

3 May 2023  
Vancouver, British Columbia  
News Release 2023.2

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

**Graham Martin to Join Abner Labs as Non-Executive Director**

Mr Graham Martin, a global sports betting industry leader, is to join Abner Labs as a Non-Executive Director prior to the Company going public on a Canadian securities exchange.

Mr Martin is a leading innovator and veteran of the sports betting industry. He is a third generation bookmaker who founded Bonne Terre Limited which became a wholly owned subsidiary of BskyB Plc (trading as Sky Bet) prior to its sale to The Stars Group for USD 3.4 billion in 2018. He led the acquisition of Scotbet International Limited which became the largest independent bookmaker in Scotland. He previously served as Chairman of Probability Games Corporation, a market leader in the provision of mobile betting services and technologies, which was ultimately acquired by NYSE listed International Gaming Technology Plc. Mr Martin has served as chairman, director or consultant to numerous other sports betting and gaming companies and pioneered the world’s first legalization of online offshore gambling in Guernsey.

Mr Martin currently serves as Chairman of Prevention Insurance.com, an OTCM listed digital sports entertainment and betting provider that operates the Apple iSports subsidiaries in the USA and Australia. He serves as President of P2Earn, a play-to-earn gaming company listed on the CSE. Among other current positions with public and private companies, Mr Martin is a Director of Island Broadcast Media (Software) Limited, a UK domiciled virtual sports events and streaming company whose directors founded the virtual horse racing market over 20 years ago.

“Mr Martin is a legend in the industry. He brings so much experience, knowledge and networks to the table to benefit Abner Labs” said Dr David Bate, Abner Labs’ Chairman. “He has fought in many wars in many markets to build our industry – including a few wars he probably started himself – but is always looking ahead for ways to innovate and upend the status quo. We welcome his forward-looking leadership and appreciate his commitment to our shared vision to disrupt the ‘watch and wager’ sports betting market through our AI-driven **BeTheGame™** live sports viewing and next play micro-betting platform. We are ideally positioned to conquer the market with Graham on our side and appreciate his vote of confidence in Abner Labs” concluded Dr Bate.

“I know the industry. I expect **BeTheGame™** to be a game changer, literally” said Mr Martin. “The chance to place small bets on the next plays of your game unfolding in real time before your eyes on the same screen through simple questions, without any odds or other fuss, makes it a highly convenient and seductive experience. As a white label platform, sportsbooks will love the chance to entertain, engage and acquire more customers. I am excited to be part of the Abner Labs’ team as we introduce sports fans around the world to an entirely new way to enjoy their favourite games through their favourite sportsbooks” concluded Mr Martin.

---

## ABOUT THE COMPANY

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

**BeTheGame™** is a proprietary B2B2C artificial intelligence ("AI") driven smart technology ecosystem that makes watching and wagering on live sports and other events on any online device as convenient and fun as playing video games. **BeTheGame™** is licensed to sportsbooks as a white label platform to curate under their brands through their websites.

For more information about **BeTheGame™** and Abner Tech and Abner Labs, please visit: [www.abner-technology.com](http://www.abner-technology.com) and [www.abner-labs.com](http://www.abner-labs.com).

## FURTHER INFORMATION

Ms Tatiana Munro-Cameron  
Vice President, Engagement  
Abner Innovation Laboratories Limited

✉ [investor.relations@abner-labs.com](mailto:investor.relations@abner-labs.com)

## 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 'entertain or engage' any users of the technology; 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 acquire customers for sportsbooks; the ability of the Company to disrupt the 'watch and wager' sports betting industry through the technology or otherwise; ability of the Company to conquer the market; the reception to the technology by sportsbooks; the ability of the Company to seduce players and/or meet the expectations of any sportsbook or bettor; the ability of the technology to be a 'game changer'; and the ability of the Company to provide players with their favourite games through their favourite sportsbooks.

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 any partners, including but not limited to the Company's rights to various data and streaming licenses through such partners; 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.