Third Quarter 2025 Earnings

November 4, 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.

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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

Strong Momentum Across Genius Sports

Strong Q3 Financial Results	▪ +38% Group Revenue growth YoY to $166m ▪ Betting revenue increased by +28% YoY to $110m ▪ Media revenue increased by +89% YoY to $42m, representing a quarterly record ▪ Group Adj. EBITDA increased +32% YoY to $34m, representing 20% margin ▪ +$27m Operating Cash Flow in Q3
Expanded Sportsbook Partnerships	▪ Renewed partnership with Hard Rock Bet, including additional content, live trading, and BetVision ▪ Expanded partnership with ESPN Bet to include BetVision ▪ Addition of Serie A and European Leagues generated growth across European sportsbooks ▪ Launched BetVision for Basketball in September, further expanding the product portfolio
Strengthened Media Platform	▪ Acquired Sports Innovation Lab, unlocking a deeper understanding of sports audiences and spending behavior ▪ Delivered augmented advertising content for Shopify, NBA 2K and Point3 on FanDuel Sports Network's broadcasts of select WNBA games
Increased 2025 Guidance	▪ 2025 Group Revenue guidance raised to $655m, representing 28% growth year-over-year ▪ 2025 Group Adj. EBITDA guidance raised to $136m, representing 59% growth year-on-year and a 21% margin

Note: 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.

Continued Execution with Sportsbook Partners

Additional Content





Strengthening the Highest Quality Portfolio of European Football

Expanded Sportsbook Partnerships





BetVision for NFL, Serie A, and thousands of other soccer and basketball competitions

Industry Tailwinds in Q3

+16%

YoY US GGR Growth

30%

In-Play Handle as % of Total NFL Handle[1]

+28% YoY Growth in Genius Sports Q3 Betting Revenue

[1] Represents data through first six weeks of 2025 NFL season

BetVision is Redefining the NFL Watch & Bet Experience

+50%

Annual increase in number of North American sportsbook customers

74%

In-Play handle as a percentage of total handle[2]



+25%

Annual increase in average time spent on BetVision[1]

+35%

Annual increase in number of unique devices[1]

[1] Represents data through first six weeks of 2025 NFL season. [2] Represents data through first six weeks of 2025 NFL season for one sportsbook customer

BetVision Expansion to New Sports Highlights Distribution and Scale



Rapid Expansion of Coverage

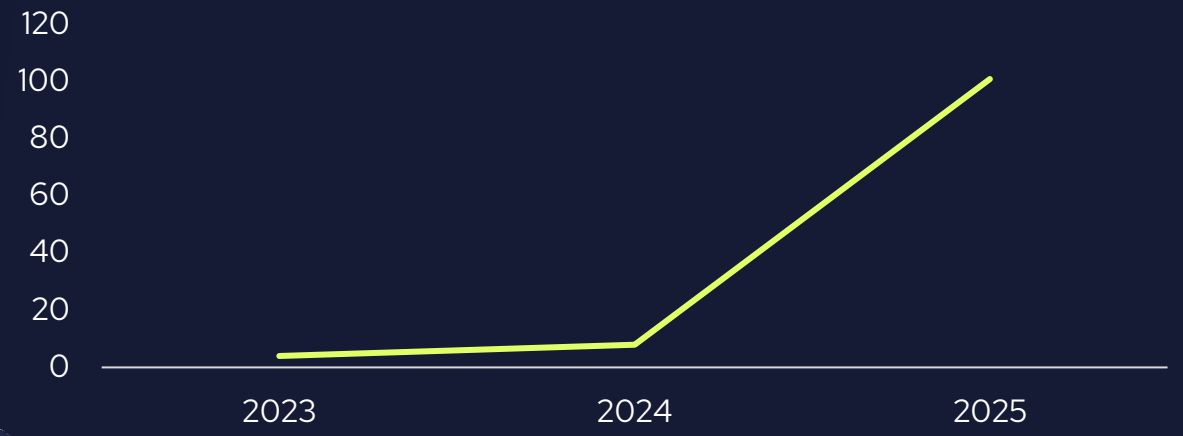
>23k

Global Events Per Year

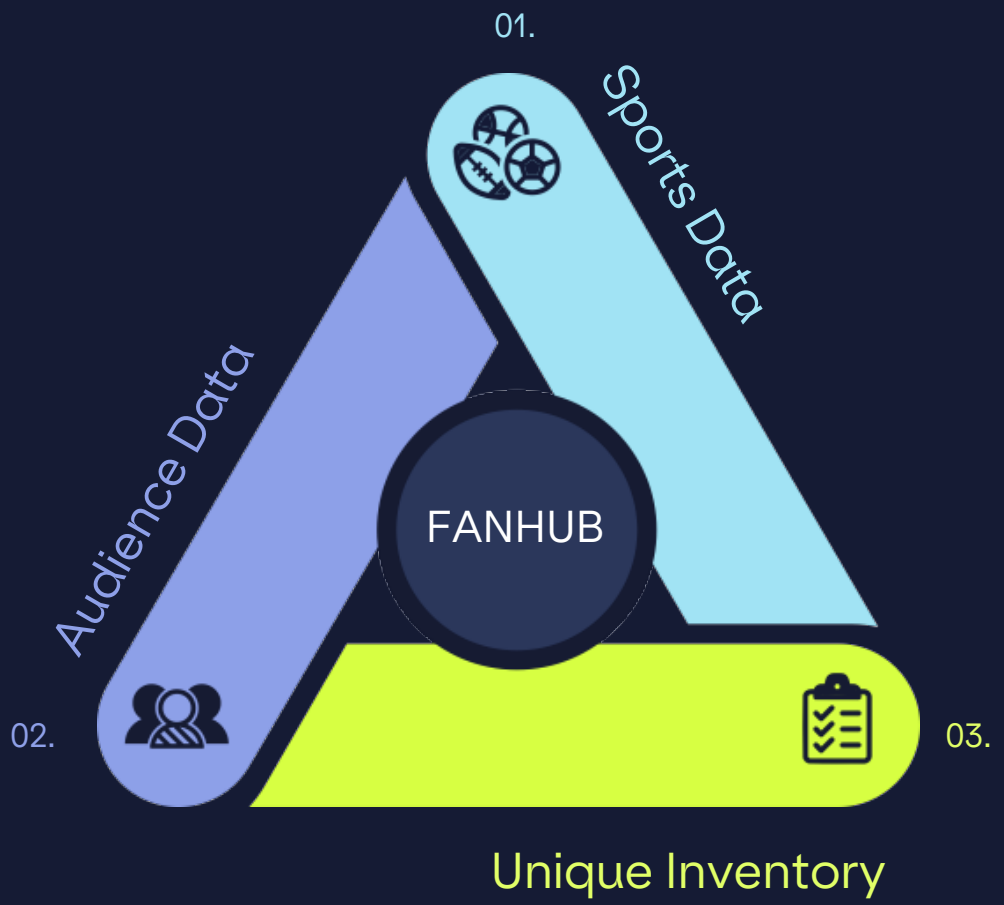
>200

Global Leagues / Competitions

of BetVision Sportsbook Customers



Unique Data and Inventory Driving Media Revenue Growth



01.

- Advertising content triggered by **real-time sports data**
- **AI-powered data** unlocks **deeper understanding** of most engaging moments

02.

- Acquired **Sports Innovation Lab**
- Proprietary **Fluid Fan™** identity graph built on billions of transactional data points
- Unlocks deeper understanding of sports fans and **spending patterns**...
- Enabling **greater personalization**...
- Resulting in **higher ROI** for advertisers

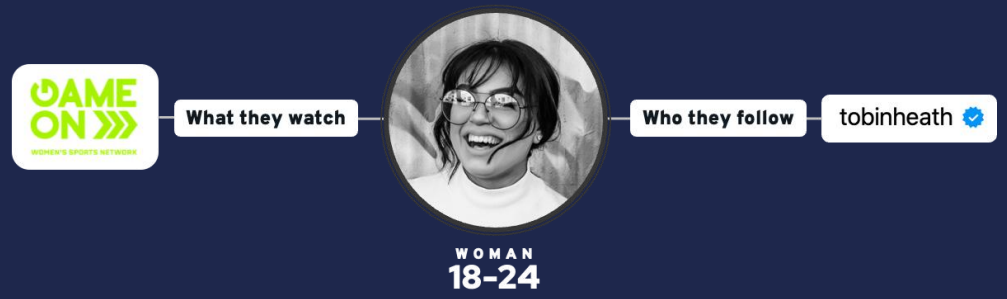
03.

- **New inventory** on **BetVision** for NFL
- **Expanded BetVision coverage** across Soccer and Basketball
- Launched **augmented advertising** on behalf of Shopify, NBA 2K and Point 3 for select **WNBA** games on **FanDuel Sports Network**
- Transforms key moments into premium sponsorship opportunities **live on broadcast**
- Collectively represents a growing catalogue of Genius Sports owned advertising inventory

+89% YoY Growth in Genius Sports Q3 Media Revenue

Sports Innovation Lab Deepens Our Understanding of Sports Fans

What Other Platforms Call a Soccer Fan

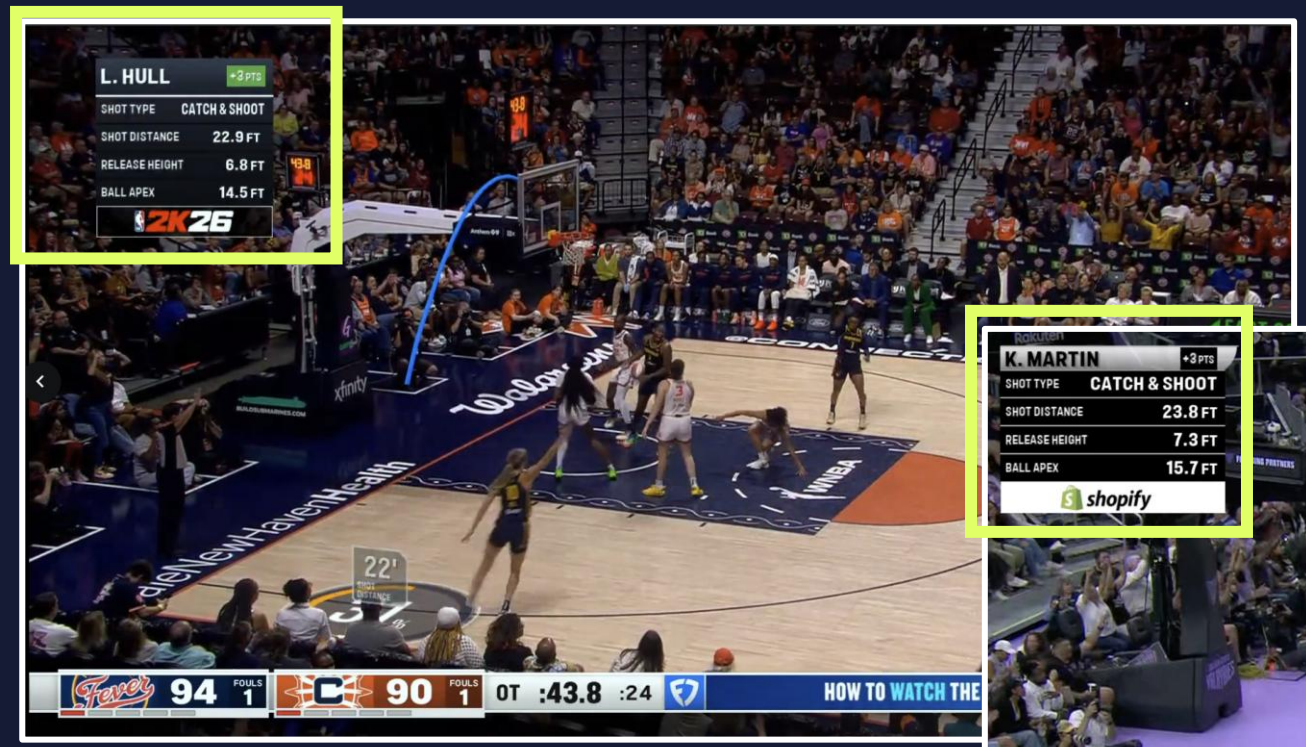


What We Call a Soccer Fan

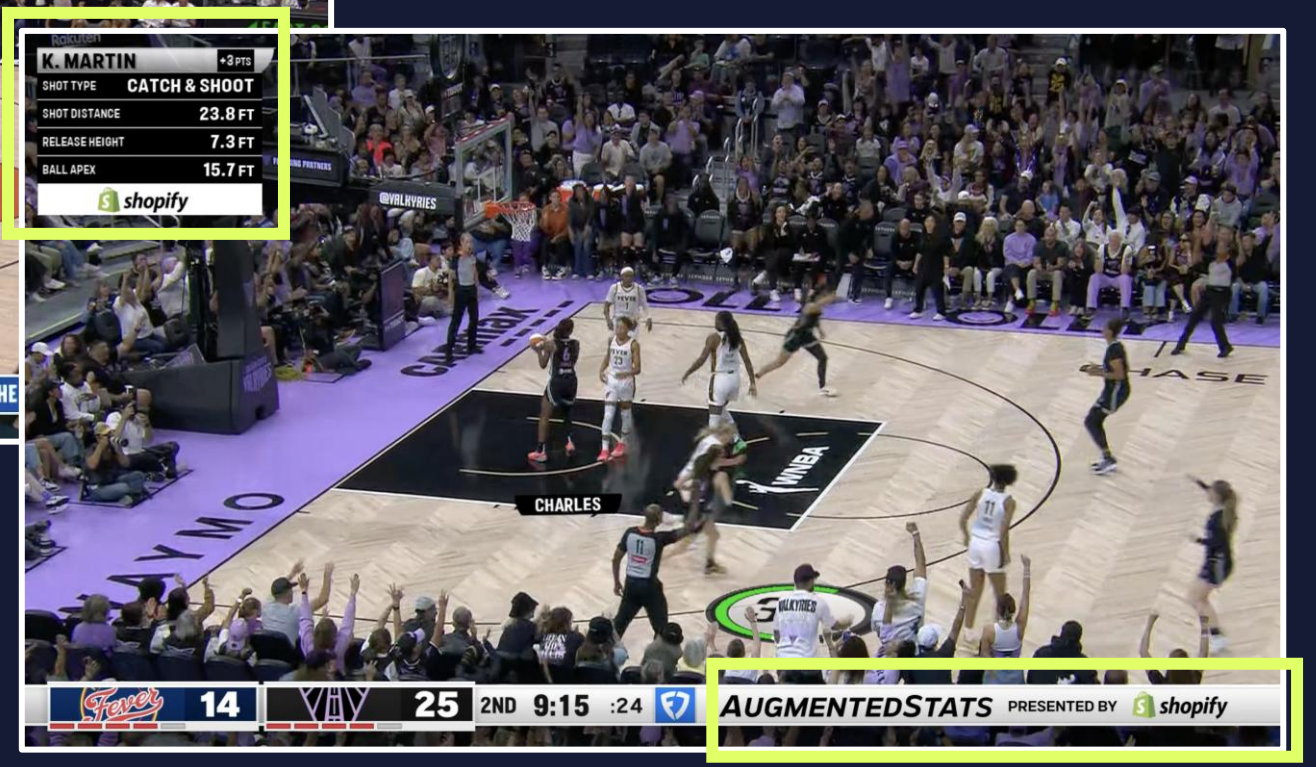


The Fluid Fan™ Identity Graph

New Inventory Created More Ways for Brands to Reach Sports Fans



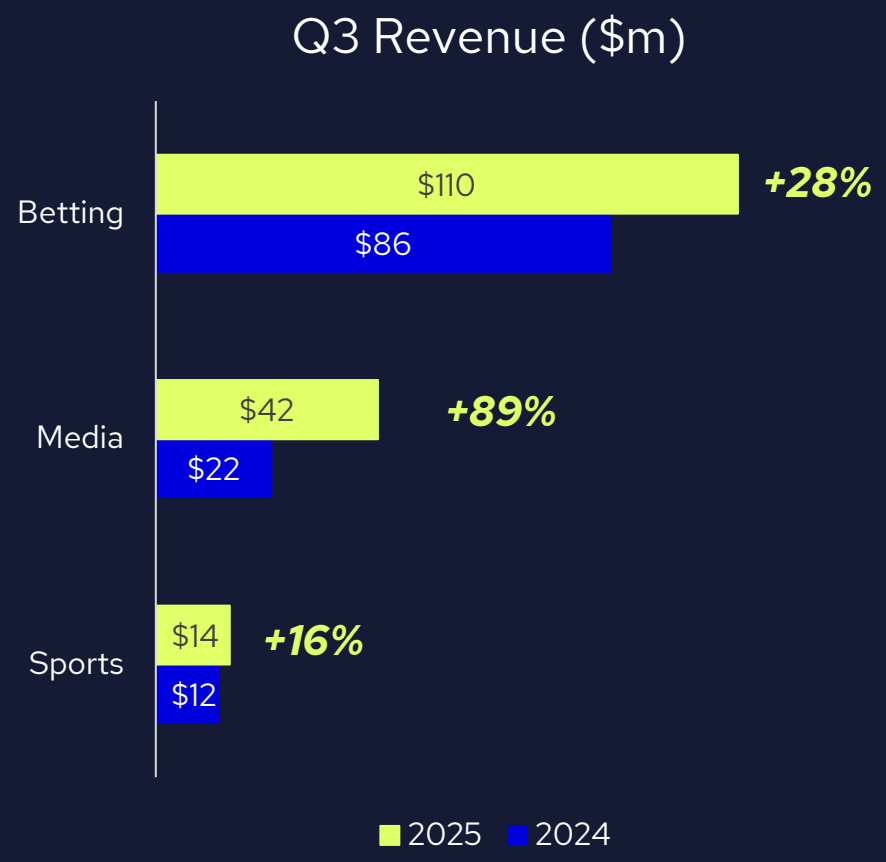
8/17 Fever vs. Sun: execution for NBA 2K

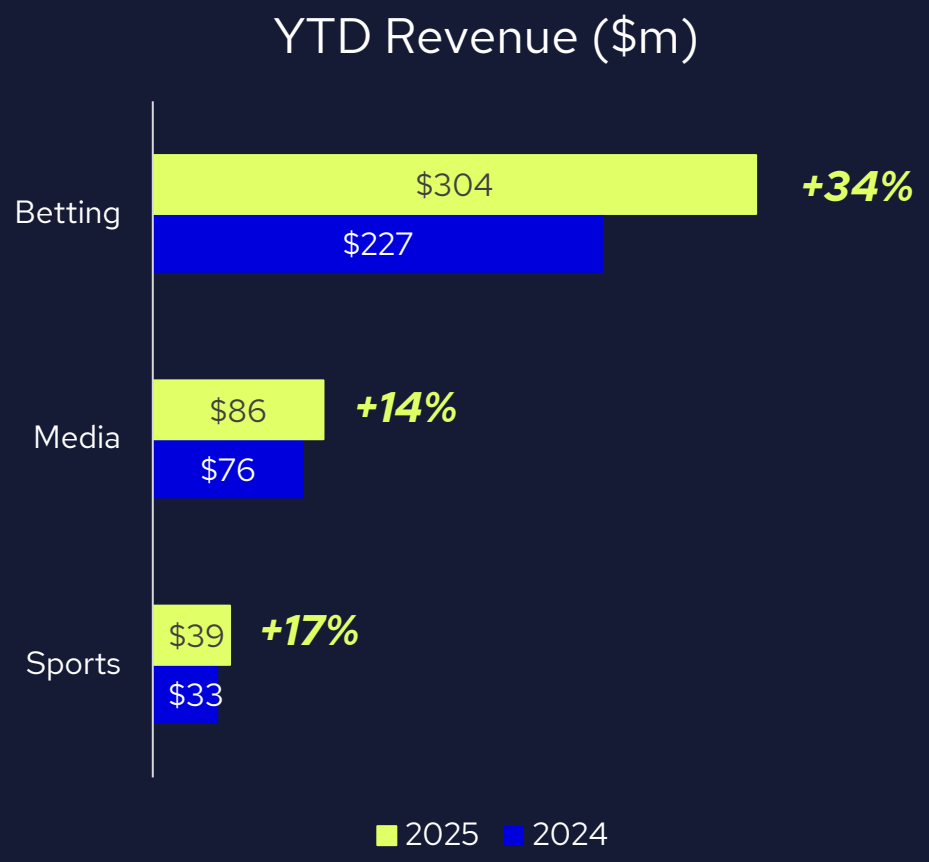


8/31 Fever vs. Valkyries: execution for Shopify

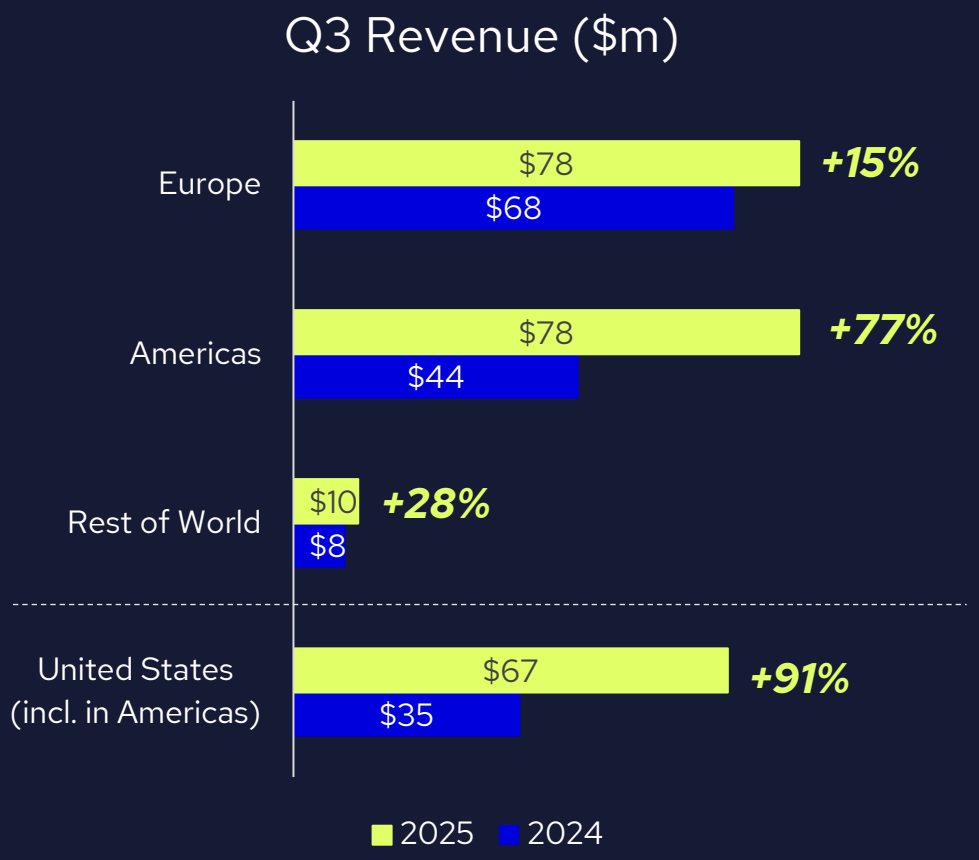
Financial Results & Outlook

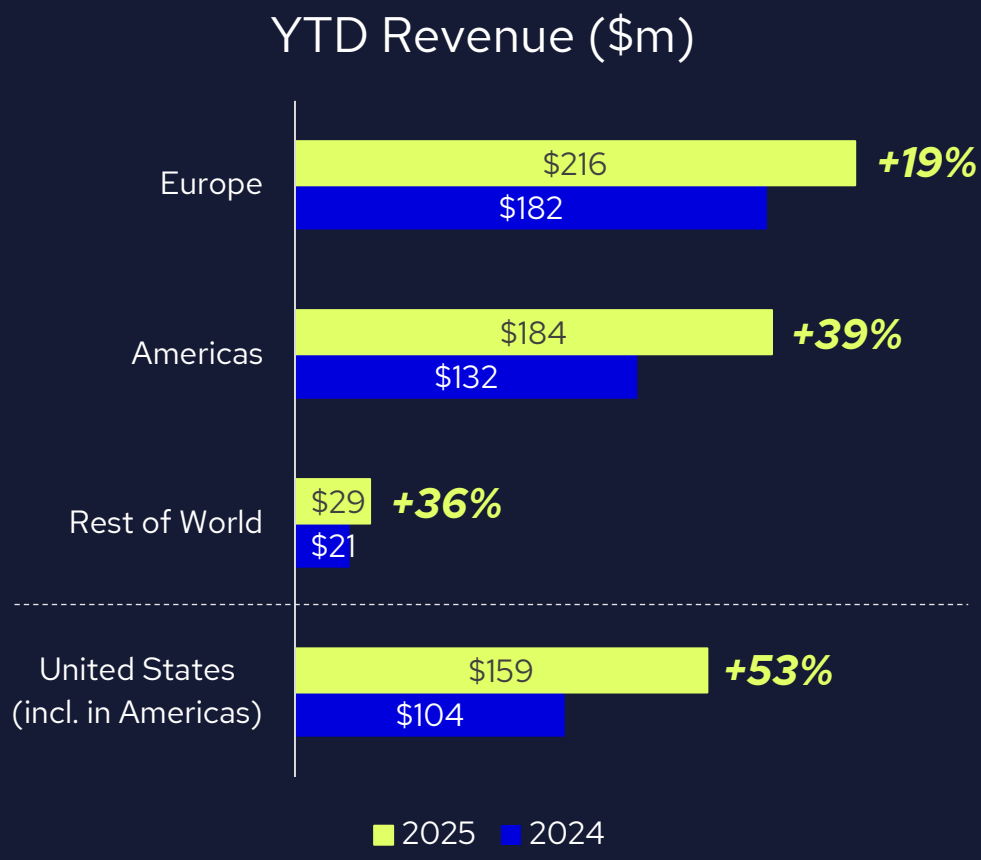
Revenue Growth Across Each Product Group





Revenue Growth Across Each Geography



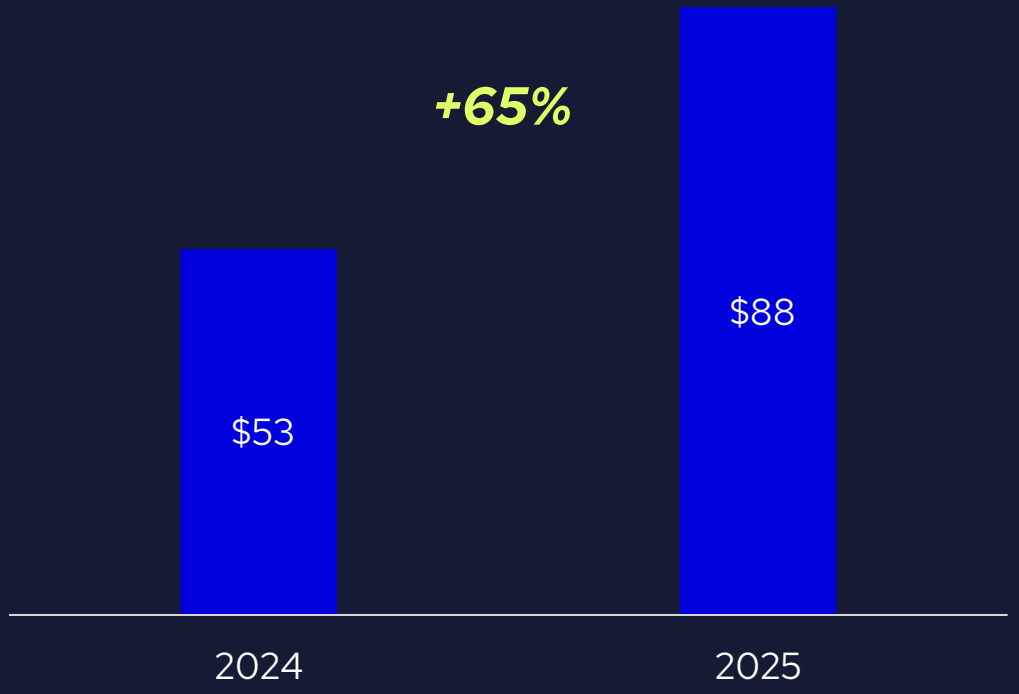


Growth in Group Adj. EBITDA

Q3 Group Adj. EBITDA ($m)



YTD Group Adj. EBITDA ($m)



Note: 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 Group Revenue and Adj. EBITDA Guidance

$655m
FY25 Group Revenue

$136m
FY25 Group Adj. EBITDA

28%
FY 2025E Group Revenue Growth

59%
FY 2025E Group Adj. EBITDA Growth

21%
FY 2025E Group Adj. EBITDA Margin

~400bps
FY 2025E Group Adj. EBITDA Margin Expansion vs. FY 2024

Expecting positive cash flow in FY25


Q&A

Appendix

Genius Sports Q3 P&L & Group Adjusted EBITDA Reconciliation

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

	Three Months Ended September 30,	
	2025	**2024**
Revenue	$ 166,283	$ 120,198
Cost of revenue	124,963	80,116
Gross profit	41,320	40,082
Operating expenses:		
Sales and marketing	13,645	9,455
Research and development	4,943	5,848
General and administrative	45,670	30,403
Transaction expenses	2,667	432
Total operating expense	66,925	46,138
Loss from operations	(25,605)	(6,056)
Interest expense, net	(138)	(13)
Gain on disposal of assets	39	1
(Loss) gain on foreign currency	(7,519)	21,099
Total other (expense) income	(7,618)	21,087
(Loss) income before income taxes	(33,223)	15,031
Income tax benefit (expense)	2,592	(4,618)
Gain from equity method investment	1,817	2,092
Net (loss) income	**$ (28,814)**	**$ 12,505**
(Loss) earnings per share attributable to common stockholders:		
Basic and diluted	$ (0.11)	$ 0.05
Weighted average common stock outstanding:		
Basic	257,661,292	229,588,604
Diluted	257,661,292	233,730,434

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

	Three Months Ended September 30,	
	2025	**2024**
Consolidated net loss	$ (28,814)	$ (21,792)
Adjusted for:		
Net, interest expense	138	13
Income tax expense	(2,592)	4,618
Amortization of acquired intangibles (1)	2,572	2,725
Other depreciation and amortization (2)	16,519	12,946
Stock-based compensation (3)	25,863	9,322
Transaction expenses	2,667	432
Litigation and related costs (4)	9,598	3,295
Loss (gain) on foreign currency	7,519	(21,099)
Other (5)	518	934
Group Adjusted EBITDA	**$ 33,988**	**$ 25,691**

(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 nine months ended September 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" of the 2024 20-F), and Volleystation litigation (as described in Note 17 – Commitments and Contingencies of the 6-K filing as of November 4, 2025). 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, loss on impairment of property leases, and professional fees for finance transformation project.

Genius Sports YTD P&L & Group Adjusted EBITDA Reconciliation

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

	Nine Months Ended September 30,	
	2025	**2024**
Revenue	$ 428,993	$ 335,363
Cost of revenue	343,584	254,106
Gross profit	85,409	81,257
Operating expenses:		
Sales and marketing	39,357	27,531
Research and development	22,615	19,683
General and administrative	144,705	82,855
Transaction expenses	5,452	2,524
Total operating expense	212,129	132,593
Loss from operations	(126,720)	(51,336)
Interest income, net	855	1,001
Gain (loss) on disposal of assets	26	(18)
Gain on foreign currency	31,722	17,190
Total other income	32,603	18,173
Loss before income taxes	(94,117)	(33,163)
Income tax benefit (expense)	302	(4,404)
Gain from equity method investment	2,855	2,739
Net loss	**$ (90,960)**	**$ (34,828)**
Loss per share attributable to common stockholders:		
Basic and diluted	$ (0.36)	$ (0.15)
Weighted average common stock outstanding:		
Basic and diluted	253,138,423	229,460,263

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

	Nine Months Ended September 30,	
	2025	**2024**
Consolidated net loss	$ (90,960)	$ (47,333)
Adjusted for:		
Net, interest income	(855)	(1,001)
Income tax expense	(302)	4,404
Amortization of acquired intangibles [1]	6,936	21,953
Other depreciation and amortization [2]	44,581	36,194
Stock-based compensation [3]	128,166	34,559
Transaction expenses	5,452	2,524
Litigation and related costs [4]	23,513	5,643
Gain on foreign currency	(31,722)	(17,190)
Other [5]	3,104	1,108
Group Adjusted EBITDA	**$ 87,913**	**$ 53,366**

(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, loss on impairment of property leases, and professional fees for finance transformation project.

Reconciliation of GAAP Expenses to non-GAAP Expenses

		Three Months Ended									Year Ended	
		September 30, 2025	June 30, 2025	March 31, 2025	December 31, 2024	September 30, 2024	June 30, 2024	March 31, 2024	December 31, 2023	September 30, 2023	December 31, 2024	December 31, 2023
GAAP Operating Expenses												
Cost of revenue		$ 124,963	$ 109,832	$ 108,789	$ 128,081	$ 80,116	$ 67,079	$ 106,911	$ 116,656	$ 77,446	$ 382,187	$ 343,972
Sales and marketing		13,645	14,299	11,413	9,880	9,455	9,661	8,415	9,625	5,827	37,411	29,432
Research and development		4,943	8,726	8,946	4,893	5,848	7,214	6,621	7,874	6,115	24,576	26,070
General and administrative		45,670	64,500	34,535	40,156	30,403	30,867	21,585	27,076	20,399	123,011	85,167
Transaction expenses		2,667	2,053	732	(278)	432	1,628	464	338	832	2,246	2,494
Total Operating Expenses		$ 191,888	$ 199,410	$ 164,415	$ 182,732	$ 126,254	$ 116,449	$ 143,996	$ 161,569	$ 110,619	$ 569,431	$ 487,135
Non-GAAP Operating Expense Adjustments												
Cost of revenue	(a)	(2,572)	(2,182)	(2,182)	(2,183)	(2,725)	(9,024)	(10,204)	(10,305)	(10,321)	(24,136)	(40,476)
	(b)	(15,715)	(12,644)	(13,623)	(12,651)	(12,040)	(11,059)	(10,385)	(12,955)	(7,040)	(46,135)	(33,829)
	(c)	(4,306)	(43,919)	(102)	(124)	(144)	(176)	(174)	(195)	(56)	(618)	(6,342)
	(f)	(31)	(92)	(254)	(69)	(8)	32	(32)	(58)	-	(77)	(110)
Sales and marketing	(b)	(419)	(448)	(416)	(417)	(404)	(381)	(374)	(329)	(323)	(1,576)	(1,232)
	(c)	(1,965)	(3,633)	(2,109)	(1,037)	(997)	(1,589)	(756)	(1,999)	(248)	(4,379)	(3,060)
	(f)	(129)	(251)	(402)	545	(1)	4	(3)	(3)	(3)	545	14
Research and development	(b)	(225)	(216)	(416)	(327)	(377)	(377)	(405)	(478)	(511)	(1,486)	(1,999)
	(c)	(2,532)	(3,528)	(2,703)	(1,707)	(1,390)	(2,031)	(1,119)	(2,431)	(369)	(6,247)	(3,630)
	(f)	(223)	(211)	(859)	(225)	(4)	(52)	(9)	(1,860)	(901)	(290)	(3,874)
General and administrative	(b)	(160)	(178)	(121)	(127)	(125)	(205)	(62)	(482)	(68)	(519)	(781)
	(c)	(17,060)	(33,911)	(12,398)	(18,230)	(6,791)	(13,772)	(5,620)	(11,445)	(4,390)	(44,413)	(22,430)
	(e)	(9,598)	(10,547)	(3,368)	(1,932)	(3,295)	(1,149)	(1,199)	(876)	(21)	(7,575)	(2,289)
	(f)	(174)	(84)	(420)	(380)	(922)	(10)	(85)	(1,852)	(2)	(1,397)	(1,865)
Transaction expenses	(d)	(2,667)	(2,053)	(732)	278	(432)	(1,628)	(464)	(338)	(832)	(2,246)	(2,494)
Total Operating Expenses		$ (57,776)	$ (113,897)	$ (40,105)	$ (38,586)	$ (29,655)	$ (41,417)	$ (30,891)	$ (45,606)	$ (25,085)	$ (140,549)	$ (124,397)
Non-GAAP Operating Expenses												
Cost of revenue		102,339	50,995	92,628	113,054	65,199	46,852	86,116	93,143	60,029	311,221	263,215
Sales and marketing		11,132	9,967	8,486	8,971	8,053	7,695	7,282	7,294	5,253	32,001	25,154
Research and development		1,963	4,771	4,968	2,634	4,077	4,754	5,088	3,105	4,334	16,553	16,567
General and administrative		18,678	19,780	18,228	19,487	19,270	15,731	14,619	12,421	15,918	69,107	57,802
Transaction expenses		-	-	-	-	-	-	-	-	-	-	-
Total Operating Expenses		$ 134,112	$ 85,513	$ 124,310	$ 144,146	$ 96,599	$ 75,032	$ 113,105	$ 115,963	$ 85,534	$ 428,882	$ 362,738

(a) Amortization of acquired intangibles; (b) Other depreciation & amortization; (c) Stock-based compensation (including related employer payroll taxes); (d) Transaction expenses;
(e) Litigation and related costs; (f) Other

GENI Share Count Build

Total Capitalization (shares in millions)	As of September 30, 2025
Ordinary shares outstanding	**238.7**
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]	29.0
Total Additional Securities	**53.0**
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.