



Strategic Investor Deck

September 2023

Evolution into Connexa Sports

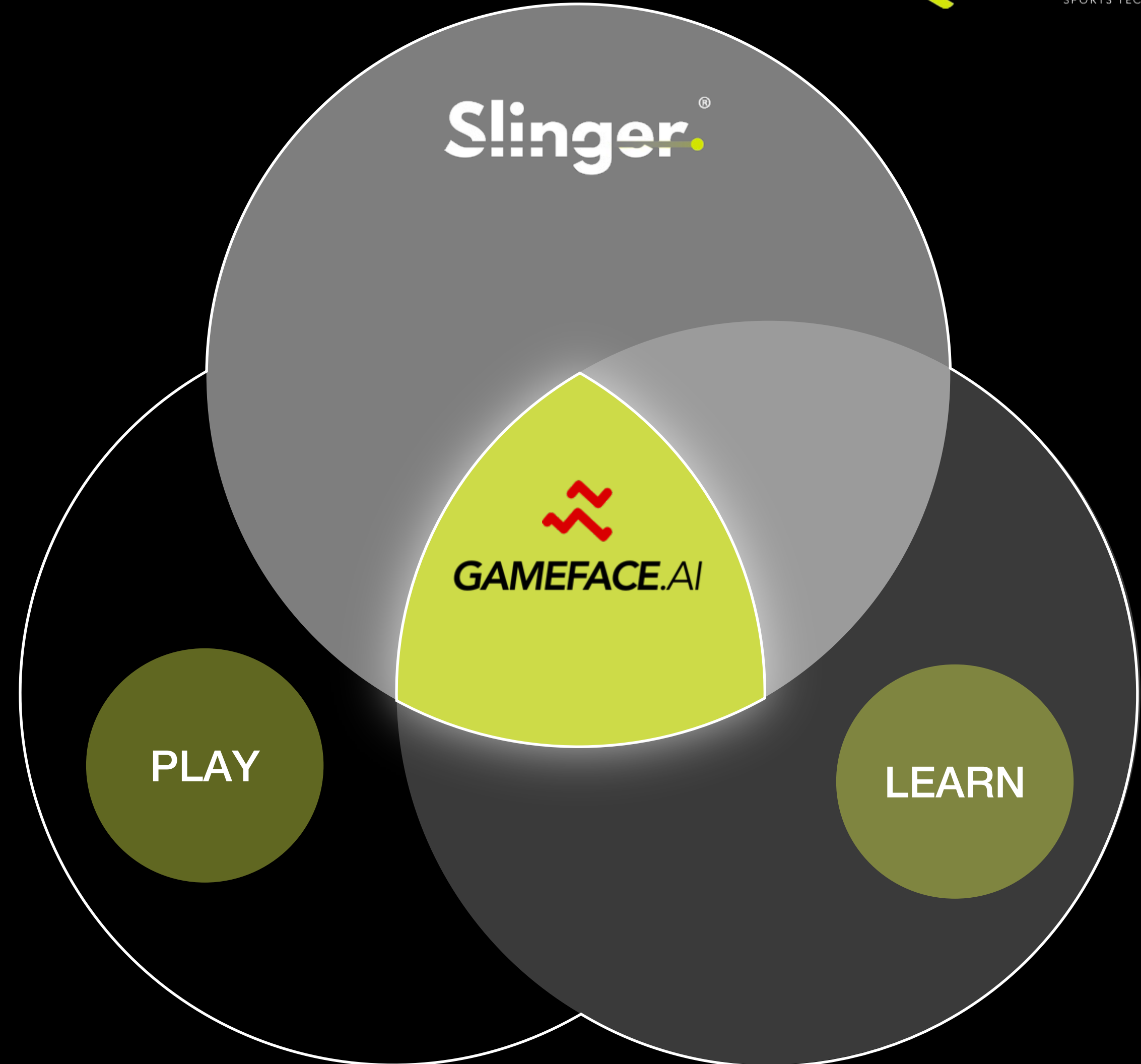
Sports Tech & Media Company

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
- Acquired Gameface AI in March 2022

THE VISION

- Building out and delivering a suite of subscription-based Sport-as-a-Service platform built around Play & Learn and across primary core sport verticals of Racquet Sports, Baseball, Basketball, & Cricket



Connexa At a Glance



Connexa is driven by the integration of AI, Big Data, Content, and Performance Analytics and powered through the expansion of 5G and high-speed broadband, providing players of all ages and abilities with "Smart AI" tech through an app, 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

60K

Units Sold
(Since July 2020)

>\$30M

Cumulative Revenue
(Since July 2020)

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

18

Data Points Collected in
Real-Time

93%

Increase in Accuracy from Manual
Tracking (Vicon Validated)

Disrupting Sports Consumption

Infrastructure, Content & Data, Consumers



Democratizing Technology to every sport facility, in every town, across the USA

In the next five years, we want to provide access to AI based player and match analytics technology for players of all ages and abilities

This allows the potential to directly connect to every family, every sports participant, every sports consumer, delivering significant monetization opportunities.

CONTENT & DATA

Live and on-demand data-driven insights for players, leagues, teams, and athletes.



CONSUMER

Deep understanding of the sport consumer mindset, providing what tomorrow's players want, today.

INFRASTRUCTURE

Connected AI single camera based technology for automated, performance video analysis.

Play & Learn

Our Vision



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.

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

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



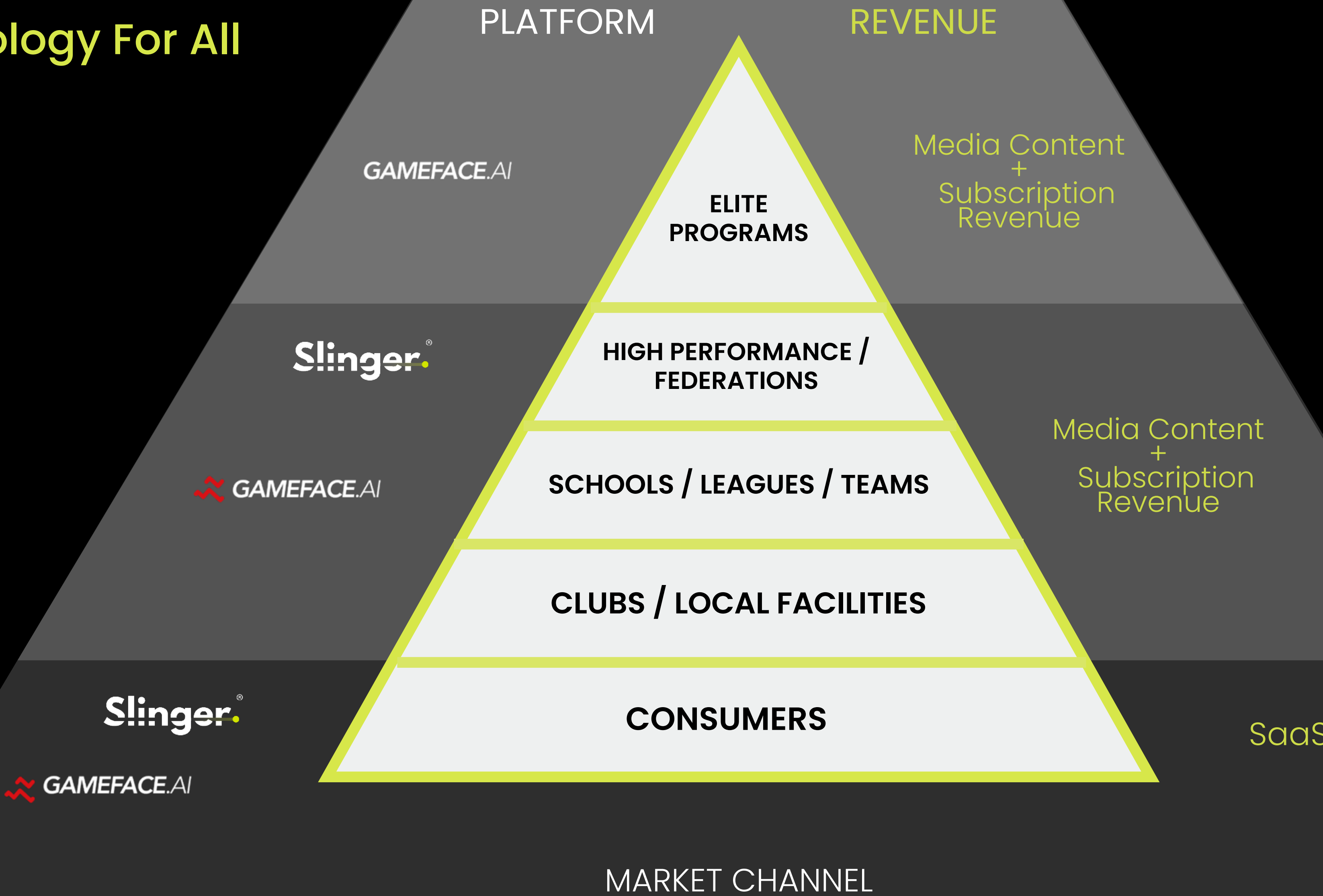
PERSONALIZED INSIGHTS / APPS
Proprietary, sport-specific AI for all athletes



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

Connexa Sports

Democratizing Technology For All



Total Addressable Market

The Size of the Prize



Sports Technology

\$18B

CURRENT MARKET

17.5%

CAGR

\$40B

2026 MARKET

43%

GROWTH FROM
NORTH AMERICA



Sports AI

5G

ADOPTION LEADING
TO HIGH GROWTH

30.3%

CAGR

\$1.4B

'20 MARKET SIZE



Sports Market

4.3%

CAGR

\$620B

2020 MARKET SIZE

\$19B

U.S. YOUTH



Youth Sports

56%

PARTICIPATION RATE

\$77.6B

2026 MARKET

Sources: Allied Market Research, Aspen Institute, Kearney, Research and Markets, TechNavio, USA Today, Yahoo

60K

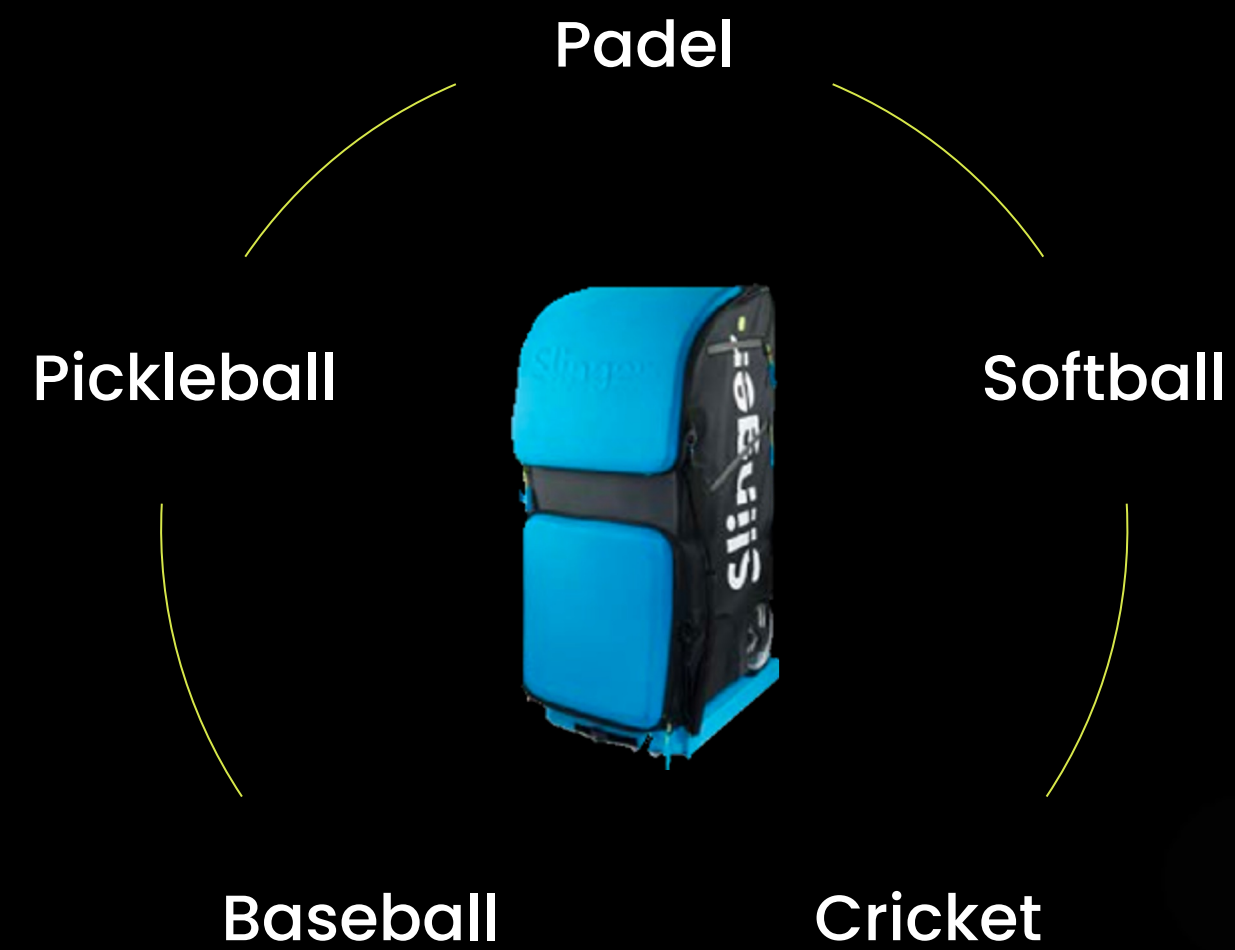
Units Sold Since
July 2020

>\$30M

Cumulative Revenue
Since July 2020

2 Patents

Currently Issued, with 1
Additional In-Process



ALL SPORTS



Watch | Play | Learn

- 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
- 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





Strategic Investor Presentation

September 2023