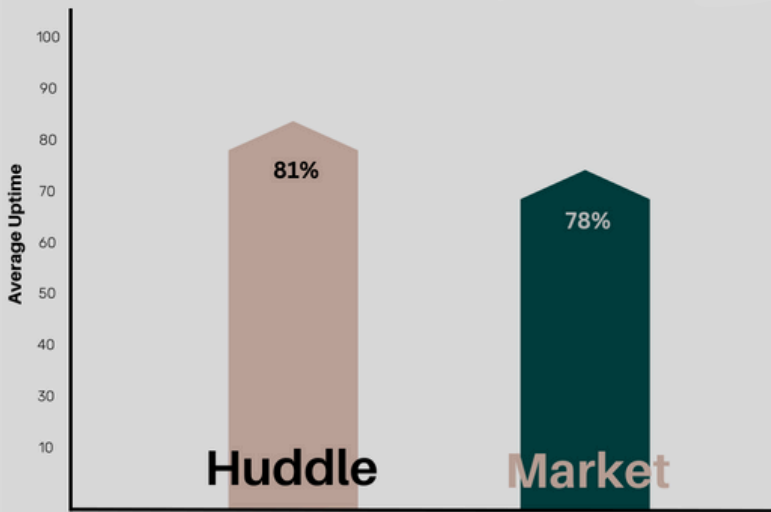


NFL

SEASON DATA

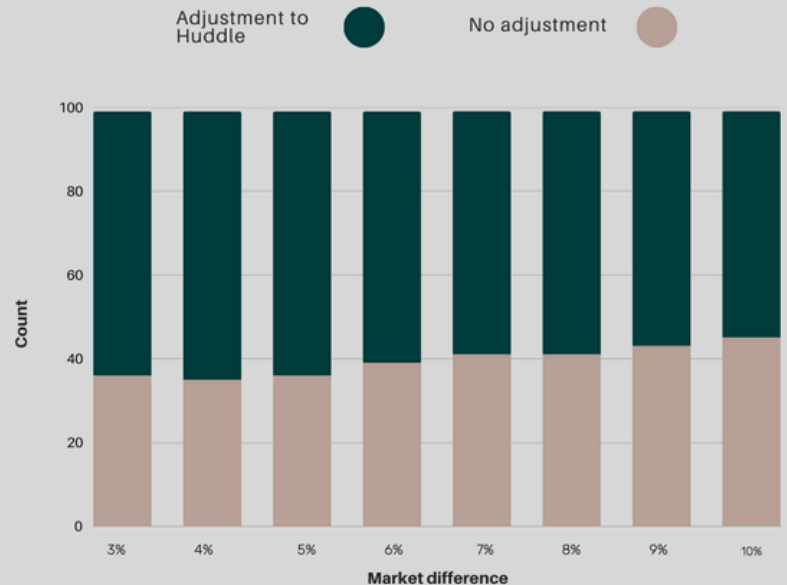


Uptime

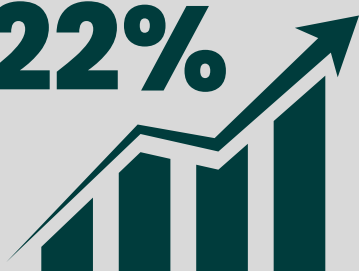
- **Reduced Suspension Time:** Huddle demonstrates a clear advantage, offering shorter suspension periods compared to the market. This translates to more availability for bettors to place wagers, enhancing the overall betting experience and boosting sportsbook turnover.
- By minimizing downtime we increase user satisfaction and drive higher engagement.

Market Making

- The market aligned with Huddle's prices in over 63% of instances where Huddle's pricing differed from the market by 3%.
- This data underscores Huddle's active role in responding to market discrepancies to maintain alignment and competitiveness. It demonstrates Huddle's commitment to precision and adaptability, ensuring our pricing remains dynamic and market-relevant.



22%



Margins

- Same Game Parlay (SGP) led the way with an impressive **22% margin during Super Bowl in-play.**
- Huddle's SGP product strikes the perfect balance: offering an engaging, customizable betting experience for users while driving exceptional profitability for operators. This product remains a cornerstone for operators aiming to maximize returns.

BETTING

Market Popularity

- Player Props Dominate - Six of the top seven most combined markets in SGPs are player-focused, reinforcing the trend that bettors are more engaged with individual performances than team-based bets.
- While player markets dominate, the **Result (Moneyline/Spread)** ranks #2, indicating that bettors still mix in traditional team-based bets.

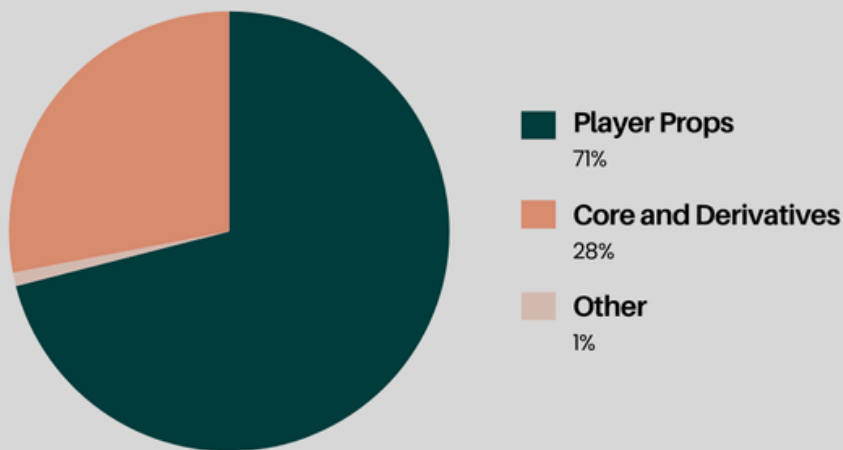
MARKET POPULARITY

NFL PLAYOFFS



SAME GAME PARLAY BUSINESS MIX

NFL PLAYOFFS



Business Mix

- Player Props (71%) - This category dominates the SGP landscape, highlighting bettors' strong preference for individual player performances over team-based markets. This aligns with broader industry trends where player-centric bets - such as passing yards, rushing touchdowns, or receptions, are gaining traction due to their engagement potential.

In-play Bets

- The percentage of live bets placed through Bet Builder during the **NFL playoffs reached 12.2%**, highlighting a growing interest in real-time, customizable betting experiences among NFL fans. This trend underscores the importance of offering dynamic and flexible betting options to engage users during high-stakes games.

