

18 January 2023

Streaks Gaming PLC
('Streaks' or 'the Company')

Year-over-Year Performance

London, United Kingdom - Streaks Gaming PLC (LSE: STK), a GPT-driven, conversational gaming platform targeting customers in the emerging US sports betting market, is pleased to announce its year-over-year user growth statistics. The Company has seen a significant increase in key metrics, including registrations, unique players, contest entries, and entrants' predictions:

- Streaks experienced a 378% increase in registrations, rising from 24,401 in 2021 to 116,519 in 2022;
- the Company saw a 325% increase in unique players, going from 18,440 in 2021 to 78,347 in 2022;
- contest entries also saw a significant increase, with 374% growth from 108,466 in 2021 to 514,252 in 2022; and
- total entrants' predictions rose by 309%, from 1,081,493 in 2021 to 4,423,344 in 2022.

The Company attributes these positive results to its focus on providing a seamless and enjoyable gaming experience for its users that leverages ChatGPT's engaging conversational interface to drive significant operational efficiencies.

These results demonstrate Streaks' operating model whereby the Company seeks to exploit the arbitrage available between the cost of signing customers to its free to play app and the rewards paid by established sports betting companies for referrals via the Company's platform that lead to first time depositors. This is a familiar model in more developed gaming markets such as the U.K. and Europe, with the U.S. being an attractive emerging gaming population due to its size, affluence and the relative immaturity of the market.

Streaks' CEO, Mark Rutledge, said, "We are thrilled with the progress we have seen in our key metrics. This can be attributed to our focus on delivering high-quality, engaging gaming experiences to our players. Our gaming experiences collect a unique set of first-party sports and prize affinity data, which we are transforming into hyper-personalized gameplay and prizing through the use of generative AI and integrations with ChatGPT. We are confident that this investment in generative AI will set us apart from our competitors and continue to drive our growth in the gaming industry. We look forward to sharing more details about this exciting development in the future."

The Company plans to continue expanding its offerings and investing in innovation to meet the demand for its services.

About Streaks:

Streaks Gaming PLC is a provider of online gaming services. The Company offers a wide range of contests and predictions for sports and esports fans with a user-friendly platform, cutting-edge technology, and a commitment to providing a seamless and enjoyable gaming experience.

For more information, please visit Streaks Gaming PLC's website at playstreaks.com.

Contact:

Streaks Gaming Plc	
Mike Edwards Non-Executive Chairman	Via First Sentinel +44 203 989 2222
Tennyson Securities, Corporate Broker Peter Krens	+44 207 186 9030

information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

UPDFFFVLLVIDLIV