

Legend to Join Genius Sports

Accelerating the Genius Sports Media Strategy

February 2026



Disclaimer

Forward-Looking Statements

This presentation contains forward-looking statements as defined in Section 27A of the Securities Act and Section 21E of the Securities Exchange Act of 1934, as amended, that involve significant risks and uncertainties. All statements other than statements of historical facts are forward-looking statements, including but not limited to statements relating to the closing timeline of the proposed acquisition and the results of the combined company, the preliminary estimates of financial results and our updated financial outlook. These forward-looking statements include information about our possible or assumed future results of operations or our performance. Words such as “expects,” “intends,” “plans,” “believes,” “anticipates,” “estimates,” and variations of such words and similar expressions are intended to identify such forward-looking statements. Although Genius Sports believes that the forward-looking statements contained in this presentation are based on reasonable assumptions, you should be aware that many factors could affect our actual financial results or results of operations and could cause actual results to differ materially from those in such forward-looking statements, including but not limited to: financial closing procedures, final adjustments, and other developments; the occurrence of any event, change or other circumstances that could give rise to the right of one or more of the parties to terminate the Agreement; the outcome of any legal proceedings related to the proposed acquisition or otherwise, including the risk of shareholder litigation in connection with the proposed acquisition, including resulting expense or delay; the ability of Genius Sports and/or Legend to successfully manage legal, tax and regulatory risks in connection with their respective business or relating to the proposed acquisition; the ability to obtain regulatory approvals and meet other closing conditions to the proposed acquisition on a timely basis or at all, including the risk that regulatory approvals required for the proposed acquisition are not obtained on a timely basis or at all, or are obtained subject to conditions that are not anticipated or that could adversely affect Genius Sports following the proposed acquisition or the expected benefits of the proposed acquisition; risks related to the financing in connection with the proposed acquisition; difficulties and delays in integrating Legend’s business into that of Genius Sports’ business; failing to fully realize anticipated cost savings and other anticipated benefits of the proposed acquisition when expected or at all; business disruptions from the proposed Transaction that will harm Genius Sports’ or Legend’s businesses, including current plans and operations; potential adverse reactions or changes to business relationships resulting from the announcement or completion of the proposed acquisition; the ability of Genius Sports or Legend to retain and hire key personnel; the diversion of management’s attention from ongoing business operations; uncertainty as to the long-term value of the ordinary shares of Genius Sports following the proposed acquisition, including the dilution caused by Genius Sports’s issuance of additional shares as earn-out consideration; the continued availability of capital and financing following the proposed acquisition; the effects of global economic, political, market, and social events or other conditions; risks related to our reliance on relationships with sports organizations and the potential loss of such relationships or failure to renew or expand existing relationships; fraud, corruption or negligence related to sports events, or by our employees or contracted statisticians; risks related to changes in domestic and foreign laws and regulations or their interpretation; compliance with applicable data protection and privacy laws; pending litigation and investigations; the failure to protect or enforce our proprietary and intellectual property rights; claims for intellectual property infringement; our reliance on information technology; elevated interest rates and inflationary pressures, including fluctuating foreign currency and exchange rates; risks related to domestic and international political and macroeconomic uncertainty; and other factors included under the heading “Risk Factors” in its Annual Report on Form 20-F for the year ended December 31, 2024.

Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. Although we believe that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. These statements involve known and unknown risks and are based upon a number of assumptions and estimates which are inherently subject to significant uncertainties and contingencies, many of which are beyond our control. Actual results may differ materially from those expressed or implied by such forward-looking statements. Genius Sports undertakes no obligation to publicly update or revise any forward-looking statements contained in this presentation, or the documents to which we refer readers in this presentation, to reflect any change in our expectations with respect to such statements or any change in events, conditions or circumstances upon which any statement is based.

Preliminary Financial Information

The unaudited financial information included in this presentation is preliminary and may change as a result of, among other factors, Genius Sports’ financial closing procedures and as a result, Genius Sports’ final results may vary materially from the preliminary results included in this presentation. The preliminary financial information included in this presentation reflects Genius Sports’ current estimates based on information available as of the date of this presentation and has been prepared by company management. This preliminary information should not be viewed as a substitute for full financial information prepared in accordance with GAAP and is not necessarily indicative of the results to be achieved for any future periods. This preliminary information could be impacted by the effects of financial closing procedures, final adjustments, and other developments.

Important Cautionary Note About Combined Financial Information and Projections

The projected financial information for the combined businesses of Genius Sports and Legend is based on management’s estimates, assumptions and projections and has not been prepared in conformance with the applicable requirements of Regulation S-X relating to pro forma financial information, and the required pro forma adjustments have not been applied and are not reflected therein. This information is provided for illustrative purposes only and should not be considered in isolation from, or as a substitute for, the historical financial statements of Genius Sports.

Our independent auditors have not audited, reviewed, compiled, or performed any procedures with respect to the projections for the purpose of their inclusion in this presentation and, accordingly, have not expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this presentation. The assumptions and estimates underlying the projected information are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the projected information. Various factors could cause actual future results to differ materially from those currently estimated by management, including, but not limited to, the risks described above and in Genius Sports’s filings with the SEC. Accordingly, there can be no assurance that our actual results will not differ materially from those presented in the projected information. Inclusion of the projected information in this presentation should not be regarded as a representation by any person that the results contained in the projected information will be achieved.

Adjusted EBITDA and Free Cash Flow

We present Group adjusted EBITDA, Group adjusted EBITDA margin, Free Cash Flow, and Free Cash Flow Conversion, non-GAAP performance measures, to supplement our results presented in accordance with U.S. GAAP. Group Adjusted EBITDA is defined as earnings before interest, income tax, depreciation and amortization and other items that are unusual or not related to Genius’ revenue-generating operations, including but not limited to stock-based compensation expense (including related employer payroll taxes), litigation and related costs, transaction expenses and gain or loss on foreign currency. Group adjusted EBITDA margin is defined as Group adjusted EBITDA as a percentage of Group Revenue. Free Cash Flow is defined as Group adjusted EBITDA less capitalization of internally developed software costs, purchases of property and equipment, changes in net working capital, and taxes. Free Cash Flow conversion is defined as Free Cash Flow as a percentage of Group adjusted EBITDA.

Group Adjusted EBITDA and Free Cash Flow are used by management to evaluate Genius’ core operating performance on a comparable basis and to make strategic decisions. Genius believes these measures are useful to investors for the same reasons as well as in evaluating Genius’ operating performance against competitors, which commonly disclose similar performance measures. However, Genius’ calculation of Group Adjusted EBITDA and Free Cash Flow may not be comparable to other similarly titled performance measures of other companies. These measures are not intended to be a substitute for any US GAAP financial measure.

We do not provide a reconciliation of non-GAAP measures on a forward-looking basis because we are unable to forecast certain items required to develop meaningful comparable GAAP financial measures without unreasonable efforts. These items are difficult to predict and estimate and are primarily dependent on future events. The impact of these items could be significant to our projections.

Trademarks and Trade Names

We own or have rights to various trademarks, service marks and trade names that we use in connection with the operation of our businesses. This presentation also contains trademarks, service marks and trade names of third parties, which are the property of their respective owners. The use or display of third parties’ trademarks, service marks, trade names or products in this presentation is not intended to, and does not imply, a relationship with us or an endorsement or sponsorship by us. Solely for convenience, the trademarks, service marks and trade names referred to in this presentation may appear without the ®, TM or SM symbols, but such references are not intended to indicate, in any way, that we will not assert, to the fullest extent under applicable law, their rights or the right of the applicable licensor to these trademarks, service marks and trade names.

Our Business Finished 2025 on Remarkable Footing

\$669m

FY25 Group
Revenue

\$136m

FY25 Group
Adj. EBITDA

31%

FY25 Group
Revenue Growth

\$281m

FY25 Ending
Cash Balance

20%

FY25 Group
Adj. EBITDA Margin

37%

FY25 Media
Revenue Growth

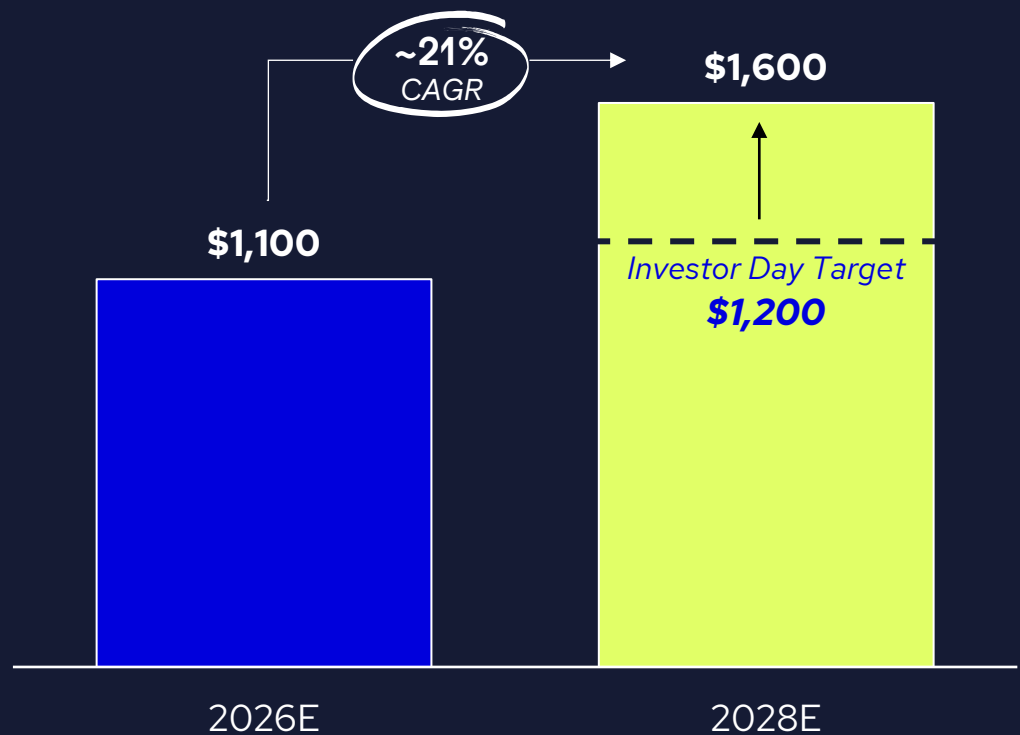
Note: See "Disclaimer" for important cautionary information regarding this preliminary financial information and non-GAAP financial metrics.



A global digital sports and gaming media network built to monetize attention

Legend Acquisition Expected to Accelerate Our Strategic and Financial Execution

Annualized Group Revenue (\$m)



Annualized Group Adj. EBITDA (\$m)



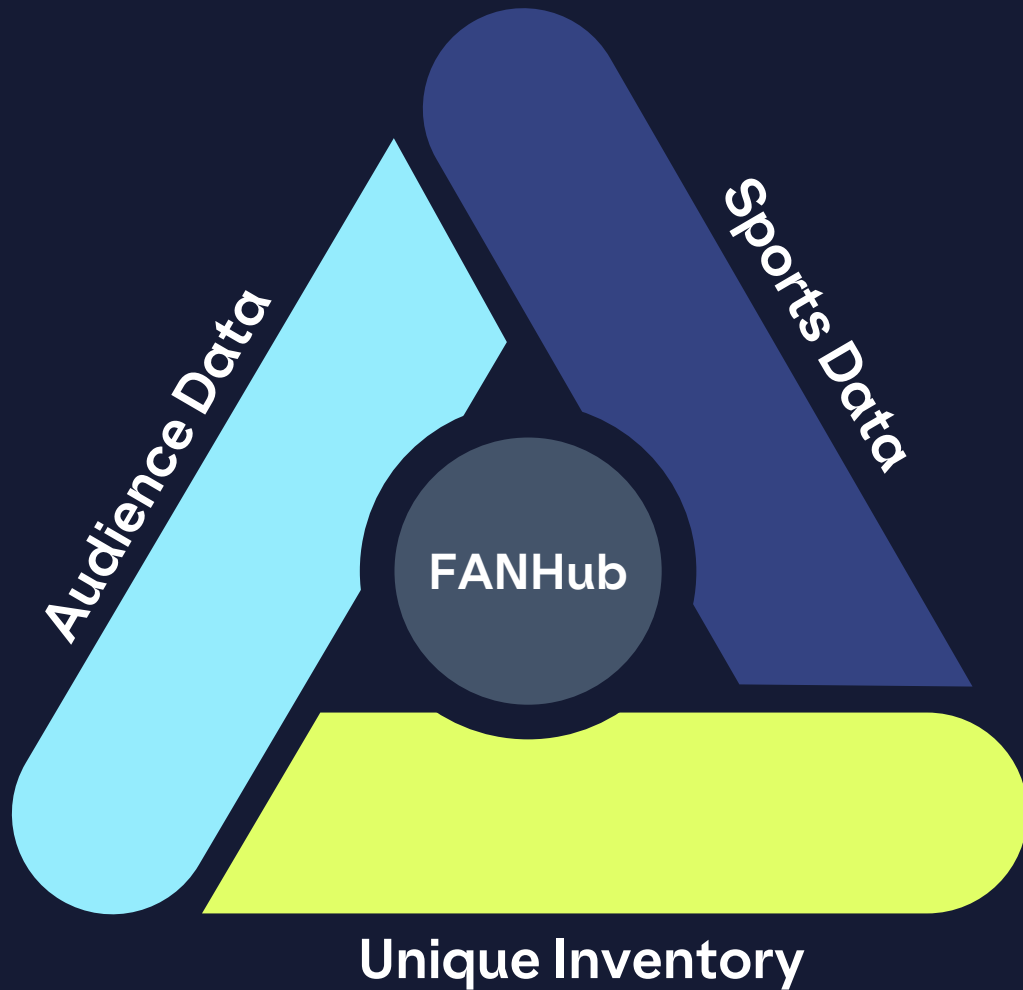
Adj. EBITDA Margin:	~30%	~35%
FCF Conversion ¹ :	~50%	>60%

Delivering Scale and Profitability Ahead of Plan, Reinforcing Genius’ Long-Term Financial Goals

Note: Projected financial figures are presented on an annualized basis for illustrative purposes, irrespective of the actual or anticipated closing date of the Legend acquisition. Investor Day Targets reflect targets given on December 3, 2025. See “Disclaimer” for important cautionary information regarding this preliminary financial information and non-GAAP financial metrics.

¹Free Cash Flow is defined as Group adjusted EBITDA less capitalization of internally developed software costs, purchases of property and equipment, changes in net working capital, and taxes. Free Cash Flow conversion is defined as Free Cash Flow as a percentage of Group adjusted EBITDA.

Structural Drivers of Genius' Media Engine



01 More Data

02 More Audience

03 More Inventory

More Monetization Pathways to
Deliver Returns for Our
Customers

LEGEND Performance-Driven, AI-Powered Platform

Legend Monetization Engine

Leading Owned Media Brands



800+ Operator Relationships



Premium Content Partnerships



Global Team

800+
Employees

13
Countries

Loyal Community

3m+
Community
Members

~75%
Return Rate¹

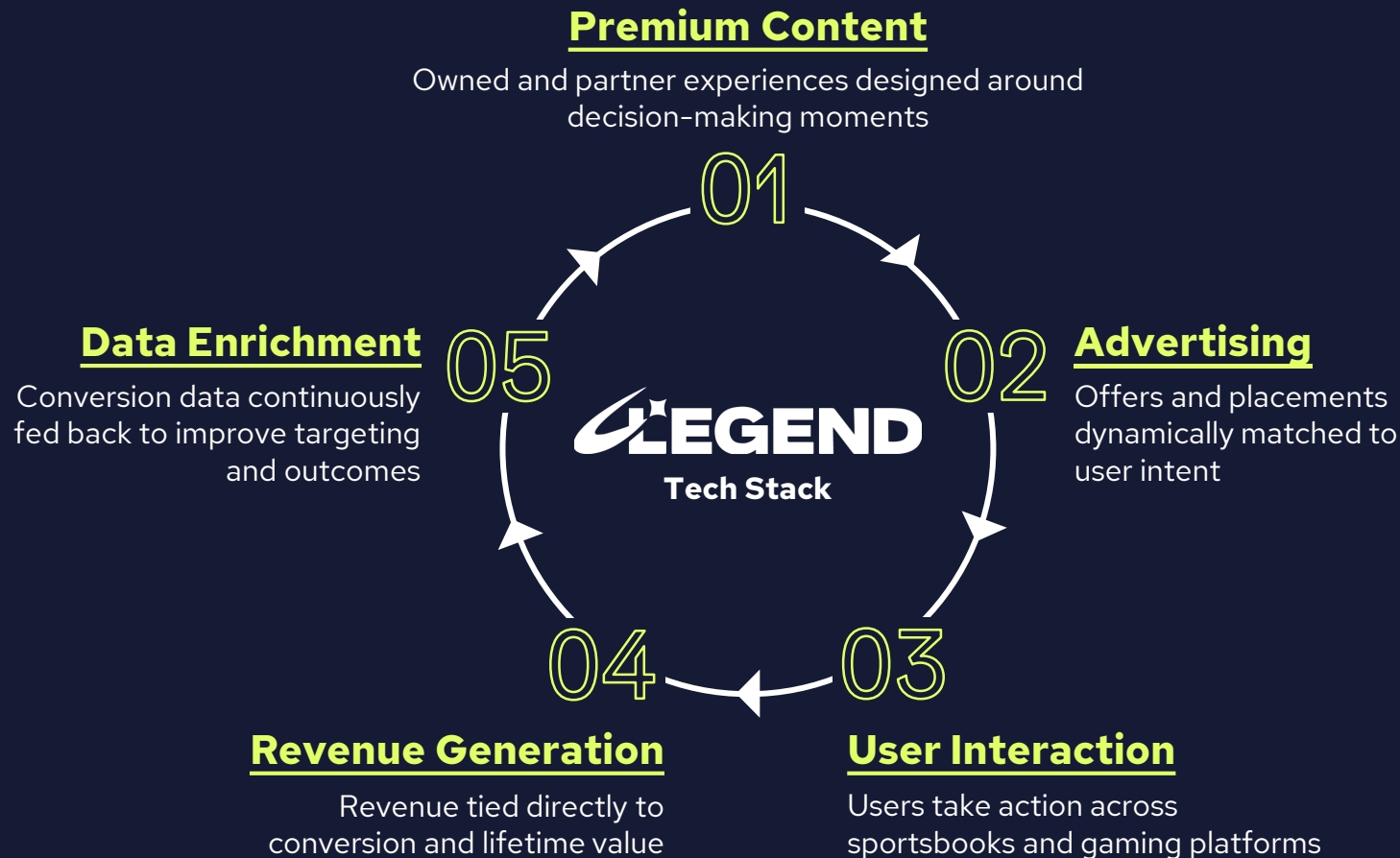
Strong Product Set

AI-Driven
Product
Development

10,000+
Product Changes
per Year

¹Reflects Covers repeat visit rate as of Oct-25.

Closed-Loop Monetization Driven by User Intent



Why This Scales

- ✓ High Frequency Usage
- ✓ Repeat Decision Making
- ✓ Measurable Outcomes for Advertisers
- ✓ **Acquire Once, Monetize Forever**

Impressive Results Within the Legend Owned & Operated Ecosystem

320m+

Annual Visits

118m

Unique Visitors

~75%

Return Rate²

~9 minutes

Average Site Visit Time¹

\$2+

Revenue per Unique Visitor

**Lifetime Revenue
Contracts**

Note: Statistics as of CY25, unless otherwise specified. ¹ Reflects Covers average site visit time as of CY25. ² Reflects Covers repeat visit rate as of Oct-25.

Differentiated Data, Audience, & Inventory Power Growth

Legend Assets

AI Content Optimization Platform

25+ Owned Digital Properties

3rd Party Digital Properties

118m+ Unique Users

Original Content Production

Intent Signals

Genius Assets

Genius IQ

BetVision

Augmentation

250m+ Uniques

Official Sports Data



Massive Customer Unlock

Sportsbooks

DRAFT
KINGS

BETMGM

bet365

FANDUEL

Casino

SPIN
CASINO

JACKPOT CITY

play
888

Rootz™

WOW
VEGAS

888
casino

Prediction Markets

Kalshi

Polymarket

Brands & Agencies

PUBLICIS
GROUPE

PMG

Spectrum

Walmart

Legend Strengthens Genius From Day One

 **LEGEND** Platform

Impact to  **Genius**
SPORTS

01

Comprehensive Monetization of
Digital Inventory



Full-Stack Execution, Distribution and
Optimization

02

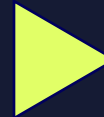
Direct, Scalable Path to Fans



Optionality in Distributing, Testing and
Monetizing Exclusive GeniusIQ Content

03

Best-in-Class Technology



Accretive Media Flywheel

Creating the Performance Marketing Engine of Global Sports and Gaming

The Genius Difference

Two Scaled Pillars. Powered on One Shared Data Layer



We are the only business operating at meaningful scale across both proprietary sports data and performance-driven media monetization

Genius and Legend's Combined Offering

Diversified & Deep Customer Base, Relationships, and Expansion Paths

Pioneering Best-in-Class Partnerships that Align Objectives and Deliver Value

Expanding TAMs in iGaming and Readiness for Emerging Market Opportunities

Larger Share of Operators' Marketing Budgets

Two-Way Revenue Synergies for Premium Inventory, Data, and Technology

Monetizing the Full Fan Journey and Expanding Our Addressable Market

Three Pillars of Financial Expansion

**Revenue
Acceleration**

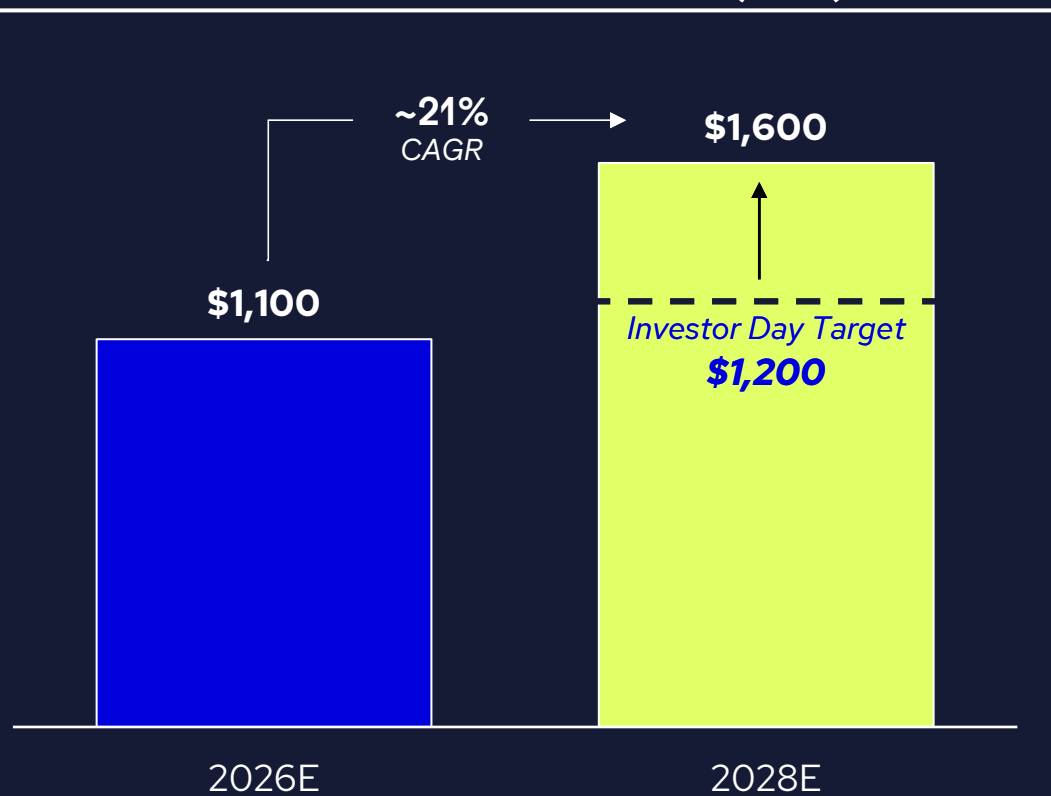
**Margin
Expansion**

**Cash
Conversion**

Legend Will Arm Us with Stronger Economics to Continue Executing on Our Long-Term Strategy

Highly Accretive Financial Acquisition

Annualized Revenue (\$m)



Accelerates Revenue

Annualized Adj. EBITDA (\$m)



Adj. EBITDA Margin:

~30%

~35%

FCF Conversion¹:

~50%

>60%

Enhances Margin and Conversion

Note: Projected financial figures are presented on an annualized basis for illustrative purposes, irrespective of the actual or anticipated closing date of the Legend acquisition. Investor Day Targets reflect targets given on December 3, 2025. See "Disclaimer" for important cautionary information regarding this preliminary financial information and non-GAAP financial metrics.

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Transaction Terms and Structure

Cash Consideration	\$800	 • \$850m Secured Debt Issued to Fund Cash Portion of Upfront Consideration	
+ Stock Consideration	100		
Upfront Consideration	\$900	 • Earnout to be Paid in Equal Installments on the One and Two-Year Anniversary of Close • Payable in Cash or Stock at Genius' Election • Earnouts Contingent on Adjusted EBITDA and FCF Conversion Targets	
+ Potential Earnout	300		
Max Potential Consideration	\$1,200		

Pro Forma Leverage Below 3.0x, with a Clear Path to Rapid Delevering

Affirming Our Balanced Approach to Capital Allocation

01

Organic
Reinvestment

02

Mergers &
Acquisitions

03

Return of
Capital to
Shareholders

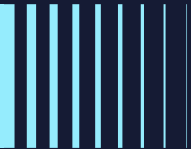
Our Key Acquisition Criteria



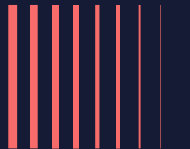
Robust Strategic Fit



Clear Operational Integration



Accretive Economics





Cements Our Unique Position at the Center of
Sports Data and Media-Driven Monetization

Two Scaled Pillars. One Shared Data Layer. Endless Solutions

A large, stylized letter 'G' in a dark blue color, serving as a background for the text. The 'G' is composed of concentric, slightly offset curves, creating a sense of depth and movement.

Q&A

