

30 June 2023

## CHAIRMAN'S LETTER Q2 2023

On a visit to Bodiam Castle over 115 years ago, Henry James remarked to Edith Wharton: 'Summer afternoon – summer afternoon; to me those have always been the two most beautiful words in the English language.' The same holds true today. As you enjoy your long summer afternoons in the Northern Hemisphere or at least a bit of winter sunshine in the Southern Hemisphere and quality time with family or friends on school breaks, holidays or a few memorable meals around a barbeque (or braai if you are in South Africa), we reflect upon a busy Q2 2023 and more milestones ahead.

We signed a strategic services agreement in Q2 2023 with Ateliers Underlabs Inc. in Montréal, Québec, Canada to complete development of the user app, client app and admin app for our AI-driven platform. We are excited about making **BeTheGame™** the most engaging and enjoyable experience for users in the 'watch and wager' sports betting market and an interactive and intelligent platform for our sportsbook clients.

We resolved the user interface of the streaming component for the **BeTheGame™** experience. While we previously solved for the seamless integration of data with different streaming options within our platform, we have now identified a further technical solution that enables any user of any Apple or Android phone, tablet, smart TV or other internet-connected device to seamlessly access our streaming channels (integrated with our data) as part of their **BeTheGame™** experience. A further announcement about this specific technology and related strategic partnership is forthcoming soon.

We were blessed to gain the patronage of Mr Graham Martin, a legend in the sports betting industry, who is expected to join us as an Independent Non-Executive Director prior to our anticipated listing on a Canadian securities exchange. Graham shares our DNA for market disruption. We appreciate his vote of confidence in our little AI sports betting technology company and look forward to his guidance and support in the months ahead.

As we close Q2 2023, I am excited to announce completion of our NFL demonstration platform. Although a slimmed down version of the full platform, it communicates the core functionalities and value proposition that **BeTheGame™** brings to the most popular sport and dominant sports betting segment in America. It also allows us to gain valuable feedback from focus groups as we near completion of the minimum viable product (MVP). We will introduce the NFL demo at the annual general meeting and welcome your feedback as we work to finalize features of the MVP prior to release of **BeTheGame™** into the market.

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After a long period of reflection and creative energy, we are proud to release the logo for our **BeTheGame™** platform.



The subtle incorporation of an arrow and stinger in the centre of the logo honour the determination of players to win by watching and wagering on their favourite games through **BeTheGame™** as offered on the websites of their favourite sportsbooks. The logo reflects the passion of users of our technology and personality of the AI that underpins the **BeTheGame™** experience.

We continue to raise funds through our private placement. This placement is the final fundraising effort prior to our expected listing on a Canadian securities exchange. The terms and conditions are exactly the same as the earlier private placement (in fact, the current placement is just a further tranche of the earlier private placement). Purchased Units are available for CAD 25c which include a full share and a full warrant exercisable at CAD 38c within 24 months following the listing. Launch of the NFL demo is expected to accelerate the book-building exercise. Although capital market conditions remain difficult, we are fortunate to operate in the AI technology sector and sports betting market, both of which remain robust and popular investment destinations. We have secured significant commitments under this private placement to date and remain in discussions with several groups interested in taking substantial positions to close the raise. Our listing is expected to occur following completion of the current private placement.

We will hold our annual general meeting (AGM) in Q3 2023 remotely by zoom conference call. We hope that you participate in this meeting where you can view the NFL demo and review the Company's commercial performance and audited financial position since arrival of the new board of directors and management team in January 2022. We will have a Q&A session at the end of the meeting. We will send out information about the AGM soon.

Thank you for your continued support of our Company. We are entering a very exciting chapter in the history of our young enterprise and we appreciate your continued support of our sprint towards commercialization of the **BeTheGame™** ecosystem. Please don't hesitate to reach out if you have any questions or require any additional information. We very much appreciate hearing from you.

Best -  
  
David