Corporate Presentation
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The Evolution of Sports
Redefined by Technology

The First Age
Sports as a Pastime
Industrialization brought increased leisure time to enjoy and participate in sport.

The Second Age
Sports as a Business
Sports became commercialized and power became concentrated.

The Third Age
Technology Redefines Sports
Digital disruption restructuring how sports are enjoyed, consumed and monetized.
Evolution into Connexa Sports
Sports Tech & Media Company

FOUNDATION
- Founded as Slinger Bag, Inc in 2018, introducing a single, disruptive, innovative product (Slinger Bag Tennis Ball Launcher) to the tennis market in mid-2020
- 2019 Mike Ballardie joined as CEO
- Acquired three companies in the 12 months leading up to March 2022

TODAY
- Morphed into a sports tech roll-up under the Connexa brand in April 2022

THE FUTURE
- Building out and delivering a suite of subscription-based Sport-as-a-Service build around Watch, Play, Learn and across primary core sport verticals of Racquet sports, Baseball, Basketball & Cricket
Connexa At a Glance

With an aggregate of over $50 million invested in proprietary technology and 10 patented technologies, 2 pending patents, and multiple new patents in process, Connexa is powered by the integration of Automated Video, AI, Big Data, Content and Performance Analytics coupled with the expansion of 5G and high-speed broadband, turning sports facilities “Smart” through its connected camera technology and ultimately connecting consumers to their chosen sport like never before.

- **Slinger®**
  - Built around three pillars – transportability, affordability, and versatility, facilitating play 24/7 and providing direct-to-consumer access to avid tennis consumers
  - **45K** Units Sold (since July 2020)
  - **$25M** Revenue (since July 2020)
  - **$250M** Distributor-Driven Consumer Value Globally

- **playsight**
  - Connected camera and smart sports AI video platform, providing fixed and portable camera systems for performance analysis, live streaming, data, and analytics
  - **500K** Hours of Live Streamed Sports in 2021
  - **10K** Cameras installed globally
  - **>200** Teams Across NCAA, NBA, NHL, MLB and Soccer

- **GAMEFACE AI**
  - Real-time analysis of stroke technique, shooting / pitching form, and biomechanics through the Slinger App, as well as event recognition from match play situations
  - **20x** Faster Than Human Analysis
  - **18** Data Points Collected in Real-Time
  - **98%** Increase in Accuracy From Manual Tracking (Vicon validated)

- **FOUNDATION TENNIS**
  - Facility management, booking and scheduling, payment management, mobile app development – SaaS model providing significant cross-selling opportunities
  - **>30M** Transactions / Bookings
  - **>700K** Registered Users
  - **Square** Platform Developer

Note: “Distributor-Driven Consumer Value Globally” indicates sales targeted to consumers by Connexa distributors over the five-year period of the distribution agreements.
The Team

Deep-Rooted Industry Experience, Knowledge, Know-How, Expertise

MIKE BALLARDIE, CEO
- Former CEO of Prince
- VP/GM of Wilson Racquet Sports EMEA

PAUL MCKEOWN, CFO
- Former CFO of Amer Sports and executive at Precor and Wilson

JUDA HONICKMAN, CMO
- Experienced digital brand marketer, social media expert

CHEN SHACHAR, CEO
- Former CTO of Rontal and management positions at Ness and Simtech

EVGENI KHAZANOV, CTO
- Former positions at Rontal and Ness, expert in high end real-time 3D visualization

JUDAL SHAIK, CEO
- ML, full stack developer, A/V platforms expert
- Formerly at Telstra and Intel

JAMES MELVIN, PRINCIPAL AI
- ML, full stack developer
- Ex-Indian space research engineer

THOMAS DYE, COO
- Former COO of Wilson Int, Coleman Outdoor, and Prince

JUDAL ROODIE, CEO
- Sports management software pioneer
- Developer of TennisConnect

Deep-Rooted Industry Experience, Knowledge, Know-How, Expertise
Key Ambassadors & Investors

Our Ambassadors

- Patrick Mouratoglou
- Genie Bouchard
- Darren Cahill
- Dustin Brown
- Tommy Haas
- Nick Bolletieri
- Anna Ivanovic
- Mike Bryan
- Paul Annacone
- Bob Bryan

Our Investors

- Chad Faulkner
- Chris Evert
- Chuck Bergson
- Dave Morgan
- David Chessler
- George Mackin
- Gavin Forbes
- Lawrence Frankopan
- Pete Sampras
- Raymond Moore
- Roger Duthe
- Shawn Colo
- Steve Harker
- Steve Miller

Verizon Ventures

SoftBank Ventures Asia

NAVER

Tennis Partners

Unbound
Footprint
Clients and Partners

PROFESSIONAL SPORTS – INCLUDES 50% OF NBA TEAMS

COLLEGIATE SPORTS

PARTNERS, LEAGUES & FEDERATIONS

SPORTS FACILITIES, FEDERATIONS, LEAGUES & ACADEMIES
Redefining Sports Consumption
Infrastructure, Content & Data, Consumers

In the next five years, we believe that most commercial sports courts, fields, rinks, and facilities will become "Smart" through connected camera technology.

We are at the forefront of supplying the technology infrastructure (Trojan Horse). Our aim is to build a direct connection to the sports consumer, delivering numerous monetization opportunities, including advertising.

The currency of our Company will be the media content and player data we capture and produce through the Connexa connected platform.
**Watch | Play | Learn**

**Our Vision**

**WATCH:** Automated production and live streaming of practices, matches, lessons, tournaments, and events. OTT capabilities provide content for fan engagement, digital marketing, and strategic partnerships (i.e. betting).

**PLAY:** Reinventing sport, making it more accessible and easier to play. Slinger Bag ball launchers are supported by pro-level performance and match analysis, drills, practices, and e-coaching tips from a respected global ambassador team.

Best-in-class, white label facility / membership software with in-app chat drives club revenue through member programs, court bookings, and facility utilization.

**LEARN:** Content specifically curated to inform, motivate, and provide player improvement and enhanced enjoyment – available across all technologies and products within the Connexa ecosystem.
The Connexa Ecosystem

Sports-as-a-Service

BIG DATA
Collect-Analyze-Share-Enable

B2B SOFTWARE
Power sports clubs & facilities

Square

CONNECTED CAMERA FOOTPRINT
Fixed/portable camera footprint throughout sport facilities globally

LAKEPOINT
IMG ACADEMY

BETTING INTEGRATION
Automated production for scalable video and streaming delivery

sportradar
Genius SPORTS

STREAMING / OTT / CONTENT
ConnexaTV & Streaming Partnerships

TENNIS CHANNEL
BALLER TV
FLOSPORTS
OVERTIME
PRIME VIDEO

SLINGER BALL LAUNCHERS
Disruptive CPG as foothold into consumer's world

PERSONALIZED INSIGHTS / APPS
Proprietary, sport-specific AI for all athletes

COACHING AND INSTRUCTIONAL CONTENT
Curated and premium coaching content from world-class ambassadors

"Sports-as-a-Service"
We are able to serve the different tiers of the sports market through our portfolio of brands and technologies, generating multiple streams of revenue depending on the type of consumer and the respective tier.
Total Addressable Market

The Size of the Prize

**Sports Technology**
- **$18B** CURRENT MARKET
- **$40B** 2026 MARKET
- **17.5% CAGR**
- **43% GROWTH FROM NORTH AMERICA**

**Sports Betting**
- **$140B** 2028 MARKET
- **10.1% CAGR**

**Sports Market**
- **$620B** 2020 MARKET SIZE
- **4.3% CAGR**

**Youth Sports**
- **$77.6B** 2026 MARKET
- **56% PARTICIPATION RATE**
- **72% DRIVEN BY PARTICIPATORY MARKET**

Sources: Allied Market Research, Aspen Institute, Kearney, Research and Markets, TechNavio, USA Today, Yahoo
Player Development
Player development tools enable automatic coaching & performance analysis and instant replay tools.

VAR Light / Challenge Replay / ELC
Our officiating solutions include affordable VAR/Challenge replay solutions to all sports, including electronic line calling for tennis.

Automated Production
SmartTracker technology automatically follows all on-court and field action for a professional broadcast experience without a cameraman or operator.

OTT / Content Platform
Watch multiple, synced angles of the same live stream, with live & on-demand channels to enhance fan engagement and socialization.
45K Units Sold (Since July 2020)

$25M Cumulative Revenue July 2020 to date

6 Patents
2 Currently Issued, 1 In-Process, and 3 To Be Filed

ALL SPORTS

Note: “Distributor-Driven Consumer Value Globally” indicates sales targeted to consumers by Connexa distributors over the five-year period of the distribution agreements.
• Industry-leading AI for sport – game improvement insights emanating from sport-specific AI analyses supported by a highly respected global ambassador team

• Content specifically geared to inform and motivate, including e-coaching and associated practice activities to aid player improvement and enjoyment of their sport

• Sports need better insights – GAMEFACE.AI delivers more accurate and actionable insights with a faster turnaround time, offering both tactical (tracking) and technique (biomechanical) insights
Platform delivers both tactical and technique-based insights from video, including:

- Match & practice performance insights
- Heat maps and movement metrics
- Automated highlight reels
- Training drills and gamification

Data Overload
Common at professional levels
↑ raw data, ↓ actionable insights

AI Adoption
Increasing adoption of AI in sports and society

Computing Costs
Real-time data with decreased cloud computing costs

Democratized Analysis
Providing tech to levels of sport where it has never been accessed
Recurring Revenue Generation Model
U.S. Sports Facilities

Product Revenues
Cameras & Installation
Varying payment structures based on customer profile:
1. Paid by customer at installation
2. Paid by customer over multiple years
3. Paid by Connexa, amortized into revenue share model

Revenue Sharing
Recurring Revenue Opportunity
By utilizing the @connexa platform, customers are able to generate revenue via streaming, OTT, and content

Variable
25%+
REVENUE SHARING SPLIT TO CONNEXA

Fixed
$15k+
FIXED ANNUAL LICENSING FEE PER SPORT

Future Monetization
GAMEFACE.AI & Advertising
Camera installation serves as “Trojan Horse” toward utilizing additional capabilities
- Personalized advanced AI insights via GAMEFACE.AI
- Advertising revenue potential resulting from streaming, OTT, and content

Target Customers – USA ONLY

<table>
<thead>
<tr>
<th>Sport</th>
<th>Facilities</th>
<th>Estimated Annual Revenue/Facility</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1 College</td>
<td>350</td>
<td>$15k</td>
</tr>
<tr>
<td>D2/D3 College</td>
<td>748</td>
<td>$5k</td>
</tr>
<tr>
<td>Public HS</td>
<td>24k</td>
<td>$7.5k</td>
</tr>
<tr>
<td>Private HS</td>
<td>3k</td>
<td>$15k</td>
</tr>
<tr>
<td>Elite Academies</td>
<td>20</td>
<td>$150k</td>
</tr>
<tr>
<td>Tennis</td>
<td>16k</td>
<td>$5k</td>
</tr>
</tbody>
</table>
Case Study: Dartmouth Basketball

How does an NCAA basketball organization use video technology throughout the season?

David McLaughlin
Head Coach – Dartmouth Men’s Basketball

What They’re Saying

“Video is an integral part of how we evaluate and teach our team each and every day. This season we implemented a new offensive style and our ability to watch practice as a coaching staff and then with our players from an individual and collective standpoint were huge factors in our success and continued progress.”

“The variety of angles and our ability to show the film both on and off the court really helped engage our players on a daily basis.”

- PlaySight streamlines the ability to record and quickly access film from multiple video angles, enabling efficient performance analysis and instant replay tools to critique specific teaching points, such as floor spacing, as well as individual improvements

- Serves as a key talking point during the prospective player recruiting process, highlighting individual film and discussing a plan for personal improvement

Additional Select NCAA Partners with PlaySight

NC  P  T  K  H  B  FDU
Case Study: LakePoint Sports
LakePoint Sports Creates its Own Live & On-Demand Sports Channel with PlaySight

Mark O’Brien
President & CEO – LakePoint Sports

What They’re Saying

“By fully integrating PlaySight’s sports technology platform through the LakePoint campus, we will establish ourselves as a leader in connecting high performance data analytics and video content integration with athletes, while enhancing the LakePoint experience and inviting family, friends, coaches, and scouts to enjoy unprecedented access from wherever they are in the world.”

“This partnership further solidifies LakePoint’s position as the ultimate authority in youth sports and our commitment to providing cutting edge technology to all our guests.”

$330K
2021 Subscription Revenues

25K+
Unique Subscribers in 2021

47K+
Hours of Live Streaming in 2021

118
Total Number of Cameras

Sports Covered
- Baseball
- Basketball
- Volleyball
- Cheer
- & More
# Key Business Initiatives

## Growth Across Our Areas of Focus

<table>
<thead>
<tr>
<th></th>
<th>Business Integration</th>
<th>Slinger Management and Services</th>
<th>GAMEFACE.AI Core AI Analytics</th>
<th>Playsight Camera Installations &amp; “Trojan Horse”</th>
<th>Foundation Tennis Club Members &amp; User Ecosystem</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Growth Across Our Areas of Focus</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Consumer Focus Across Core Verticals</td>
<td>Tennis/Pickle/Padel Launchers/Apps/SaaS</td>
<td>MLB Team led Launchers/Apps/SaaS</td>
<td>NBA Team Led High Performance/School Pro Leagues</td>
<td>Cricket Launchers/Apps/SaaS</td>
</tr>
<tr>
<td>3</td>
<td>Monetize Data &amp; Content</td>
<td>Expected Launch Aug '22</td>
<td>Betting Partners</td>
<td>Put media and content at core of revenue drive</td>
<td>Evolve to position all services under ConnexaTV umbrella</td>
</tr>
<tr>
<td>4</td>
<td>Ramp Up Market Leading R&amp;D</td>
<td>VICON Only sports tech company with this validation</td>
<td>VMAX.AI Real-time boost frames per second from 25 (iPhone) to 60 (HD TV quality) or 100/120 fps</td>
<td>Baseball AI GAMEFACE has proprietary baseball AI technology</td>
<td>Smart Tracker Automated director for sports (camera switching &amp; more) developed by PlaySight</td>
</tr>
<tr>
<td>5</td>
<td>Industry Leading Partnerships</td>
<td>Dunlop Sport Global distribution</td>
<td>IMG Academy High performance, multi sport</td>
<td>Foundation Tennis POS payment systems affiliated to Foundation Tennis</td>
<td>Mouratoglou Academies E-coaching/tips from Mouratoglou Academies</td>
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