

First Quarter 2025 Earnings

May 6, 2025



Disclaimer

Forward-Looking Statements

This presentation contains forward-looking statements as defined in Section 27A of the Securities Act of 1933, as amended, 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. 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 we believe 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: 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; our share repurchase program; and other factors included under the heading “Risk Factors” in our Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the “SEC”) on March 14, 2025 (“2024 Annual Report”). 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. We undertake 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.

Use of Projections

This presentation contains projections, including revenue and Adjusted EBITDA. 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. These projections are for illustrative purposes only and should not be relied upon as being indicative of future results. 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. Even if our assumptions and estimates are correct, projections are inherently uncertain due to a number of factors outside our control. Accordingly, there can be no assurance that the projected results are indicative of our future performance or that 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.

Non-GAAP Financial Measures

This presentation includes non-GAAP financial measures not presented in accordance with U.S. GAAP. A reconciliation of the most comparable GAAP measure to its non-GAAP measure is included in the appendix.

Adjusted EBITDA

We present Group adjusted EBITDA and Group adjusted EBITDA margin, 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 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 is used by management to evaluate Genius’ core operating performance on a comparable basis and to make strategic decisions. Genius believes Group adjusted EBITDA is 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 may not be comparable to other similarly titled performance measures of other companies. Group adjusted EBITDA and Group adjusted EBITDA margin are not intended to be a substitute for any US GAAP financial measure.

We do not provide a reconciliation of Group adjusted EBITDA to consolidated net income/(loss) 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.

Contents

01

Business Updates

02

Financial Results
& Outlook

03

Appendix



Business Updates

Strong Financial and Strategic Execution to Begin 2025

Demonstrated Growth and Profitability

- Group Revenue **increased 20%** year-on-year to **\$144m**
- Group Revenue growth contributed to Group Adj. EBITDA at a **53% incremental margin**
- Group Adj. EBITDA¹ **increased 188%** year-on-year to **\$20m**
- Group Adj. EBITDA margin¹ **expanded 800bps** year-on-year to **13.7%**

Technology and Product Execution

- Launched **BetVision for Soccer**, available for 120+ competitions, including French Ligue 1, Dutch Eredivisie, Brasileiro Série A, Turkish Süper Lig and UEFA Champions League qualifiers
- Premier League introduced **semi-automated offside technology** in April, following live operation in the FA Cup
- Unveiled **Performance Studio**, a 3D immersive analysis technology transforming player analysis and development
- Launched data-driven broadcast mode called **Data Zone** for **French Ligue 1**

Expanding Commercial Partnerships

- Expanded partnership with NCAA, confirming Genius Sports as the **exclusive provider of official NCAA data** to licensed sportsbooks for **March Madness and all post-season tournaments** through **2032**
- Announced two FANHub partnerships:
 - Launched **Women's Sports Audience Intelligence & Monetization Service** in partnership with **Deep Blue**
 - Renewed partnership with **EchoPoint Media** to promote the **2025 Indianapolis 500**

Reaffirmed 2025 Guidance: Continued Growth and Profitability

- **2025 Group Revenue** of **\$620M**, implying **year-on-year growth of 21%**
- **2025 Group Adj. EBITDA¹** of **\$125M**, implying **46% year-on-year growth** and **340 bps** of margin¹ expansion to **20%**
- Expecting **increased positive cash flow in the full year 2025**

¹ Group Adj. EBITDA and Group Adj. EBITDA margin, non-GAAP performance measures, are used to supplement our results presented in accordance with U.S. GAAP. A reconciliation of the most comparable GAAP measure to its non-GAAP measure is included in the appendix of this presentation.

NCAA Exclusive Official Data Rights Reinforce Genius Sports' Unique Technology-Driven Approach

Our position at the heart of the NCAA data & technology ecosystem solidified the ability to secure data rights...

- ||| Natural expansion of existing data partnership
- ||| No rights fees
- ||| Extension to 2032
- ||| 14-year relationship
- ||| Expanded integrity safeguards

...while introducing GeniusIQ deepens our relationship and unlocks additional monetization opportunities:

- ||| Broadcast enhancements
- ||| Augmented advertising
- ||| Player tracking data
- ||| Coaching analytics
- ||| FANHub rollout



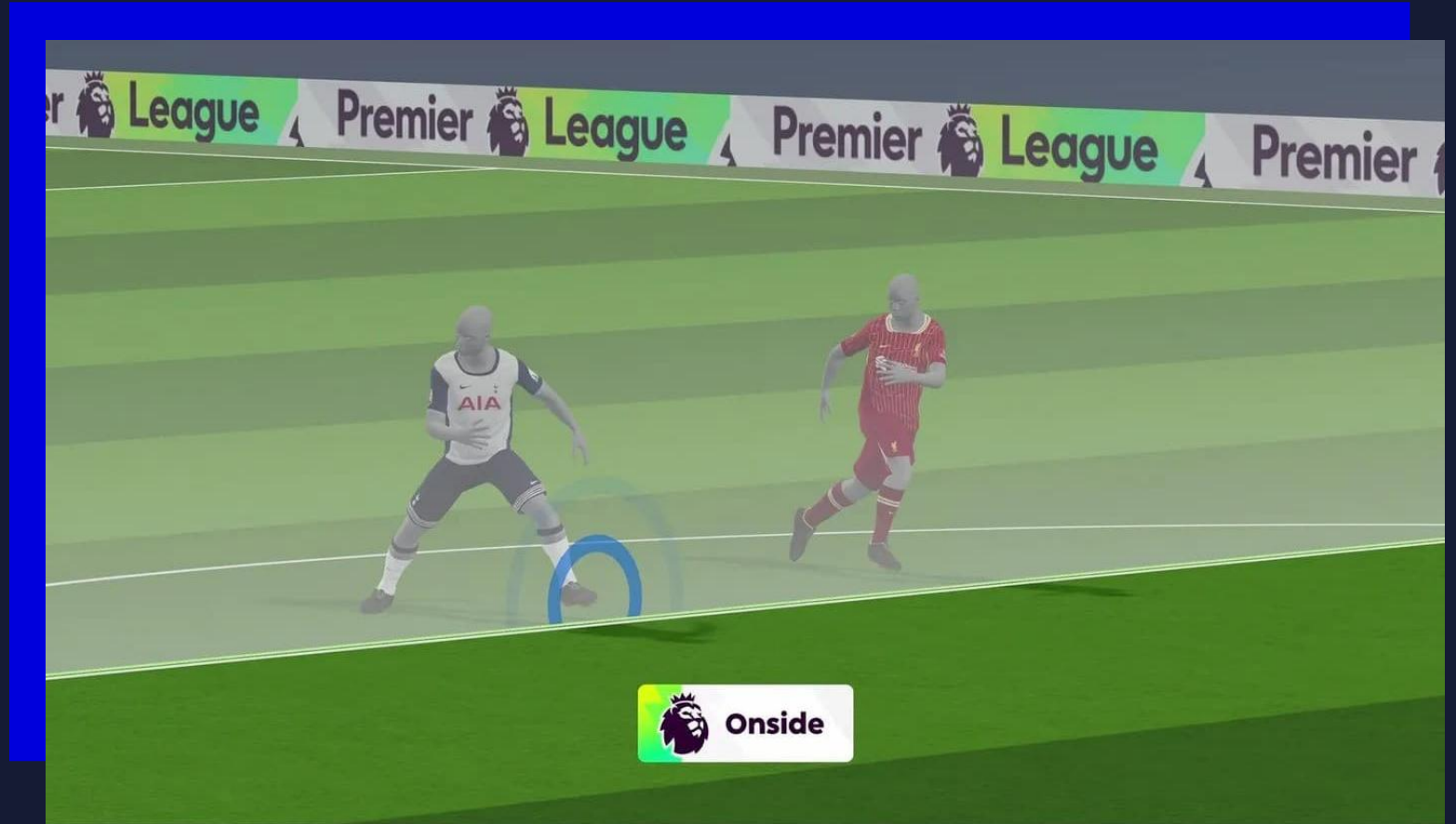
Powered by **GeniusIQ**

English Premier League Officially Introduced SAOT

Semi-automated offsides technology (SAOT) for soccer leverages next generation “mesh” data to support video assistant referees

Faster and more accurate decisions

Powered by
GeniusIQ



Genius Sports Launched 3D Immersive Analysis Technology



New tool lets analysts review key moments through any player's eyes, setting a new standard in performance analysis



Cutting-edge insights

Powered by
GeniusIQ

Launched BetVision for Soccer to Transform Live Betting & Fan Engagement

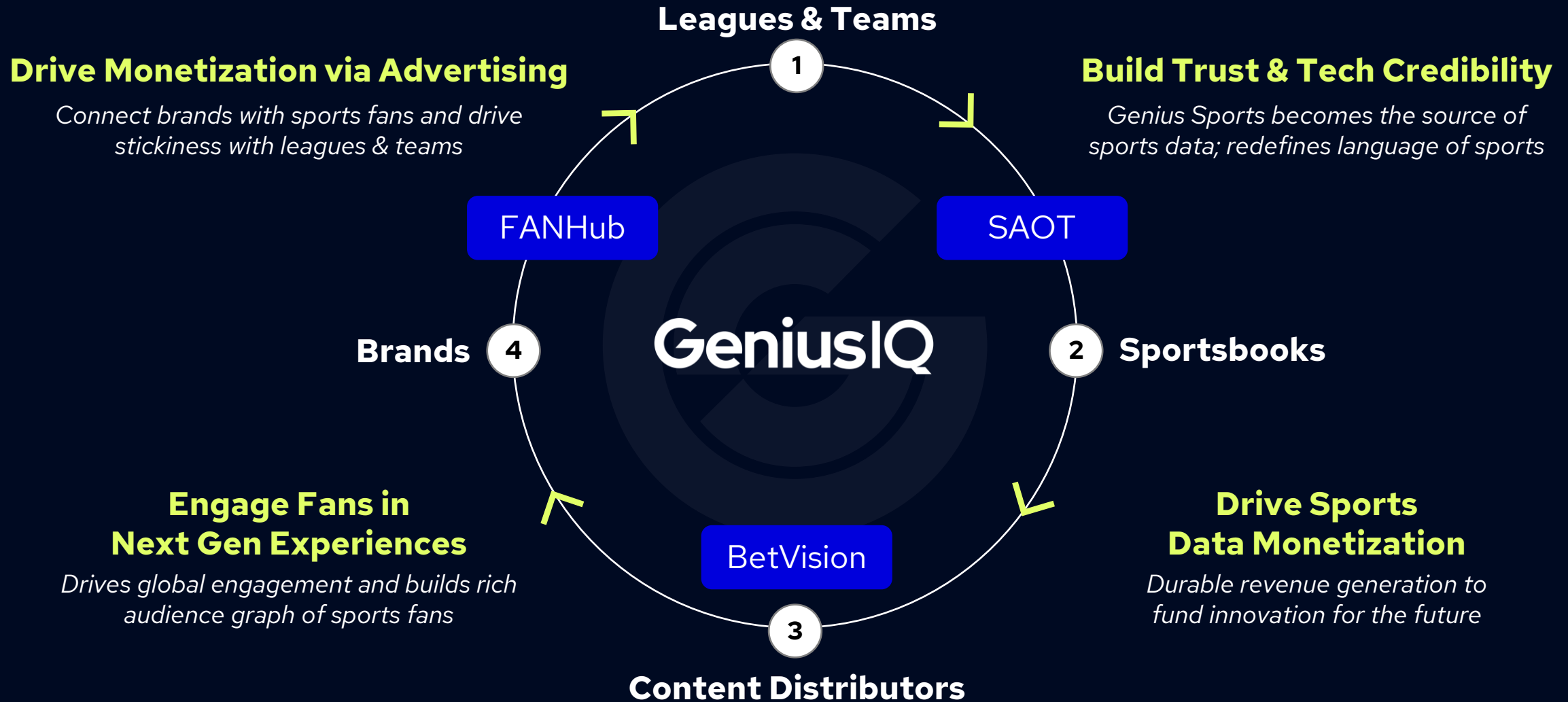


Available for 120+ global competitions:

- French Ligue 1
- Brasileiro Série A
- Dutch Eredivisie
- Turkish Süper Lig
- UEFA Champions League qualifiers
- And dozens more...

- ✓ Touch-to-Bet
- ✓ Integrated Betslip
- ✓ Personalized Bet Tracking
- ✓ Contextual Recommendations
- ✓ Player & Team Stats
- ✓ Low-Latency Streams

Strategic Execution Creates Powerful Flywheel Effect





Financial Results & Outlook

20% Group Revenue Growth Resulted in Nearly 3x Growth in Group Adj. EBITDA

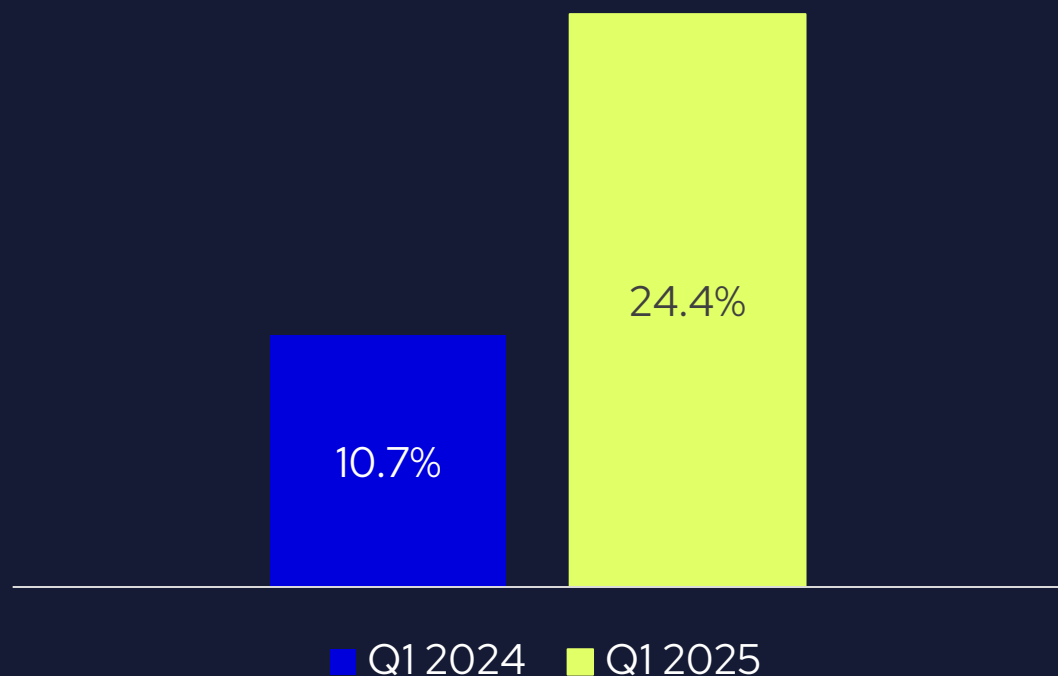
53% incremental contribution to Group Adj. EBITDA, resulting in 800bps of margin expansion year-on-year



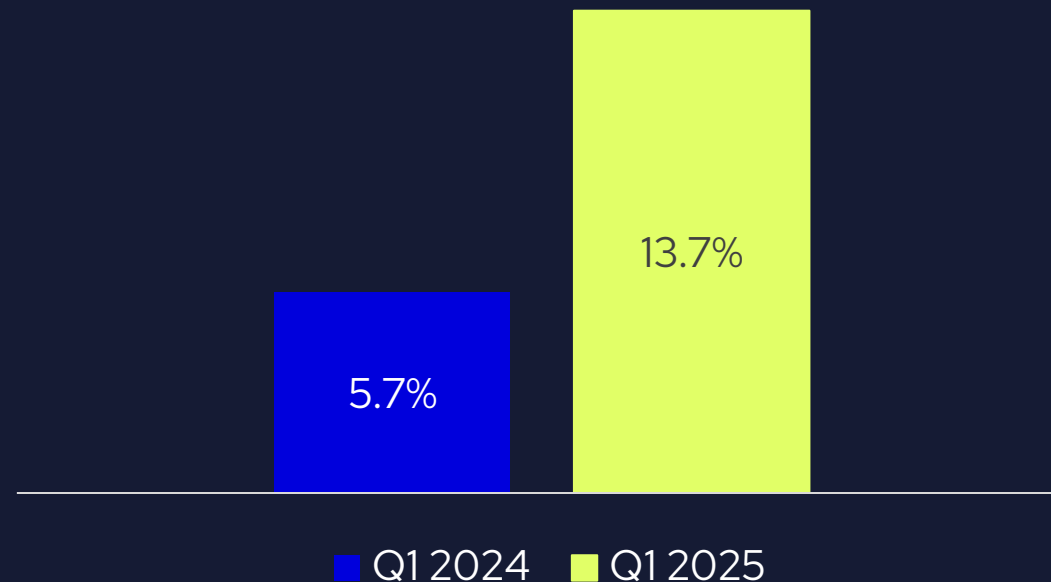
¹ Group Adj. EBITDA, a non-GAAP performance measure, is used to supplement our results presented in accordance with U.S. GAAP. A reconciliation of the most comparable GAAP measure to its non-GAAP measure is included in the appendix of this presentation.

Margin Expansion Demonstrates Genius Sports Operating Leverage

Gross Profit Margin¹



Group Adj. EBITDA Margin²



¹ Gross Profit Margin (US GAAP) is defined as Gross Profit as a percentage of Group Revenue, as reported under US GAAP (see slides 17 and 18 in this presentation for underlying financial results)

² Group Adj. EBITDA margin is a non-GAAP performance measure used to supplement our results presented in accordance with US GAAP. A reconciliation of the most comparable GAAP measure to this non-GAAP measure is included in the appendix of this presentation.

Reinforced Confidence in 2025 Guidance

Another Year of >20% Group Revenue Growth,
Adj. EBITDA Margin Expansion and Positive Cash Flow

\$620m
FY25 Group
Revenue

\$125m
FY25 Group
Adj. EBITDA

21%

FY 2025E Group
Revenue Growth

46%

FY 2025E Group Adj.
EBITDA Growth

20%

FY 2025E Group Adj.
EBITDA Margin

~340bps

FY 2025E Group Adj.
EBITDA Margin Expansion
vs. FY 2024



Q&A



Appendix

Genius Sports Q1 P&L & Group Adjusted EBITDA Reconciliation

Condensed Consolidated Statements of Operations
(Unaudited, amounts in thousands,
except share and per share data)

	Three Months Ended March 31,			
	2025		2024	
Revenue	\$	143,991	\$	119,718
Cost of revenue		108,789		106,911
Gross profit		35,202		12,807
Operating expenses:				
Sales and marketing		11,413		8,415
Research and development		8,946		6,621
General and administrative		34,535		21,585
Transaction expenses		732		464
Total operating expense		55,626		37,085
Loss from operations		(20,424)		(24,278)
Interest expense, net		437		666
Loss on disposal of assets		(12)		(7)
Gain (loss) on foreign currency		12,249		(1,087)
Total other income (expenses)		12,674		(428)
Loss before income taxes		(7,750)		(24,706)
Income tax expense		(542)		(1,100)
Gain from equity method investment		94		265
Net loss	\$	(8,198)	\$	(25,541)
Loss per share attributable to common stockholders:				
Basic and diluted	\$	(0.03)	\$	(0.11)
Weighted average common stock outstanding:				
Basic and diluted		248,432,320		229,326,772

Reconciliation of U.S. GAAP Net loss to Group
Adjusted EBITDA
(Unaudited, amounts in thousands)

	Three Months Ended March 31,			
	2025		2024	
Consolidated net loss	\$	(8,198)	\$	(25,541)
Adjusted for:				
Net, interest income		(437)		(666)
Income tax expense		542		1,100
Amortization of acquired intangibles ⁽¹⁾		2,182		10,204
Other depreciation and amortization ⁽²⁾		14,576		11,226
Stock-based compensation ⁽³⁾		17,312		7,669
Transaction expenses		732		464
Litigation and related costs ⁽⁴⁾		3,368		1,199
(Gain) loss on foreign currency		(12,249)		1,087
Other ⁽⁵⁾		1,947		136
Group Adjusted EBITDA	\$	19,775	\$	6,878

- (1) Includes amortization of intangible assets generated through business acquisitions (inclusive of amortization for marketing products, acquired technology, and historical data rights related to the acquisition of a majority interest in Genius in 2018).
- (2) Includes depreciation of Genius' property and equipment, amortization of contract costs, and amortization of internally developed software and other intangible assets. Excludes amortization of intangible assets generated through business acquisitions.
- (3) Includes restricted shares, stock options, equity-settled restricted share units, cash-settled restricted share units and equity-settled performance-based restricted share units granted to employees and directors (including related employer payroll taxes).
- (4) Includes litigation and related costs incurred by the Company relating to discrete and non-routine legal proceedings that are not part of the normal operations of the Company's business. For the three months ended March 31, 2025 and 2024, legal proceedings included Sportscaster litigation, dMY litigation and Spirable litigation (as described in Item 3.D "Risks Related to Legal Matters and Regulations" of the 2024 Annual Report). All other legal proceedings are expensed as part of our on-going operations and included in general and administrative expenses.
- (5) Includes severance costs and non-recurring compensation payments, expenses incurred related to earn-out payments on historical acquisitions, gain/loss on disposal of assets, and professional fees for finance transformation project.

Reconciliation of GAAP Operating Expenses to non-GAAP Operating Expenses

		Three Months Ended									Year Ended	
		March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024	March 31, 2024	December 31, 2023	September 30, 2023	June 30, 2023	March 31, 2023	December 31, 2024	December 31, 2023
GAAP Operating Expenses												
Cost of revenue		\$ 108,789	\$ 128,081	\$ 80,116	\$ 67,079	\$ 106,911	\$ 116,656	\$ 77,446	\$ 62,173	\$ 87,697	\$ 382,187	\$ 343,972
Sales and marketing		11,413	9,880	9,455	9,661	8,415	9,625	5,827	6,589	7,391	37,411	29,432
Research and development		8,946	4,893	5,848	7,214	6,621	7,874	6,115	5,812	6,269	24,576	26,070
General and administrative		34,535	40,156	30,403	30,867	21,585	27,076	20,399	19,618	18,074	123,011	85,167
Transaction expenses		732	(278)	432	1,628	464	338	832	496	828	2,246	2,494
Total Operating Expenses		\$ 164,415	\$ 182,732	\$ 126,254	\$ 116,449	\$ 143,996	\$ 161,569	\$ 110,619	\$ 94,688	\$ 120,259	\$ 569,431	\$ 487,135
Non-GAAP Operating Expense Adjustments												
Cost of revenue	(a)	(2,182)	(2,183)	(2,725)	(9,024)	(10,204)	(10,305)	(10,321)	(10,117)	(9,733)	(24,136)	(40,476)
	(b)	(13,623)	(12,651)	(12,040)	(11,059)	(10,385)	(12,955)	(7,040)	(6,890)	(6,944)	(46,135)	(33,829)
	(c)	(102)	(124)	(144)	(176)	(174)	(195)	(56)	(112)	(5,979)	(618)	(6,342)
	(f)	(254)	(69)	(8)	32	(32)	(58)	-	(15)	(37)	(77)	(110)
Sales and marketing	(b)	(416)	(417)	(404)	(381)	(374)	(329)	(323)	(313)	(267)	(1,576)	(1,232)
	(c)	(2,109)	(1,037)	(997)	(1,589)	(756)	(1,999)	(248)	(245)	(568)	(4,379)	(3,060)
	(f)	(402)	545	(1)	4	(3)	(3)	(3)	198	(178)	545	14
Research and development	(b)	(416)	(327)	(377)	(377)	(405)	(478)	(511)	(529)	(481)	(1,486)	(1,999)
	(c)	(2,703)	(1,707)	(1,390)	(2,031)	(1,119)	(2,431)	(369)	(389)	(441)	(6,247)	(3,630)
	(f)	(859)	(225)	(4)	(52)	(9)	(1,860)	(901)	(395)	(718)	(290)	(3,874)
General and administrative	(b)	(121)	(127)	(125)	(205)	(62)	(482)	(68)	(122)	(109)	(519)	(781)
	(c)	(12,398)	(18,230)	(6,791)	(13,772)	(5,620)	(11,445)	(4,390)	(2,878)	(3,717)	(44,413)	(22,430)
	(e)	(3,368)	(1,932)	(3,295)	(1,149)	(1,199)	(876)	(21)	(608)	(784)	(7,575)	(2,289)
	(f)	(420)	(380)	(922)	(10)	(85)	(1,852)	(2)	8	(19)	(1,397)	(1,865)
Transaction expenses	(d)	(732)	278	(432)	(1,628)	(464)	(338)	(832)	(496)	(828)	(2,246)	(2,494)
Total Operating Expenses		\$ (40,105)	\$ (38,586)	\$ (29,655)	\$ (41,417)	\$ (30,891)	\$ (45,606)	\$ (25,085)	\$ (22,903)	\$ (30,803)	\$ (140,549)	\$ (124,397)
Non-GAAP Operating Expenses												
Cost of revenue		92,628	113,054	65,199	46,852	86,116	93,143	60,029	45,039	65,004	311,221	263,215
Sales and marketing		8,486	8,971	8,053	7,695	7,282	7,294	5,253	6,229	6,378	32,001	25,154
Research and development		4,968	2,634	4,077	4,754	5,088	3,105	4,334	4,499	4,629	16,553	16,567
General and administrative		18,228	19,487	19,270	15,731	14,619	12,421	15,918	16,018	13,445	69,107	57,802
Transaction expenses		-	-	-	-	-	-	-	-	-	-	-
Total Operating Expenses		\$ 124,310	\$ 144,146	\$ 96,599	\$ 75,032	\$ 113,105	\$ 115,963	\$ 85,534	\$ 71,785	\$ 89,456	\$ 428,882	\$ 362,738

(a) Amortization of acquired intangibles; (b) Other depreciation & amortization; (c) Stock-based compensation (including related employer payroll taxes);
(d) Transaction expenses; (e) Litigation and related costs; (f) Other

GENI Share Count Build

Total Capitalization (shares in millions)	As of March 31, 2025
Ordinary shares outstanding	236.9
Additional Securities	
Management restricted shares and options	1.5
NFL Enterprises LLC vested Warrants ¹	14.5
Unvested equity-settled RSUs and PSUs ²	14.9
Total Additional Securities	30.9
Fully Diluted Ordinary Shares Outstanding	267.7

Note: totals may not sum due to rounding

¹ Pursuant to the License Agreement, the Company, agreed to issue the NFL an aggregate of up to 18,500,000, which were fully vested as of April 1, 2023. The NFL exercised 4,000,000 warrants in the first quarter ended March 31, 2025.

² Includes 1) Equity-settled Restricted Share Units ("RSUs"), 2) Cash-settled Restricted Share Units ("Cash-settled RSUs") and 3) Equity-settled Performance-Based Restricted Share Units ("PSUs") as part of the 2022, 2023, and 2024 Employee Incentive Plans, granted on April 5, 2022, December 7, 2023, and April 3, 2024, respectively. The RSUs and Cash-settled RSUs are subject to a service condition with graded vesting over the three years following the Grant Dates. PSUs vest after three years, subject to a service condition, a market condition related to volume weighted average trading price performance of the Company's common stock (2022 Employee Incentive Plan only), and performance conditions related to the Company's cumulative revenue and cumulative adjusted EBITDA.