

GeoComply Overview of Ontario Market Data

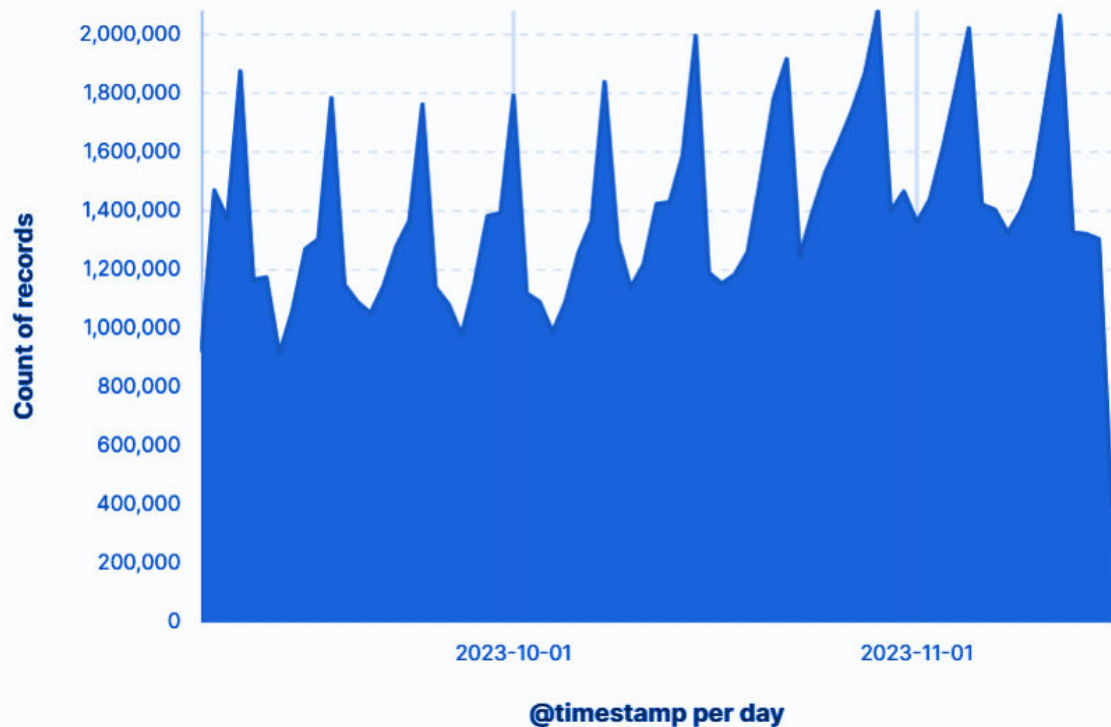
A decorative orange line with a jagged, lightning-bolt-like pattern that underlines the word "Ontario" in the title.

November 2023

NFL Kickoff 2023 Fuels ON Market

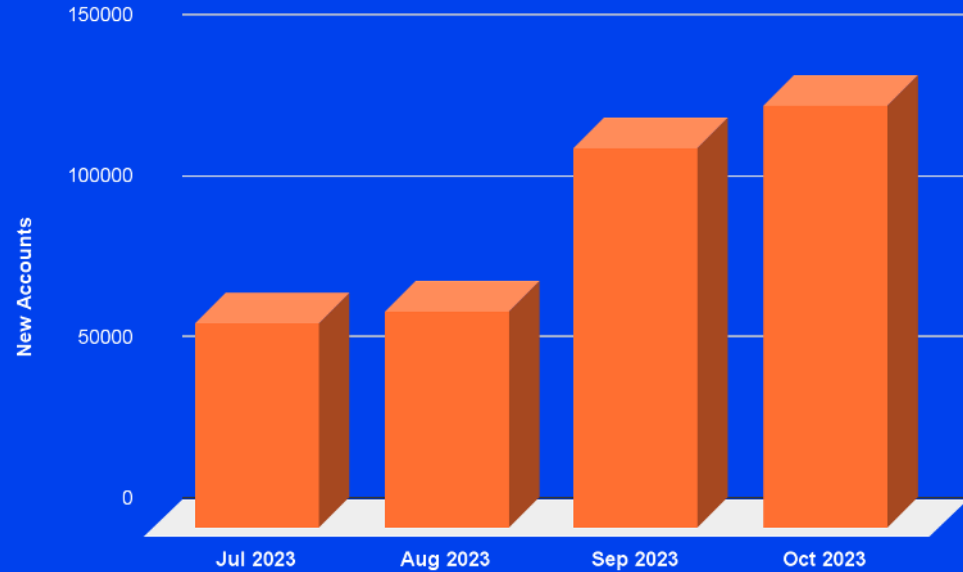
The 10 Sundays of NFL

57% increase in geolocation volumes on NFL Sundays



NFL Kickoff = 90% Increase in New Player Accounts

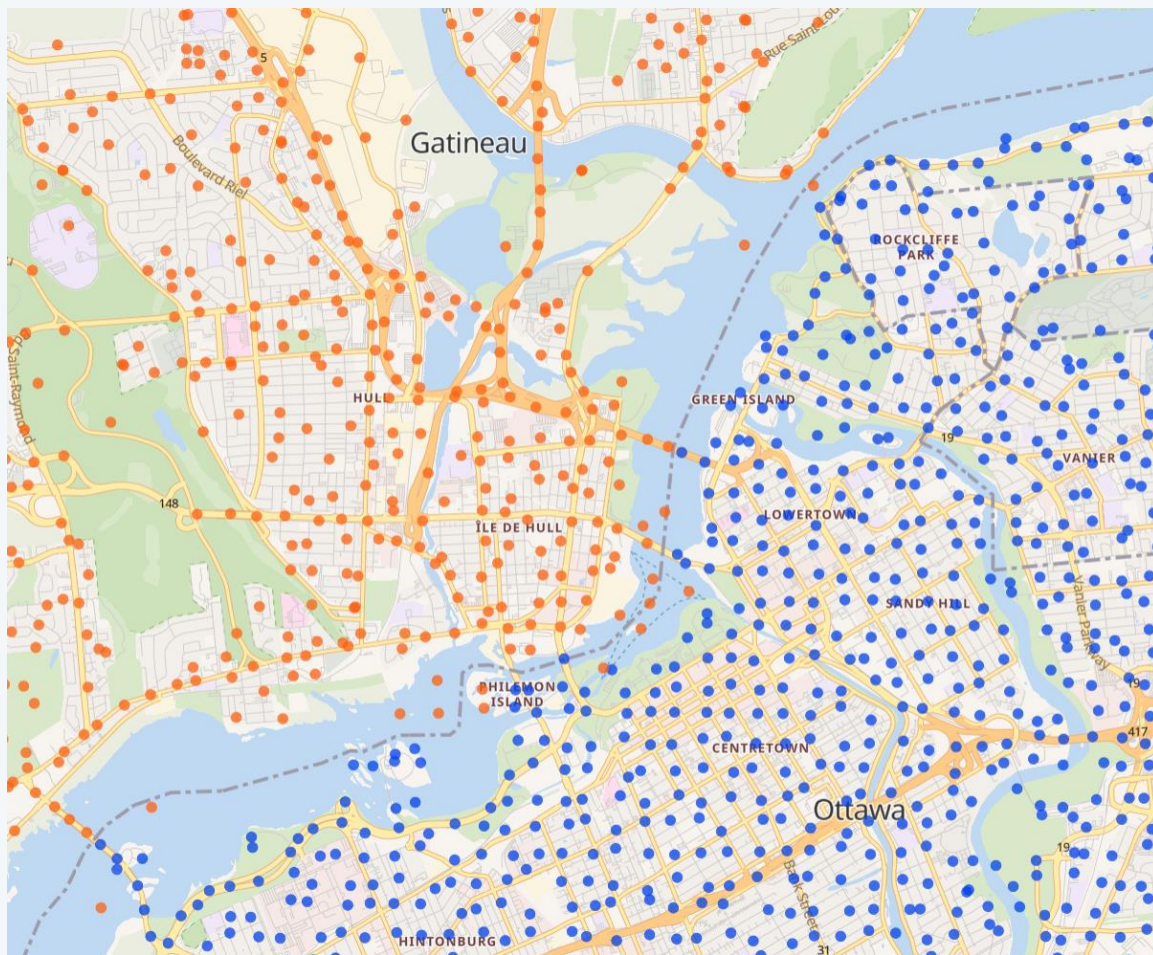
- Jul-Aug 2023 = 131k new player accounts
- Sept-Oct 2023 = 250k new player accounts



Protecting [Ontario]'s Border

105k attempts from QC
blocked since NFL Kickoff 2023

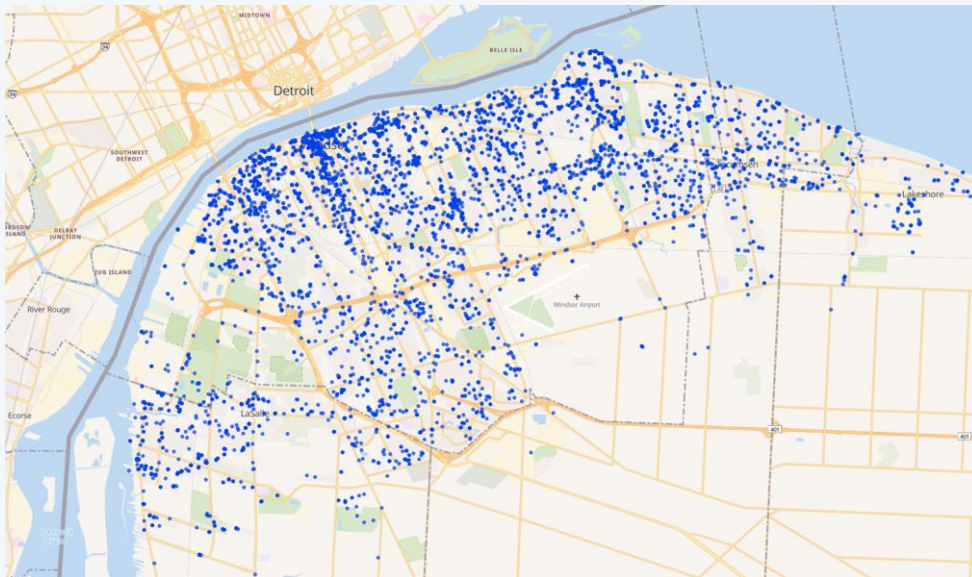
- Orange dots = failing transactions
- Blue dots = passing transactions



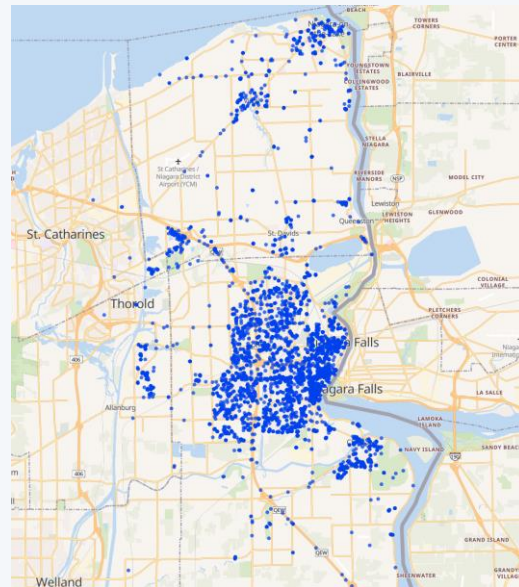
~~Maximizing~~ Near-Border Play

Enhancing the Ontario Market with Precision GeoLocation

- In the past 30 days, GeoComply processed over **15.9m** checks within 10 km of the Ontario border with a **99.8%** pass rate



Windsor/Detroit Border

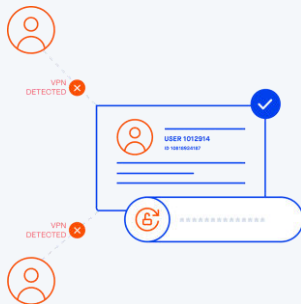


Niagara Falls Border

Ontario's thriving market is a magnet for players everywhere!

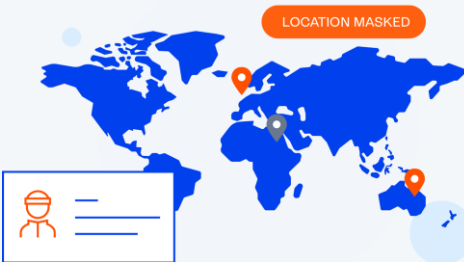


Progressive attempts players use to access ON



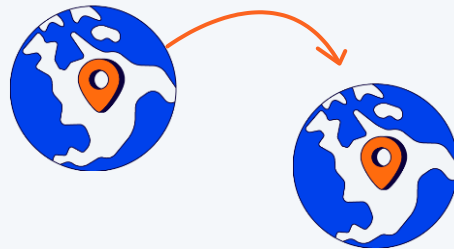
Step 1: Spoof IP Address

Players first use IP anonymizers such as Proxy Servers



Step 2: Spoofing Software

When IP spoofing is blocked, players proceed to more sophisticated spoofing software such as Fake Location Apps.



Step 3: Find a Proxy

When all other efforts are frustrated, players find a proxy within Ontario to place wagers.

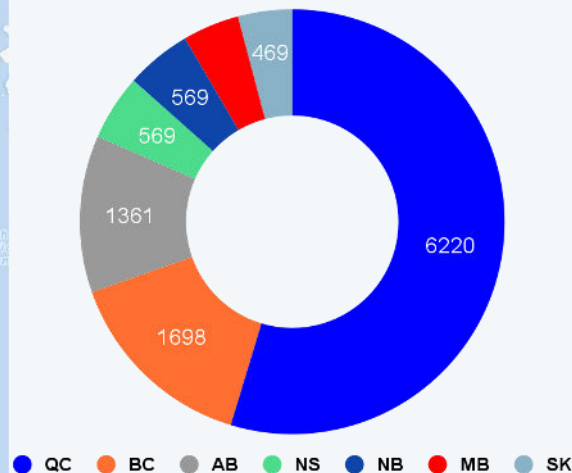
750k Out-of-Province attempts blocked (IP spoofing)



Sep 7 - Nov 15 2023



IP Spoofing Attempts by Province

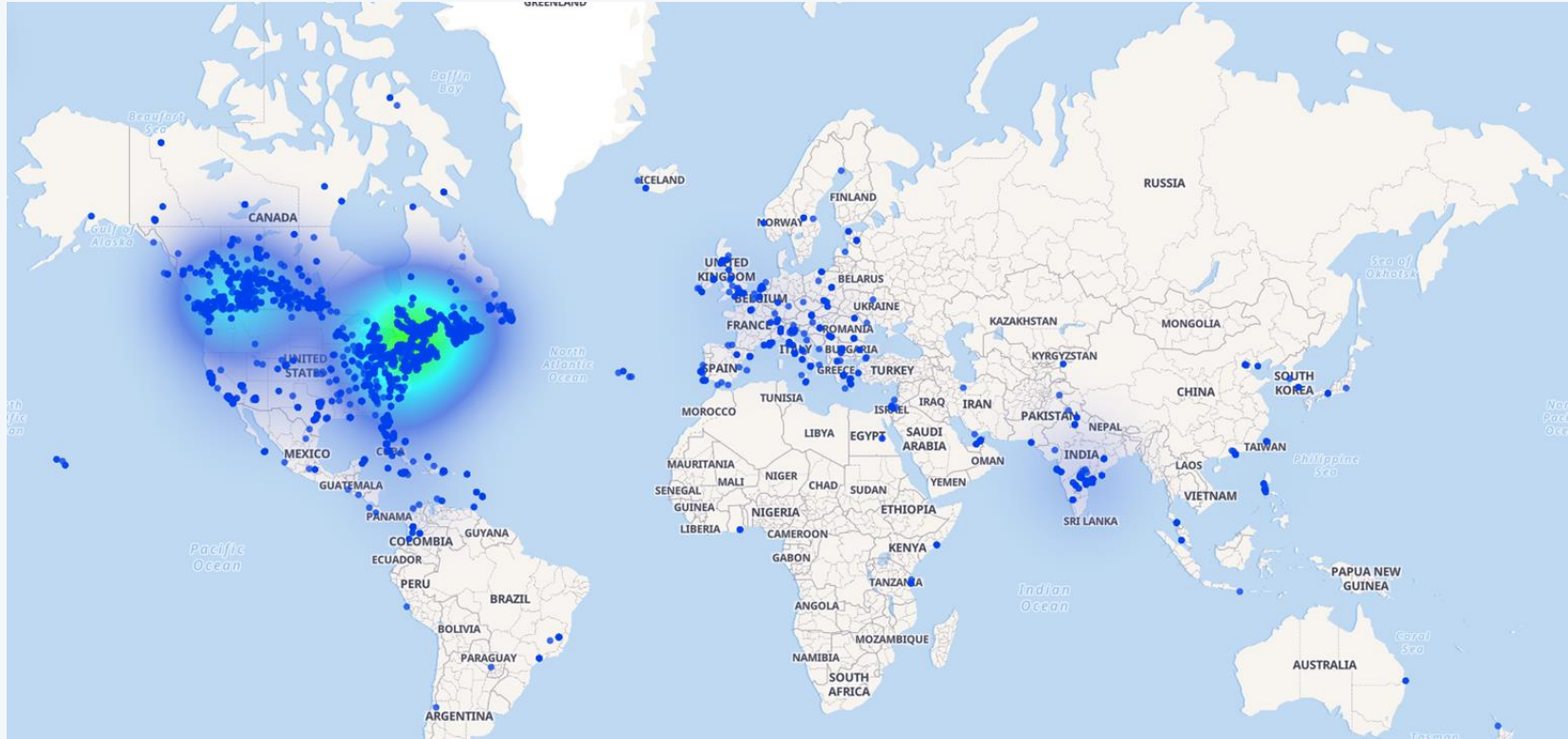


Orange dots = true location

Line connects true location to falsified IP location

78k Out-of-Province attempts blocked (spoofing software)

Sep 7 - Nov 15 2023



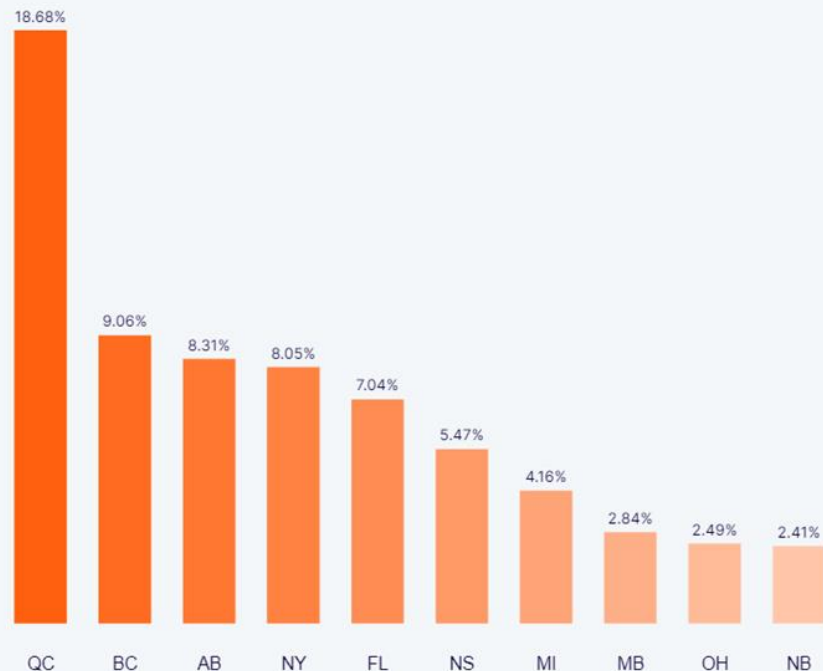


2.3k Out-of-Province suspected proxy betting attempts

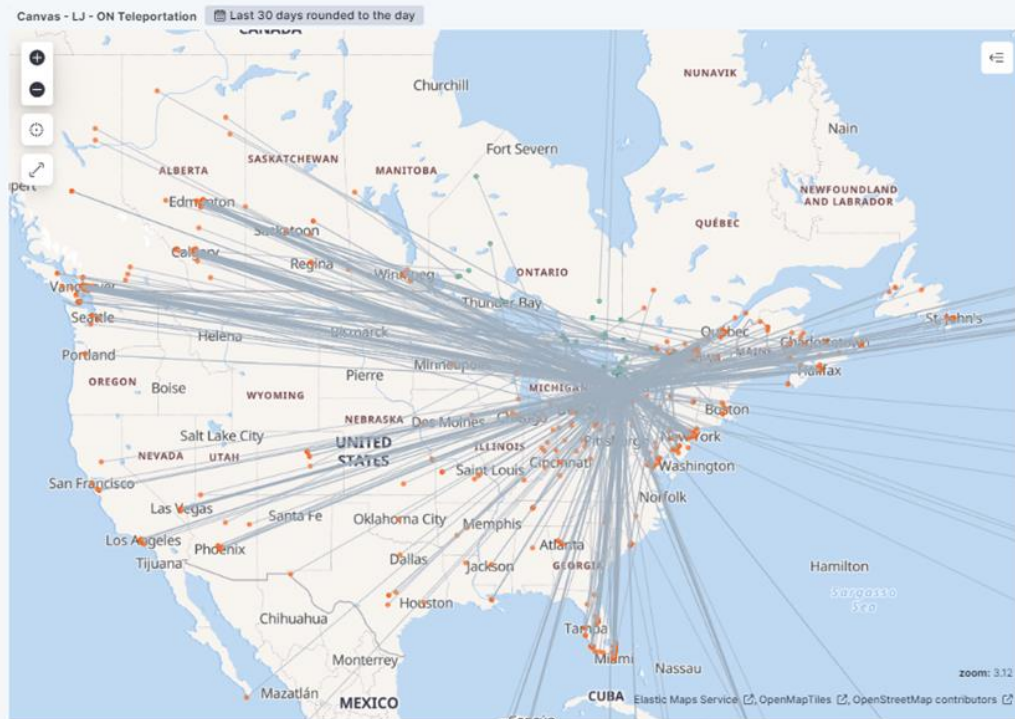
Location Jumping to Ontario

Top 10 Jurisdictions Where Jumps Begin

Period: Sep 07 - Nov 16



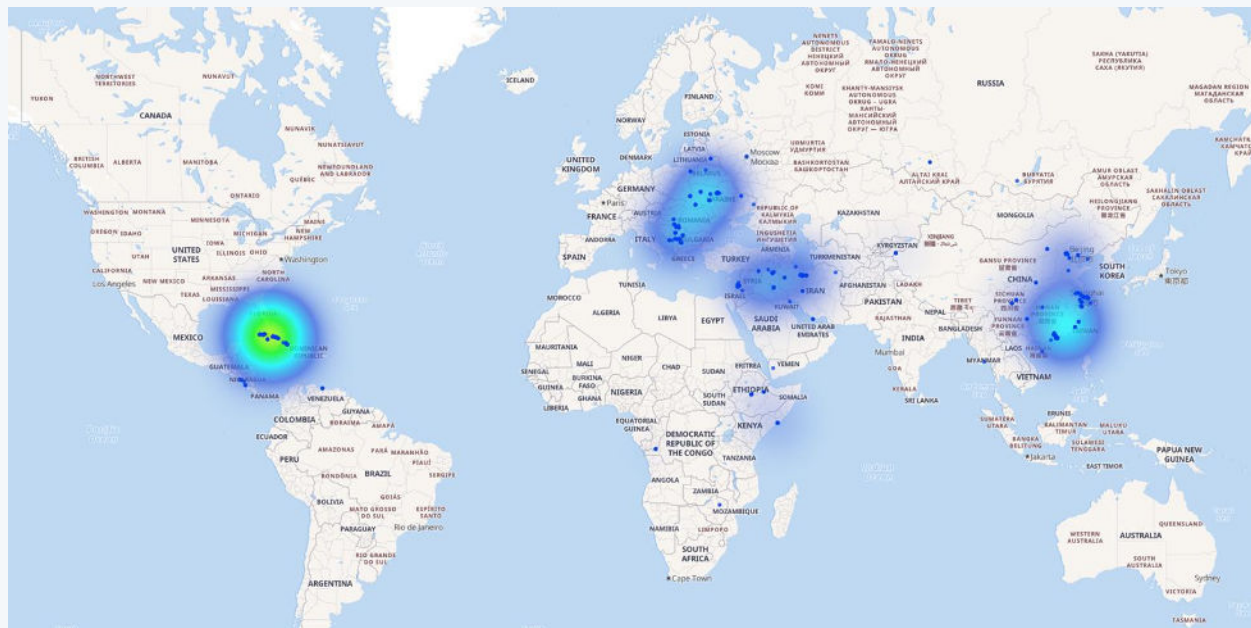
GeoComply flagged 2,286 location jumpings to Ontario with unrealistic speed (>170 km/h)



Prevented 1,900 Access Attempts from Sanctioned Regions Since NFL Kickoff

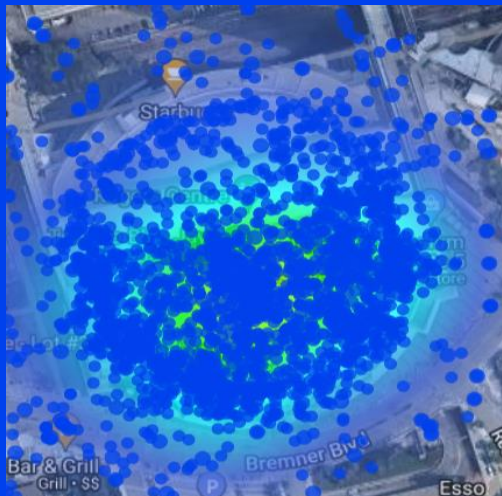
Top 3 Sanctioned Regions

- 33.5% of attempts originated from Ukraine
- 28.6% of attempts originated from Cuba
- 11% of attempts originated from China



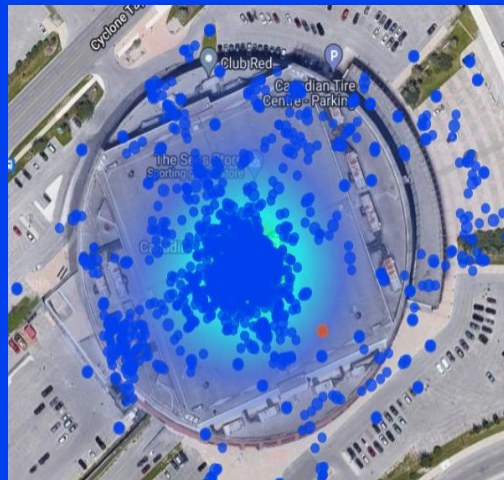
Analyzing Fan Behavior:

Is poor connectivity hampering fan engagement



Rogers Center

.97% of all geolocation checks
connected to wifi
(data from Sep 29, 30 & Oct 1 games)



Canadian Tire Center

7.2% of all geolocation checks
connected to wifi
(data from Nov 9, 11 & 14 games)



Scotiabank Arena

7.2% of all geolocation checks
connected to wifi
(data from Nov 8, 10 & 11 games)

Boston Bruins: 4% wifi connections but 4x geolocation checks as Senators & 3x Leafs
(data from Oct 28, 30 & Nov 2 games)



Raptors fan engagement outpaces Leafs by 73%

Leafs home games Nov 11 & 12

- 1,041 average geolocation checks

Raptors home games Nov 13 & 15

- 1,796 average geolocation checks

