Second Quarter 2025 Earnings

August 6, 2025

Genius SPORTS

Disclaimer

Forward-Looking Statements

This presentation contains forward-looking statements as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that involve significant risks and uncertainties. All statements other than statements of historical facts are forward-looking statements. These forward-looking statements include information about our possible or assumed future results of operations or our performance. Words such as "expects," "intends," "plans," "believes," "anticipates," "estimates," and variations of such words and similar expressions are intended to identify such forward looking statements. Although we believe that the forward-looking statements contained in this presentation are based on reasonable assumptions, you should be aware that many factors could affect our actual financial results or results of operations and could cause actual results to differ materially from those in such forward-looking statements, including but not limited to: risks related to our reliance on relationships with sports organizations and the potential loss of such relationships or failure to renew or expand existing relationships; fraud, corruption or negligence related to sports events, or by our employees or contracted statisticians; risks related to changes in domestic and foreign laws and regulations or their interpretation; compliance with applicable data protection and privacy laws; pending litigation and investigations; the failure to protect or enforce our proprietary and intellectual property rights; claims for intellectual property infringement; our reliance on information technology; elevated interest rates and inflationary pressures, including fluctuating foreign currency and exchange rates; risks related to domestic and international political and macroeconomic uncertainty; our share repurchase program; and other factors included under the heading "Risk Factors" in our Annual Report on Form 20-F filed with the U.S. Securities and Exchange Commission (the "SEC") on March 14, 2025 ("2024 Annual Report")
Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date of this presentation. Although we believe that the expectations reflected in such forward-looking statements are reasonable, there can be no assurance that such expectations will prove to be correct. These statements involve known and unknown risks and are based upon a number of assumptions and estimates which are inherently subject to significant uncertainties and contingencies, many of which are beyond our control. Actual results may differ materially from those expressed or implied by such forward-looking statements. We undertake no obligation to publicly update or revise any forward-looking statements contained in this presentation, or the documents to which we refer readers in this presentation, to reflect any change in our expectations with respect to such statements or any change in events, conditions or circumstances upon which any statement is based.

Use of Projections

This presentation contains projections, including revenue and Adjusted EBITDA. Our independent auditors have not audited, reviewed, compiled, or performed any procedures with respect to the projections for the purpose of their inclusion in this presentation and, accordingly, have not expressed an opinion or provided any other form of assurance with respect thereto for the purpose of this presentation. These projections are for illustrative purposes only and should not be relied upon as being indicative of future results. The assumptions and estimates underlying the projected information are inherently uncertain and are subject to a wide variety of significant business, economic and competitive risks and uncertainties that could cause actual results to differ materially from those contained in the projected information. Even if our assumptions and estimates are correct, projections are inherently uncertain due to a number of factors outside our control. Accordingly, there can be no assurance that the projected results are indicative of our future performance or that actual results will not differ materially from those presented in the projected information. Inclusion of the projected information in this presentation should not be regarded as a representation by any person that the results contained in the projected information will be achieved.

Non-GAAP Financial Measures

This presentation includes non-GAAP financial measures not presented in accordance with U.S. GAAP. A reconciliation of the most comparable GAAP measure to its non-GAAP measure is included in the appendix.

Adjusted EBITDA

We present Group adjusted EBITDA and Group adjusted EBITDA margin, non-GAAP performance measures, to supplement our results presented in accordance with U.S. GAAP. Group adjusted EBITDA is defined as earnings before interest, income tax, depreciation and amortization and other items that are unusual or not related to Genius' revenue-generating operations, including stock-based compensation expense (including related employer payroll taxes), litigation and related costs, transaction expenses and gain or loss on foreign currency.

Group adjusted EBITDA is used by management to evaluate Genius' core operating performance on a comparable basis and to make strategic decisions. Genius believes Group adjusted EBITDA is useful to investors for the same reasons as well as in evaluating Genius' operating performance against competitors, which commonly disclose similar performance measures. However, Genius' calculation of Group adjusted EBITDA may not be comparable to other similarly titled performance measures of other companies. Group adjusted EBITDA and Group adjusted EBITDA margin are not intended to be a substitute for any US GAAP financial measure.

We do not provide a reconciliation of Group adjusted EBITDA to consolidated net income/(loss) on a forward-looking basis because we are unable to forecast certain items required to develop meaningful comparable GAAP financial measures without unreasonable efforts. These items are difficult to predict and estimate and are primarily dependent on future events. The impact of these items could be significant to our projections.

Trademarks and Trade Names

We own or have rights to various trademarks, service marks and trade names that we use in connection with the operation of our businesses. This presentation also contains trademarks, service marks and trade names of third parties, which are the property of their respective owners. The use or display of third parties' trademarks, service marks, trade names or products in this presentation is not intended to, and does not imply, a relationship with us or an endorsement or sponsorship by us. Solely for convenience, the trademarks, service marks and trade names referred to in this presentation may appear without the ®, TM or SM symbols, but such references are not intended to indicate, in any way, that we will not assert, to the fullest extent under applicable law, their rights or the right of the applicable licensor to these trademarks, service marks and trade names.

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Business Updates

Consistent Execution and Technology Expansion

Record Group Adj. EBITDA Margin

- Group Revenue **increased 24%** year-on-year to $119m, driven by **Betting revenue growth of 30%**
- Group Revenue growth contributed to Group Adj. EBITDA at a **57% incremental margin**
- **Record Group Adj. EBITDA** of **$34m** in Q2, **up 64%** year-on-year
- **Record Group Adj. EBITDA margin** of **29%**, representing **700bps of margin expansion** year-on-year

Continued Technology Innovation and Distribution

- Showcased cutting-edge **GeniusIQ** technology for **FIBA U19 Basketball World Cup**
- Launching new partnership with **Belgian Pro League** to provide **semi-automated offsides technology**
- Announced new partnership with 18 member leagues across the **European Leagues** to distribute **GeniusIQ** technology
- Launching **BetVision** for **Serie A**

Expanding League Partnerships

- Expanded and extended exclusive **NFL** partnership through the **2030 Super Bowl**
- Secured the exclusive data & streaming rights to **Serie A**, previously held by Stats Perform
- Secured the exclusive data rights to the **European Leagues**, previously held by IMG Arena

Raising 2025 Guidance

- **Raising 2025 Group Revenue** guidance from **$620m** to **$645m**, implying **year-on-year growth of 26%.**
  - Assumes **approximately 30% growth** in Betting revenue and **at least 20% growth** in Media revenue
- **Raising 2025 Group Adj. EBITDA**[1] guidance from **$125m** to **$135m**, implying **57% year-on-year growth** and **~410 bps** of margin[1] expansion to **21%**
- Expecting **increased positive cash flow in the full year 2025**

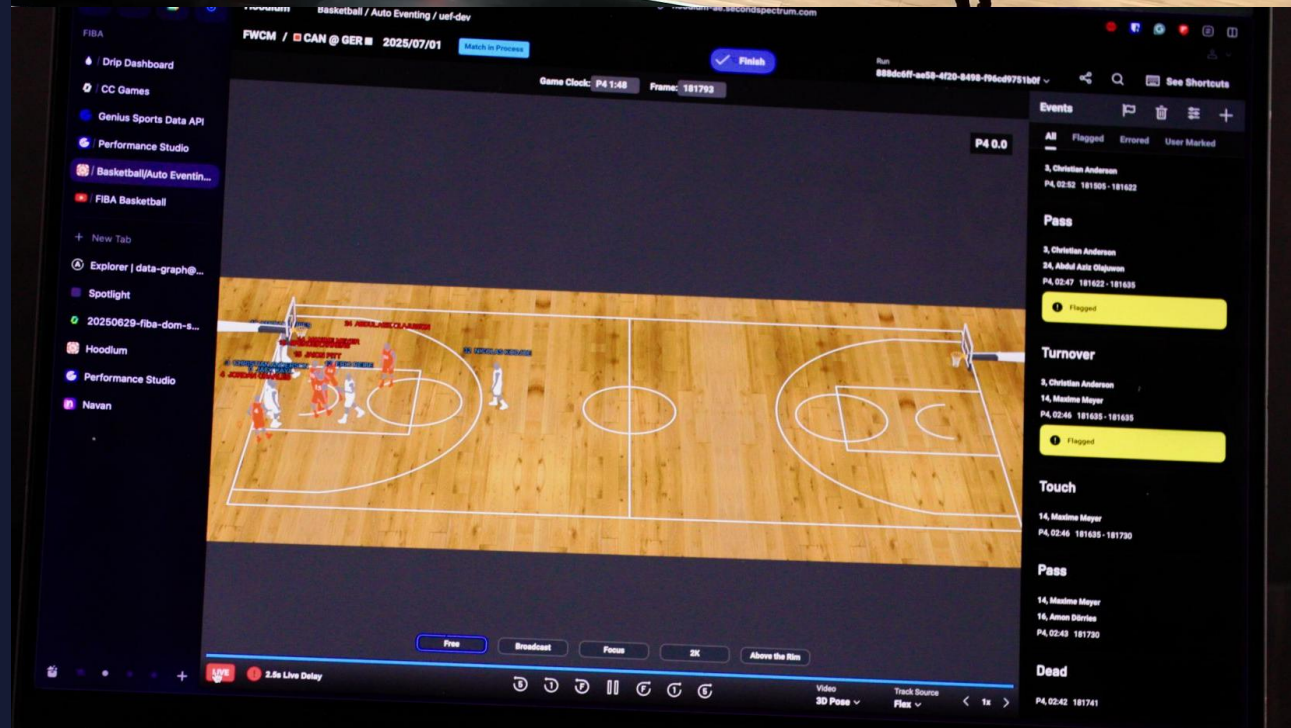
[1] Group Adj. EBITDA and Group Adj. EBITDA margin, non-GAAP performance measures, are used to supplement our results presented in accordance with U.S. GAAP. A reconciliation of the most comparable GAAP measure to its non-GAAP measure is included in the appendix of this presentation.

GeniusIQ Powering the Future of Basketball

Showcased cutting-edge technology for FIBA U19 Basketball World Cup

- In-game Optical Tracking Data for Real-Time Player & Team Insights
- Augmented Broadcasts to Deliver Immersive Viewing Experiences for Fans
- Rich Performance insights for Coaches and player to Optimize Training & Game Strategies





Secured Leading Position in European Soccer

Technology-led approach to rights acquisition









































Powered by GeniusIQ

Extended and Expanded Exclusive Partnership with the NFL

01

2-year extension through 2030 Super Bowl

02

Exclusive distributor of official data feeds and watch & bet, powering BetVision product[1]

03

Advertising inventory within BetVision and NFL owned & operated digital platforms, available through FANHub



Across data, video, advertising, and integrity services, Genius has proven to be an important strategic partner through the first four seasons of our partnership. We are excited to extend and expand our partnership as we continue to partner on innovative ways to deliver content to NFL fans.

Brent Lawton
VP of Business Development & Strategic Investments, NFL

[1] Available for in-market and national NFL games on phone and tablet

FANHub Momentum Positions Genius Sports for Strong 2H 2025 Media Revenue Growth

Product Advancements

In-game advertising inventory on NFL BetVision was fully sold upfront for the 2025 season

Integrated iSpot, a leader in TV measurement, into FANHub, enabling accurate ROI measurement

Industry Marketing



Genius Sports NewFront in NYC



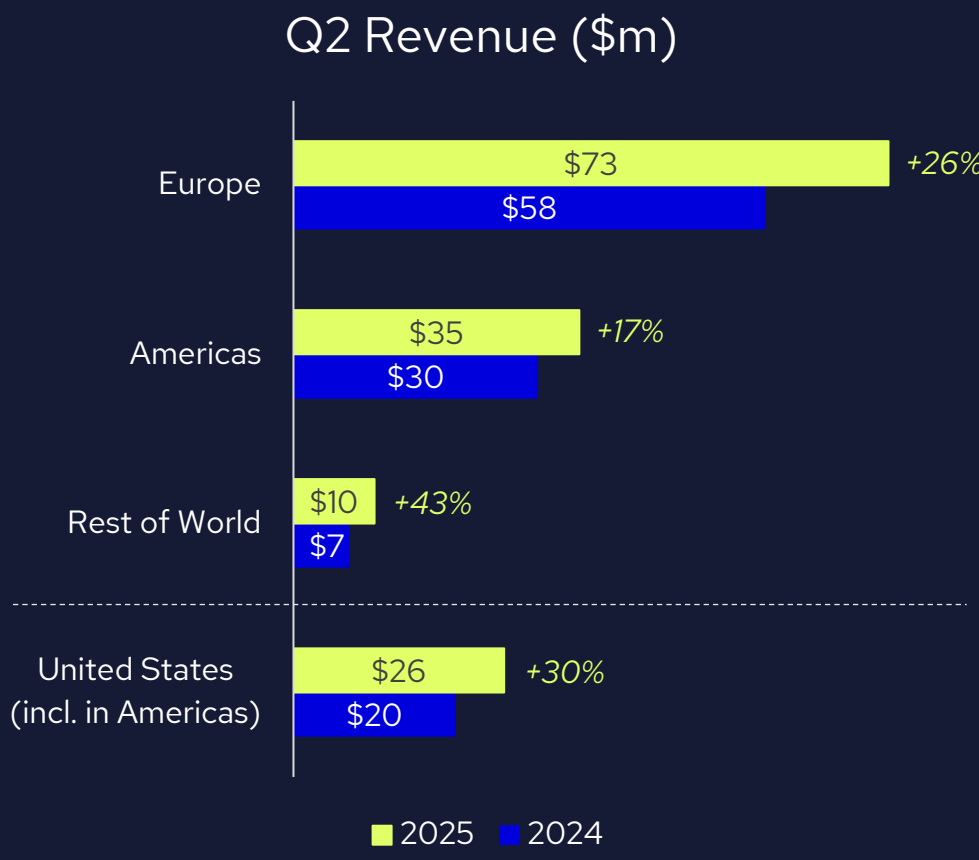
Cannes Lions International Festival of Creativity 2025

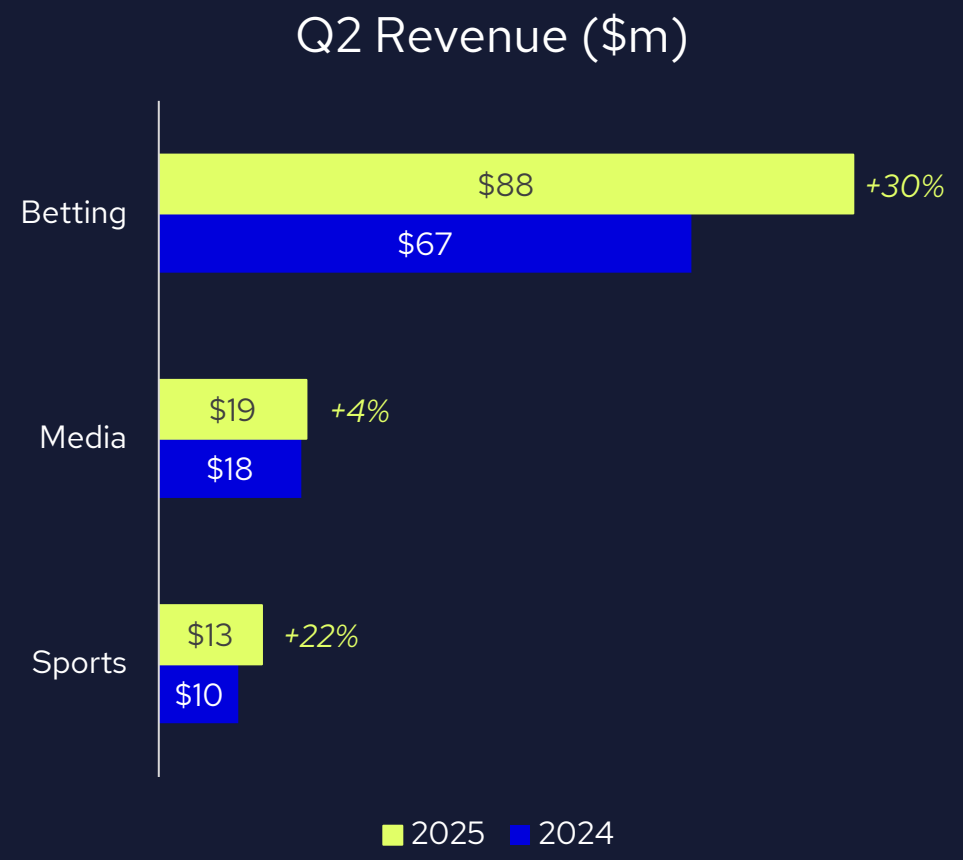
New Ad Agency Partnership

Select clients include:

Financial Results & Outlook

Balanced Growth Across Each Geography and Product





>20% Group Revenue Growth and >55% Incremental Group Adj. EBITDA Margins through 1H 2025

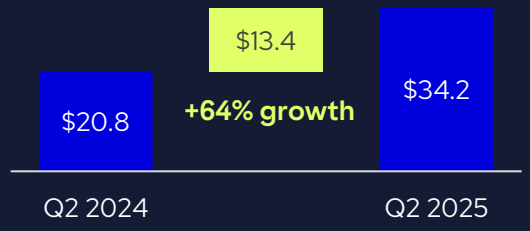
57%

Incremental Margin
in Q2 2025

Group Revenue ($m)



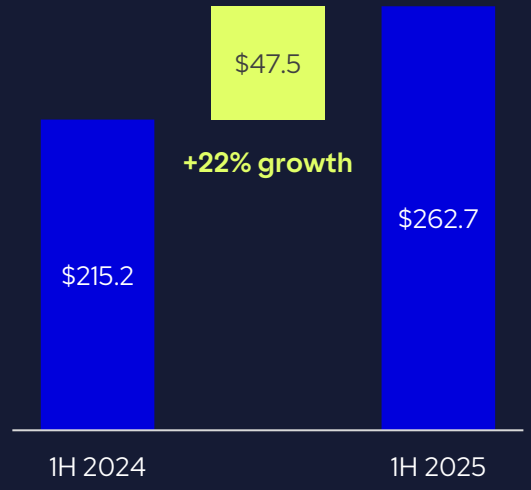
Group Adj. EBITDA ($m)



55%

Incremental Margin
through 1H 2025

Group Revenue ($m)



Group Adj. EBITDA ($m)

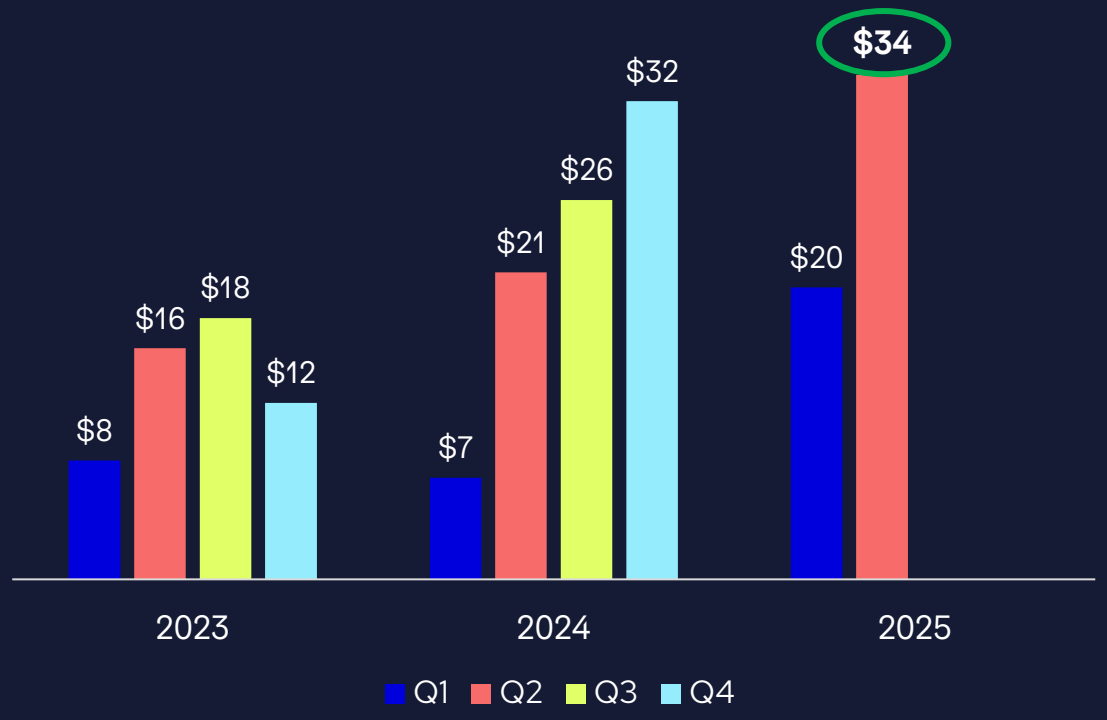


Note: totals may not sum due to rounding

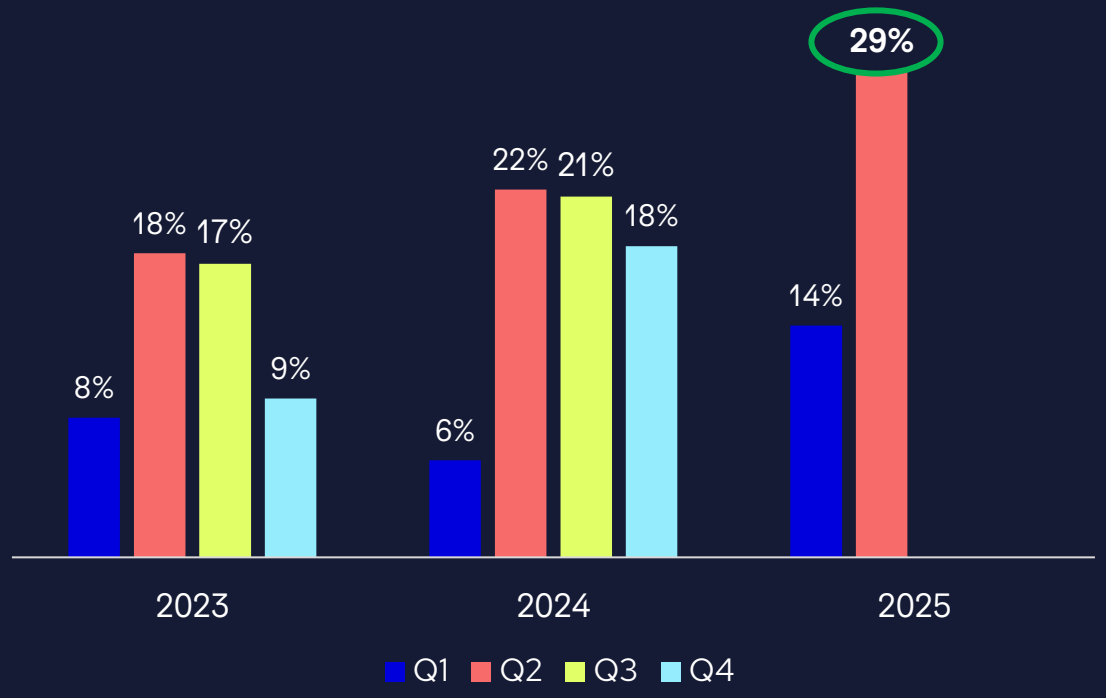
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Resulting in Record Group Adj. EBITDA Profitability in Q2

Quarterly Group Adj. EBITDA ($m)



Quarterly Group Adj. EBITDA Margin



[1] Group Adj. EBITDA and Group Adj. EBITDA Margin, non-GAAP performance measures, are used to supplement our results presented in accordance with U.S. GAAP. A reconciliation of the most comparable GAAP measure to its non-GAAP measure is included in the appendix of this presentation.

Raising 2025 Guidance

$645m
FY25 Group Revenue

$135m
FY25 Group Adj. EBITDA

26%
FY 2025E Group Revenue Growth

57%
FY 2025E Group Adj. EBITDA Growth

21%
FY 2025E Group Adj. EBITDA Margin

~410bps
FY 2025E Group Adj. EBITDA Margin Expansion vs. FY 2024

Expecting increased positive cash flow in FY25


Q&A

Appendix

Genius Sports Q2 P&L & Group Adjusted EBITDA Reconciliation

Condensed Consolidated Statements of Operations
(Unaudited, amounts in thousands,
except share and per share data)

	Three Months Ended June 30,	
	2025	2024
Revenue	$ 118,719	$ 95,447
Cost of revenue	109,832	67,079
Gross profit	8,887	28,368
Operating expenses:		
Sales and marketing	14,299	9,661
Research and development	8,726	7,214
General and administrative	64,500	30,867
Transaction expenses	2,053	1,628
Total operating expense	89,578	49,370
Loss from operations	(80,691)	(21,002)
Interest income, net	556	348
Loss on disposal of assets	(1)	(12)
Gain (loss) on foreign currency	26,992	(2,822)
Total other income (expense)	27,547	(2,486)
Loss before income taxes	(53,144)	(23,488)
Income tax (expense) benefit	(1,748)	1,314
Gain from equity method investment	944	382
Net loss	**$ (53,948)**	**$ (21,792)**
Loss per share attributable to common stockholders:		
Basic and diluted	$ (0.21)	$ (0.09)
Weighted average common stock outstanding:		
Basic and diluted	253,220,241	229,464,001

Reconciliation of U.S. GAAP Net loss to Group Adjusted EBITDA
(Unaudited, amounts in thousands)

	Three Months Ended June 30,	
	2025	2024
Consolidated net loss	$ (53,948)	$ (21,792)
Adjusted for:		
Net, interest income	(556)	(348)
Income tax expense (benefit)	1,748	(1,314)
Amortization of acquired intangibles [1]	2,182	9,024
Other depreciation and amortization [2]	13,486	12,022
Stock-based compensation [3]	84,991	17,568
Transaction expenses	2,053	1,628
Litigation and related costs [4]	10,547	1,149
(Gain) loss on foreign currency	(26,992)	2,822
Other [5]	639	38
Group Adjusted EBITDA	**$ 34,150**	**$ 20,797**

(1) Includes amortization of intangible assets generated through business acquisitions (inclusive of amortization for marketing products, acquired technology, and historical data rights related to the acquisition of a majority interest in Genius in 2018).

(2) Includes depreciation of Genius' property and equipment, amortization of contract costs, and amortization of internally developed software and other intangible assets. Excludes amortization of intangible assets generated through business acquisitions.

(3) Includes restricted shares, stock options, equity-settled restricted share units, cash-settled restricted share units and equity-settled performance-based restricted share units granted to employees and directors (including related employer payroll taxes) and equity-classified non-employee awards issued to suppliers.

(4) Includes litigation and related costs incurred by the Company relating to discrete and non-routine legal proceedings that are not part of the normal operations of the Company's business. For the three and six months ended June 30, 2025 and 2024, legal proceedings included Sportscastr litigation, dMY litigation and Spirable litigation (as described in Item 3.D "Risks Related to Legal Matters and Regulations" in the Company's Annual Report on Form 20-F filed with the Securities and Exchange Commission on March 14, 2025 (the "2024 20-F")). All other legal proceedings are expensed as part of our on-going operations and included in general and administrative expenses.

(5) Includes severance costs and non-recurring compensation payments, expenses incurred related to earn-out payments on historical acquisitions, gain/loss on disposal of assets, and professional fees for finance transformation project.

Genius Sports 1H P&L & Group Adjusted EBITDA Reconciliation

Condensed Consolidated Statements of Operations
(Unaudited, amounts in thousands, except share and per share data)

	Six Months Ended June 30,	
	2025	2024
Revenue	$ 262,710	$ 215,165
Cost of revenue	218,621	173,990
Gross profit	44,089	41,175
Operating expenses:		
Sales and marketing	25,712	18,076
Research and development	17,672	13,835
General and administrative	99,035	52,452
Transaction expenses	2,785	2,092
Total operating expense	145,204	86,455
Loss from operations	(101,115)	(45,280)
Interest income, net	993	1,014
Loss on disposal of assets	(13)	(19)
Gain (loss) on foreign currency	39,241	(3,909)
Total other income (expense)	40,221	(2,914)
Loss before income taxes	(60,894)	(48,194)
Income tax (expense) benefit	(2,290)	214
Gain from equity method investment	1,038	647
Net loss	**$ (62,146)**	**$ (47,333)**
Loss per share attributable to common stockholders:		
Basic and diluted	$ (0.25)	$ (0.21)
Weighted average common stock outstanding:		
Basic and diluted	250,839,507	229,395,387

Reconciliation of U.S. GAAP Net loss to Group Adjusted EBITDA
(Unaudited, amounts in thousands)

	Six Months Ended June 30,	
	2025	2024
Consolidated net loss	$ (62,146)	$ (47,333)
Adjusted for:		
Net, interest income	(993)	(1,014)
Income tax expense (benefit)	2,290	(214)
Amortization of acquired intangibles [1]	4,364	19,228
Other depreciation and amortization [2]	28,062	23,248
Stock-based compensation [3]	102,303	25,237
Transaction expenses	2,785	2,092
Litigation and related costs [4]	13,915	2,348
(Gain) loss on foreign currency	(39,241)	3,909
Other [5]	2,586	174
Group Adjusted EBITDA	**$ 53,925**	**$ 27,675**

(1) Includes amortization of intangible assets generated through business acquisitions (inclusive of amortization for marketing products, acquired technology, and historical data rights related to the acquisition of a majority interest in Genius in 2018).

(2) Includes depreciation of Genius' property and equipment, amortization of contract costs, and amortization of internally developed software and other intangible assets. Excludes amortization of intangible assets generated through business acquisitions.

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(5) Includes severance costs and non-recurring compensation payments, expenses incurred related to earn-out payments on historical acquisitions, gain/loss on disposal of assets, and professional fees for finance transformation project.

Reconciliation of GAAP Expenses to non-GAAP Expenses

		Three Months Ended									Year Ended	
		June 30, 2025	March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024	March 31, 2024	December 31, 2023	September 30, 2023	June 30, 2023	December 31, 2024	December 31, 2023
GAAP Operating Expenses												
Cost of revenue		$ 109,832	$ 108,789	$ 128,081	$ 80,116	$ 67,079	$ 106,911	$ 116,656	$ 77,446	$ 62,173	$ 382,187	$ 343,972
Sales and marketing		14,299	11,413	9,880	9,455	9,661	8,415	9,625	5,827	6,589	37,411	29,432
Research and development		8,726	8,946	4,893	5,848	7,214	6,621	7,874	6,115	5,812	24,576	26,070
General and administrative		64,500	34,535	40,156	30,403	30,867	21,585	27,076	20,399	19,618	123,011	85,167
Transaction expenses		2,053	732	(278)	432	1,628	464	338	832	496	2,246	2,494
Total Operating Expenses		$ 199,410	$ 164,415	$ 182,732	$ 126,254	$ 116,449	$ 143,996	$ 161,569	$ 110,619	$ 94,688	$ 569,431	$ 487,135
Non-GAAP Operating Expense Adjustments												
Cost of revenue	(a)	(2,182)	(2,182)	(2,183)	(2,725)	(9,024)	(10,204)	(10,305)	(10,321)	(10,117)	(24,136)	(40,476)
	(b)	(12,644)	(13,623)	(12,651)	(12,040)	(11,059)	(10,385)	(12,955)	(7,040)	(6,890)	(46,135)	(33,829)
	(c)	(43,919)	(102)	(124)	(144)	(176)	(174)	(195)	(56)	(112)	(618)	(6,342)
	(f)	(92)	(254)	(69)	(8)	32	(32)	(58)	-	(15)	(77)	(110)
Sales and marketing	(b)	(448)	(416)	(417)	(404)	(381)	(374)	(329)	(323)	(313)	(1,576)	(1,232)
	(c)	(3,633)	(2,109)	(1,037)	(997)	(1,589)	(756)	(1,999)	(248)	(245)	(4,379)	(3,060)
	(f)	(251)	(402)	545	(1)	4	(3)	(3)	(3)	198	545	14
Research and development	(b)	(216)	(416)	(327)	(377)	(377)	(405)	(478)	(511)	(529)	(1,486)	(1,999)
	(c)	(3,528)	(2,703)	(1,707)	(1,390)	(2,031)	(1,119)	(2,431)	(369)	(389)	(6,247)	(3,630)
	(f)	(211)	(859)	(225)	(4)	(52)	(9)	(1,860)	(901)	(395)	(290)	(3,874)
General and administrative	(b)	(178)	(121)	(127)	(125)	(205)	(62)	(482)	(68)	(122)	(519)	(781)
	(c)	(33,911)	(12,398)	(18,230)	(6,791)	(13,772)	(5,620)	(11,445)	(4,390)	(2,878)	(44,413)	(22,430)
	(e)	(10,547)	(3,368)	(1,932)	(3,295)	(1,149)	(1,199)	(876)	(21)	(608)	(7,575)	(2,289)
	(f)	(84)	(420)	(380)	(922)	(10)	(85)	(1,852)	(2)	8	(1,397)	(1,865)
Transaction expenses	(d)	(2,053)	(732)	278	(432)	(1,628)	(464)	(338)	(832)	(496)	(2,246)	(2,494)
Total Operating Expenses		$ (113,897)	$ (40,105)	$ (38,586)	$ (29,655)	$ (41,417)	$ (30,891)	$ (45,606)	$ (25,085)	$ (22,903)	$ (140,549)	$ (124,397)
Non-GAAP Operating Expenses												
Cost of revenue		50,995	92,628	113,054	65,199	46,852	86,116	93,143	60,029	45,039	311,221	263,215
Sales and marketing		9,967	8,486	8,971	8,053	7,695	7,282	7,294	5,253	6,229	32,001	25,154
Research and development		4,771	4,968	2,634	4,077	4,754	5,088	3,105	4,334	4,499	16,553	16,567
General and administrative		19,780	18,228	19,487	19,270	15,731	14,619	12,421	15,918	16,018	69,107	57,802
Transaction expenses		-	-	-	-	-	-	-	-	-	-	-
Total Operating Expenses		$ 85,513	$ 124,310	$ 144,146	$ 96,599	$ 75,032	$ 113,105	$ 115,963	$ 85,534	$ 71,785	$ 428,882	$ 362,738

(a) Amortization of acquired intangibles; (b) Other depreciation & amortisation; (c) Stock-based compensation (including related employer payroll taxes); (d) Transaction expenses; (e) Litigation and related costs; (f) Professional fees for finance transformation project; (g) Other

GENI Share Count Build

Total Capitalization (shares in millions)	As of June 30, 2025
Ordinary shares outstanding	**238.4**
Additional Securities	
Options	<1.0
NFL Enterprises LLC vested Warrants[1]	19.0
NFL Enterprises LLC unvested Warrants[1]	5.0
Unvested equity-settled RSUs and PSUs[2]	29.3
Total Additional Securities	**53.3**
Fully Diluted Ordinary Shares Outstanding	**291.8**

Note: totals may not sum due to rounding

[1] Pursuant to the License Agreement dated April 1, 2021, the Company agreed to issue the NFL an aggregate of up to 18,500,000, which were fully vested as of April 1, 2023. The NFL exercised 4,000,000 warrants in the first quarter ended March 31, 2025. On June 6, 2025, the Company extended the License Agreement through the end of the 2029 NFL season. Pursuant to the extended License Agreement, the Company issued the NFL an additional 9,500,000 warrants with each warrant entitling NFL to purchase one ordinary share of the Company for an exercise price of $0.01 per warrant share. Of such additional warrants, 4,500,000 warrants vested on June 10, 2025, and 5,000,000 will vest on April 1, 2028, unless delayed at the sole discretion of the NFL to no later than August 2, 2029..

[2] Includes 1) Equity-settled Restricted Share Units ("RSUs"), 2) Cash-settled Restricted Share Units ("Cash-settled RSUs") and 3) Equity-settled Performance-Based Restricted Share Units ("PSUs") as part of the 2022, 2023, 2024 and 2025 Employee Incentive Plans