

31 December 2023

CHAIRMAN'S LETTER Q4 2023

Happy new year! Please accept our best wishes from the Abner team and our families to you and your families. We hope you enjoy health, happiness, peace and prosperity in the year ahead.

We close a challenging year for Abner Labs and look forward to a pivotal year ahead. Here is a summary of the 'state of the Abner nation' at the end of 2023:

Achievements

We realized several important achievements as we continue our journey towards commercial launch of our **BeTheGame™** live sports betting and next play betting platform. Key accomplishments include but are not limited to:

- Building upon the initial contract, concluding a further three year contract with Genius Sports Media Inc. ('Genius') for real time official data and live streaming for over 26 sports, including the NFL and other major North American and European sports, at no additional cost.
- Expanding streaming options to allow sportsbooks to use **BeTheGame™** with a choice between their own official streams or our official streams.
- Completing a new corporate video ('Abner **BeTheGame™** Video').
- Completing a NFL Demonstration ('NFL Demo') of **BeTheGame™** subject only to final testing and release.
- Concluding strategic partnerships with Ateliers Underlabs Inc. ('Underlabs') and Insys Video Technologies Co. Sp. z.o.o. ('Insys VT') as key technical partners.
- Receiving trademarks for Abner Labs and **BeTheGame™** in every major betting market.
- Closing nearly CAD 2M in cumulative private placements in difficult capital markets.
- Attracting Mr Graham Martin, an industry veteran and leadership giant, to join the Board of Directors as a key mentor and advisor.
- Realigning the management team to create room for succession and expansion of human capital resources.

These are significant milestones which, subject to funding, are expected to accelerate realization of the Minimum Viable Product ('MVP') and Minimum Marketable Product ('MMP') and commercial launch of **BeTheGame™** as soon as possible.

We invite you to watch the new corporate video which showcases **BeTheGame™** through the following link:



The password is 'Abnerlabs' and the video is available until 19 January 2024.

Challenges

While we celebrate our achievements over the past year, we are frustrated (an English understatement) to be well behind our original schedule for commercial launch. Notwithstanding an immense amount of effort, the past year has been a painful process with our team and partners. The months ahead represent a decisive period for Abner Labs. Key challenges include but are not limited to:

- Completing the MVP and MMP in a timely manner – this requires expansion of our technical teams and partners.
- Signing the first contract with a sportsbook and commercial launch of **BeTheGame™** – this requires completion of the MVP and MMP.

Abner Labs estimates that it requires another CAD 4.5M to fund completion of the MVP and MMP, expand the team, achieve commercial launch of **BeTheGame™** and, assuming a listing, cover expected capital market and investor relations costs thereafter.

We will commence work on this raise in Q1 2024. All options are on the table. No person, partner or pathway is sacred and every opportunity to maximize shareholder value will be considered by the Board of Directors. Whether through a final private placement, a listing (whether direct or indirect through a funded RTO or CPC), a merger of the business with a like-minded company or sale of the business to a well-positioned company, the early months of 2024 will be devoted to acquiring the funds, personnel and partners needed to get **BeTheGame™** across the line and into the market as soon as possible.

Abner Labs remains at the intersection of two very hot sectors: artificial intelligence ('AI') and sports betting (particularly in-play micro-betting). Our technology is at the cutting-edge of these sectors (perhaps to our detriment in terms of the sufficiency of data and video feeds). We continue to count interest in our proprietary platform and remain optimistic about our future. Make no mistake, however, 2024 is a 'make it or break it' year for **BeTheGame™** and Abner Labs.

Thank you for your continued support and patience. We are blessed with active shareholders and your input and guidance are always appreciated. I remain at your disposal.

All the best for the year ahead –



David