WHO IS STATS?

A Company

FOUNDED ON SPORTS STATISTICS & content

With 30+ Years of UNRIVALED EXPERIENCE in the industry

Led by a constant COMMITMENT TO ADVANCEMENT exploring & developing new ways to advance sport

We

COLLECT, PRODUCE & DISTRIBUTE SPORTS CONTENT with superior speed & accuracy

We leverage that data to create SPORTS PRODUCTS & EXPERIENCES to engage, inform & excite

Driving INNOVATION IN SPORTS TECHNOLOGY to shape how sport is viewed, understood, played & enjoyed

Not just a provider, a STRATEGIC PARTNER providing solutions for

Broadcast Media

Leagues & Teams

Digital Media

Fantasy Sports

Brand Activation
“People in both fields operate with beliefs and biases. To the extent you can eliminate both and replace them with data, you gain a clear advantage.”
— Michael Lewis, *Moneyball: The Art of Winning an Unfair Game*
BIG DATA

• Not about the data, it’s about the insights.
What is SPORTvu?

- 6 camera system which tracks positional location of players, referees and ball during game action
- Integration with event data allows for a new layer of player and team analysis for player development and personnel decisions
JAMES HARDEN – DRIVE EFFICIENCY BY HAND

<table>
<thead>
<tr>
<th>Left Hand</th>
<th>Right Hand</th>
</tr>
</thead>
<tbody>
<tr>
<td>37.4</td>
<td>% of Drives</td>
</tr>
<tr>
<td>1.2</td>
<td>Team PPP</td>
</tr>
<tr>
<td>46.6</td>
<td>Shot %</td>
</tr>
<tr>
<td>6.9</td>
<td>Pass %</td>
</tr>
</tbody>
</table>
## LEADERBOARD – AVERAGE TIME TO INSIDE 3PT ARC

<table>
<thead>
<tr>
<th>Opponent Possession Result</th>
<th>Fastest Team</th>
<th>Average Time to Arc (sec)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Goal Made</td>
<td>Warriors</td>
<td>9.9</td>
</tr>
<tr>
<td>Field Goal Missed</td>
<td>Wizards</td>
<td>6.4</td>
</tr>
<tr>
<td>All Field Goal Attempts</td>
<td>Wizards</td>
<td>8.1</td>
</tr>
<tr>
<td>Free Throw Made</td>
<td>Clippers</td>
<td>6.9</td>
</tr>
<tr>
<td>Free Throw Missed</td>
<td>Pelicans</td>
<td>7.8</td>
</tr>
<tr>
<td>Live TOV</td>
<td>Thunder &amp; Rockets</td>
<td>4.6</td>
</tr>
<tr>
<td>Player</td>
<td>Production Rating Per Poss (2014-15)</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Russell Westbrook</td>
<td>1.31</td>
<td></td>
</tr>
<tr>
<td>Chris Paul</td>
<td>1.25</td>
<td></td>
</tr>
<tr>
<td>LeBron James</td>
<td>1.22</td>
<td></td>
</tr>
<tr>
<td>Stephen Curry</td>
<td>1.22</td>
<td></td>
</tr>
<tr>
<td>James Harden</td>
<td>1.21</td>
<td></td>
</tr>
</tbody>
</table>

FGA Heat Map
• Data. Lots of it. Need to make sense of it.
• Players within the industry make wagering decisions based on the data.
January 2014
• Market Research

February 2014
• Focus Group

March 2014
• Design and Discovery

June 2015
• Official Partnership
CORE PRODUCT FEATURES

- Backtest
- Advanced Search
- Customization
- Race Projection
- Multi-Platform Design
Ability to input your angle and back test instantaneously to see how well it would have performed over a period of time.
• Ask the application a question and receive an answer
• Sift through mass amounts of historical data, locating betting opportunities based on their handicapping angle.
• Saved customized search and set alerts when new events happen that meet your criteria
Create customized PP allowing the handicapper to select what data they want to see.
STATS Data Science teams are creating win probabilities and other new views that will allow the handicapper to weigh the importance of the Probability Factors.
CORE THEMES: MULTI-PLATFORM
WHAT’S NEXT? – ACROSS ALL SPORTS

• More Data – Tracking (Position and Physical), Weather
• Data Science – More focus on analysis, machine learning
• Technology – Increased compute power in the cloud
• Make Sense of the Data – Automated Insights