuring additional/increased revenue

* Full control and programming of start page slider

New Products & Verticals

Casino

With Oddsium's unique technology developed for the real-time intense sports betting environment properly commercially proven and battle tested, the next logical step for the company is to enter the highly lucrative casino vertical.

To get a head start, Oddsium is acquiring the Stockholm based and profit generating Argo Gaming Group, including its founder Lars Wahlström and all assets (incl. sites for Sweden, Canada, Japan, New Zealand, India, Ireland, UK and several US states). Mr Wahlström and his team will continue to work with its successful sites and content generation, and supervise the design and functionality of the casino product based on the technological solution of Oddsium. This will allow the user to filter on game types, store favourite slots, register with operators - and of course gamble with all of them through one unified interface.

The casino product will be available as a standalone product as well as being integrated in the Oddsium sports betting application. Full scale product is scoped for end of Q3 2024 and launched in its first market in Q4.

Lars Wahlström
Founder of Argo

Mr. Lars Wahlström is an entrepreneur and executive in the online gaming sector since 2005.

Prior to founding ARGO Gaming Group, Lars served as Head of Nordics for Gamesys Group, where he was responsible for regional strategy and growth, contributing to the company's expansion in the European market.

Lars has successfully executed two company exits: Connectyx Software AB, a firm specialising in integration software for the imaging industry, and Nomisma AB, an online gambling affiliate company. Both ventures were developed under his leadership and sold.

He has also worked at Cashbet, CyberArts, Genera Networks, La Française des Jeux and Tain.

New Products & Verticals

Web

To further boost the flexibility of the Oddsium solution, a major step is planned during 2024. For the first time since the company was founded, the Oddsium experience will be available as a web solution.

Not only will it give the users the flexibility to choose where and how to use Oddsium, it will also allow for faster geographical expansion as the company will not be limited by Google's or Apple's app store approval.

Combined with the automated operator integration solution this will enable Oddsium to target virtually any market in the world.

Offering:
* The fastest and best odds comparison in the world
* Live scores and sport stats
* Live streaming
* Bet placement
* Bet history

All obviously whilst ensuring any and all local regulations are met.

Progress

Tech roadmap

The purpose of tech is to support the business roadmap in a secure, scalable, reliable and efficient way.

		Q1	Q2	Q3	Q4	2025 & beyond
New markets	US	US 1st state		2nd state		
	Europe	Sweden	Spain			TBD
	Other					
New sports			Volleyball	TBD		
				Golf	Racing sports	
New Features	In-APP	Parlay		Cashout	Bet – Community	News service
			Webapp v 1.		Webapp v 2.	
New Verticals	Casino	Casino landing pages		Casino App		
	Data feeds			Web API – ODDS	Web API – Bet stats	
Platform	Automation	Autom. OP integr.		Autom. Tourn. Map.	Autom. Odds scraping	Autom. Data collection
	BI-tools	Customer segments			Cluster DB	BI & Analytics tools
	CI/CD				Continuous integration	Automated testing
	ISO cert	ITIL		Alerts & Alarms		ISO Certification

Planned Expansion

2024

2025

2026

Financial Forecast

Path to Profitability

As Oddsium continues to invest in its technology and in parallel expand into several countries and states - the path to profitability is clear and straightforward.

It is a numbers game, and the numbers are volume and ability to convert. As Oddsium has proven itself to be capable of converting significantly better than any other affiliate product, the company aims to be profitable in 2025 and reach significant profit by end of 2026.

The new additions of the web product and the casino vertical will have a significant impact on both growth capacity and profitability.
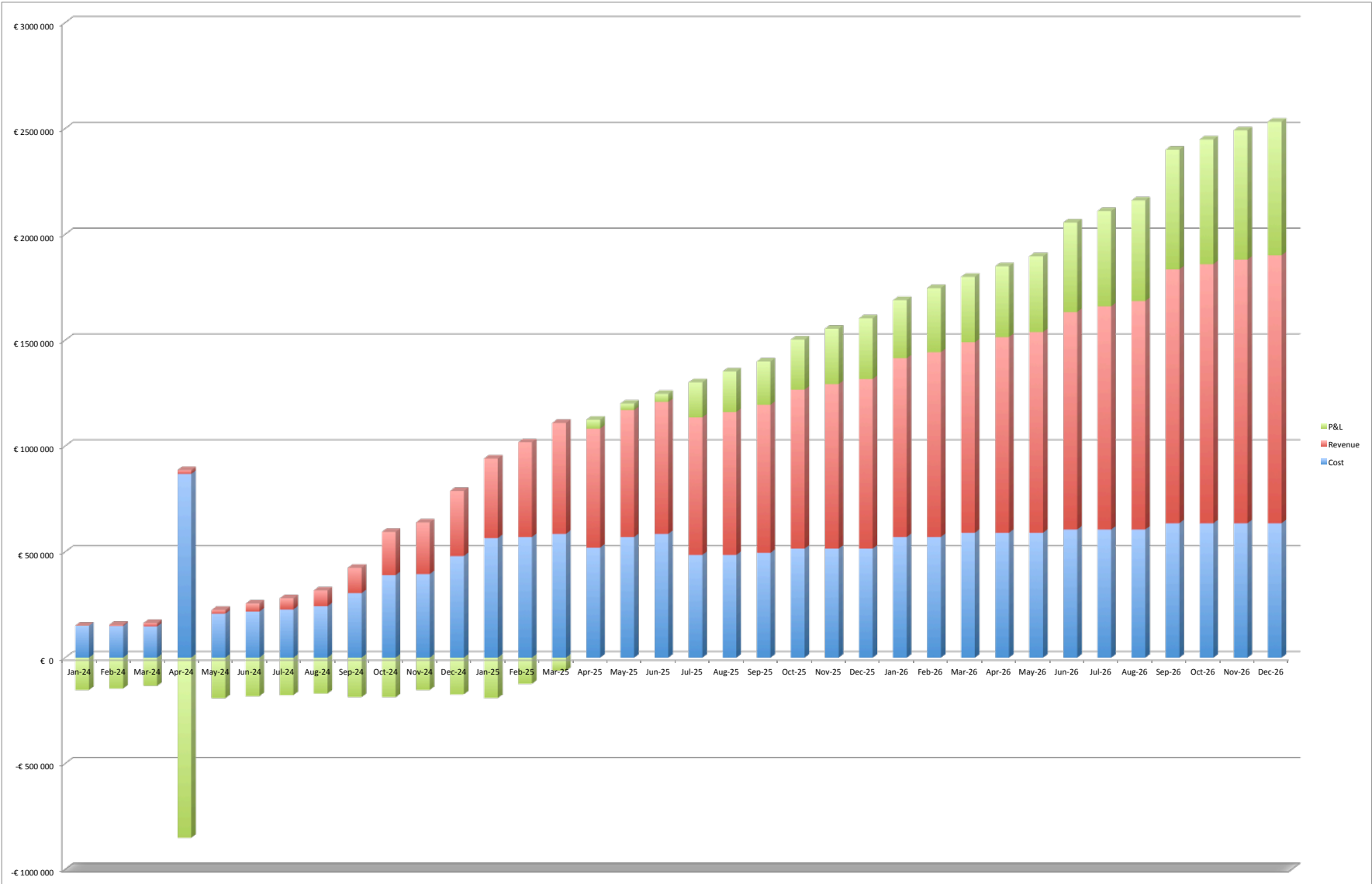
Expansion & Valuation Timeline

Q2 2024

7k Op Accts (accumulated)
€210k Revenue

Spain (Sports)
Sweden (Soft)
Nigeria (WL)

€15M
Valuation

Q3 2024

15k Op Accts (accumulated)
€410k Revenue

New Jersey (Sports + Casino)
Finland, Spain, Sweden (Casino)
Kenya (WL)
Greece (WL)

€20M
Valuation

Q4 2024

35k Op Accts (accumulated)
€1.1m Revenue

New York (Sports)
UK, Canada, New Zealand
(Casino)
Ethiopia (WL)

€20M
Valuation

2025

159k Op Accts (accumulated)
€7.5M Revenue

Colorado, Pennsylvania, Mexico,
Brazil, Peru (Sports)
ZA, Japan, Brazil, Peru (Casino)
ZA, Balkans + Spain (WL)

**€30-
50M**
Valuation

2026

336k Op Accts (accumulated)
€12.1M Revenue

Canada, Indiana, Michigan,
Delaware (Sports)
India, Germany (Casino)
Chile, Brazil (WL)

**€60-
100M**
Valuation

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