



DraftKings and Genius Sports Sign Transformative NFL, Official Sports Data, Same-Game Parlay, and Fan Engagement Agreement

August 5, 2021

- *Genius Sports and DraftKings strike multi-year sports data supplier agreement*
- *DraftKings will gain access to Genius Sports' full portfolio of global sports data and content, including official NFL data and content*
- *Genius Sports' data-driven advertising tech to be used by DraftKings for customer acquisition and retention*

NEW YORK & LONDON--(BUSINESS WIRE)--Aug. 5, 2021-- Genius Sports Limited (NYSE: GENI) ("Genius Sports") today announced a new supplier agreement with DraftKings Inc. (NASDAQ:DKNG) ("DraftKings"), a leading sports betting and gaming operator in the U.S., to provide its full range of official sportsbook data and content and fan engagement solutions, including a complete suite of NFL-related products.

The agreement with DraftKings signifies the international adoption of official sports data across the sports ecosystem. As part of the agreement, DraftKings will leverage Genius Sports' unique technology to help power immersive and personalized live experiences for millions of fans. DraftKings will also gain access to Genius Sports' proprietary, official data and live video feeds from over 170,000 events per year, including its official NFL data products, dynamic content and player acquisition and retention solutions.

In April 2021, DraftKings was selected as one of the NFL's tri-exclusive official sports betting partners. In the same period, Genius Sports became the league's exclusive distributor of real-time official play-by-play statistics, proprietary Next Gen Stats (NGS) data, and official sports betting data feed. DraftKings will also become one of the first betting operators to implement a full Genius Sports NFL offering, including NGS, that powers the full player lifecycle, from new acquisition to pre-and in-game engagement, as well as long-term retention.

With this collaboration, DraftKings will expand its official sports data portfolio, allowing customers access to secure, authorized, and official data from top-tier leagues beyond the NFL such as the English Premier League, Liga MX and NASCAR. Through these official live streams, DraftKings users will be able to wager on hundreds of new competitions, including Argentine and Colombian soccer, and the American Hockey League, further reinforcing the business' position as a provider of world-leading live betting products.

As part of this partnership, DraftKings will also deploy BetBuilder, Genius Sports and Sportcast's fully automated same-game parlay solution for the NFL, NBA, NHL, MLB and major soccer competitions.

"Our customers are at the forefront of all we do and we are always working to better their experience and our products," said Ezra Kucharz, Chief Business Officer, DraftKings. "The mutually beneficial terms of this agreement allow us to leverage Genius' technology for years to come. We are excited to expand on the capabilities of our products and provide new and exciting features for our customers like same-game parlays, while having confidence in the integrity of the data we utilize to fuel our offerings."

"Being selected by DraftKings, one of the most prolific sportsbook brands in the U.S., is another historic achievement for Genius Sports," said Mark Locke, CEO at Genius Sports. "This partnership reinforces our commitment to official sports data and demonstrates its intrinsic value in helping our sportsbook partners stand out from the competition. Our data, trading, streaming and marketing services deliver a complete set of sportsbook solutions that are backed by the largest leagues in world sports, including the NFL."

"We have invested heavily to ensure that our official data is the fastest, richest and most accurate available, and are committed to continued innovation," said Christopher Halpin, NFL Chief Strategy & Growth Officer. "With Genius, DraftKings and the NFL working together on official sports data, we will help create a highly engaging, secure and sustainable sports betting environment for fans to enjoy."

About DraftKings

DraftKings Inc. is a digital sports entertainment and gaming company created to fuel the competitive spirit of sports fans with products that range across daily fantasy, regulated gaming and digital media. Headquartered in Boston, and launched in 2012 by Jason Robins, Matt Kalish and Paul Liberman, DraftKings is the only U.S.-based vertically integrated sports betting operator. DraftKings is a multi-channel provider of sports betting and gaming technologies, powering sports and gaming entertainment for operators in 17 countries. DraftKings' Sportsbook is live with mobile and/or retail betting operations in the United States pursuant to regulations in Colorado, Illinois, Indiana, Iowa, Michigan, Mississippi, New Hampshire, New Jersey, New York, Oregon, Pennsylvania, Tennessee, Virginia and West Virginia. DraftKings' daily fantasy sports product is available in 7 countries internationally with 15 distinct sports categories. DraftKings is the official daily fantasy partner of the NFL, MLB, NASCAR, PGA TOUR and UFC as well as an authorized gaming operator of the NBA and MLB, an official sports betting partner of the NFL, an official betting operator of PGA TOUR and the official betting operator of UFC. DraftKings also owns Vegas Sports Information Network, Inc. (VSiN), a multi-platform broadcast and content company.

DraftKings Forward-Looking Statements

Certain statements made in this release are "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other

important factors, many of which are outside DraftKings' control, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. For a discussion of additional risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see DraftKings' Securities and Exchange Commission filings. DraftKings does not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

About Genius Sports

Genius Sports is the official data, technology and commercial partner that powers the global ecosystem connecting sports, betting and media. We are a global leader in digital sports content, technology and integrity services. Our technology is used in over 150 countries worldwide, empowering sports to capture, manage and distribute their live data and video, driving their digital transformation and enhancing their relationships with fans.

We are the trusted partner to over 400 sports organizations globally, including many of the world's largest leagues and federations such as the NFL, EPL, FIBA, NCAA, NASCAR, AFA and PGA.

Genius Sports is uniquely placed through cutting-edge technology, scale and global reach to support our partners. We are more than just a technology company, we build long-term relationships with sports at all levels, helping them to control and maximize the value of their content while providing technical expertise and round-the-clock support.

View source version on [businesswire.com](https://www.businesswire.com/news/home/20210805005567/en/): <https://www.businesswire.com/news/home/20210805005567/en/>

Genius Sports

Press:

Chris Dougan, Chief Communications Officer

Genius Sports

+1 (202) 766-4430

chris.dougan@geniussports.com

Tristan Peniston-Bird / Charlie Harrison, The One Nine Three Group

+44 7772 031 886 / +44 7884 136 143

tristan.peniston-bird@the193.com / Charlie.harrison@the193.com

Investors:

Brandon Bukstel, Investor Relations Manager

Genius Sports

+1 (954) 554-7932

Brandon.bukstel@geniussports.com

DraftKings

Media:

media@draftkings.com

@DraftKingsNews

Investors:

investors@draftkings.com

Source: Genius Sports Limited and DraftKings Inc.