

28 March 2024

CHAIRMAN'S LETTER

Q1 2024

The proprietary AI technology that drives our **BeTheGame**™ live sports betting and next play micro-betting platform is affectionately named 'Big Al' in honour of Albert Einstein, the GOAT physicist. Popular culture attributes him to have said 'It's not that I'm so smart, it's just that I stay with the problem longer.' The scientist worked on his theory of general relativity for over eight years. At Abner Labs, we are staying with the problem longer (much longer than expected) as we work towards commercial launch of **BeTheGame**™ into the market – but expect to achieve that milestone much sooner than Einstein's eight years!

We have focused on four things this past quarter:

- **NFL Demo**

We released a closed beta version of NFL Demo 1.0 to a select handful of critics for review and feedback. Along with our internal evaluations, we identified a series of material adjustments immediately required to ensure that the NFL Demo represents a credible and functional representation of **BeTheGame**™ as well as further refinements to consider during realization of the minimum viable product (MVP) and minimum marketable product (MMP). We have worked through several iterations of NFL Demo 1.0 and expect to release a closed beta NFL Demo 2.0 in the forthcoming quarter.

- **Genius Contract**

We negotiated terms with Genius Sports Media Inc. for a three year expansion of our contract for real time official data and live streaming for over 26 sports, including the NFL and other major North American and European sports. We expect a definitive legal agreement to be signed between the parties in the next quarter.

- **MVP and MMP**

We finalized the scope of work (SOW) to realize the MVP and MMP. We currently anticipate a six month sprint to achieve the MVP and MMP once commenced. We agreed in principle terms with some of our partners to work on the MVP/MMP sprint. Realization of the MVP/MMP also requires expansion of and adjustments to our relationship with some of our technical teams and other partners which will be considered in the forthcoming quarter.

- **Fundraising Efforts**

We commenced fundraising efforts which include options such as a stand-alone private placement, a roll up transaction and/or a listing on a securities exchange. All options are on the table. Discussions are ongoing with interested parties and key advisors.

The quarter ahead will continue to focus on these four activities.

We understand the value of our proprietary technology that makes up the **BeTheGame™** live sports betting and next play micro-betting platform. We continue to operate at the intersection of two hot markets: AI and online sports betting (particularly next play micro-betting). We continue to be attractively priced relative to comparable companies in public and private markets. At the same time, we need to do a better job to translate our proprietary technology into a commercial platform and get that platform to market as soon as possible. We will do everything it takes to up our game and make that happen.

Thank you again for your continued support. We remain mindful of our role as custodians of your interests and work every day to accelerate the realization of value from your economic and emotional investment in the **BeTheGame™** live sports betting and next play micro-betting platform. I reiterate that I remain at your disposal to answer any questions, share as much guidance as I am legally and ethically allowed and answer your phone calls and emails. We work for you and with you as fellow shareholders. Feel free to reach out anytime.

Best



David