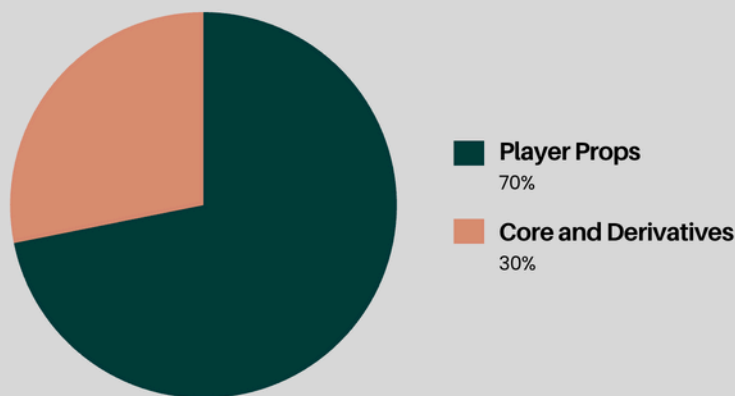




Business Mix

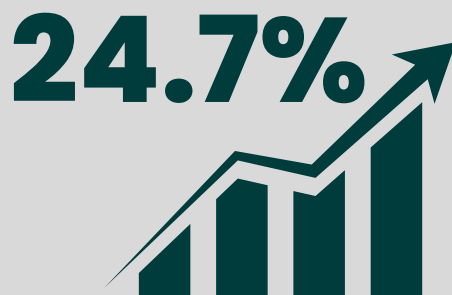
- This data reveals a significant preference toward Player Props, which accounted for a dominant 70% of all SGP leg selections during NBA season.
- This overwhelming majority underscores a strong and growing bettor inclination to focus on individual player performances rather than broader team-based outcomes. Bettors appear more interested in granular outcomes like points, rebounds, or assists by specific players.

SAME GAME PARLAY BUSINESS MIX
NBA SEASON



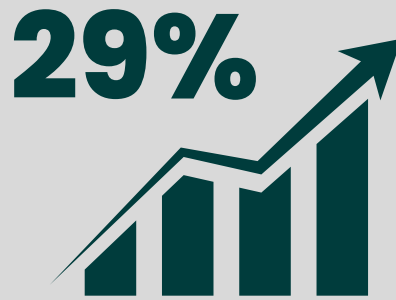
In-play Bets

The percentage of live bets placed through Bet Builder during the **NBA playoffs reached 24.7%**, highlighting a growing interest in real-time, customizable betting experiences among NBA fans. This trend underscores the importance of offering dynamic and flexible betting options to engage users during high-stakes games.



Margin Data Highlights (Same Game Parlay)

- Same Game Parlay (SGP) stood out as the top-performing product for NBA, delivering an impressive **29% margin**.
- For operators looking to maximize returns, SGP (Bet Builder) remains a key driver of revenue, cementing their place as a cornerstone of the sports betting landscape.



Uptime Performance

- **+10% Uptime Advantage During NBA games** — Huddle delivered 90% uptime compared to the Tier 1 market average of 80%, ensuring significantly more opportunities to capture in-play bets and serve users without disruption.
- **Uninterrupted Access = Higher Engagement & Revenue** — Consistent uptime during high-stakes moments like the NBA s drives better satisfaction, keeps users on-platform, and translates directly into increased betting activity and revenue for operators.

