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Golden Matrix Group Inc. (GMGI-NASDAQ)

GMGI: Believe Management Transitions Could Create Opportunities

GMGI is optimistic about its outlook & just announced a leadership transition expected to support the execution of its growth strategy. GMGI's current CEO will step down and its Board Chairman, who has extensive experience in the global gaming space, will be interim CEO and lead the search for the next CEO. We believe depending on the new GMGI CEO, coupled with recent measures, operational profitability could benefit.

OUTLOOK

Meridianbet's founder opting for a debt-to-equity conversion on funds GMGI owed him following its acquisition of Meridianbet, which arguably helps enhance GMGI's financial flexibility and further aligns insiders' interests with that of public shareholders. Other recent growth measures include securing new gaming licenses, launching the Meridianbet Missions gamification platform, extending Expanse Studios' distribution reach and balance sheet strengthening initiatives.

Current Price (12/1/25) \$0.82
Valuation \$2.70

SUMMARY DATA

52-Week High \$2.60
52-Week Low \$0.72
One-Year Return (%) -64
Beta N/A
Average Daily Volume (sh) 231,525

Shares Outstanding (mil) 141
Market Capitalization (\$mil) 117
Short Interest Ratio (days) N/A
Institutional Ownership (%) N/A
Insider Ownership (%) 60+

Annual Cash Dividend \$0.00
Dividend Yield (%) 0.00

5-Yr. Historical Growth Rates
Sales (%) N/A
Earnings Per Share (%) N/A
Dividend (%) N/A

P/E using TTM EPS N/A
P/E using 2025 Estimate N/A
P/E using 2026 Estimate N/A

Risk Level High
Type of Stock Small-Growth

ZACKS ESTIMATES

Revenue (in millions of \$)

	Q1 (Mar)	Q2 (Jun)	Q3 (Sep)	Q4 (Dec)	Year (Dec)
2023	23 A	23 A	22 A	25 E	93 A
2024	25 A	39 A	41 A	46 A	151 A
2025	43 A	43 A	47 A	53 E	186 E
2026					211 E

EPS or Loss Per Share

	Q1 (Mar)	Q2 (Jun)	Q3 (Sep)	Q4 (Dec)	Year (Dec)
2023	\$0.06A	\$0.04A	\$0.04A	\$0.05E	\$0.19E
2024	\$0.04A	\$0.00A	-\$0.03A	-\$0.02A	-\$0.01A
2025	\$0.00A	-\$0.03A	\$0.00A	\$0.00E	-\$0.03E
2026					-\$0.01E

Quarters might not sum due to rounding & share counts

Disclosures on page 10

BELIEVE MANAGEMENT TRANSITIONS COULD CREATE OPPORTUNITIES

Golden Matrix Group (GMGI-NASDAQ), an iGaming group providing a broad array of gaming products and software solutions on a B2B and B2C basis, is optimistic about the company outlook. The company announced a leadership transition expected to support the execution of its growth strategy. Effective December 12, 2025 at the latest, Brian Goodman will step down as CEO and member of the board and board Chairman William Scott will step in as interim CEO and lead the search for the next CEO. He has extensive experience in global gaming space, with previous executive positions at GTECH/Lottomatica. We believe operational profitability could see improvements, depending on the new CEO GMGI appoints, coupled with recent measures. Moreover, with Meridianbet's founder opting for a debt-to-equity conversion on funds GMGI owed him following its acquisition of Meridianbet (see below), helps enhance GMGI's financial flexibility and further aligns insiders' interests with that of public shareholders.

Recently attained record quarterly revenue, with multiple upcoming potential growth drivers

As GMGI executes its growth strategy, the company achieved record quarterly revenue of \$47.3 million in 3Q25, up 15.4% year-over-year, and gross profit of \$26.4 million up 18% year-over-year. These improvements reflect a shift in the product mix, as well as optimization of the company's marketing spend, among other factors, as GMGI leverages the infrastructure it has developed, including integrating and scaling subsidiary Meridianbet.



Source: [Company reports](#)

For full year 2025 guidance, revenue is expected in the range of \$186 million to \$187 million, which would represent annual growth of 23% to 24% compared to 2024. The company expects to continue to benefit from growing scale and geographic and product diversification.

In addition, GMGI has also added new gaming licenses, expanding its geographic footprint significantly, and growing its gaming content library, among other growth initiatives. The company also cites optimistic the benefits of its AI-driven technology as a key factor contributing to lowering its acquisition costs and extending customer lifetime value. To further boost unit economics, GMGI just launched Meridian Missions, a proprietary player engagement and reward system designed to increase user retention and drive long-term player profitability leveraging points-based gamification.

GMGI has completely transitioned to its newest technology platform, Atlas, which represents the company's fifth-generation sports betting and iGaming platform. GMGI sees Atlas and the ability to integrate AI enhancements relatively easily as another advantage compared to competitors operating

older legacy technology platforms as it focuses on driving operational efficiency, scalability and innovation to support a growing customer base.

Stronger balance sheet enhances financial flexibility; debt-to-equity transaction

As GMGI continues to strengthen its balance through debt repayments and other measures, net debt leverage at the end of 3Q25 equated to about 1.2x annual adjusted EBITDA, down from a leverage ratio of about 1.5x at the end of the prior quarter. We believe this enhances the company's financial flexibility to support its multiple growth initiatives.

GMGI has reduced total debt, including long-term loans and acquisition-related payables, by \$25.9 million since year-end 2024, including fully repaying a note issued to Lind Global Asset Management in July 2024 before it came due earlier in 2025. The company had cash of \$22 million at the end of 3Q25 and \$45.1 million in total debt.

Meridianbet's founder and largest shareholder, Aleksandar Milovanović, has opted for a debt-to-equity conversion on \$8 million that GMGI owed him following its acquisition of Meridianbet. By eliminating \$8 million in short-term debt helps enhance GMGI's financial flexibility to support its growth measures. Following the debt-to-equity transaction, Mr. Milovanović beneficially owns about 93.3 million shares, further aligning insiders' interests with that of public shareholders.

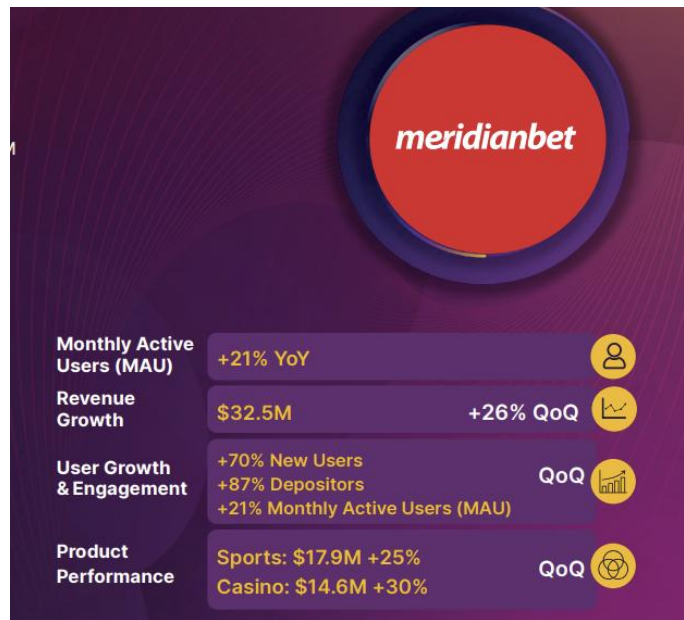
STRONG INDUSTRY GROWTH DYNAMICS

Driven largely by regulatory reforms and improving technology, among other factors, the online gaming industry is growing rapidly. While forecasts vary, industry outlooks from various market research firms consistently view the sector as characterized by strong growth. For example, according to market research firm [Spherical Insights](#), the global online gambling market was valued at nearly US\$85 billion in 2023 and is expected to reach almost US\$165 billion by 2033. Other market research places expected growth even higher.

Moreover, online wagering is increasingly being accepted as security and technology improvements continue. At the same time, growing interest in international tournaments such as the UEFA Champions League and FIFA World Cup are other factors behind the growth of the sports betting market. The upcoming FIFA World Cup games and anticipated regulatory changes in Brazil could also be potential catalysts for growth, we believe.

MULTIPLE EXPANDING UNITS UNDERPIN GROWTH

MeridianBet Group – Meridianbet Group is an online sports betting and gaming group, licensed and operating in a growing number of jurisdictions across Europe, Africa and South America. It was founded in 2001 and acquired by Golden Matrix in 2024. Meridianbet leverages its proprietary technology and scalable systems to operate in multiple countries and currencies with an omni-channel approach to markets. The Meridianbet Group segment includes revenues from retail sports betting, retail casinos, online sports betting, online casinos, and bars that MeridianBet operates.



Source: [Company presentation](#)

In 3Q25, segment revenue increased 26% year-over-year to \$32.5 million, reflecting robust online and retail performance. Online casino gross gaming revenue (GGR) grew 30% to \$14.6 million. A key driver behind this growth reflects an increase in the library of online casino games offered from different providers to more than 2.5k titles and the debut of a new game, *Gates of Olympia*, from GMGI's proprietary game arm, Expanse studio, which became a top 5 most popular game in 3Q25. New player registrations were up 70% year-over-year, as the company continues to scale its Brazil operations.

RKings & Classics for a Cause (CFAC) – The RKings & CFAC segment includes revenues from pay-to-enter prize competitions and trade promotions that RKings conducts in the UK and Classics for a Cause conducts in Australia. Consistent with its strategy to maintain leading edge technology, the company recently deployed new systems to support its raffle ticket businesses and introduced a new CRM to enhance customer engagement and customer lifetime value.

GMAG – The GMAG segment generates revenue through GMGI's intellectual property (IP) and resales of third-party gaming content. The segment primarily serves customers in the Asia-Pacific region. Sales in emerging geographic regions advanced by more than 40% in 3Q25, reflecting strong growth in Brazil and Mexico.

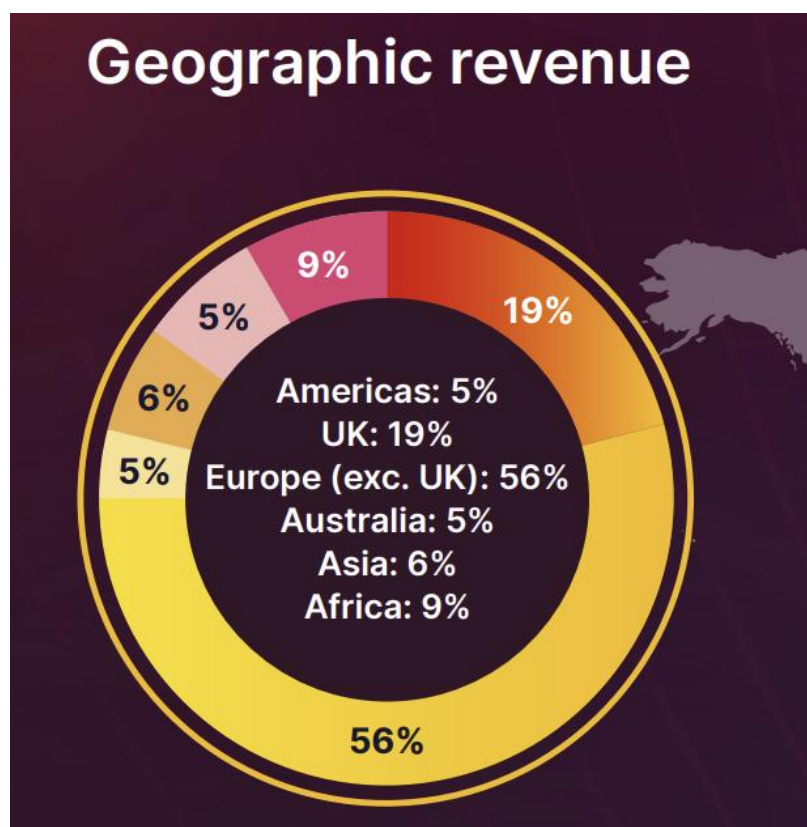
Expanse Studios growing reach - Expanse Studios is GMGI's proprietary game development arm. During 3Q25, Expanse Studios added 300+ new operators. As noted, *Gates of Olympia*, from GMGI's proprietary game arm, Expanse studio, which became a top 5 most popular game in 3Q25 and contributed to player retention and engagement. Expanse continues to boost its reach and recently announced a new content distribution agreement with Southeast European-based gaming operators MerkurXtip and AdmiralBet.

BRAZIL - STRONG PROSPECTS AS GEOGRAPHIC DIVERSIFICATION CONTINUES

Among the most significant new markets in which GMGI operates is Brazil, which represents an estimated \$5.6 billion gross gaming revenue market. As noted, the upcoming FIFA World Cup games could also be a potential catalyst for growth in Brazil and other markets. The 2026 World Cup will be the first to have 48 teams playing, up from 32. Moreover, tournament hosting by three countries - Canada,

Mexico and the U.S. and featuring a new format with 104 matches – might also boost reach and interest in sports betting across various markets, we believe.

A core objective to diversify its revenue base across geographic markets, by operating segment and channel. GMGI views the diversification of its operations across both B2B and B2C channels and geographic markets as a competitive advantage that also protects Golden Matrix from contractions in any single market or channel. The company continues to advance its strategy to expand its global footprint, which is a core objective, as noted. As it implements expected growth measures, GMGI intends to prioritize expansion into new regulated markets, including Latin America and Europe, enhance AI-driven gaming innovation and boost operational efficiencies.



Source: [Company presentation](#)

GMGI operates an online casino in Mexico through Golden Matrix MX, which operates under the brand Mexplay. Mexplay features table games, slots, as well as sportsbook, and also offers tournament competition prizes that are similar to those that R Kings offers.

VALUATION

We believe GMGI shares represent an option on management's ability to continue to execute its growth strategy, which encompasses expanding its gaming technology platform to new geographic markets and adding complementary products, among other initiatives.

The company expects to capitalize on the anticipated continued growth of online wagering and regulated gaming in a growing number of markets and customer adoption of online betting and expansion of its footprint. At this early stage, we view Brazil as a potentially significant opportunity. If the company's iGaming technology platform and online footprint continue to gain traction as management anticipates, we would expect multiple expansion on GMGI shares. If GMGI continues to hit milestones regarding its

growth objectives, we believe it could lead to higher multiple and valuation if GMGI can execute its strategy successfully.

Companies in this sector command a range of multiples on a P/S basis on forward revenue, ranging from about 2X to much higher. Reflecting GMGI's recent and anticipated growth, we apply a roughly 3X multiple to our 2025 revenue forecast. We also add a risk adjustment factor of about 65% (down from 70% earlier) and derive a valuation of about \$2.70. We note that larger players in the overall gaming space command significantly higher multiples on a price to revenue basis. DraftKings, for instance, trades at a multiple of nearly 5X on this basis, according to Yahoo Finance data.

We believe the risk / reward ratio on GMGI shares could be attractive for investors who want exposure to the sector and have a higher than average risk tolerance and longer time horizon. If the company delivers milestones related to growth initiatives earlier / later than expected, our adjustment factor could prove too high / low.

RECENT NEWS

- On December 1, 2025, Expanse Studios secured a Romanian gaming license.
- GMGI announced the retirement of its CEO on December 1, 2025.
- Meridianbet launched "Missions" Gamification Platform on November 30, 2025.
- Expanse Studios signed a distribution deal with MerkurXtip on November 29, 2025.
- Expanse Studios signed a distribution deal with Admiral Bet on November 28, 2025.
- Meridianbet's founder completed an \$8 million debt-to-equity conversion on November 28, 2025.
- On October 30, 2025, GMGI reported 3Q25 results.
- Expanse Studios secured an U.S. and EU distribution deal with Bragg Gaming on July 22, 2025.
- Expanse Studios obtained Croatian iGaming certification on July 1, 2025.
- On June 13, 2025, Meridianbet closed a sponsorship deal with Aquatic Sports Association of Malta.
- Expanse completed multiple U.S. integrations and launched a new flagship slot on May 16, 2025.
- On April 29, 2025, GMGI announced full repayment of Lind notes.
- Meridianbet launched Watch & Bet feature to on April 4, 2025.
- Expanse Studios secured Brazilian iGaming certification on April 2, 2025.
- Expanse Studios expanded its European presence with Slotino integration on March 25, 2025.
- Meridianbet expanded B2B operations into Nigeria on March 13, 2025.
- GMGI submitted an application for an iGaming license in Romania on March 11, 2025.
- Meridianbet secured on online betting license in Brazil on January 2, 2025.

RISKS

We believe risks to Golden Matrix Group achieving its goals, and to our valuation, include the following, among other risks.

- GMGI might not gain market share in new areas as quickly as the company expects, which could lead to slower than anticipated revenue ramp.
- The company could incur unanticipated costs associated with its initiatives.
- Competition could increase.
- GMGI might need to raise capital, which might be dilutive to current shareholders.
- Insiders hold a controlling interest in the company's voting rights. Their interests might differ from those of other shareholders.
- Government regulations governing the gambling sector could change.
- The company faces technology risk. Its platform is new generation but competitors might launch newer technology capabilities that would require GMGI to further upgrade.
- Reflecting its diverse geographic footprint, GMGI faces potential foreign exchange (FX) risk.

FINANCIAL MODEL

Golden Matrix Holdings

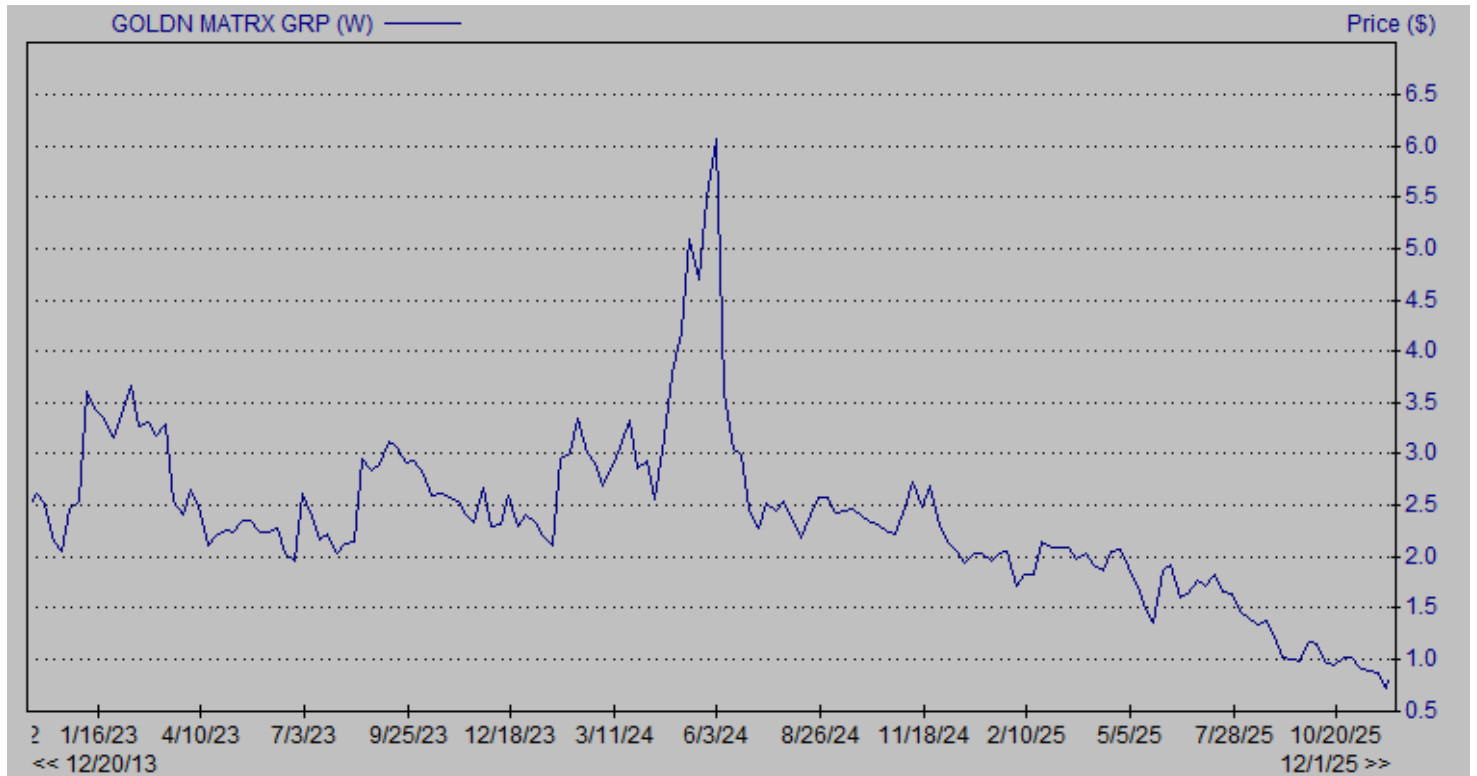
Golden Matrix Group Income Statement and Projections (US\$)

	1Q24	2Q24	3Q24	4Q24A	2024A	1Q25A	2Q25A	3Q25A	4Q25E	2025E	2026E
Revenues	\$24,850,587	\$39,415,242	\$40,992,329	\$45,857,374	\$151,115,532	\$42,723,053	\$43,245,368	\$47,316,308	\$52,922,122	\$186,206,851	\$211,344,775
Cost of goods sold	(7,158,657)	(17,729,700)	(18,589,162)	(19,065,888)	(62,543,407)	(18,527,092)	(18,868,349)	(20,929,885)	(24,079,565)	(82,404,891)	(95,950,528)
Gross profit	17,691,930	21,685,542	22,403,167	26,791,486	88,572,125	24,195,961	24,377,019	26,386,423	28,842,556	103,801,959	115,394,247
S,G&A	<u>13,997,809</u>	<u>21,560,430</u>	<u>23,379,550</u>	<u>26,890,632</u>	<u>85,828,421</u>	<u>24,301,978</u>	<u>26,681,869</u>	<u>26,774,044</u>	<u>28,380,487</u>	<u>106,138,378</u>	<u>116,752,215</u>
Income (loss) from operations	3,694,121	125,112	(976,383)	(99,146)	2,743,704	(106,017)	(2,304,850)	(387,621)	462,070	(2,336,418)	(1,357,968)
<i>Other income / (expense)</i>											
Interest expense	(4,371)	(32,484)	(790,193)	(2,694,240)	(3,521,288)	(1,471,360)	(1,481,669)	(510,636)			
Interest income	34,882	69,666	58,475	55,122	218,145	43,936	16,884	62,036			
FX	12,937	(131,458)	(219,060)	(157,244)	(494,825)	433,668	(63,455)	817,201			
Other	<u>493,150</u>	<u>509,759</u>	<u>495,654</u>	<u>764,219</u>	<u>2,262,782</u>	<u>505,503</u>	<u>591,576</u>	<u>634,458</u>	-	-	-
Total other income (expense)	536,598	415,483	(455,124)	(2,032,143)	(1,535,186)	(488,253)	(936,664)	1,003,059	(438,175)	(860,033)	(438,175)
Pretax income / (loss)	4,230,719	540,595	(1,431,507)	(2,131,289)	1,208,518	(594,270)	(3,241,514)	615,438	23,895	(3,196,451)	(1,796,143)
Taxes	281,697	524,969	1,864,122	(52,421)	2,618,367	(336,053)	490,377	201,636	8,124	364,084	(610,689)
Net income (loss)	3,949,022	15,626	(3,295,629)	(2,078,868)	(1,409,849)	(258,217)	(3,731,891)	413,802	15,771	(3,560,535)	(1,185,454)
Minority interest	(41,712)	(49,299)	109,935	51,476	70,400	(26,609)	(147,546)	(152,212)	(6,308)	(332,675)	(426,764)
Net income (loss) to GMGI	3,990,734	64,925	(3,405,564)	(2,130,344)	(1,480,249)	(231,608)	(3,584,345)	566,014	22,079	(3,227,860)	(758,691)
EPS	\$0.05	\$0.00	(\$0.03)	(\$0.02)	(\$0.01)	(\$0.00)	(\$0.03)	\$0.00	\$0.00	(\$0.03)	(\$0.01)
Avg shares out (FD)	83,475,190	128,455,184	121,510,697	120,605,753	113,511,706	131,728,855	137,968,429	142,758,774	143,158,774	138,903,708	145,658,774

Source: Company reports, Zacks estimates

FY changed to December 31 as of 2024

HISTORICAL STOCK PRICE



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