



# SHOUTOUT OVERTIME

BUILDING THE BIGGEST SPORTS COMMUNITY IN THE WORLD

OVERTIME

# WE TURNED NEWS AND SPORTS CONTENT ON ITS HEAD, AND WON

IN **1,000 DAYS** OVERTIME USED TECHNOLOGY AND A UNIQUE COMMUNITY BASED APPROACH TO GROW TO **45 MILLION** FANS WITH **\$0 SPENT ON MARKETING**

WE'VE PERFECTED A **PROPRIETARY GROWTH STRATEGY** FOR CORNERING THE GEN Z MARKET AND WE'RE APPLYING IT **EVERYWHERE**



## #1 ENGAGEMENT

on Social Platforms

## +1.6 BILLION

Monthly Video Views

## +400 MILLION

Monthly Minutes Watched

## +45MM

Followers Across:



# WE BUILT IT



Cost Efficient

**NO LIVE  
RIGHTS**



Tech-Driven

**FUELED BY  
PROPRIETARY  
CAMERA  
TECHNOLOGY**



Global

**BASKETBALL  
FOOTBALL  
SOCCER  
GAMING**



# THE YOUNGER GENERATION LOVES US

**45M**

**FOLLOWERS**

1.6B MONTHLY VIDEO VIEWS

**88%**

**A13-34**

MEDIAN AGE: 21

# OUR BRAND EXTENDS ACROSS THE GLOBE

# 15MM

INTERNATIONAL FOLLOWERS

WE ARE FOCUSED ON SCALING OUR PRESENCE  
**GLOBALLY**

WE ARE LEVERAGING OUR TECH TO SCALE  
**QUICKLY** AND **COST EFFICIENTLY**

IN THE LAST YEAR WE'VE BUILT THE MOST  
**RECOGNIZED** AND **BELOVED** BASKETBALL MEDIA  
BRAND IN EUROPE



# **WE LEVERAGE TECHNOLOGY TO ALLOW THOUSANDS OF YOUNG SPORTS FANS TO BECOME OVERTIME CREATORS**

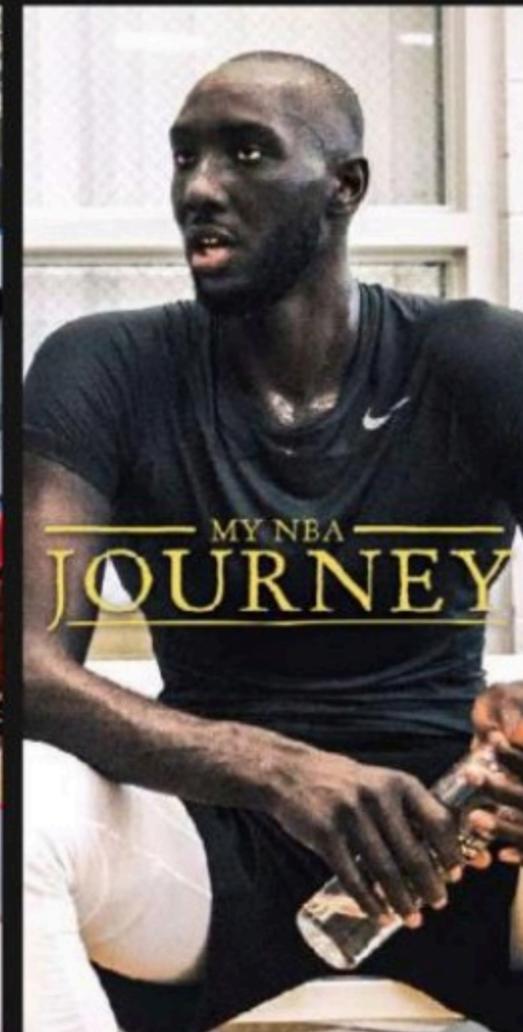
**We have a network of 7,000 people around the world who we pay to capture highlights**

**We have the breadth and depth that is unmatched anywhere and would take a competitor years to replicate**

**All of this is powered by a proprietary tech stack and camera technology that has been built and refined by our team over the past three years**



WE LAYERED IN ORIGINAL PROGRAMMING CATERED FOR GEN Z THAT BRANDS LOVE.  
OUR ORIGINAL CONTENT IS CONSUMED BY OVER 30 MILLION PEOPLE EVERY MONTH



# WHILE BEING THE FASTEST GROWING SPORTS MEDIA PROPERTY IN THE WORLD, WE ARE ALSO CRUSHING THE COMPETITION IN CREATING ORIGINAL CONTENT

- ▶ **#1 in YouTube** vs. all major competitors
- ▶ **#1 on Snapchat:** 3 shows (2 originals) that reach 25MM unique viewers each per year
- ▶ **#1 on TikTok:** we have been able to adapt and program for new platforms better than anyone in the world. We have 4 of the top 15 sports media accounts on TikTok
- ▶ **#1 in Audience Growth:** We continue to be the fastest growing sports media property vs. all competitors having grown 3x YoY
- ▶ **#1 in Engagement** across platforms

# OUR EVENTS HAVE ALREADY BEEN WATCHED BY MILLIONS

The Takeover - a competitive basketball event held last year which we filmed as a movie garnered **150M+ views**

We had a full girls event at The Takeover and our movie of the game amassed **5x more viewership than the best performing WNBA Finals game** that same year



# WE ARE NOW BUILDING OUR OWN SPORTS PROPERTY



We talked extensively to top prospects and parents and learned of all the frustrations with the current high school basketball system.

Overtime Elite is a first-of-its kind basketball community that puts the athlete first and focuses on health, education and development.

Overtime Elite redefines basketball as we know it; creating a lucrative financial opportunity.



*\* More materials post-NDA*

OVERTIME

CONFIDENTIAL - DO NOT DISTRIBUTE

# IN THE NEXT 3 YEARS, WE WILL GROW TO +\$200M IN REVENUES

## WHY AND HOW IN THIS MARKET?

- 1** UNIQUE OWNERSHIP OF AN AUDIENCE & KEY DEMOGRAPHIC  
NO ONE ELSE HAS
- 2** IN EACH REVENUE CATEGORY, FORMULA IS THE SAME.  
TECHNOLOGY + BRAND + COMMUNITY ALLOWS US TO REFORMAT  
TRADITIONAL CATEGORIES FOR THE GEN Z AUDIENCE
- 3** LEVERAGE HUGE AND PASSIONATE COMMUNITY TO CREATE SPORTS IP  
AND PROPERTIES IN BASKETBALL AND FOOTBALL THAT WILL DRIVE  
MEANINGFUL SPONSORSHIP AND MEDIA RIGHTS REVENUE

# WE'VE ADDED THE EXECUTIVE TALENT TO LEAD THIS NEXT PHASE OF GROWTH

## REVENUE

## LEADERSHIP

**BRAND**



*All-star CRO  
(Fmr. CRO of Bleacher Report & Pluto TV,  
scaled both to revenues of \$100-200M+)*

**COMMERCE**



*Fmr. Adidas Exec late 2019  
(also added Vayner growth mktg. specialist  
& e-commerce guru from Oakley)*

**SPORTS IP**



*Fmr. President  
NBA G-League*



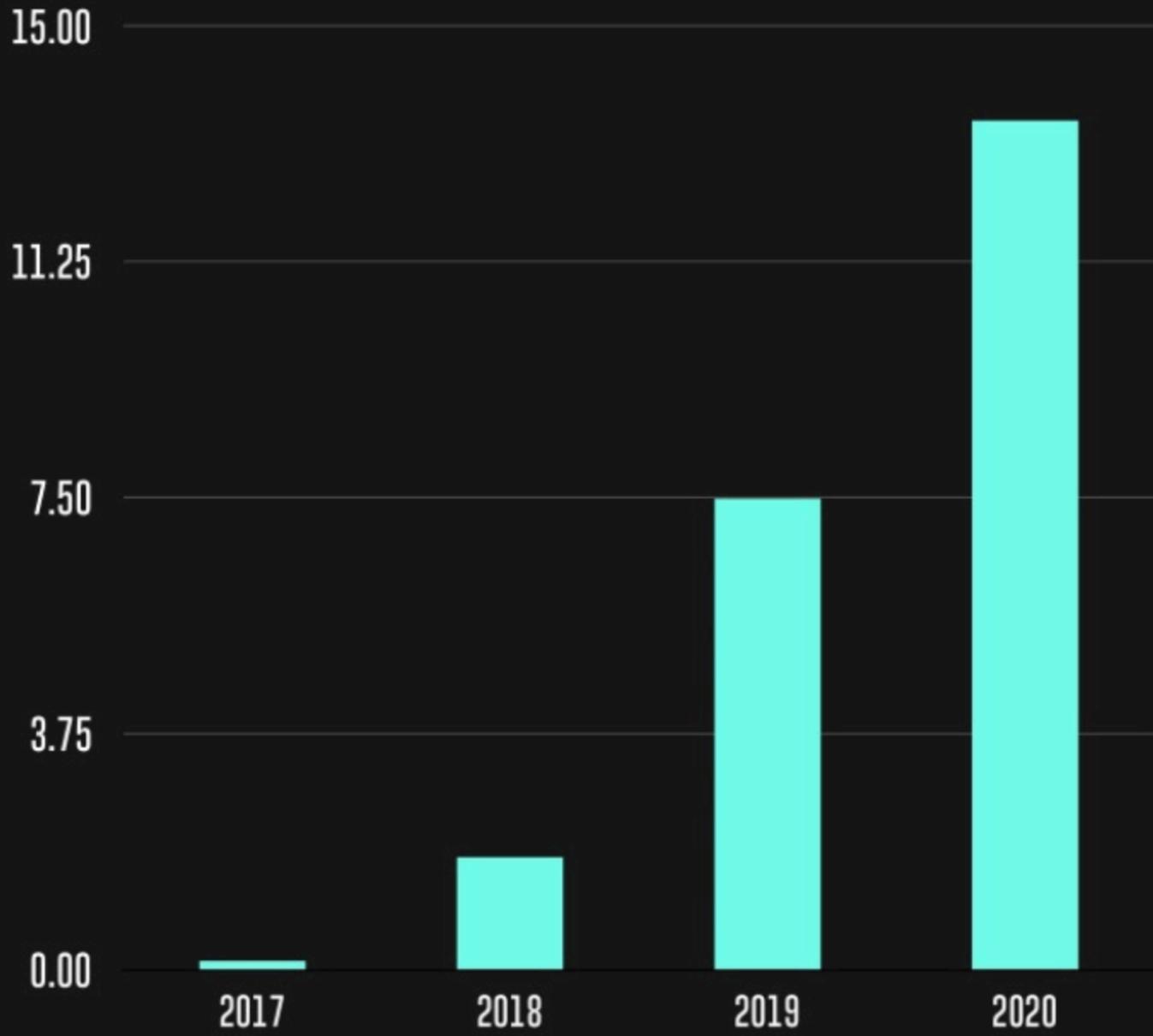
*Fmr. CFO  
MLB*

**PLATFORM**

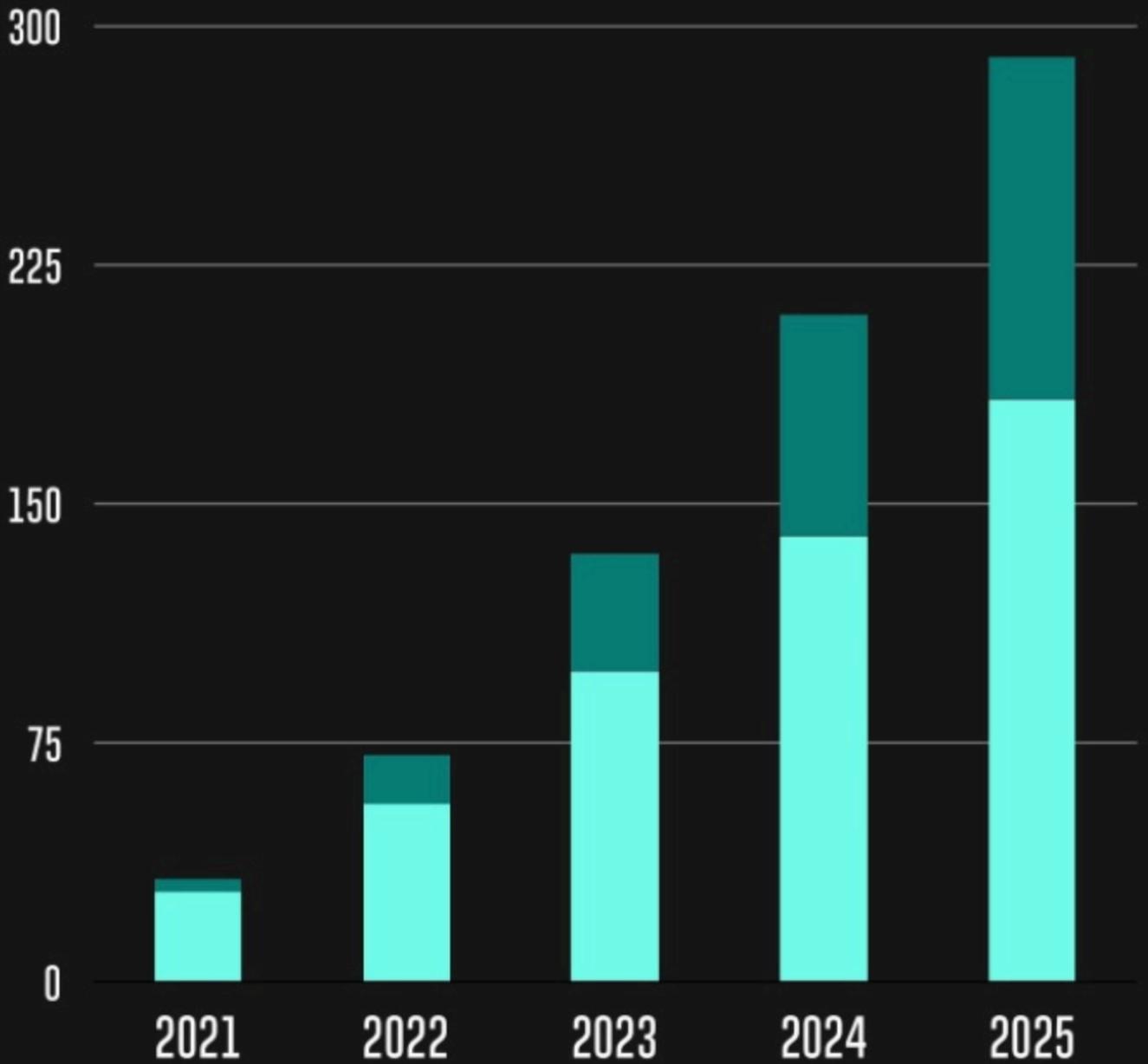


*Run by CEO  
(six #1 apps, 250M downloads)*

# HISTORICAL FINANCIALS



# PROJECTED FINANCIALS



*\*ALL FIGURES IN \$ MILLIONS*

Core Overtime Overtime Elite

# QUARANTINE MONTHS HAVE BEEN RECORD-BREAKING FOR OVERTIME

**39% INCREASE WATCH TIME**

**WE RESPONDED DIRECTLY TO  
>50,000 PEOPLE**

**REVENUES WILL BE UP ALMOST 2X  
EVEN IN THIS CHALLENGING YEAR**

Views per Month

1,700M

1,350M

1,000M

650M

300M

Q1'19

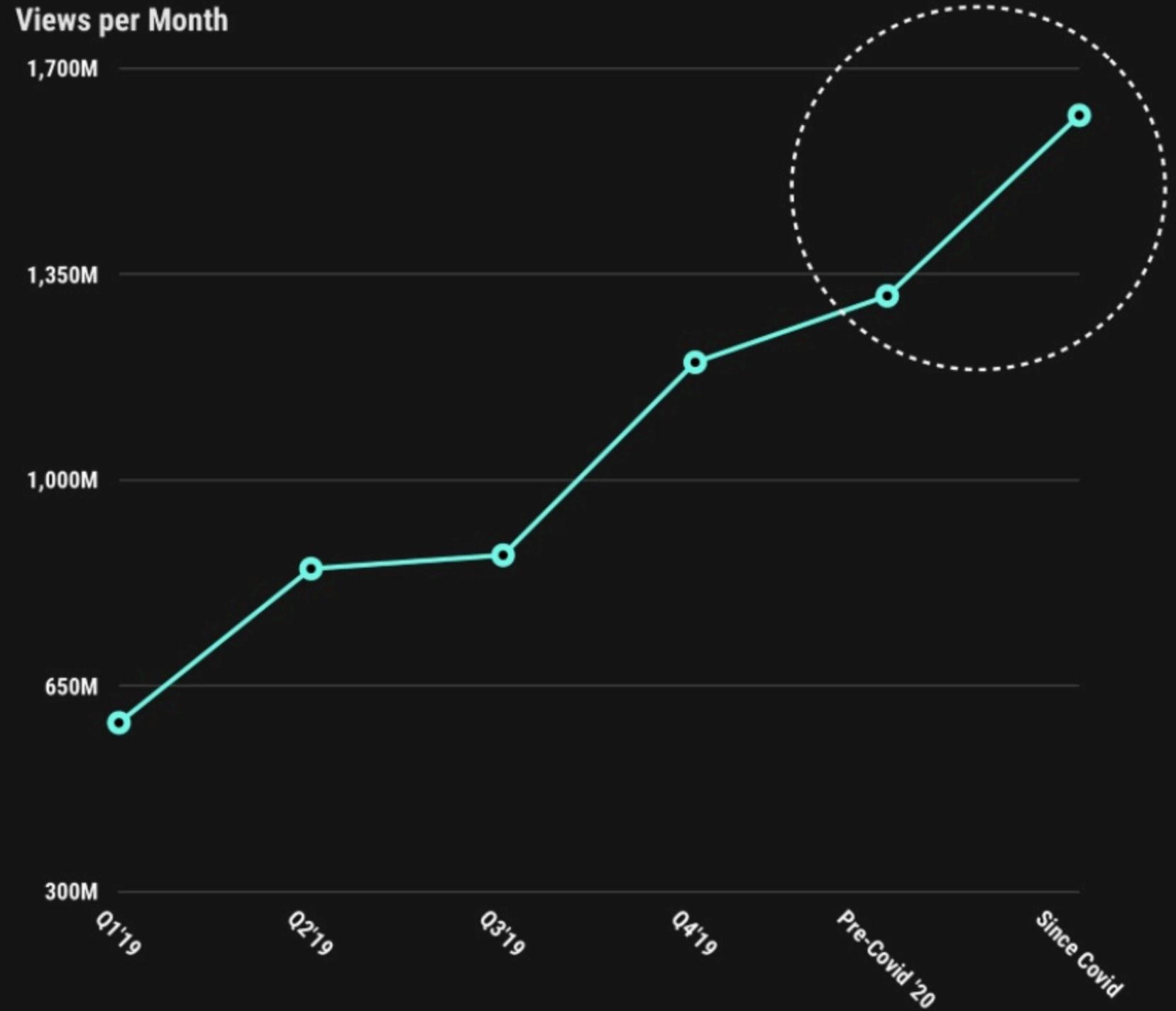
Q2'19

Q3'19

Q4'19

Pre-Covid '20

Since Covid



# WE ARE NOT JUST AN AD DEPENDENT MEDIA COMPANY

## Direct Brand Sales

The global sports sponsorship market is worth \$48bn. Brands are having a difficult time reaching Gen Z and are trying to find better ways than spending aimlessly with platforms they don't understand. Increasingly, they are coming to Overtime to reach our highly engaged audience in a direct and authentic way. We drive revenue with brands through:

- ▶ Sponsoring shows on our programming slate
- ▶ Sponsoring live events (i.e. The Takeover)
- ▶ Pure advertising

## Social Commerce

Overtime is a massive influencer with a never-seen-before content engine. Because of our influential brand and our ability to integrate commerce into our content, we have an unprecedented ability to build and market a huge lifestyle apparel brand as well as steal our fans' wallet share for consumer products that they would prefer to buy Overtime-branded.

## Programmatic

Traditional publishers have historically monetized via ad inventory on their websites. Because the Gen Z audience exclusively views content on social platforms, we also derive millions of dollars of revenue from platforms that sell ad space around our content and share that revenue with us—our biggest revenue partners in this space are Snapchat and YouTube. We expect to see our share of monetizable views increase over time as other platforms unlock similar advertising opportunities (Instagram and Tik Tok).