

Abner Innovation Laboratories Limited
(“Abner Labs” or the “Company”)

Abner Acquires Licenses for Official Data and Video Streams for All Major Sports

Abner Labs announces that its wholly owned subsidiary, Abner Technology Group Limited (“Abner Tech”), has entered into a multi-year Technical Services Agreement with Genius Sports Media Inc. (“Genius Sports”) to license official live data, live video streams and historical data for 26 sports.

- Abner Tech has acquired licenses to use official live data, live video streams and historical data for all North American professional sports represented by Genius Sports including but not limited to: the National Association for Stock Car Auto Racing (NASCAR); Canadian Football League (CFL); and Liga MX.
- Abner Tech has acquired licenses to use official live data, live video streams and historical data for all North American collegiate sports represented by Genius Sports. As the official data partner to the Mid-American Conference (“MAC”), Genius Sports also provides Abner Tech with the first and only official data feed for betting on NCAA sports.
- Abner Tech has acquired licenses to use official data, live video streams and historical data for all international sports represented by Genius Sports including but not limited to the English Premier League and Bundesliga as well as FIBA Basketball and FIVB volleyball leagues globally.
- The 26 sports represented by the licensing agreement with Genius Sports include, in alphabetical order: American football; badminton; baseball; basketball; beach volleyball; boxing; cricket; darts; eSports; football (soccer); field hockey; futsal; handball; ice hockey; martial arts; motor sports; professional tennis; rugby league; rugby union; snooker; squash; table tennis; volleyball; water polo; and 3x3 basketball. Territories represented by the licenses include countries on every continent except Antarctica.

“Our partnership with Genius Sports unlocks a combination of live data, live streams and historical data that our AI-driven **BE THE GAME™** live sports viewing and in-play betting platform will use to deliver relevant real time questions about what’s going to happen on the next play in any game. While most people focus on information easily seen on the top of the data iceberg, it’s the massive amount of granular information below the waterline that we prize” said Dr David Bate, Abner Labs’ Chairman.

“We are grateful to Genius Sports and major Northern American leagues such as the MAC, NASCAR, CFL, Liga MX and major international leagues such as the EPL and Bundesliga as well as the tennis, motor sports, cricket, rugby, darts, snooker and eSports communities, among others, for the opportunity to promote their sports and passion of their fans.

This partnership lets us take bettors’ engagement and enjoyment of sports to the next level. When you watch and wager on the **BE THE GAME™** platform through your favorite sportsbook website, you will receive the same ‘bright lights, big city’ experience delivered through other official distribution channels. Our sportsbook clients demand no less, their bettors demand no less, and we will deliver no less” concluded Dr Bate.

ABOUT THE COMPANY

Abner Innovation Laboratories Limited ("Abner Labs") is a British Columbia, Canada, company that owns the **BE THE GAME™** live sports viewing and betting technology platform through its wholly owned subsidiary, Abner Technology Group Limited ("Abner Tech").

BE THE GAME™ is a proprietary B2B artificial intelligence ("AI") driven smart technology ecosystem that makes watching and wagering on live sports and other events on any online device as fun as playing video games. **BE THE GAME™** is licensed to sportsbooks as a white label platform to curate under their brands through their websites.

For more information about **BE THE GAME™** and Abner Tech and Abner Labs, please visit: www.abner-technology.com and www.abner-labs.com.

FURTHER INFORMATION

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FORWARD LOOKING STATEMENTS

This news release contains certain "forward looking information" and "forward looking statements" (collectively referred to as "forward looking statements"). These forward looking statements relate to future events or the Company's future performance. All statements other than statements of historical fact are forward looking statements. Often, but not always, forward looking statements can be identified by the use of words such as "plans", "expects", "is expected", "budget", "scheduled", "estimates", "continues", "forecasts", "projects", "predicts", "intends", "anticipates" or "believes" or variations of or the negatives of such words and phrases or state that certain actions, events or results "may", "could", "would", "should", "might" or "will" be taken, occur or be achieved. Particularly, information regarding the Company's expectations of future results, targets, performance achievements, prospects or opportunities is forward looking information.

Forward looking statements in this news release include but may not be limited to statements about: the ability of the Company's technology to deliver real time proposition bet questions about in-play events or any other questions about any other event or occurrence; the ability of the Company's technology to deliver video streams of sports events, in real time or otherwise; the ability of the Company's technology to match the generation of real time questions with real time events unfolding in any game or otherwise generate any questions or otherwise match them with any events in real time or otherwise; the functionality of the AI ecosystem; the ability of the Company's technology to take any user experience 'to the next level'; the ability to use the Company's technology to watch and wager on any event on any website, including any sportsbook's website; the ability of the Company's technology to deliver a 'bright lights, big city' experience; the ability of the Company's technology to deliver any experience comparable to any other distribution channel; and the ability of the Company to meet the expectations of any sportsbook or bettor.

Though management believes that its assumptions are reasonable in the circumstances, forward looking statements involve known and unknown risks, uncertainties and other factors that may cause the Company's actual results, performance or achievements to differ materially from all or any of the future results, performance or achievements expressed or implied by forward looking statements.

Risk factors that could cause the Company's actual results, performance or achievements to differ from the forward looking statements in this news release include but may not be limited to: adverse or unexpected changes to regulatory regimes related to the betting industry; the Company's ability to execute its business strategy; the Company's ability to execute its technology strategy; the Company's ability to execute its monetization strategy; any material changes to the business or operations of Genius Sports, including but not limited to its rights to various licenses; the rights of license holders to arbitrarily impose conditions on the Company in respect of any license; the rights of any license holders to withdraw or terminate any license to the prejudice of the Company at their sole discretion; and general technology, economic, political and social risks.

Accordingly, readers should not place undue reliance on forward looking statements. The Company undertakes no obligation to update these forward looking statements other than as required by applicable law.