

MARKET - USA

TIK TOK Technologies Ltd Pathway USA.



OPENING

\$150 billion. That's the amount the commercial casino industry says is bet each year on sports in America, with only about three percent happening through Nevada's legal sports books. It was a key figure to publicize as the value of the existing black market. The \$150 billion is the handle (amount of money bets handled), and not revenue. Revenue matters going forward because states looking to legalize sports betting will have the tax dollars on their minds.

Well over a half of U.S. states have casinos, so capturing as much of that \$150 billion worth of betting is the goal of the industry moving forward. Growing the handle is of course a priority as well. But what kind of revenue will be generated from the handle? According to the most recent gaming revenue report issued by Nevada casino regulators, Silver State casinos retained 5.2 percent of the handle over the 12 months prior to April 1, 2018. Revenue was \$258.6 million on just under \$5 billion in bets.

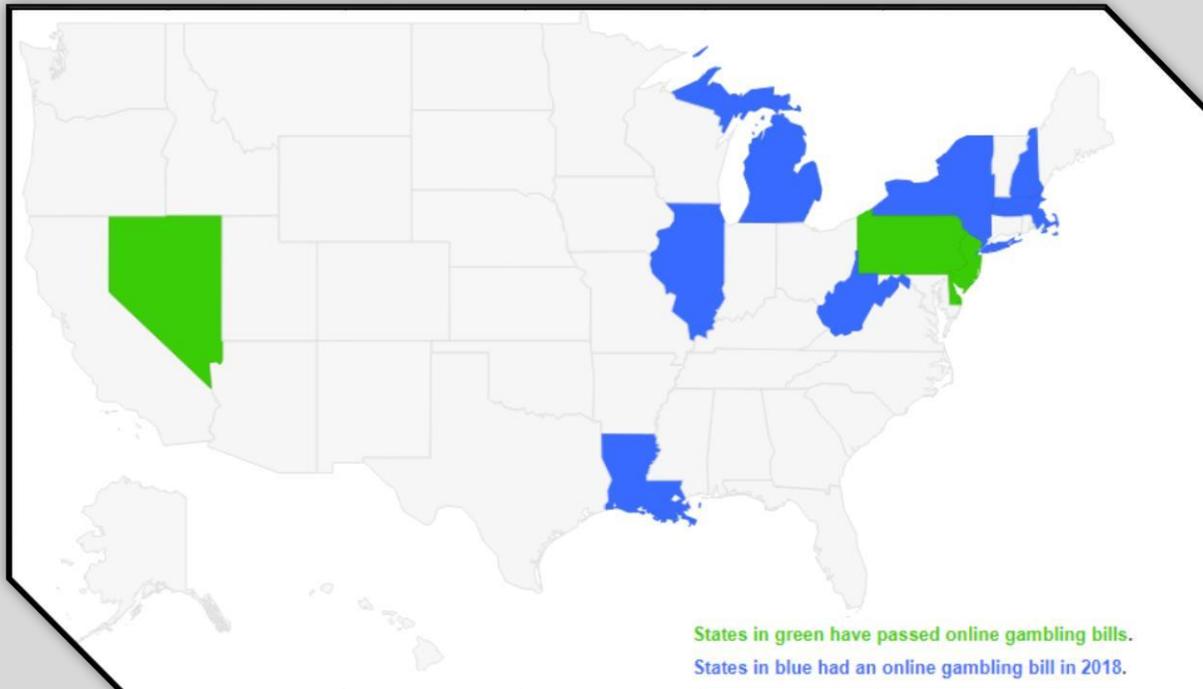
The 5.2 hold percentage is consistent with Nevada sports betting history. The record hold percentage for a calendar year was 7.9 percent in 2006, according to data compiled by UNLV's Centre for Gaming Research. But that percentage was an anomaly. The size of the U.S. sports betting market will depend on the number of states that have the activity. So far, around 20 states have made moves toward sports betting, with a handful of them already passing laws. Pennsylvania, New York and New Jersey will be among the early adopters.

According to a report from Bloomberg, Carlo Santarelli, an analyst with Deutsche Bank Securities in New York, predicted last week that by 2023 there will be 13 states with active sports betting industries. Based on 13 states, the market in terms of revenue could reach \$4 billion. That includes all forms of sports betting, in-person and over the web. The research group Eilers & Krejci Gaming has a more optimistic prediction. According to a report from the Entrepreneur. Based on a model of 32 states having approved sports betting in 2023, the firm predicts a market of \$6 billion. The market could reach \$15.8 billion if all 50 states have it.

That's a sizable market, but U.S. casinos, commercial and tribal, already win more than \$70 billion each year from gamblers. The effects of the Supreme Court ruling are likely to be felt far and wide, creating opportunities for non-gaming companies. Oxford Economics estimated that a regulated market would create up to \$26.6 billion in annual economic impact.

STATE OF PLAY

While a few states currently allow online gambling generally, only Nevada extends that to sports betting. The process can be tedious. You first need to verify your identity in person at a casino, and open an account. From there, you can download an app and use it to place bets that generally reflect the options available in the physical sports book. Since it's literally the only game in town—and country—it hasn't had much motivation to match the fuller betting options of its European counterparts.



THE CHANGE

It's all set to change soon. While the Supreme Court didn't legalize sports betting overnight, expect several states to essentially do just that. Twelve states already had legislation pending that anticipated the end of PASPA, fast-tracking their ability to begin taking sports wagers. Six more states have post-PASPA legislation that either died or was placed on hold. You can expect many of them to move quickly.

It's early days at the moment but Tik Tok have already put in place early stage development steps to take advantage of the betting market in the US.

The US betting market once opened for business is set to be the leading country in the world for online betting even with the restricted market place (which is now changing) US bettors already represent a major portion of worldwide betting activity.

We all know that the change in US betting licensing has been on the cards for a number of years and Tik Tok Technologies have been watching its march with interest. Deals have already been struck between UK and US operators with firms like William Hill at the forefront of the move to US markets. The US

business is a small portion of the overall William Hill global business, but William Hill US seems really bullish on the US. The William Hill US Nets Revenues of \$72.9M is about 8% of their total Net Revenues. William Hill have opened new offices in the New Jersey city of Hoboken as the London-listed operator looks to capitalise on the expansion of regulated US sports betting. See: chalklinesports.com.



TIK TOK PARLAYVIEW • SPIN-BET IS BETTER.

So what does Tik Tok have to offer the US and why is Tik Tok so well placed to take advantage of the US Betting Market.

Tik Tok has more than a few strengths which raise it above the current competition and the following is a guide to those market strengths.

Tik Tik does not require a betting license to operate ParlayView FreePlay in any state in the US.

The platform is already operational and just needs a little tweaking and customizing to match styling for the US market

Capturing user base (clients) at the early stage will be the first major success marker, with ParlayView FreePlay, the company is in great position to capture a audience.

ParlayView's ability to inter play with the real betting market should maintain that userbase as ParlayView FreePlay can be used as a tool to create betting slips. This makes it the perfect app for betting related sponsorship.

Remember that most Sports Betting in the US is illegal (Still Today). Now that, that is changing we are set to see a whole new segment of the US public get involved with Sports Betting and ParlayView FreePlay is an ideal tool for new and existing users.

Play for fun, or use it to generate bet slips.

Its 100% user friendly.

PARLAY BET

A parlay, accumulator, or combo bet is a single bet that links together two or more individual wagers and is dependent on all of those wagers winning together. The benefit of the parlay is that there are much higher payoffs than placing each individual bet separately since the difficulty of hitting it is much higher.

PARLAY VIEW

1. ParlayView a product that fuses the power of accumulator betting with the ease of Lottery style betting all wrapped in a Bet-Wheel for a distinct user experience.



2. Delivers fun, engaging and unique betting experiences.
3. New communication model and innovative functionality that is unique in the industry.
4. Easy to understand, especially for less experienced punters.
5. 'kick in' weeks great punter weekends Versus 'kick out' weeks great bookmaker weekends. Or clean sweep weekends.
6. Caters for the bigger 'acca' gambler up to £2000, can be placed on the minimum odds segment, et al and on other segments.
7. Allows fast infinite re-spin options in both SPIN BET and Manual modes.
8. Played on hand held tablet, laptop, phone and physical machine placement likely to induce first time play.

9. Just ten clicks to bet, (10 slips) and “NO” flicking north or south for miles to find selections in order to construct even one 6 fold bet slip.
10. Tremendous customer acquisition potential with adaptive approach to market penetration.
11. Simplicity, punter identifies and selects 3 Home wins, 2 Draws, 1 Away win.
13. Conducive to responsible gambling
14. Adaptability to country and language for white label opportunities, joint venture, and affiliate deals.



PARLAYVIEW ● SPIN BET

The Parlay View – mini SPIN BET is easy to use and is a simplistic extension of the original TIK TOK Wheel which involves 3 selections instead of 6 selections.



1 Home win
1 Draw
1 Away Win

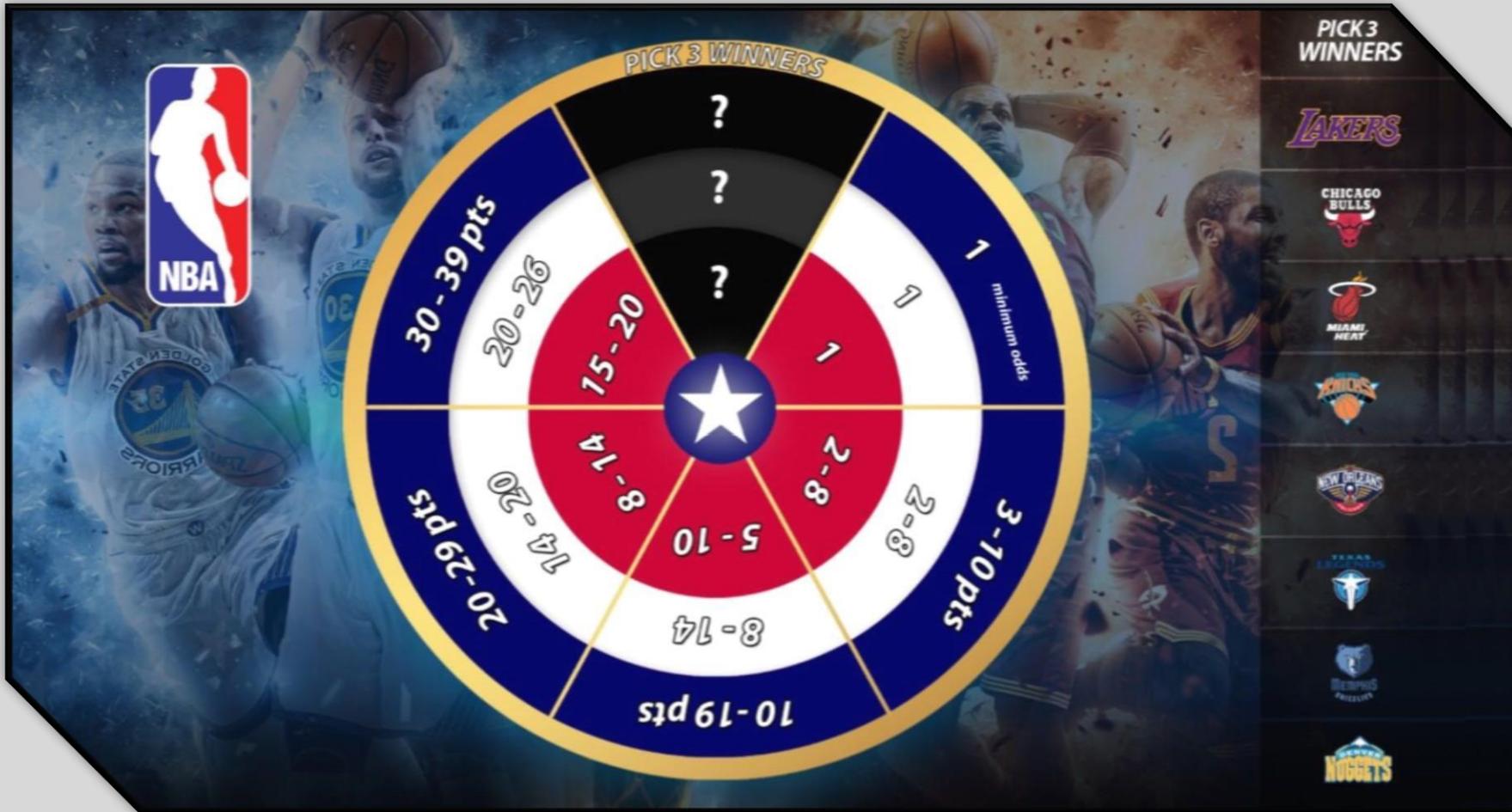
The application automatically produces the best odds for the standard "minimum" bet that is based purely on the outcomes chosen.

The algorithm behind the program throws out groups of 5 X 3 folds and arranges them in specific odds groups.

This App satisfies the growing desire by modern punters for rapid easy access to betting opportunities.

This App will be made available on all major platforms and for all major football soccer leagues and will allow betting opportunities across those leagues.

GENERAL BASIC DESIGN - SUBJECT TO CHANGE.



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