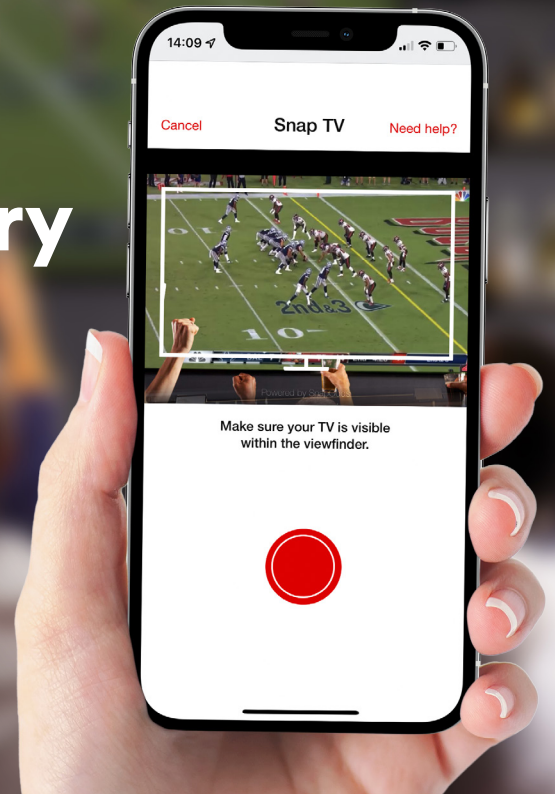




Frictionless Bet Discovery via Social Media

SnapOdds Social is a visual search engine embedded into popular social media platforms such as Twitter and Facebook, allowing operator brands to launch frictionless bet and contextual content discovery journeys from within their brand channels.

SnapOdds Social can be used by brands under existing regulatory or licensing requirements.



What does SnapOdds Social do?

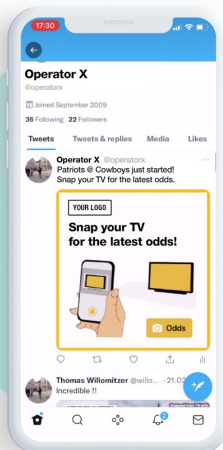
SnapOdds Social uses the core SnapOdds visual search technology (“Shazam for sports betting”) to enable users to snap and recognize live sports broadcasts and associate these with live wagering events offered on operator apps and sites. Each snap returns real-time contextual information, such as live odds, promotions, bet slips and other marketing and promotional content.

Social Media marketers leverage the integrated SnapOdds Social engine ‘as is’ and make each snap a unique and engaging live ‘call to action’ for their marketing and incentivization campaigns. Followers can be incentivized to discover odds, bets and promotions in a one- or two-click path to the real-money sportsbook destination. Non-registered users can be driven to sign-up.

How it works

1

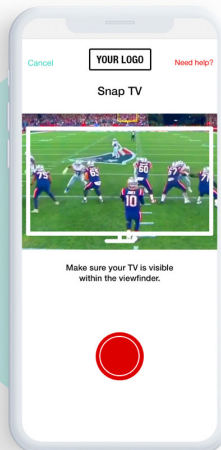
Tweet or post asking fans to Snap live games on TV



The tweet or post contains a static link to branded Snap page hosted and created by us

2

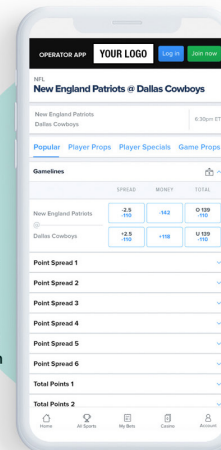
The fan snaps the live game on TV



The fan taps on the link and the in-app browser of e.g. Twitter or FB opens the branded Snap page

3

The fan gets redirected to the wagering / betting page ...



... of the recognized game or any other app / web destination as desired by the customer.



Key Product Features

- Snap live events from social channels to receive the latest operator contextual data
- Users click-through to operator website or app betting pages
- Display upcoming and live games as well as broadcast schedules
- Provide basic pre-match odds for all events (optional)
- Refer-a-friend functionality (optional)
- KPI tracking and partner referral link facilitation

Why use SnapOdds Social?

- Affordable and viral social media engagement tool
- Market differentiator leveraging live sports landscape
- “Shazam for sports betting” using our SnapOdds engine
- Access to hundreds of thousands of potential viewers
- Free and frictionless odds and bet discovery
- Acquire & track new users and associated valuable data
- Reactivate lapsed users
- WOW! factor: novelty meets genuine utility
- Shareability and virality
- No impact on operator core development pipelines

Is there any integration required with a Sportsbook or Affiliate app?

SnapOdds Social is a stand-alone, turnkey B2B social media feature with no requirement for integration into the operator or affiliate app or website front-end. Partners use our SnapOdds Social SDK to quickly and easily embed and configure functionality into all social media channels that allow following a link.

Users then initiate the snap function and path based on preferred user experience and operator designated destinations. The SnapOdds product team supports this process end-to-end, providing bespoke landing pages and facilitation of brand corporate identity in the UI.

Technology

Real-time experience

Our **proprietary video recognition engine** detect **any live sports event** in

< 0.1 sec



No Integration required

We develop and brand the SnapOdds Social native or mobile web app to operator specifications.

Accuracy

Live sporting events are captured with

100% accuracy with **99.99% uptime**

Global Coverage

SnapOdds is supported **globally** and for **all major live sporting events** on any platform.

What is the commercial model?

Our commercial model is simple and allows the operator to enjoy long-tail revenues associated with user acquisition, retention and re-activation. Fees are broken down as follows:

- Initial social media development fee
- Monthly fixed fees

Interested?

Please contact us via email: hello@snapodds.com

www.snapodds.com