



A SOCIAL GAMING PLATFORM AND CONTENT CONSOLIDATOR

COMPANY OVERVIEW

October 2021

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Inc.
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Business Overview



Backstageplay Inc. (TSXV: BP) is an Internet entertainment and marketing consolidator focused on investing and accelerating innovative new gaming technologies and gaming content for SOCIAL, SKILL, iGAMING and ONLINE COMMUNITY ENGAGEMENT.

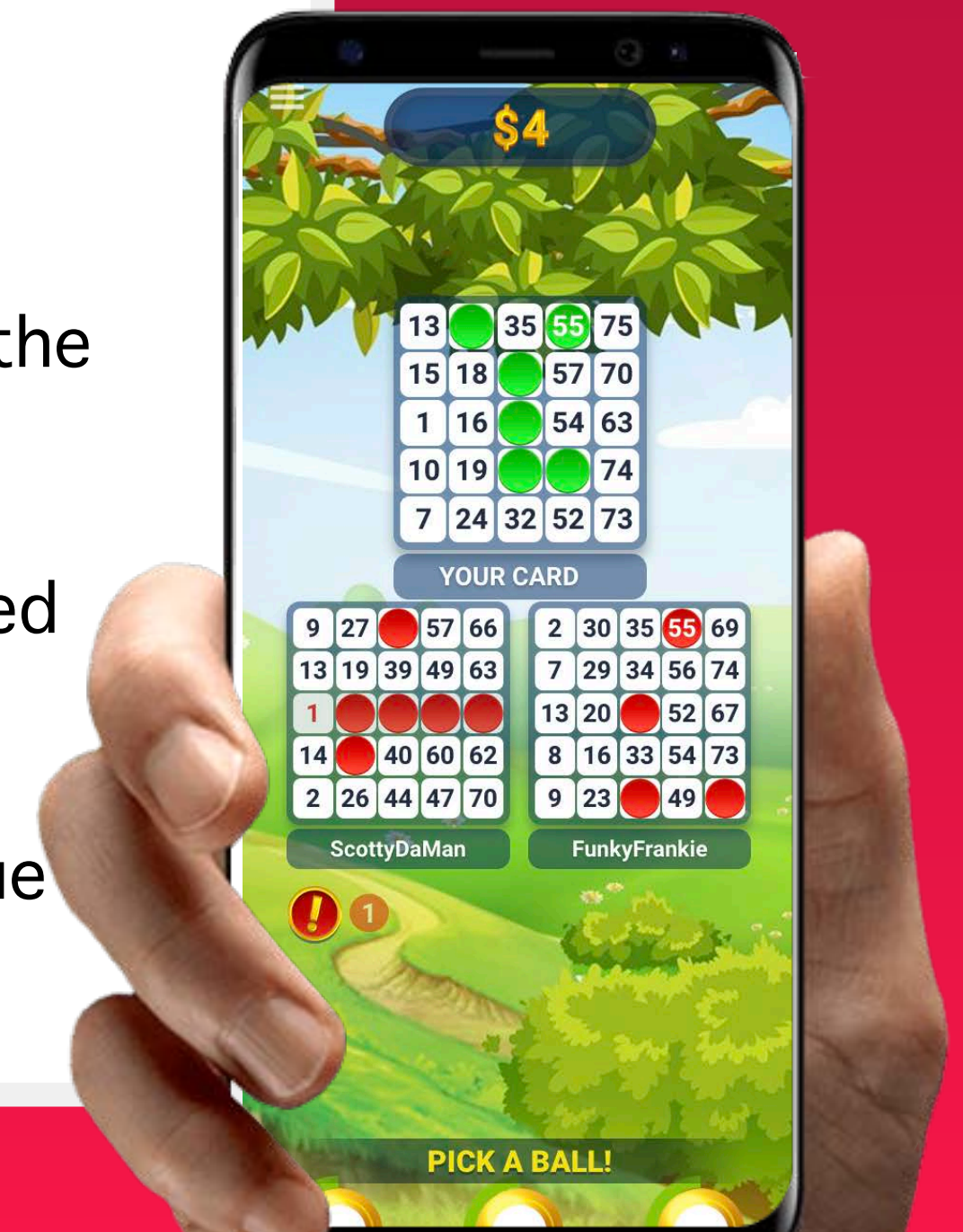
We leverage our public company status to syndicate investment participation in exciting new companies and projects in the social gaming and iGaming sectors.

We secure and enhance value by making reciprocal investments in very early stage game publishers/companies, while entering into licensing and advisory agreements which gives target investee company's access to our proven technology stack, business development expertise, contacts and networks.

We do this in exchange for up to 19.9% of the target company, which we acquire through the issuance of our liquid share currency or cash.

We will keep BSP's overhead costs low by investing and partnering with multiple, value added projects rather than operating any one project.

We will select excellent entrepreneurs and innovative content, and will build synergistic value across our community generating high margin royalty, CPA, SaaS or recurring revenue.

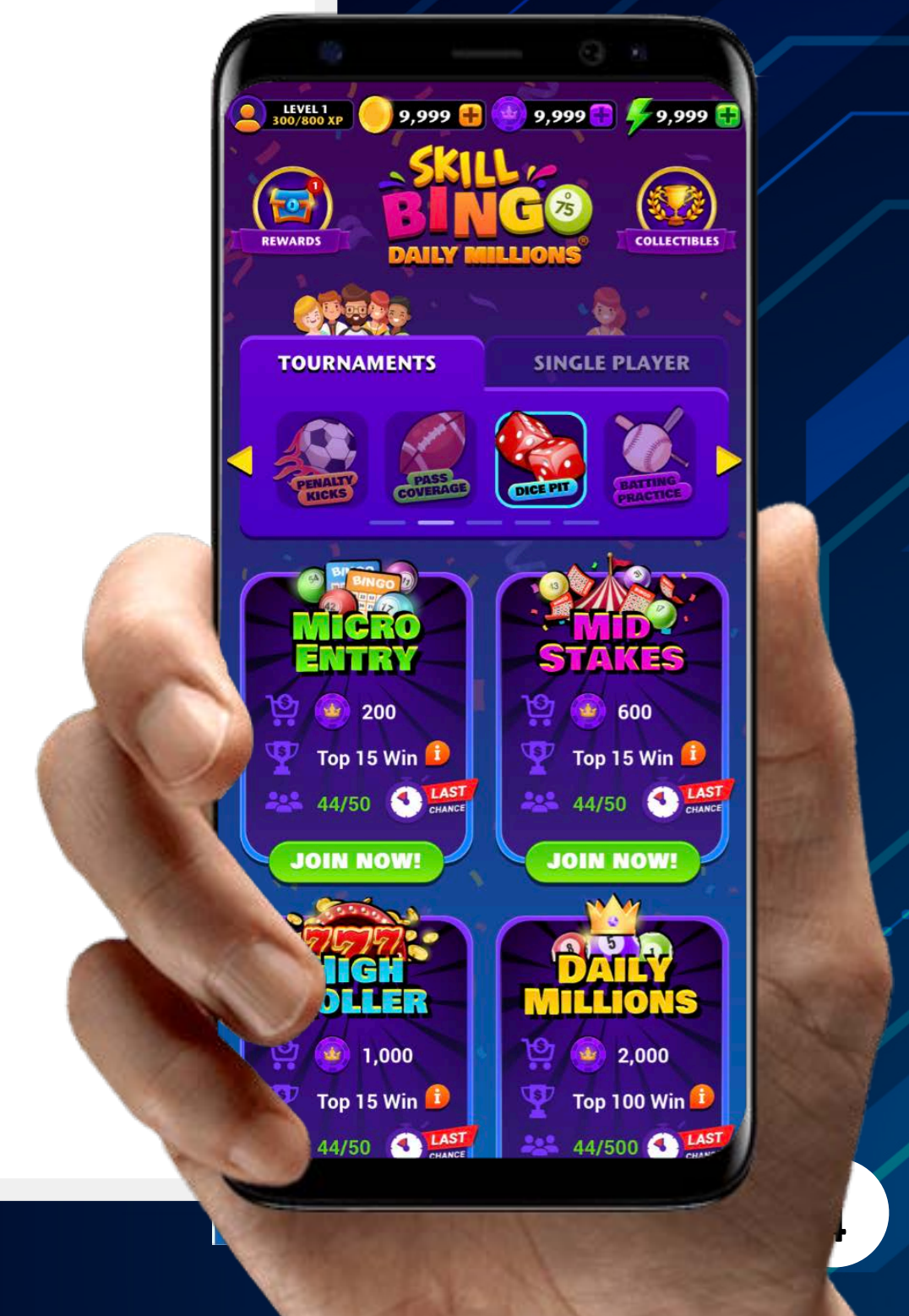


Social Gaming - What Is It?

What are some KPI's?



- Online skill/social games enable players to play and wager “points” on casino, bingo, arcade and other products online and on mobile devices. Although the games may be similar, social gaming is not to be confused with iGaming as players do not wager cash, which will meet the definition of gambling in most jurisdictions.
- By Q2 2021, quarterly profits for social casinos reached a new high of more than US\$260M. In 2020, more than \$6 billion was deposited into social gaming sites in the United States alone*.
- In May 2021, “Island King”, a social gaming slot game, was downloaded 7.2 million times.
- Slotomania (owned by playtika.com) is the largest casino game publisher, generated monthly revenue of \$28 million**. Its current EV exceeds US\$4.5billion.
- In 2020, the Slotomania’s online social casino accounted for 8% of all social casino revenue; Doubledown’s casino app accounted for 7%*.
- In 2021, \$230m in Loot’s NFT’s have changed hands
- **The social/skill markets continue to explode internationally.**



Social Gaming - What Is The Opportunity?

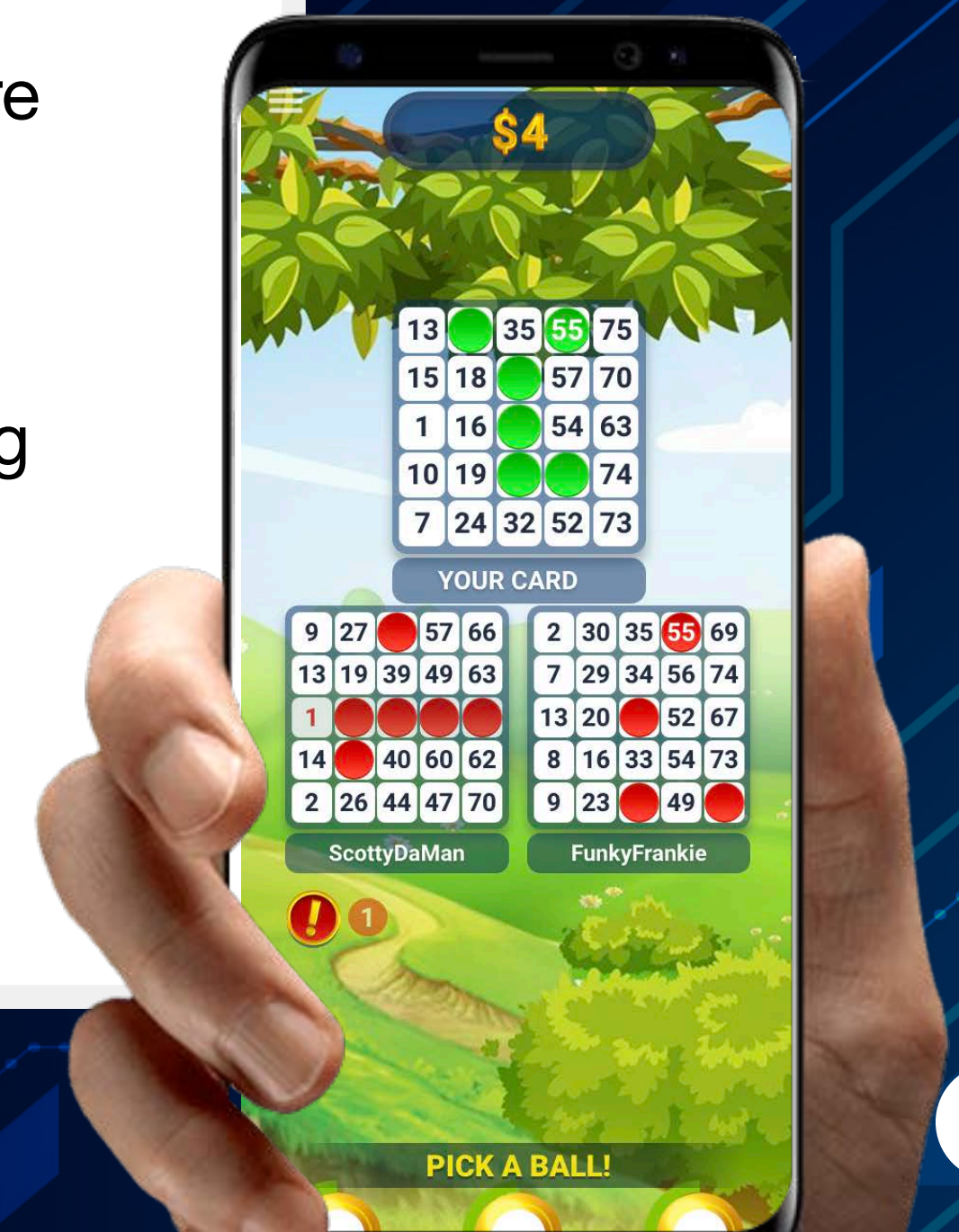
- Developing, publishing and monetizing successful social casino or bingo products requires five key elements:
 - Mobilized content;
 - Adequate development teams, funding and sales/licensing experience;
 - Excellent social engagement and retention tools;
 - A robust gaming platform with all required social media hooks/assets; and
 - Access to existing social casino operators with player eyeballs and revenue.
- Thousands of new games are published every year and never succeed because they or their developers lack the attributes described above. Alternatively, when games are successful, it is too late for public investors to participate.
- **If new skill and social games can be sourced very early; incubated by seasoned gaming industry veterans and then licensed to existing social casino operators (or used on an inhouse-owned gaming platform), revenue generation for the publisher can be rapid, international and extremely scalable.**



There Are No Early-Stage Game Consolidators



- Our team created some of the first online gaming assets more than 25 years ago. We were first movers in the online bingo sector and helped define the category and its multiple variant products that are widely used today.
- In 2021, online gambling sites will generate US\$72 billion in sales at a CAGR of 12.2%; with the market expected to grow to US\$112 billion in 2025*.
- Although online gambling and social gambling are different gaming categories, they are vastly intertwined as players navigate between these different worlds often using the same (or similar) content developed by the same suppliers.
- It is virtually impossible for public market investors to access early stage social gaming opportunities. We intend to consolidate and incubate these early assets and companies.
- **We intend to build the Constellation Software (www.csisoftware.com) of the skilled/social gaming sector.**



Business Model



We will provide game developers with access to our proven iGaming platform and will consolidate multiple products. This will allow developers focus on building what the player sees, creating speed to market and substantial cost savings.

We have licensed one of the iGaming industry's most sophisticated gaming platforms which will act as our remote gaming solution. As part of our license agreement, we have negotiated an option to purchase source code so we own this IP and create derivative works.

Since platform development represents 90% of and player-facing commercial gaming product, we will save entrepreneurs millions in development and years in speed to market.

We will guide them to focus on product development while we use our vast industry contacts to license products (or operate them) and scale the business using public market liquidity and capital.

With our access to new worldwide content opportunities, we will provide the technical platform infrastructure as well as the human, technical and financial resources designed to assist excellent game entrepreneurs succeed.

In some cases we will fully acquire these products and companies before they reach full valuations.

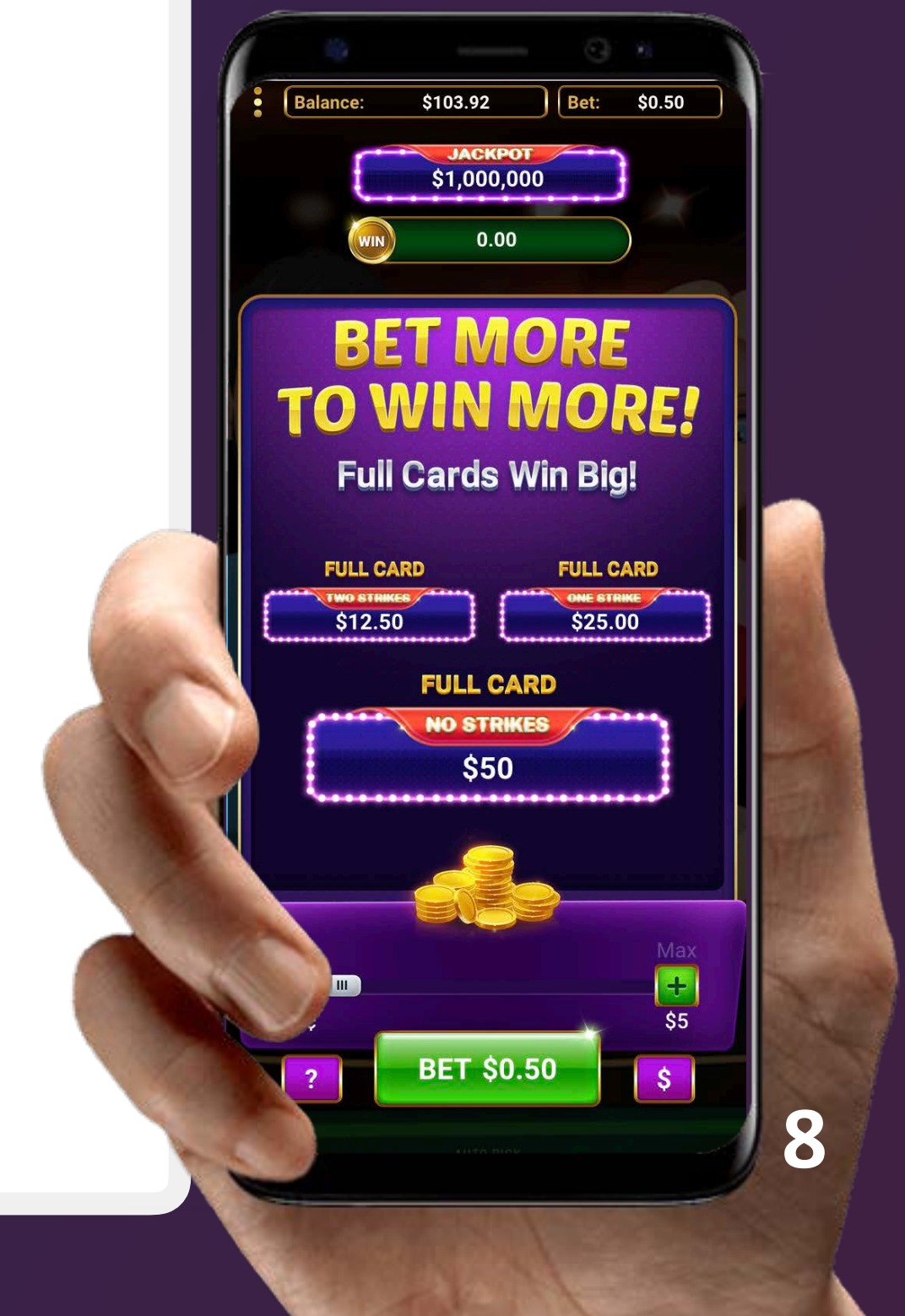


Our Vision & Investment Thesis



Our unique value proposition is to provide public market investors with access to very early stage games/publishers, while we create proprietary intellectual property which we will develop or acquire and then integrate onto one shared technology platform.

- Through our 100+ years of experience as pioneers in the iGambling industry, we have a proven track record of recognizing and monetizing new gaming content trends.
- We have founded and run companies which have built, licensed and operated these games on 4 continents.
- **As experienced acquirers of iGaming players through social/skill game concepts and content, we know that iGaming regulation in North America will trigger a battle for players. Our new content will be used to acquire these players so we can monetize through revenue share opportunities with iGaming operators.**
- We have the required contacts; access and knowledge to find, develop, incubate and consolidate social gaming products.



Who We Are



1

We have financial, public markets and M&A experience as senior executives and investors.

2

We have access to international capital, customers and platforms.

3

We intend to expand social gaming into traditional mainstream businesses throughout North America as customer engagement through gamification becomes more mainstream.

4

We have built and sold other iGaming businesses.

5

We love the industry we have created.

Corporate Information



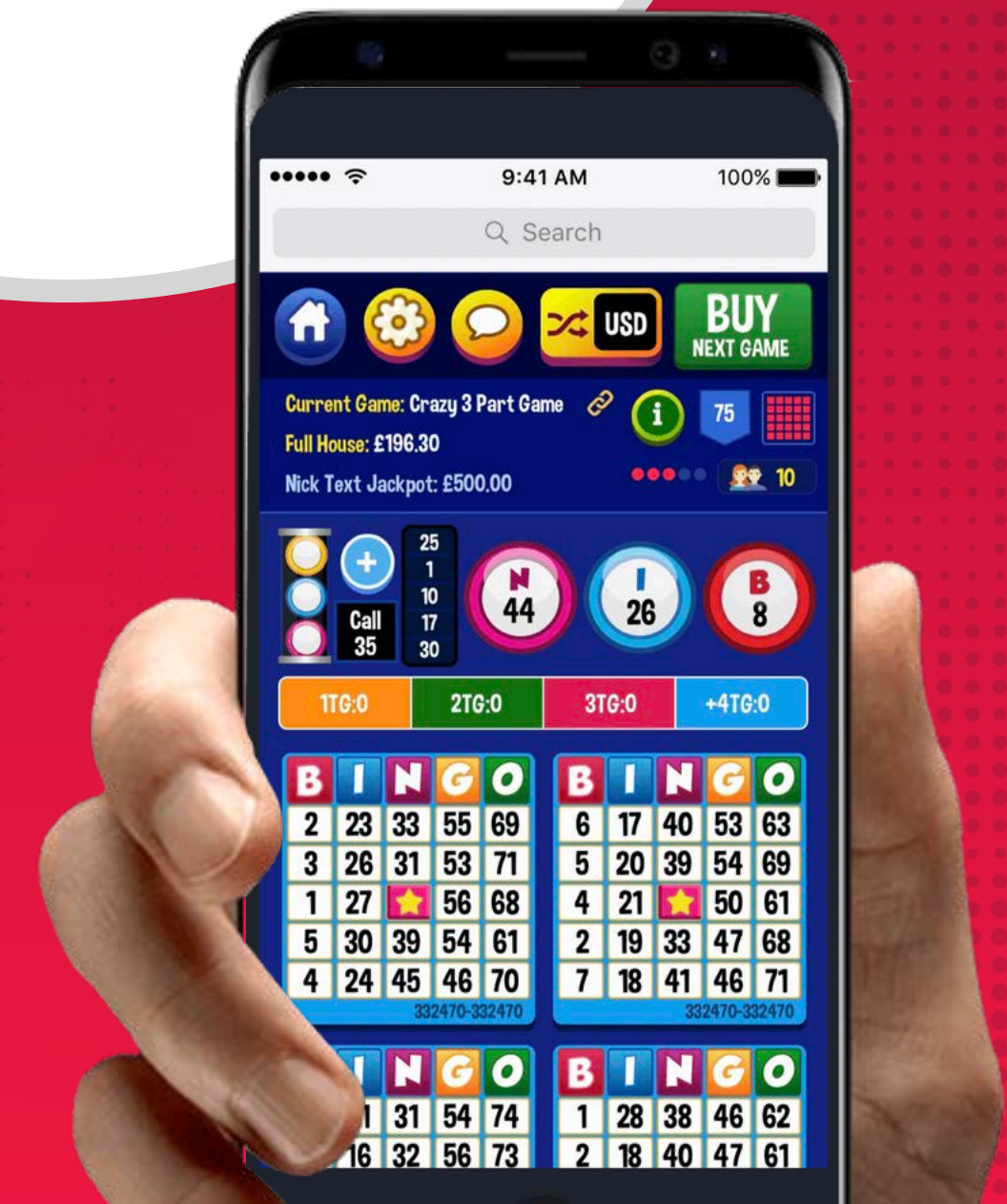
TSXV: BP

APPROX. **15%**
PUBLIC FLOAT

18.5
Million
SHARES
OUTSTANDING

APPROX. **70%**
INSIDER + F&F
OWNERSHIP

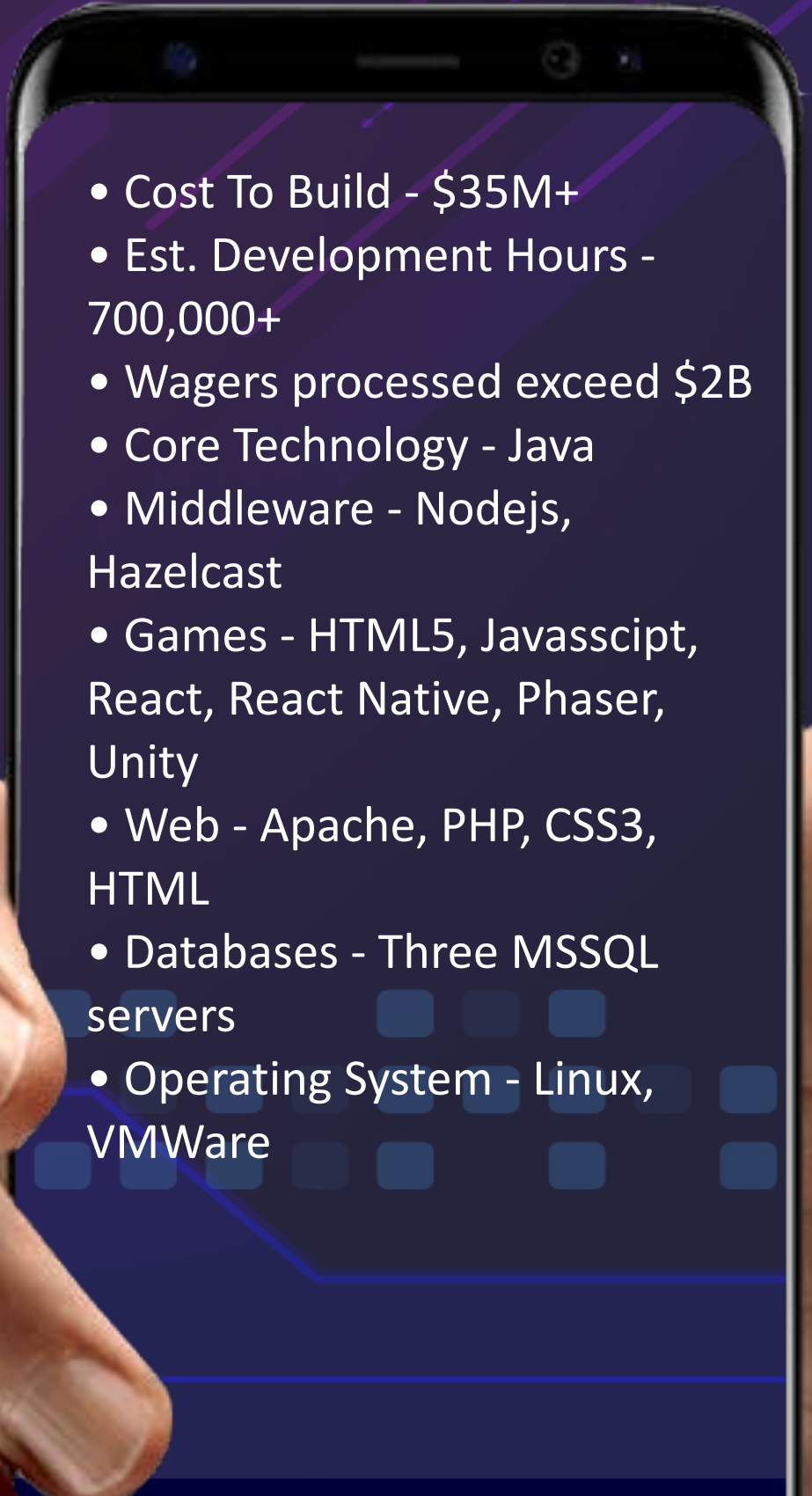
Market Cap
\$4.5m



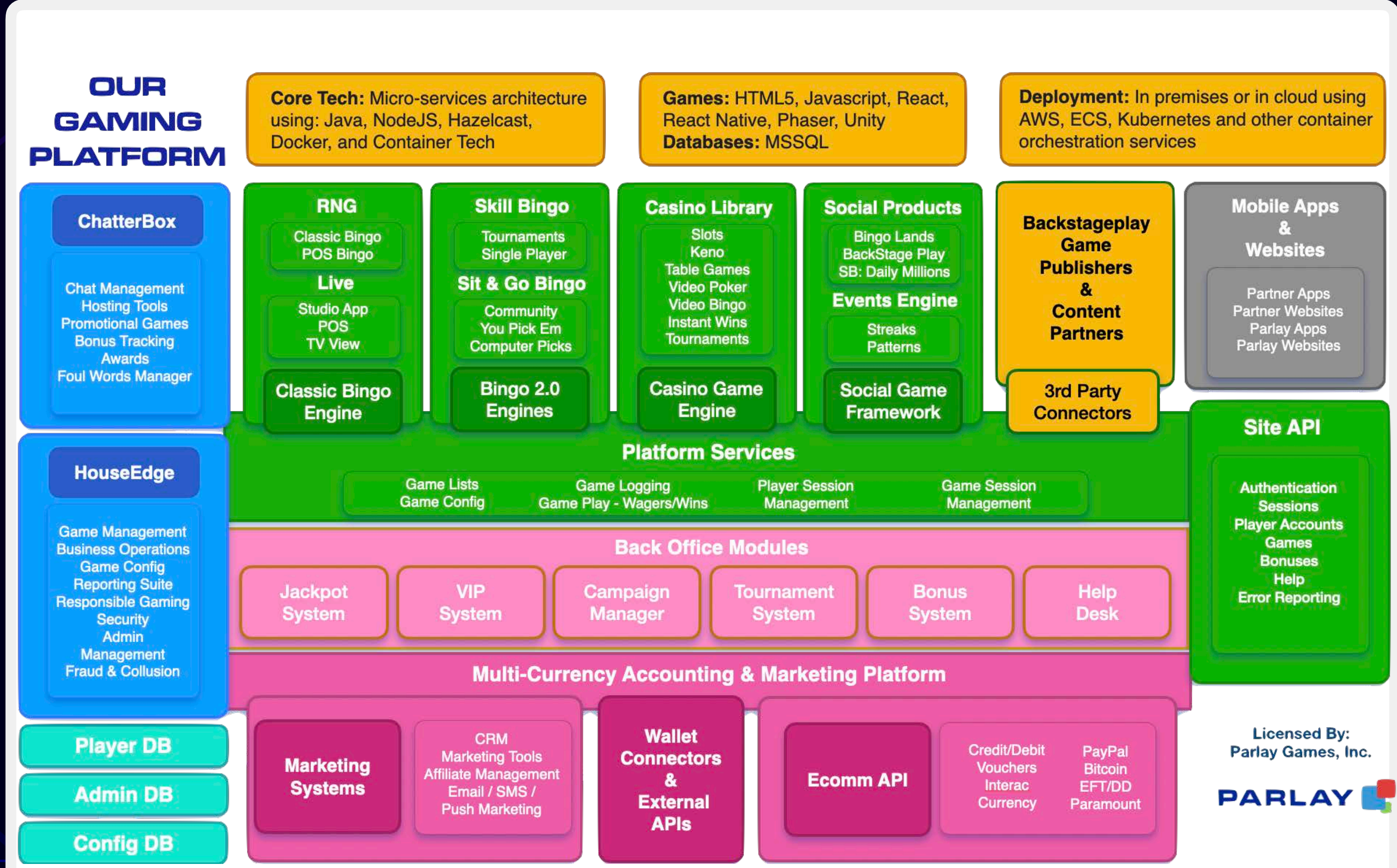
Our Technology Platform



We have licensed one of iGaming's most robust gaming platforms; with access to Parlay content libraries and new social gaming products.



- Cost To Build - \$35M+
- Est. Development Hours - 700,000+
- Wagers processed exceed \$2B
- Core Technology - Java
- Middleware - Nodejs, Hazelcast
- Games - HTML5, Javasscript, React, React Native, Phaser, Unity
- Web - Apache, PHP, CSS3, HTML
- Databases - Three MSSQL servers
- Operating System - Linux, VMWare



Licensed By:
Parlay Games, Inc.

6 Month Corporate Timeline



November 2021

Close preliminary private placement.

Nov-Dec 2021

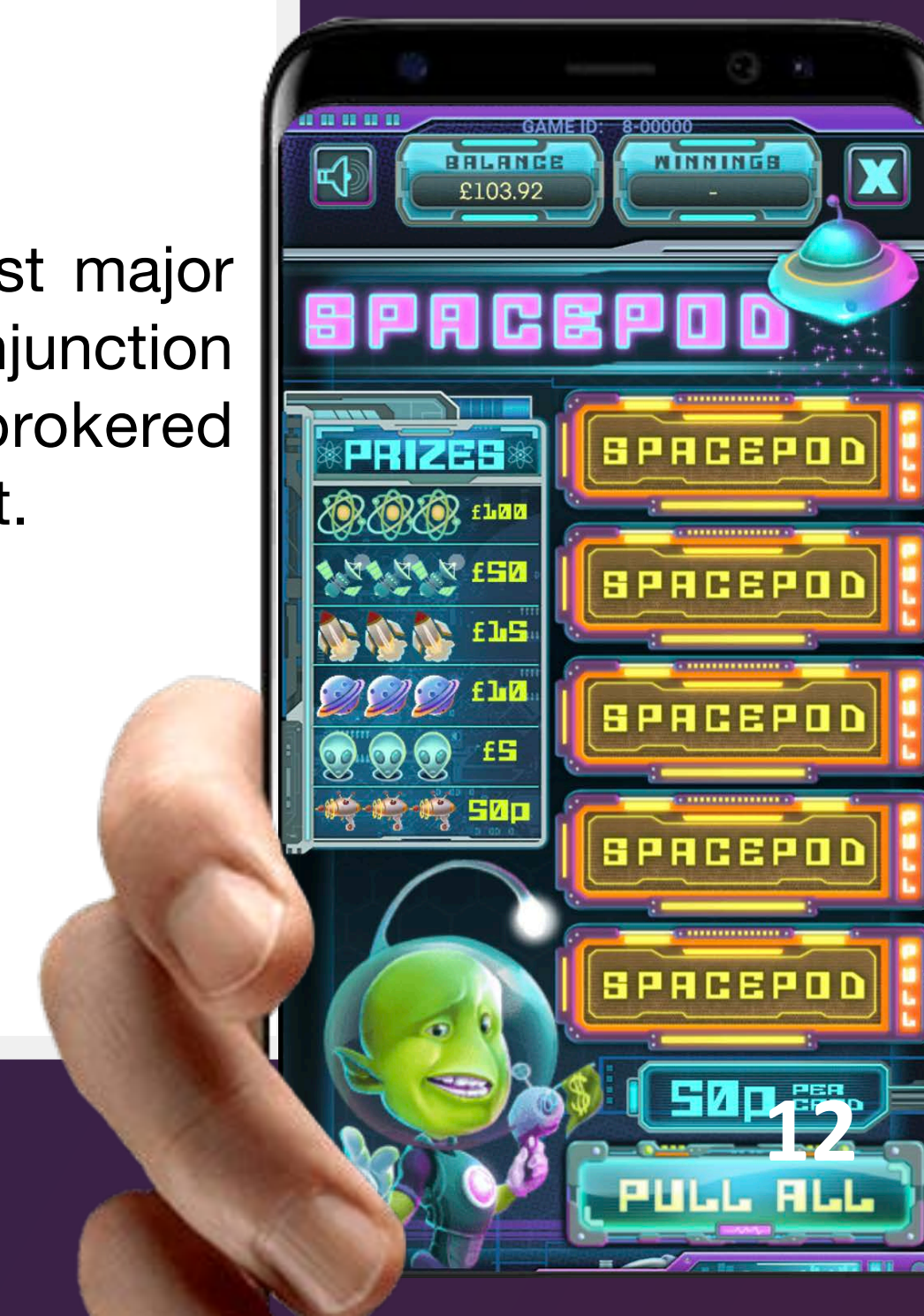
Complete 2-3 early stage product licenses/acquisitions.

Jan-Mar 2022

Complete 3-5 reseller arrangements with gaming content and commence revenue generation.

Jan-Mar 2022

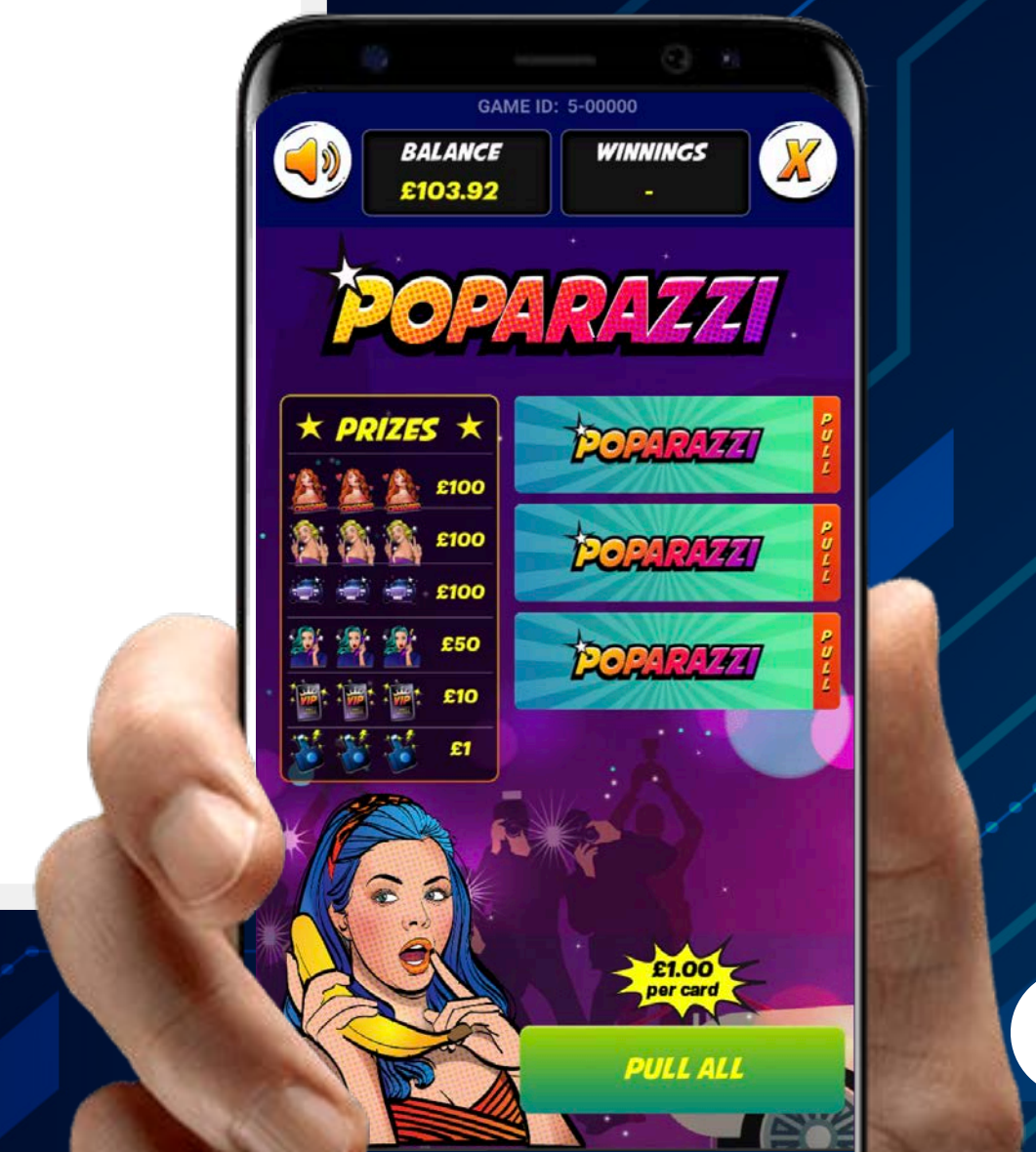
Announce our first major acquisition in conjunction with a larger brokered private placement.



3 Month Product License & Acquisition Timeline



- Acquire a sub-20% interest in a new iGaming product gameshow app.
- License a new, multi-player skill bingo product which is sports-themed, skin able and DICE-RNG generated.
- Secure North American rights for newly launched UK skill sports product.
- Investigate the license and integration of bingo and related live streaming game show assets.
- Review in-hand iGaming games and products for launch in the social gaming sector.
- Review and expand our BigC community concept for investment and upgrade.



Board of Directors

Seasoned public company executive team who are pioneers in the online and social gaming sector with extensive experience in software development, operations, media, finance, M&A, and law.



Simon Collins
Director & Chairman

Simon served as managing director of Betting & Gaming at News UK, overseeing brands including Sun Bingo, Sun Vegas, Sun Racing, and the UK's largest commercial fantasy football league, Dream Team. Simon Collins founded Cascade and Gaming Realms and pioneered the introduction of the concept of "free bingo" and the delivery of online bingo to the mass market in the UK using the brand Foxy Bingo. Foxy was acquired by PartyGaming Plc for \$150M. Cashcade is now operated by the multinational online gaming operator Entain, who took control of the business as part of its purchase of bwin.party in February 2016.



Andrew Branscombe
Director

Management consultant and business development executive in the Internet and social gaming industries where he has represented a number of large suppliers and operators including The Intertain Group Ltd., Cryptologic Inc., Cashcade Inc. and the Parlay Group of Companies.



Scott White
Founder, CEO & Director

Scott started his career as the Founding and Managing Partner with Bush, Frankel White Barristers & Solicitors from 1990-2000. After directing the growth and scale of that business over a decade into one of Canada's premier boutique firms, in 1998 he co-founded the Parlay group of companies. Parlay was the first company in the world to build and commercialize an online bingo platform. Over 25 years, Parlay's iGaming products have been licensed by some of the most respected media and gaming brands on 4 continents. Scott has invested in and incubated numerous businesses throughout the world. He has had multiple exits and remains a practicing lawyer serving his various business interests.



Sean Hodgins
CFO & Director

Co-founder of Tandem Innovation Group, Inc and Red Thread Ventures. CPA-CA and CPA (Illinois) with both Deloitte Vancouver and PWC San Jose. 20+ years in the startup and technology industry. CFO for several public companies including MedBiogene, Sernova and Solution Financial (TSX: SFI). An investor and CFO for a number of notable startups including Quickmobile (acquired by Cvent), Mazza Innovation (acquired by Sensient) and Medicenna (NASDAQ: MDNA).



Bob Williams
CIO & Director

Bob is a well-known pioneer in the online gaming sector and has created several mega-successful games, methods and systems which have generated \$billions in revenue for the online Poker sector. As a senior executive and management consultant with more than two decades of experience building iGaming and social gaming products, Bob has represented some of the largest and most respected iGaming brands. In 2020, Bob moved on from his consulting focus to join the experienced team at Parlay Games Inc., the inventor of online Bingo, as their CEO. He has continued his passion for inventing, building and bringing world class gaming products to market as Parlay revolutionizes online bingo into a faster, mobile demographic.

www.backstageplay.com



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