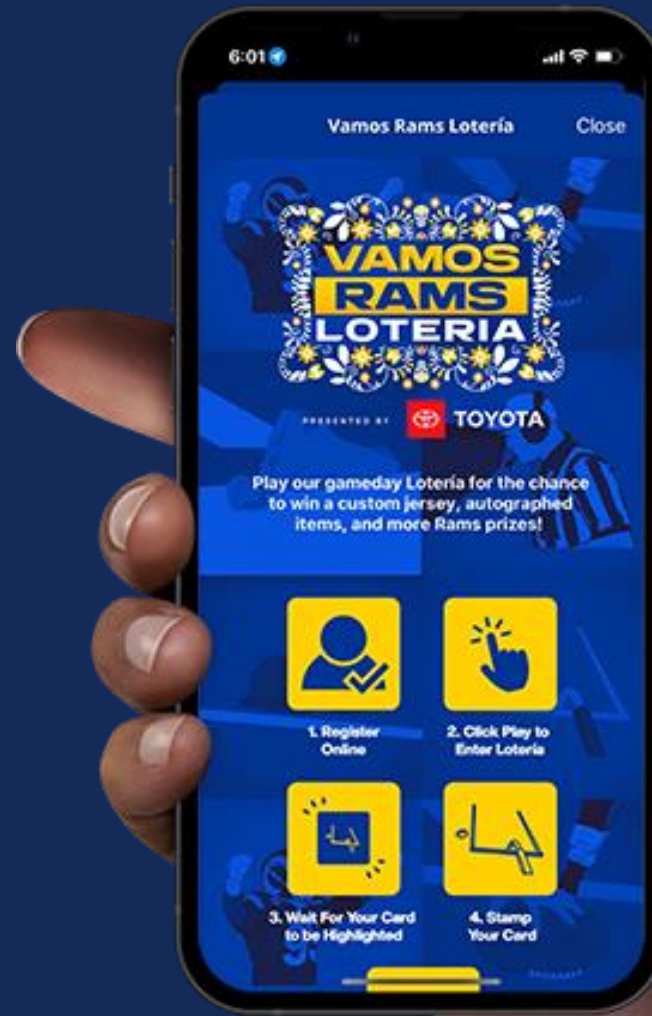




Patented Tools For Interactive, Rewarded Ads

NASDAQ: VS



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Our Interactive Ads Drive Zero-Party Data and Sales



Interactivity

Versus adds games, trivia, video filters, and contests to advertising campaigns and second-screen experiences that can be played at home, online, or in venues alongside sports, and other live events.

Rewards

Our patented platform allows audiences to win real-world and digital rewards for their activities inside Versus-enabled content.

Some of the Partners We've Worked With



Benefits of a Better Ad Unit

Players win

Earned rewards improve recall and affinity. Players engage with their favorite content and win real rewards.

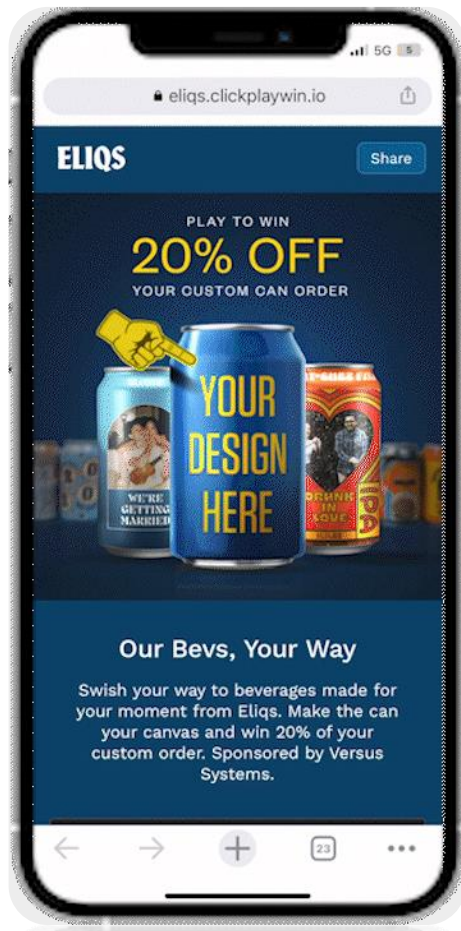
Brands win

Higher engagement. More consented data from customers. A better relationship with customers. Increased sales.

Content partners win

Audiences watch more & engage more deeply. Fans are more likely to tune in live, making ad space more valuable.

Patented Product Suite: Click Play Win



A brand-new purpose-built product, launched October 2022

- We designed Click Play Win based on advertiser demand after multiple campaigns in 2021 and 2022
- Brands wanted a simple, effective way to increase consented “zero-party” user data in a post-cookie world.
- Brands need ways to connect with customers, drive trial, and increase sales as the online advertising space in a way that is pro-privacy and anti-fraud.

Patented Product Suite: Live Events

Working with teams to entertain fans

Quality games and real-world rewards means fans interact for longer and more frequently with teams and sponsors. Fans opt-in, register, learn about new products, play games and win.

Creating new and more valuable ad space

Versus creates new avenues for branded interactivity, brand placement, logos, as well as :15 and :30 second spots that fans can access in-venue and at home.

Increase awareness, recall, affinity

Fans love winning. Creating opportunities for audiences to win real-world rewards inside their favorite content increases awareness, affinity, and brand recall.



Partners See Results: Engagement, Reach & Returns



**Versus delivered
for the Pittsburgh
Penguins ¹**

30+

minutes of engagement
per fan, per game

2M+

incremental ad
impressions
per game



**Versus delivered
for Crush, Canelo
Alvarez/Billy Joe
Saunders fight ²**

21+

minutes of engagement
during the fight and hours
more pre-fight

>50%

transaction rate on PPV
codes and 2L Crush offer



1) Versus and Xcite case studies for the 2020-2021 sporting season
2) Versus and Xcite combined case study with Kureg Dr. Pepper and Frias Agency

Partners See Results: Engagement, Reach & Returns



**Versus delivered
for a Quick Service
Restaurant ¹**

17%

**Increase in Coca-Cola
sales as a result of the
campaign**

222K

**Total games played over
the course of the
campaign**



**Versus delivered
for the Peach Bowl ²**

13+

**minutes of gameplay on
Versus custom sites
throughout the Bowl**

>80%

**Opt-in rate from fans,
agreeing to be contacted
by prize-providing brands**



1) Versus Systems Case Study 2022
2) Versus Systems Case Study 2022

Recent Growth & Development

Added a new board member with a deep network and advertising expertise

Shannon Pruitt, Global Chief Content & Partnerships Officer, Stagwell Media Network, formerly CEO of Story Lab, CMO of the Honest Company.

Investment from our new largest shareholder – a leader with a multi-billion dollar strategic portfolio

Yat Siu, Chairman of Animoca Brands personally invested, and now owns 19.9% of Versus through his company, Outblaze.

Launched our new Click Play Win product based on customer demand

Click Play Win – a new, scalable ad product - launched at the Global Sports Business Conference October 21, 2022.

Better Products, Leaner Team & a \$100B+ Opportunity

PHASE 3 - Click Play Win advertising & scalable, transactional revenues: A multi- billion dollar opportunity

Click Play Win works for ecommerce, streaming media, social media, & physical goods.

Consented, first-party data is the holy grail of all advertising & in a post-cookie world, Versus shines.

The largest opportunity for growth is to combine licensing with engagement-based pricing.

PHASE 2 - Licensing & Software as a Service: \$10M to \$15M/year

The fastest growing part of the portfolio now that all our products are more capital efficient for teams, brands, & agencies. We now reach more users, more partners, more effectively.

PHASE 1 - Professional services & live events: \$1 to \$5M/year opportunity

Versus began with fee-for-service, developing the product suite & customer base for scalable offerings & larger opportunities.

TIME

REVENUE POTENTIAL

A World-Class Team, Ready to Work with You



Matthew Pierce

Founder, CEO & Director



Craig Finster

President & Chief Financial Officer



Alex Peachey

Chief Technology Officer



Amanda Armour

Chief People Officer

Board of Directors



**Shannon
Pruitt**



**Keyvan
Peymani**



**Michelle
Gahagan**



**Brian
Tingle**



**Paul
Vlasic**



**Jennifer
Prince**

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