

**A SPORTS BETTING ENTHUSIAST  
SPECIALTY CONTENT COMPANY  
THE LINEMAKERS**



# Company Overview

Absolute Sports Info, LLC (d/b/a The Linemakers) produces and monetizes sporting event analysis. Founded in, the company employs highly-experienced sports book professionals, as well as Harvard and Wharton-educated analytics experts, to create online content and event-specific analysis for sports and sports betting enthusiasts around the world.

# State of the U.S. SPORTS BETTING MARKET

## NBA COMMISH ADAM SILVER WANTS TO HELP SET RULES FOR LEGALIZED SPORTS GAMBLING

Thursday, October 30, 2014 • ThePostGame

In Adam Silver's opinion, the current gambling laws aren't stopping fans from betting on sports – they're only restricting domestic opportunities.

...Silver believes now is the time to start accepting the "inevitable" future... "Because the industry is not transparent, we can't do as good a job, I believe, as we could if it were all highly regulated ... right now there's a huge offshore online business in sports betting."

Silver also noted that the English Premier League has been very successful at embracing online gambling companies ...

Silver envisions similar opportunities for the NBA and other sports leagues ...

# Unique Approach

The Company's unique approach and structure give it an extraordinary edge in the market:

- Unique Approach- rather than raise large sums of dilutive capital to pay for the engineers required to build the technology infrastructure, and the marketing required to draw a large audience, management chose to partner with Sporting News Media (SNM)

# Outstanding Growth Statistics

Football season is the highest traffic period for the industry each year - and was the Linemakers first foray into the sports-information content space. Linemakers traffic numbers for Fall 2012 and 2013 are below - showing an average same-month annual growth of 300% and above.

Note: Over 90% of this traffic is organic - coming directly to [www.thelinemakers.com](http://www.thelinemakers.com) URL.

2012	Sept	Oct	Nov	Dec
Visits	149,829	364,112	531,827	628,296
Unique visitors	52,602	173,555	251,410	293,635
2013	Sept	Oct	Nov	Dec
Visits	1,504,903	1,463,775	1,499,398	1,635,129
Unique visitors	1,003,474	889,238	841,178	980,151
Yearly Growth %	1,900%	512%	335%	334%

# Outstanding Growth Statistics (con't)

Other Important information:

- Average video plays of Linemakers content was approximately 50,000 plays per month in 2012. In 2013 this grew to an average of over 400,000 plays per month and is currently averaging almost 600,000 plays per month. **An annual growth rate of 800%.**
- The average **view to completion rate of Linemakers videos is over 80%** - a number unheard of online.
- In 2013, the University of Massachusetts conducted a national survey of adults who engage in sports betting. **The number 1 answer** (by a wide margin) to the question "*Where do you get your sports wagering information?*" was ***The Linemakers*** - with 48% overall indicating that the Linemakers is their first source for information.

# Outstanding Growth Statistics Organic Search

- After only two seasons in the market, The Linemakers brand has become so popular that for most searches associated with sports betting they are on the very first page for Google results - usually in the top 5. In this example, Googling the terms “points spread NCAA tournament” they ranked #5 and #6 overall.
- During Football season - their first and strongest sport - the organic search results are usually in the top 3 or better.

The image shows a Google search interface for the query "points spread NCAA tournament". The search results are displayed on a white background with a grey header. The Google logo is in the top left, and the search bar contains the text "points spread NCAA tournament". Below the search bar, there are tabs for "Web", "News", "Videos", "Shopping", "Images", "More", and "Search tools". The search results are listed below, with the first result being "College Basketball Las Vegas Sportsbook Odds, NCAA ..." from VegasInsider.com. The second result is "NCAA College Basketball Odds, Betting Lines & Point ..." from TeamRankings.com. The third result is "Opening point spreads for this week's NCAA Tournament ..." from CBSsports.com. The fourth result is "Men's College Basketball Daily Lines - ESPN - ESPN.com" from ESPN. The fifth result is "Schedule, Odds, Point Spreads, Betting Lines - Linemakers ..." from Linemakers.sportingnews.com. The sixth result is "Wynn Las Vegas hangs point spreads for first two rounds of ..." from Linemakers.sportingnews.com. Two red arrows point from the text in the first bullet point to the fifth and sixth search results.

Google points spread NCAA tournament

Web News Videos Shopping Images More Search tools

About 293,000 results (0.40 seconds)

**College Basketball Las Vegas Sportsbook Odds, NCAA ...**  
www.vegasinsider.com/college-basketball/odds/las-vegas/ \*  
College Basketball Las Vegas Odds, Betting Lines, and Point Spreads provided by VegasInsider.com, along with more NCAA Basketball information for your ...

**NCAA College Basketball Odds, Betting Lines & Point ...**  
www.teamrankings.com/ncaa/odds/ \*  
NCAA college basketball odds, point spreads, and betting lines (ATS, over under, money lines) updated multiple times daily.  
Over/Under Movement - Spread Movement - ATS Favorite on ...

**Opening point spreads for this week's NCAA Tournament ...**  
www.cbssports.com/collegebasketball/college... \* CBSsports.com \*  
by Gary Parrish - in 110 Google+ circles  
Opening point spreads for this week's NCAA Tournament games. March 16, 2014 9:55 PM ET. Gambling is obviously a big part of March Madness. Here are the ...

**Men's College Basketball Daily Lines - ESPN - ESPN.com**  
espn.go.com/mens-college-basketball/lines \* ESPN \*  
Spread: Also commonly referred to as the line or spread, a negative point spread value (-15.5) indicates that team is favored by 15.5 points. A positive value ...

**Schedule, Odds, Point Spreads, Betting Lines - Linemakers ...**  
linemakers.sportingnews.com/odds \* Sporting News \*  
Check out live Las Vegas point spreads, betting lines and odds for NFL, college football, college basketball, NBA, MLB, NHL, boxing, UFC, NASCAR, soccer and ...  
You visited this page on 5/8/14.

**Wynn Las Vegas hangs point spreads for first two rounds of ...**  
linemakers.sportingnews.com/ncaa/ncaa-tourna... \* Sporting News \*  
by David Purdum  
Mar 16, 2014 - Get the latest Las Vegas news impacting point spreads, betting lines and ... The NCAA Tournament bracket was released around 3:45 p.m. PT, ...

# Extraordinary Organic Traffic Statistics

Search, Direct traffic, and Social Media sharing (all Organic) make up an astounding **90%** of The Linemakers' current traffic/UMV

<b>TRAFFIC SOURCES</b>	<b>UMV for Typical Month In-Season</b>	<b>%</b>
<b>Organic Search</b>	670,258	<b>67%</b>
<b>Direct/No Referrer</b>	206,197	<b>21%</b>
<b>Partner/Other Sites</b>	58,094	<b>6%</b>
<b>Internal SN</b>	51,790	<b>5%</b>
<b>Social Media Sharing</b>	15,432	<b>2%</b>
<b>TOTAL ALL SOURCES</b>	<b>1,001,771</b>	<b>100%</b>

# Sports Betting Market is Phenomenally Large

- 53 Million people in the USA bet on sports each year (1 out of 6 Americans) **source: Gallup**
- 200 Million people worldwide bet on the NFL Superbowl each year **source: NBC News**
- \$380 Billion is bet on sports in the US each year; **source: NGISC**
- \$600 Billion is bet outside the US on sports each year. Of this, \$60B (10%) is bet on US sporting events. This segment is growing at 20% per year; **source: American Gaming Association**
- 79% of sports wagering enthusiasts in the US are college educated; and 62% make over \$50,000 per year; **source: Sports Consumption Overview – University of Massachusetts study**

***In short, the market size potential for The Linemakers – both ad-based offering and its subscription offering – is utterly enormous.***

# Changing Landscape – a critical moment in history

The Company is pursuing a well-proven line of business in monetizing its video content online and through syndication with SNM. This business is scaling and organically and rapidly.

And the Company's subscription model promises to be highly lucrative – even at modest participation numbers.

So management is confident that this business will be very successful **without** any major industry changes in its favor. However, should the NJ state bill passed on 6/26/14 that paves the way for private sports betting operations in New Jersey be enacted, which would allow sports betting in New Jersey this year, then the potential valuation of The Linemakers will likely grow exponentially, giving the Company an extraordinary head start in a fully-legal industry – over other potential competitors.

# Subscription Business has Extraordinary Potential

- The Linemakers is already considered the #1 go-to source for information on sports betting. And through its extraordinary organic Search draw, as well as its partnership with giant SNM, it has access to millions of engaged sports betting enthusiasts. The next logical evolution of the business is the offer subscription packages to these avid users.
- The model assumes that less than 1% of the current in-season active base of 1M UMV per month will actually sign up to become paying subscribers. Over the next 3 years the Company projects that this number will grow – but still remain under 2%.
- If one uses music streaming service Spotify as a guide, then Linemaker's ratio of paying subscribers to active users of under 2% is quite conservative. As of May 2014, Spotify had 10m paying subscribers out of a total base of 40m active users; or a 25% ration of subscribers to total active users.

# SUMMARY

- **Unique Approach** – Partner with industry giant to gain scale from inception – saving \$Ms in startup costs;
- **Unique Structure** – Extremely low Opex means low risk, and high net margins
- **Proven Demand/Traffic Growth** – Over 300% yr on yr growth; Brand ranked as #1 source of sports betting info in national survey; Launching in SNM’s ePlayer network this Fall to over 300 new News outlets;
- **Unheard of 90% of Traffic is Organic** – Top of Google rankings; view to completion of videos over 80%
- **Addressable Market is Huge** – 53m Americans bet on sports each year; \$400B US market size;
- **Two Lucrative lines of business** – Content distribution play is well-proven; Subscription model has potential to be extremely lucrative – even at current, conservative, adoption estimates (less than 2% subscribe);
- **Seasoned Team** – Experts in this discipline and known throughout the media and sports communities;
- **Titanic shifts underway in Industry** – Potential change in legality of sports betting could have dramatic, positive, impact on valuation of business

*The very guys who helped create the modern  
day sports book ...*



THE  
LINEMAKERS