

VIP INVESTOR DAY

MAY 2024

OUR MISSION is to Create a “VIP” environment of diverse ancillary products, under one umbrella to capture and retain customer loyalty while reducing acquisition costs



LOOKING FORWARD

B2C Initiatives

- New Website Launch
- Personalized UX (user experience)
- Increased Margin
- Decreased CAC

B2B Initiatives

- White Label Solutions
- Custom Game Development
- Growing Client Base
- Scalability of Services

Diversification

- First-Mover Advantage
- Expanding Esports Audience
- Innovation Leadership
- Item.Bet Partnership

THE GLOBAL ONLINE GAMBLING MARKET(2024)



Sports / Esports
Platforms

VIP fills
a massive gap in a
\$313.3B market

Sports Casino
Esports/Token Casino
In-House Software
Games/Lotteries/Odds



Software / Games /
Lotteries -

License out proprietary
games for a % GGR

THE COMPETITIVE LANDSCAPE

SPORTS CASINO

Stake

bet365

FANDUEL

888
casino

DRAFT
KINGS

ESPORTS CASINO

RIVALRY

ROLLBIT

LOOT.BET

BC.GAME

1XBET

B2B

SOFTWARE

playtech
SOURCE OF SUCCESS

PRAGMATIC PLAY™

creedroomz

BETCONSTRUCT

PandaScore

A large esports arena with a stage and a large audience. The stage features a large central screen displaying a game scene, surrounded by smaller screens and lighting rigs. The audience is seated in the foreground, looking towards the stage.

MACROVIEW

- ★ **2023 NGR** - Generated \$429,000 in Net Gaming Revenue
- ★ **Improve Margins** - Increasing operating margins by eliminating third-party GGR services
- ★ **Gaming Licenses** - Supported by UKGC, Kahnawake and Curaçao

KEY INITIATIVES

- ★ **Product Improvement** - Introduce a new website to enhance user experience and target a new demographic (18-35)
- ★ **Marketing and Promotions** - Execute targeted campaigns that increased user engagement and spend.
- ★ **Strategic Partnerships** - Forge partnerships with content creators, expanding reach

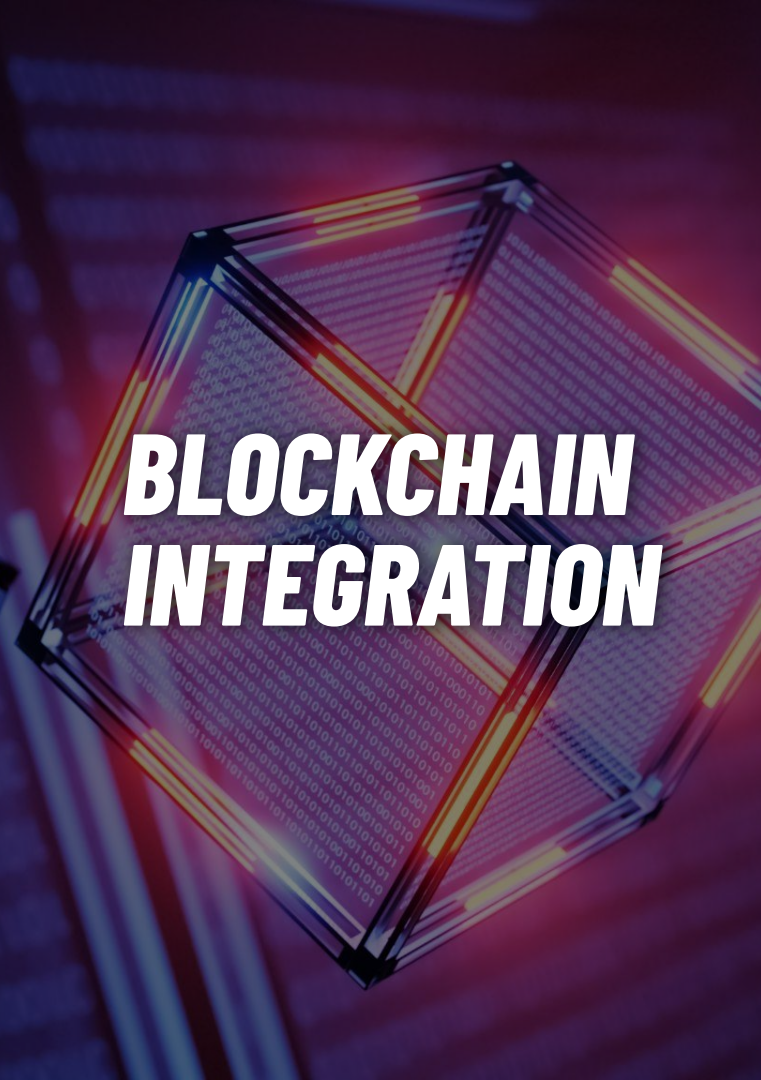


WHITE LABEL PARTNERSHIPS

- ★ **Expands VIP Footprint** - Serving business clients globally
- ★ **Revenue Growth** - Generates B2B revenue in a market with dynamic growth
- ★ **Proprietary Software** - Licensing out in-house software, games, live dealer, odds, and slots
- ★ **Unique Positioning** - Offering full customization to white label customers which is a unique capacity of VIP

★VIP*BETS* PARTNERS





BLOCKCHAIN INTEGRATION

- ★ Provably Fair; Random Number Generator (RNG) System
- ★ Smart Contract Based Games
- ★ Transparent Transaction History
- ★ Decentralized Gaming Operations
- ★ Enhanced Security through encryption
- ★ Games cannot be compromised
- ★ Lower costs

A futuristic, dark-themed environment with a person in a dark suit and a glowing blue orb above their head. The scene is filled with digital elements and a hazy, atmospheric background.

AI LIVE DEALER

Currently in development

- ★ Multilingual Communication
- ★ Consistent, Error-Free Game Management
- ★ 24/7 Availability Without Fatigue
- ★ Personalized Player Interaction and Support
- ★ Reduced Operational Costs for Casinos

GAME ENHANCEMENTS

Proprietary and Partnership-Driven Content

Creation of in-house games to quickly grow our exclusive game library.

Unique content via deals with industry-leading partners and intellectual property owners.

Incentivizing Engagement

Promotional techniques to increase user activity and maintain high engagement levels.

Rich sports content to facilitate natural transitions into casino gaming, increasing both market segments.

Customized Player Interactions

Tailoring the gaming environment with personalized layouts, game suggestions, and user-centric navigation.

Unique player progression systems that offer customized challenges and rewards, enhancing the sense of achievement and loyalty.

Strategic Gaming Innovations

Developing global systems that offer substantial prizes, attracting a broad player base.

Converting popular online games into exclusive physical slot offerings, creating a unique niche in the market.



VERTICAL INTEGRATION

- ★ In-House Software Development (Game/Platform):
- ★ Audience Engagement:
- ★ White Label Platforms
- ★ Custom Solutions Provider
- ★ Resource Optimization
- ★ Unified Technology Stack
- ★ Nexus To Sports and Esports Gaming

THE BUSINESS MODEL

Player Vs House

Earnings from traditional games against the casino

Player Vs Player

Rake from player competition games

Exchange

Revenue from exchange services in-casino

Odds Spread

Profit from in Sportsbook

WhiteLabel

Fees for branding and operating third-party sites

Game GGR

Income from offering third-party games

Live Dealer GGR

Income from offering third-party live dealer

Slot GGR

Income from offering third-party slots

Odds Hedging

Profit from simultaneous contrasting bets

Overnight Depositories

Interest on excess cash AUM



For further information please contact

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Randy Jennings – CEO

Randy is one of the founders of VIP Entertainment Group and has been involved in all aspects of the business since its inception. Randy has in-depth experience in running marketing businesses from sign companies to sporting and event wagering operations. He has overseen the Trading and Risk management for the VIP Entertainment Group and has set the culture and vision of the company moving forward..



David Antony - Director

Dave is a corporate director and has over 30 years' experience in assisting companies, structuring transactions, accessing capital, & corporate governance. Dave has extensive experience as a director and officer of numerous companies in many industries including the gaming industry. Mr. Antony was involved with the Toronto Stock Exchange – Venture as Chairman of Alberta Local Advisory Committee for 7 years and Member of National Advisory Committee for 5 years.




Scott Seguin- Director & Interim CFO

Scott has over 25 years of experience as a new venture start-up entrepreneur, successful business owner, and consultant focused on finance, streamlining operations, and business strategy. Scott has sat as an officer and director of numerous public and private companies and is currently an independent business consultant. Mr. Seguin has experience in both the public markets and the gaming industry.



Patrick Barkwell – Director

Pat is a wealth and Estate Advisor helping individuals and organizations improve their quality of life and plan for the future. Patrick is Team lead at Silverberg Group focusing on Financial Planning, Executive Compensation & strategies for Professionals & Business Owners to mitigate risk & plan for the future.



Tim Fry – Marketing Operations Manager

Timothy is an experienced sales and marketing professional with a focus on the iGaming industry. He excels in developing tailored marketing strategies for customer acquisition and retention, leveraging his expertise in market research, competitive analysis, and multi-channel campaign execution to drive success in promoting gaming products and services.



Michael Flewitt – Manager, IT Development

Mike is a technology executive with 20 years of experience. Michael has grown through the industry starting with Programming, developed into Project Management and now directs and manages software teams in the development of new projects and the operations of existing products. Mike has worked as CTO or Director of Development for several private and public companies before joining VIP Entertainment Group Inc.

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