

Third Quarter 2024 Earnings

November 12, 2024



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; 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 15, 2024 (“2023 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

Exceeding Financial Targets and Executing on Core Strategy

Q3 2024 Financial Results Exceeded Expectations

- Group Revenue of **\$120M**, **exceeded guidance** of \$119M and represented **18% year-on-year growth**
- Group Adj. EBITDA of **\$26M**, **beat guidance** of \$25M and represented **45% year-on-year growth**
- Group Adj. EBITDA margin **expanded by 400bps** year-on-year to **21%**
- Achieved **Gross Margin expansion** of nearly **950bps** year-on-year to **33%**, setting a **new quarterly high**

Positive Global Sports Betting Trends

- Agreed improved commercial terms with all major US sportsbook customers and many others across the globe
- NFL GGR year-on-year growth **outpaced broader US GGR** growth of **~40%** in Q3'24¹
- NFL **In-Play GGR increased by nearly 80%** year-on-year²
- NFL **In-Play Handle increased 50%** year-on-year represented **~30%** of the total in Q3'24, up from **~25%** in Q3'23²

BetVision: Differentiated Value-Add Product

- Number of weekly unique streamers has doubled since Week 1, consistently reaching new weekly highs
- **BetVision** drove **more In-Play wagering**, which represented **59% of total Handle** among BetVision users²
- New interactive and personalization features expected to be introduced throughout NFL season

Raising 2024 Guidance

- **Raising 2024 Group Revenue** guidance to **\$511M**, implying **year-on-year growth of 24%**
- **Raising 2024 Group Adj. EBITDA** guidance to **\$86M**, implying **61% year-on-year growth** and nearly **400 basis points** of Group Adj. EBITDA margin expansion to **16.8%**
- Reaffirming expectation for **positive cash flow for the full year 2024**

¹ Source: H2 Gambling Capital as of 11/5/24

² Genius Sports consolidated sportsbook data

Positive Sports Betting Trends Contributing to Growth

Global Sportsbook Renewals

- ✓ BetVision
- ✓ Advertising Spend
- ✓ Pricing Uplift
- ✓ Duration: *Varying Multi-Year Terms*
- ✓ *+30%* Global Betting Revenue Growth

US Sports Betting Trends in Q3

~40%

YoY US GGR Growth

~50%

YoY NFL In-Play Handle Growth

~80%

YoY NFL In-Play GGR Growth

~30%

NFL In-Play Handle % of Total

+60% YoY Growth in Genius Sports Q3 US Betting Revenue

BetVision Empowering Fan Engagement and In-Play Wagering

59% of total handle¹ from streamers was **in-play handle**

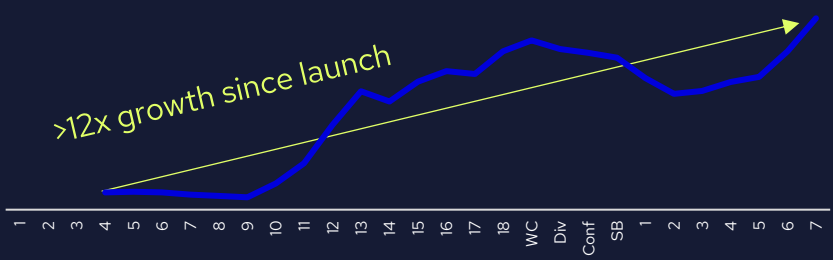
2x growth in **unique streamers** since Week 1 of 2024 NFL season

1 Touch screen to access player markets

2 Personalized bet tracking

Markets	Stats	Insights
REC	YDS	TD
Live	1	11
2023	75	1342
Receptions	7	76
U 3.5	-140	O 3.5
		+110
Next Touchdown		
	YES	
	+525	
Receiving Yards		
U 415	-110	O 415
		-110
Anytime Touchdown		

4-Week Rolling Avg. Unique Streamers Since 2023 Launch



3 Real-time game, player and micro markets

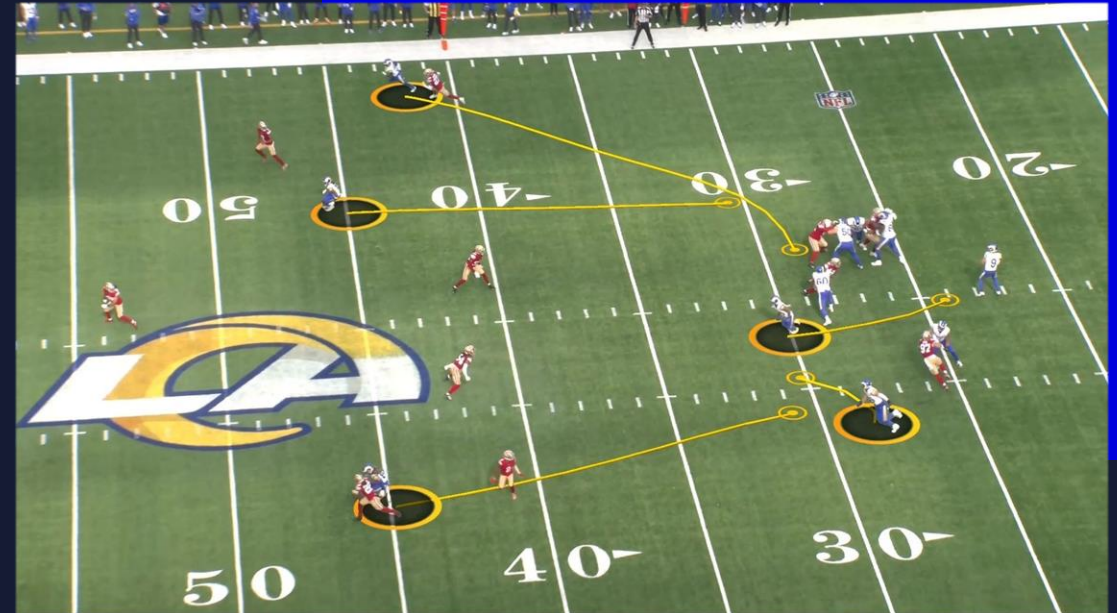
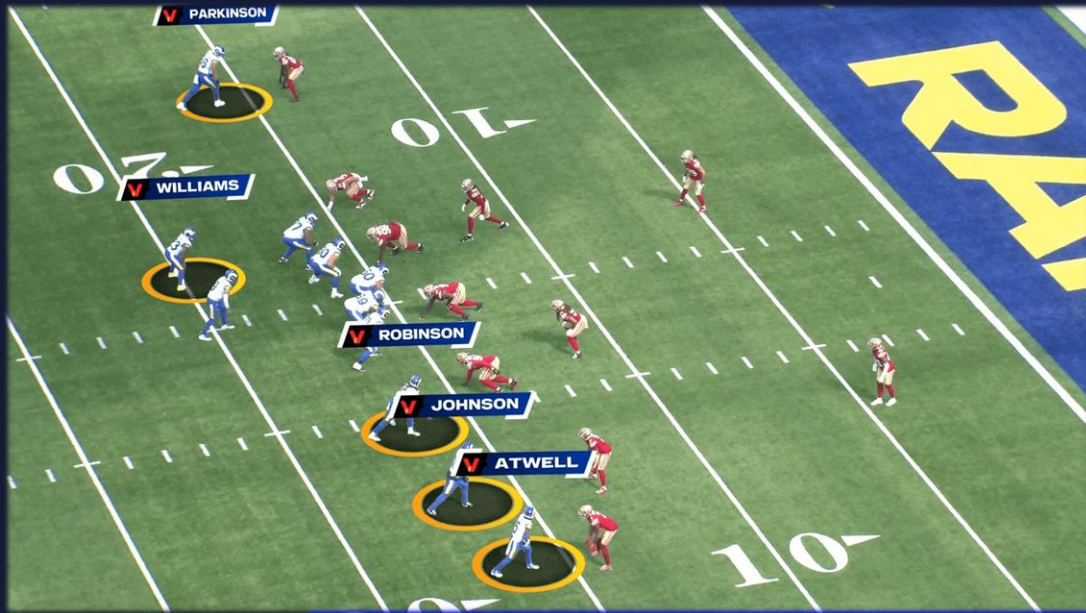
4 Contextual bet recommendations

Player	REC	TAR	YDS	TD	LNG
A. St. Brown WR · DET · #14	5	7	56	1	15
G. Kittle TE · SF · #85	5	7	56	1	15
U 83.5	-110	O 83.5	-110		
U 60.5	-110	O 60.5	-110		



¹ Data represents betting activity from one sportsbook partner

Technology Distribution Expands Revenue Opportunities



Introducing FANHub: The Fan Activation Platform Built to Reach and Engage Sports Fans



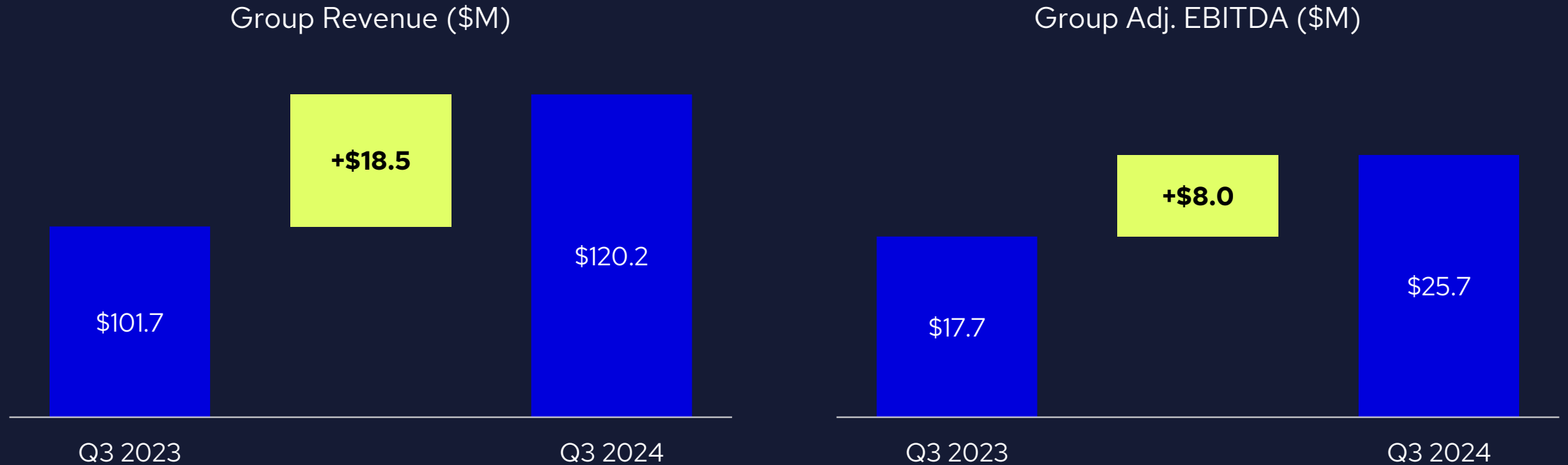
- Sports-Specific Expertise
- Deep Understanding of Sports Fans
- FANHub ID Helps Brands Capture the Fan Journey
- Exclusive Premium Inventory
- High-Quality, Brand-Safe Media Across Social and Programmatic Channels, Including Display, Video, CTV, Audio, and DOOH
- Integration of Genius Sports Game Data and Fan Preferences
- Data-Driven Personalization Integrating First-Party Data
- AI Optimization for Hyper-Targeted Campaigns
- Flexibility Between Fully Managed or Self-Service Models
- Customizable Pacing and Bidding Strategies Based on Real-Time Data Points
- Real-Time Reporting and Insights



Financial Results & Outlook

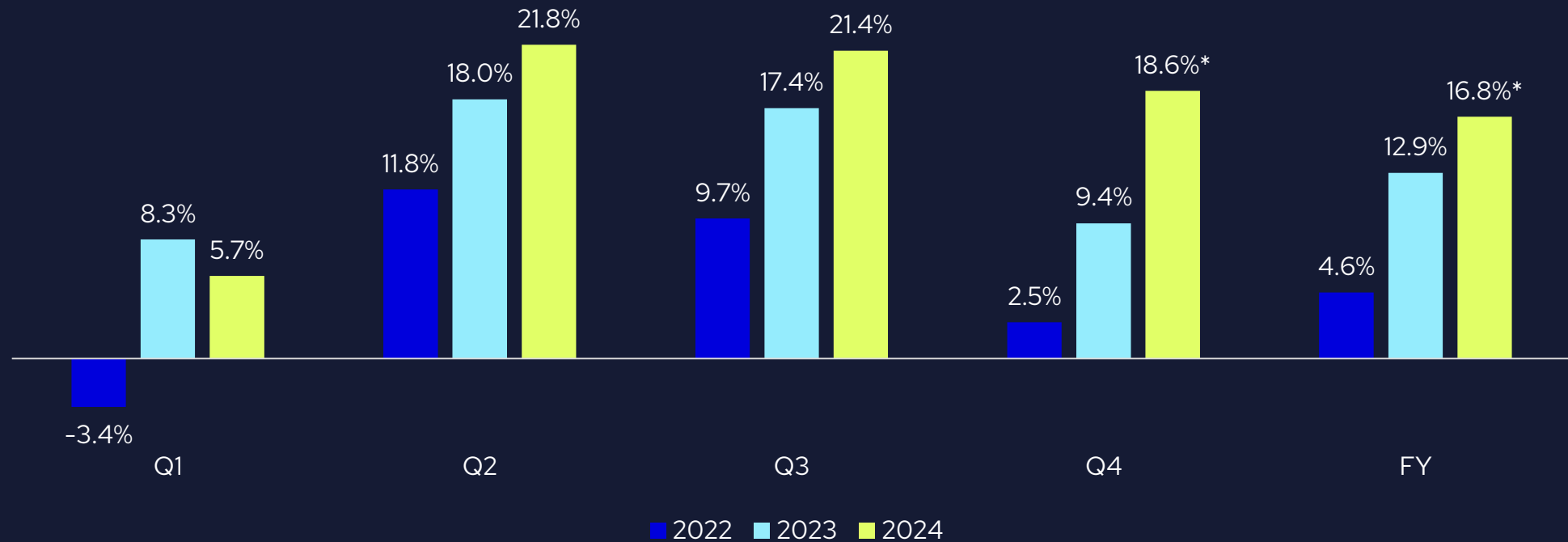
Quarterly Results Characterized by Continued Growth and Operating Leverage

43% incremental contribution to Group Adj. EBITDA, resulting in **400bps of margin expansion year-on-year**



Consistent YoY Group Adj. EBITDA Margin Expansion

Group Adj. EBITDA Margins



*Expectation based on most recent 2024 guidance

Current 2024 Guidance Implies High-Quality Growth and Cash Flow Inflection

24%

FY 2024E Group Revenue Growth

61%

FY 2024E Group Adj. EBITDA Growth

25%

Group Revenue CAGR (FY 2021 – FY 2024E)

281%

Group Adj. EBITDA CAGR (FY 2021 – FY 2024E)

391 bps

FY 2024E Group Adj. EBITDA Margin Expansion

Positive Cash Flow

FY 2024E



Q&A



Appendix

Genius Sports Q3 P&L & Group Adjusted EBITDA Reconciliation

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

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

	Three Months Ended September 30,	
	2024	2023
Revenue	\$ 120,198	\$ 101,729
Cost of revenue	80,116	77,446
Gross profit	40,082	24,283
Operating expenses:		
Sales and marketing	9,455	5,827
Research and development	5,848	6,115
General and administrative	30,403	20,399
Transaction expenses	432	832
Total operating expense	46,138	33,173
Loss from operations	(6,056)	(8,890)
Interest (expense) income, net	(13)	1,157
Gain (loss) on disposal of assets	1	(10)
Gain (loss) on foreign currency	21,099	(4,210)
Total other income (expense)	21,087	(3,063)
Income (loss) before income taxes	15,031	(11,953)
Income tax expense	(4,618)	(1,163)
Gain from equity method investment	2,092	1,500
Net income (loss)	\$ 12,505	\$ (11,616)
Earnings (loss) per share attributable to common stockholders:		
Basic	\$ 0.05	\$ (0.05)
Diluted	\$ 0.05	\$ (0.05)
Weighted average common stock outstanding:		
Basic	229,588,604	227,257,564
Diluted	233,730,434	227,257,564

	Three Months Ended September 30,	
	2024	2023
Consolidated net income (loss)	\$ 12,505	\$ (11,616)
Adjusted for:		
Net, interest expense (income)	13	(1,157)
Income tax expense	4,618	1,163
Amortization of acquired intangibles ⁽¹⁾	2,725	10,321
Other depreciation and amortization ⁽²⁾	12,946	7,942
Stock-based compensation ⁽³⁾	9,322	5,063
Transaction expenses	432	832
Litigation and related costs ⁽⁴⁾	3,295	21
(Gain) loss on foreign currency	(21,099)	4,210
Other ⁽⁵⁾	934	916
Group Adjusted EBITDA	\$ 25,691	\$ 17,695

- 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).
- 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.
- 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) and equity-classified non-employee awards issued to suppliers.
- 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 and nine months ended September 30, 2024 and 2023, legal proceedings included Sportscastr litigation and dMY litigation (see Note 16 "Commitments and Contingencies" to the Company's condensed consolidated financial statements included in the Company's Current Report on Form 6-K filed with the SEC), and Spirable litigation and (see Item 3.D "Risks Related to Legal Matters and Regulations" in our 2023 Annual Report for further details). All other legal proceedings are expensed as part of our on-going operations and included in general and administrative expenses.
- Includes professional fees for finance transformation project, expenses incurred related to earn-out payments on historical acquisitions, gain/loss on disposal of assets, severance costs and non-recurring compensation payments.

Genius Sports YTD P&L & Group Adjusted EBITDA Reconciliation

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

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

	Nine Months Ended September 30,	
	2024	2023
Revenue	\$ 335,363	\$ 285,805
Cost of revenue	254,106	227,316
Gross profit	81,257	58,489
Operating expenses:		
Sales and marketing	27,531	19,807
Research and development	19,683	18,196
General and administrative	82,855	58,091
Transaction expenses	2,524	2,156
Total operating expense	132,593	98,250
Loss from operations	(51,336)	(39,761)
Interest income, net	1,001	1,373
Loss on disposal of assets	(18)	(32)
Loss on fair value remeasurement of contingent consideration	-	(2,809)
Change in fair value of derivative warrant liabilities	-	(534)
Gain (loss) on foreign currency	17,190	(1,913)
Total other income (expense)	18,173	(3,915)
Loss before income taxes	(33,163)	(43,676)
Income tax expense	(4,404)	(5,763)
Gain from equity method investment	2,739	2,357
Net loss	\$ (34,828)	\$ (47,082)
Loss per share attributable to common stockholders:		
Basic and diluted	\$ (0.15)	\$ (0.21)
Weighted average common stock outstanding:		
Basic and diluted	229,460,263	225,343,728

	Nine Months Ended September 30,	
	2024	2023
Consolidated net loss	\$ (34,828)	\$ (47,082)
Adjusted for:		
Net, interest income	(1,001)	(1,373)
Income tax expense	4,404	5,763
Amortization of acquired intangibles ⁽¹⁾	21,953	30,171
Other depreciation and amortization ⁽²⁾	36,194	23,597
Stock-based compensation ⁽³⁾	34,559	19,392
Transaction expenses	2,524	2,156
Litigation and related costs ⁽⁴⁾	5,643	1,413
Change in fair value of derivative warrant liabilities	-	534
Loss on fair value remeasurement of contingent consideration	-	2,809
(Gain) loss on foreign currency	(17,190)	1,913
Other ⁽⁵⁾	1,108	2,094
Group Adjusted EBITDA	\$ 53,366	\$ 41,387

(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) and equity-classified non-employee awards issued to suppliers.

(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. See Note 16 "Commitments and Contingencies" to the Company's condensed consolidated financial statements included in the Company's Current Report on Form 6-K filed with the SEC and Item 3.D "Risks Related to Legal Matters and Regulations" in our 2023 Annual Report for further details. All other legal proceedings are expensed as part of our on-going operations and included in general and administrative expenses.

(5) Includes professional fees for finance transformation project, expenses incurred related to earn-out payments on historical acquisitions, gain/loss on disposal of assets, severance costs and non-recurring compensation payments.

Reconciliation of GAAP Operating Expenses to non-GAAP Operating Expenses

	Three Months Ended								Year Ended	
	September 30, 2024	June 30, 2024	March 31, 2024	December 31, 2023	September 30, 2023	June 30, 2023	March 31, 2023	December 31, 2022	December 31, 2023	December 31, 2022
GAAP Operating Expenses										
Cost of revenue	\$ 80,116	\$ 67,079	\$ 106,911	\$ 116,656	\$ 77,446	\$ 62,173	\$ 87,697	\$ 102,153	\$ 343,972	\$ 338,166
Sales and marketing	9,455	9,661	8,415	9,625	5,827	6,589	7,391	6,932	29,432	31,344
Research and development	5,848	7,214	6,621	7,874	6,115	5,812	6,269	6,664	26,070	29,894
General and administrative	30,403	30,867	21,585	27,076	20,399	19,618	18,074	32,865	85,167	122,829
Transaction expenses	432	1,628	464	338	832	496	828	1,540	2,494	1,668
Total Operating Expenses	\$ 126,254	\$ 116,449	\$ 143,996	\$ 161,569	\$ 110,619	\$ 94,688	\$ 120,259	\$ 150,154	\$ 487,135	\$ 523,901
Non-GAAP Operating Expense Adjustments										
Cost of revenue (a)	(2,725)	(9,024)	(10,204)	(10,305)	(10,321)	(10,117)	(9,733)	(9,568)	(40,476)	(40,089)
(b)	(12,040)	(11,059)	(10,385)	(12,955)	(7,040)	(6,890)	(6,944)	(6,929)	(33,829)	(25,414)
(c)	(144)	(176)	(174)	(195)	(56)	(112)	(5,979)	(5,995)	(6,342)	(40,639)
(f)	(8)	32	(32)	(58)	-	(15)	(37)	(104)	(110)	(225)
Sales and marketing (b)	(404)	(379)	(376)	(329)	(325)	(315)	(269)	(251)	(1,238)	(1,083)
(c)	(997)	(1,589)	(756)	(1,999)	(248)	(245)	(568)	(633)	(3,060)	(2,896)
(f)	(1)	4	(3)	(3)	(3)	198	(178)	(1,129)	14	(4,012)
Research and development (b)	(377)	(377)	(405)	(478)	(511)	(529)	(481)	(481)	(1,999)	(2,351)
(c)	(1,390)	(2,031)	(1,119)	(2,431)	(369)	(389)	(441)	(401)	(3,630)	(1,980)
(f)	(4)	(52)	(9)	(1,860)	(901)	(395)	(718)	(1,216)	(3,874)	(4,290)
General and administrative (b)	(125)	(207)	(60)	(482)	(66)	(120)	(107)	(88)	(775)	(454)
(c)	(6,791)	(13,772)	(5,620)	(11,445)	(4,390)	(2,878)	(3,717)	(4,167)	(22,430)	(44,428)
(e)	(3,295)	(1,149)	(1,199)	(876)	(21)	(608)	(784)	(13,024)	(2,289)	(24,624)
(f)	(922)	(10)	(85)	(1,852)	(2)	8	(19)	(871)	(1,865)	(1,149)
Transaction expenses (d)	(432)	(1,628)	(464)	(338)	(832)	(496)	(828)	(1,540)	(2,494)	(1,668)
Total Operating Expenses	\$ (29,655)	\$ (41,417)	\$ (30,891)	\$ (45,606)	\$ (25,085)	\$ (22,903)	\$ (30,803)	\$ (46,397)	\$ (124,397)	\$ (195,302)
Non-GAAP Operating Expenses										
Cost of revenue	65,199	46,852	86,116	93,143	60,029	45,039	65,004	79,557	263,215	231,799
Sales and marketing	8,053	7,697	7,280	7,294	5,251	6,227	6,376	4,919	25,148	23,353
Research and development	4,077	4,754	5,088	3,105	4,334	4,499	4,629	4,566	16,567	21,273
General and administrative	19,270	15,729	14,621	12,421	15,920	16,020	13,447	14,715	57,808	52,174
Transaction expenses	-	-	-	-	-	-	-	-	-	-
Total Operating Expenses	\$ 96,599	\$ 75,032	\$ 113,105	\$ 115,963	\$ 85,534	\$ 71,785	\$ 89,456	\$ 103,757	\$ 362,738	\$ 328,599

(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 September 30, 2024
Ordinary shares outstanding	211.1
Additional Securities	
Management restricted shares and options	1.6
NFL Enterprises LLC vested Warrants ¹	18.5
Unvested equity-settled RSUs and PSUs ²	19.3
Total Additional Securities	39.4
Fully Diluted Ordinary Shares Outstanding	250.5

Note: numbers 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.

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.