



GoodBookey

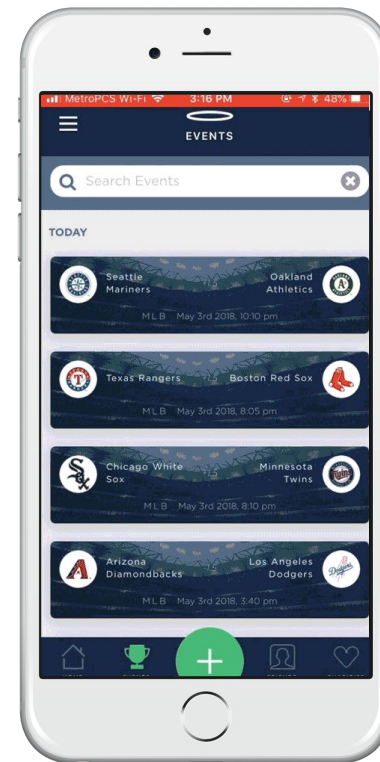
Winning never felt so good.

What is GoodBookey?



GoodBookey is the leader in Social Impact Gaming

Centered around live events and sports betting, GoodBookey works with brands to create engaging games that attract and expand user bases, build brand image, and raise money for charities.



sportradar

Overview of GoodBookey Activity



40+ charity partners



7 custom events



20,000 secure financial transactions



Live in the app stores



The GoodBookey Effect



GoodBookey



Your Brand

- Differentiate through Innovation
- Engage your users/followers
- Unique and entertaining games



Your Cause

- Customer-driven donations
- Increase charitable awareness
- Build brand loyalty



Your Experience

- Garner positive media attention
- Engage and grow your user-base
- Amplify the excitement

- **87%** spend with a brand because a company advocated for an issue they cared about
- **66%** of global consumers and **73%** of millennials will spend more with socially conscious brands

GoodBookey's Turn-Key Technology Platform



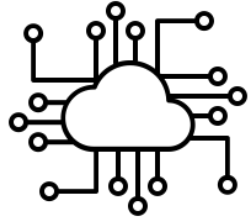
GoodBookey



Platform of Games

- Pick 'Em
- Brackets
- Prop Bet
- Trifecta
- Peer to Peer

Games tailored to engage



Trusted Technology

- Secure payment processing
- Scalable
- Reliable

Secure and built to last



Charity Ecosystem

- 40+ charities including: American Cancer Society, United Way, + more

A Charity for every event



Creative Development

- Game design
- Marketing campaigns
- Design Thinking

Design is key to success



In the
Community



At Home



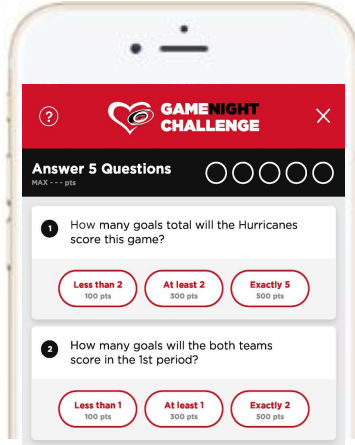
In Event

GoodBookey In-Stadium Charitable Gaming



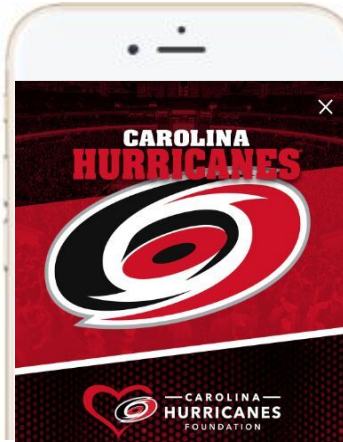
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In-Stadium Game



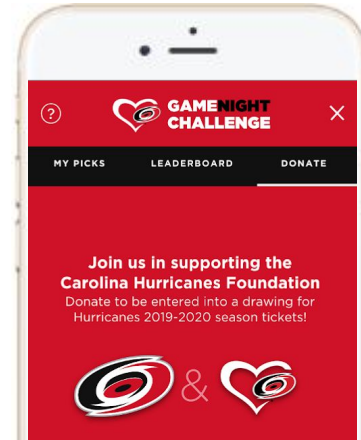
Games are free to play with the option of making a charitable donation

Brand Sponsored



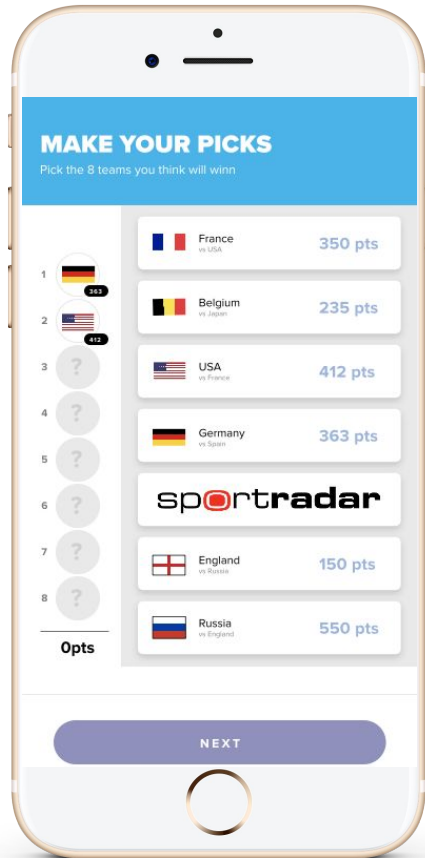
Teams can sponsor the game, or bring in corporate sponsors

Benefiting Charity



Charity partners directly receive donations via payment platform

In-app Advertising



User Facts

- Registered Users: 6,200+
- Monthly Active Users: 1,000+
- Average time per app session: 3 minutes
- App sessions per week: 2.5

In-app ads

- Ad placement on each page with games/scores
- Ad linked to your choice of webpage

Recap: College Football Charity Pick'em



Weekly Pick 'Em Game

Sponsored by Sports1Marketing

Recap

- \$20k in prizes
 - **Sponsors:** Rose Bowl,, Phat Scooterz, Block Party Suites, American Cancer Society
- 500k in media engagement
- 3k weekly active users

[Watch the Promo Video HERE](#)

Recap: Custom Events



2 Hour Live Event

Game recap

- 30k streaming views
- > \$15k in donations
- 1M+ Media Engagement

Single biggest viewership and donation amount for GoodBookey

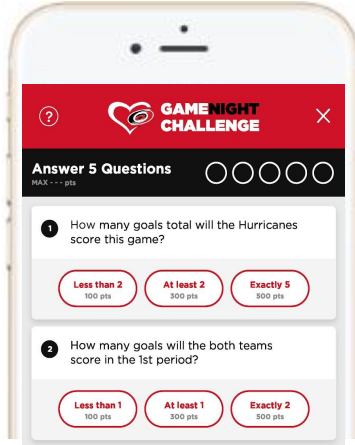
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GoodBookey In-Stadium Charitable Gaming



GoodBookey

In-Stadium Game



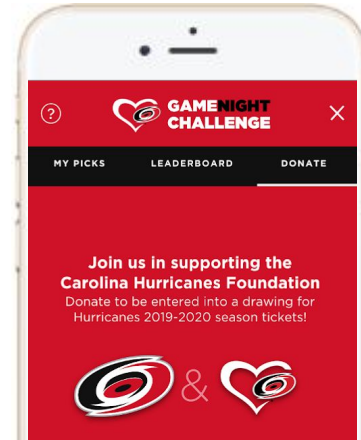
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GoodBookey is legal in all 50 states.

NEW
PARTNER

ODDSHARK

GoodBookey

the CHIVE

PRESENTS

SPELLING BEE

BENEFITTING
CHIVE Charities

COLLEGE FOOTBALL CHALLENGE

GOOD GAME!

GoodBookey

COLLEGE FOOTBALL CHALLENGE

WIN A PHAT SCOOTER

FROM PHAT SCOOTERS

Donations benefiting
CHIVE Charities

GoodBookey

COLLEGE FOOTBALL CHALLENGE

GoodBookey

PRIZES SPONSORED BY:

CROSSROPE

COLLEGE FOOTBALL CHALLENGE

BENEFITING

UNSTOPPABLE FOUNDATION

GoodBookey

PLAY TO WIN A VEGAS EXPERIENCE

Airfare for two for a trip to Vegas

Two VIP tickets to ACS Coaches v Cancer basketball tournament

Two nights at Park MGM

blockparty

PRESENTS

COLLEGE FOOTBALL CHALLENGE

POWERED BY

GoodBookey

COLLEGE FOOTBALL CHALLENGE

Pick your team. Watch football. Fight cancer.

All donations this week will go to the American Cancer Society to help save lives.

WEEK 12 PRIZE SPONSOR CHARITY

American Cancer Society

COLLEGE FOOTBALL CHALLENGE

HURRICANE RELIEF

All donations this week will go to the United Way of the Cape Fear Area Hurricane Florence relief.

BENEFITING

WEEK 4 PRIZE SPONSOR

United Way

LONGRIDER

COLLEGE FOOTBALL CHALLENGE

PLAY TO WIN A PHAT SCOOTER

Donations benefiting
CHIVE Charities

GoodBookey

THE PLAYBOOK
w/ DAVID MELTZER

PRESENTS

COLLEGE FOOTBALL CHALLENGE

POWERED BY

GoodBookey

Winning never felt so good.

COLLEGE FOOTBALL CHALLENGE

BETS * FOR VETS**

All donations this week will go to the Wings for Warriors in honor of Veterans Day.

BENEFITING

WEEK 11 PRIZE SPONSOR

WINGS FOR WARRIORS

CROSSROPE

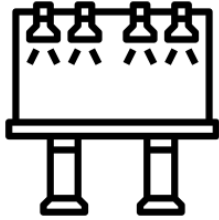
COLLEGE FOOTBALL CHALLENGE

WIN 2 TICKETS TO THE ROSE BOWL!

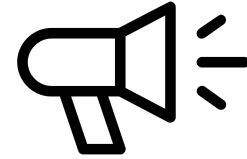
AIRFARE INCLUDED!

Download GoodBookey and play today!

GoodBookey Creates Added Brand Value



New sponsorship opportunities
For marquee brand sponsors



Capture positive media attention
through innovation and philanthropy



Engage users
In a meaningful and fun way



Emphasize Social Responsibility
To users, media, and brand partners



www.goodbookey.com



info@goodbookey.com



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[@goodbookey](https://twitter.com/goodbookey)