Genius Sports Ltd. (NYSE: GENI)

Derek Ballas, Mark Gay, Jose Neto

02/02/2026

Genius
SPORTS

Agenda

Genius SPORTS

Recommendation

We recommend buying 2750 shares of GENI or $23,365 worth of shares. This is approximately 5.00% of the fund.

Recommendation Overview	
Share Price as of 2/2/26	$8.46
Target Price	$12.68
Gain (%)	50.0%

Reasoning:

Profitable Growth Inflection	**Durable Competitive Moat**	**Value Compounding Engine**

Company Overview

The Official Data, Technology & Broadcast Partner Powering the Global Sports Ecosystem

- Company Name: Genius Sports Ltd.
- Ticker: GENI (NYSE)
- Headquarters: London, UK
- IPO: 2021
- Employees: ~2,300
- Business Type: Sports Data + Betting Technology Infrastructure
- Beta: 1.81
- Market Cap: 2.003B

What they do?

Genius Sports is a global leader in official sports data, technology, and media solutions powering the sports betting and fan engagement ecosystem.

What They Provide (Core Products)

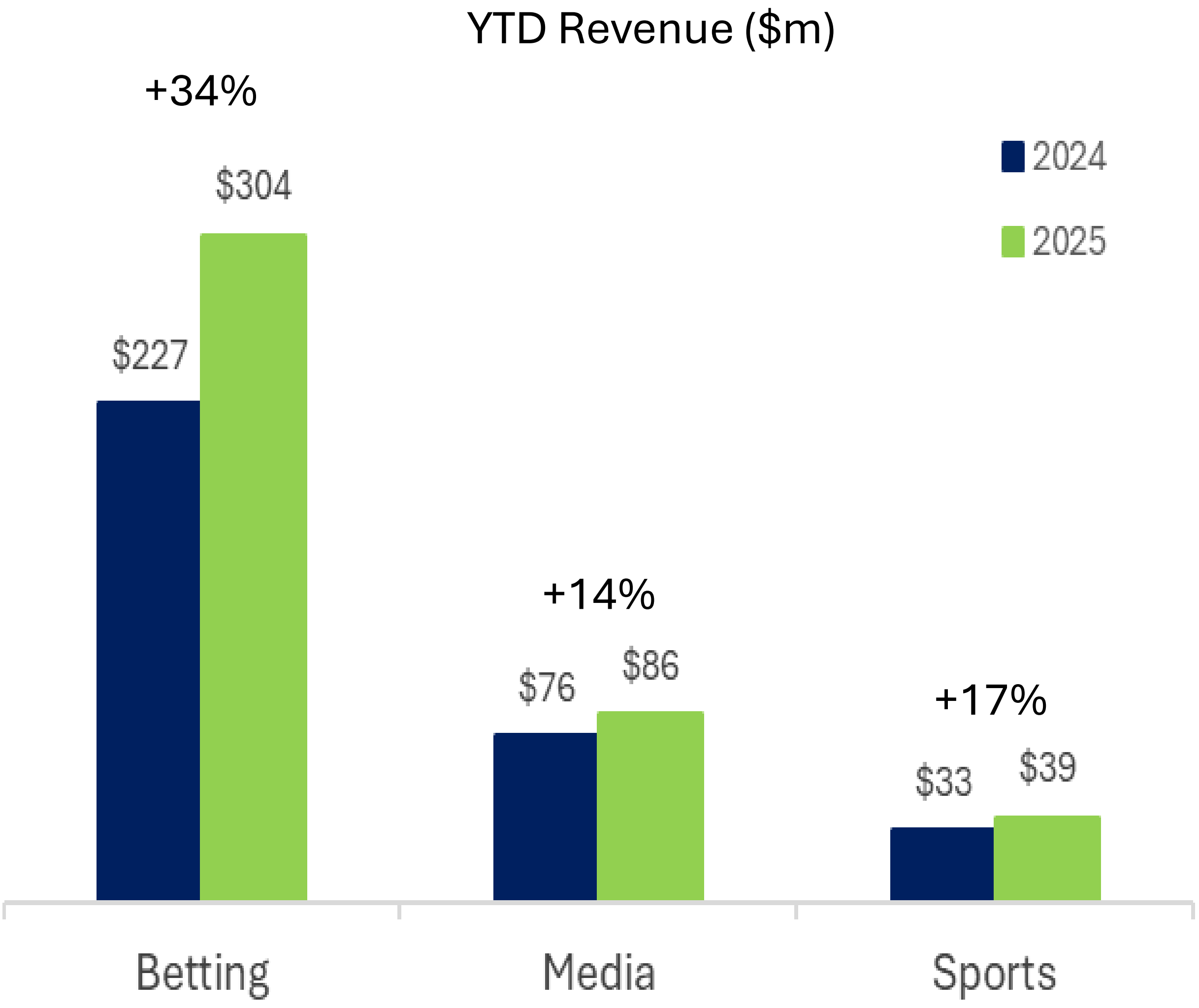
Official League Data Rights	Sportsbook Technology & Trading Services	Advertising & Fan Activation

Key Customers / Providers

Company Overview

Revenue Model:
- Data Licensing
- Saas Platform Fees
- Revenue Share
- Advertising

400+ Leagues & Federations	650+ Sportsbook Partners
250+ Brands & Advertisers	50+ Broadcasters



Contract Duration

Business Model

Organizational Structure

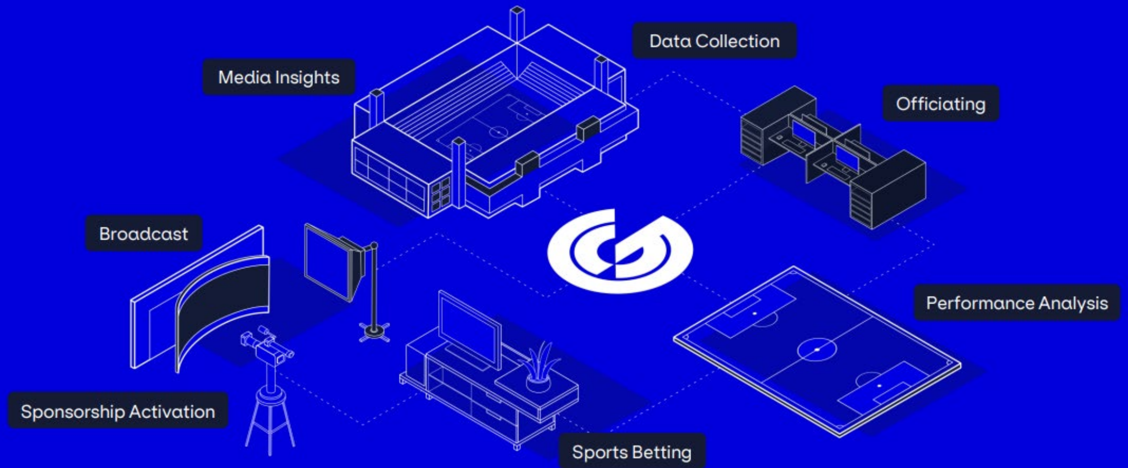
The FANHub Umbrella

Our Media business is the monetization of all GeniusIQ products

- AdTech Dependency
- Inventory & Data
- Inventory

FANHub: Media and Monetization of GeniusIQ Products

GeniusIQ: A Single Connected Technology Platform



GeniusIQ: Data and Ai Foundational Layer

Genius SPORTS

Tailwinds

Sports Betting Expansion & Structural Shift to In-Play Betting
In-play betting is still early in the U.S.; In-play generates ~3x revenue vs pre-match; Sportsbook to require more data

Exclusive League Data Rights
Long-term partnerships (NFL, NCAA, Premier League, etc.); High switching costs; High barriers to entry for competitors

Operating Leverage + Margin Scale
Fixed-cost platform leads to improvement in profitability; EBITDA expansion as revenue grows

Media as a Second Growth Engine
Media revenue CAGR ~29% (FY21–FY25E); Higher margin, less capital-intensive than betting; Monetizes attention; New revenue streams beyond

Product Expansion in Global Markets
More sports, more geographies, more use cases; Integrity and compliance demand rising

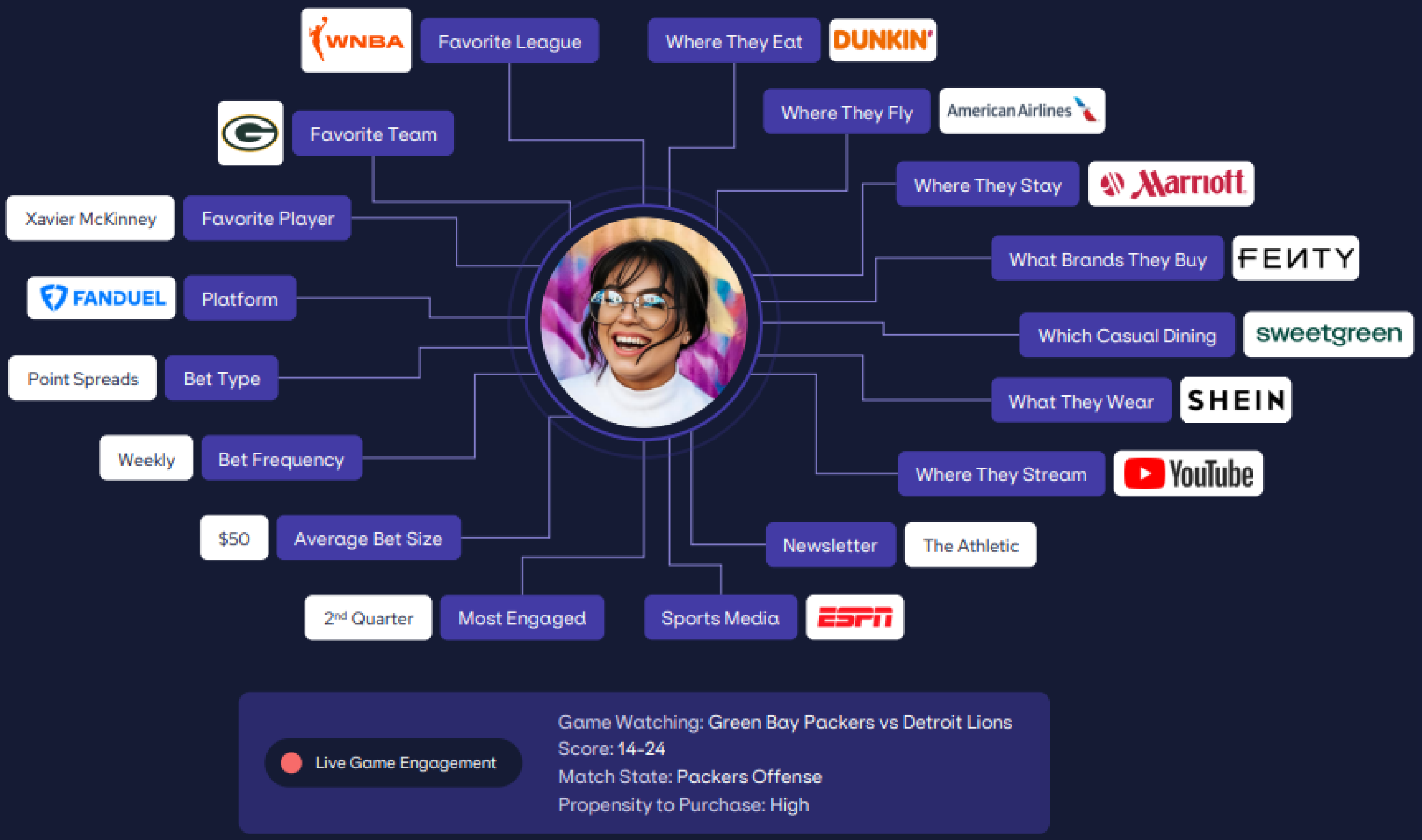
Acquisition Tailwinds

- Genius Sports acquired Sports Innovation Lab, a leading sports fan data and analytics platform, at the end of Q3 2025

- Adds deep fan intelligence, fan identity, engagement patterns, and spending behavior (Fluid Fan Graph)

- Enhances Genius Sports' proprietary FANHub platform to include a fan centric monetization platform

- This acquisition strengthens GENI's position as the operating system for sports monetization, increasing monetization per game, per fan, per moment



Headwinds

High-Costs of Sports Rights
High upfront costs for exclusive data league rights; Limit near-term profitability

Contract Renegotiation Risk
Losing a large contract (NFL) could hurt earnings

Regulatory Exposure
While policy risk is not as scary as for sportsbooks operators (Fan Duel, Draft Kings), policies still could slowdown growth

Slower Path to EBITDA / Cash Flow
Still in "Investment Phase" post-IPO; Margins are still expanding

Swot Analysis

Strengths

- **Exclusive long-term** league **partnerships**
- **Mission-critical**, real-time sports data infrastructure
- **High switching costs** through **deep** platform **integration**
- Clear path to margin expansion

Weaknesses

- **GAAP accounting** masks long-term economics due to **upfront rights costs**
- **SBC** creates short-term dilution concerns
- Complex model/**multi-segment reporting** structure

Opportunities

- Contiunation of **In-play/micro betting** penetration
- **AI driven** Media, fan engagement & advertising scale
- **Global expansion** of legalized sports betting
- New betting formats & **prediction markets**

Threats

- Rising **sports** data and league **rights costs**
- **Competitive pressure** (from a small number of global data providers)
- **Regulatory** disruption

Ratio Analysis

Ratio	GENI (Y23)	GENI (Y24)	SRAD
Current Ratio	1.34	1.43	1.53
Cash Ratio	0.55	0.55	0.93
Operating Margin	-17.96%	-11.46%	11.6%
Net Profit Margin	-20.71%	-12.34%	3.04%
EBITDA to Sales	-1.45%	1.24%	31.9%
Debt-to-Equity Ratio	0.0	0.0	0.05

Genius SPORTS

Q3 Momentum

+38% Revenue Growth YoY to $166m

Adjusted EBITDA increased +32% YoY to $34m, **representing 20% margin**

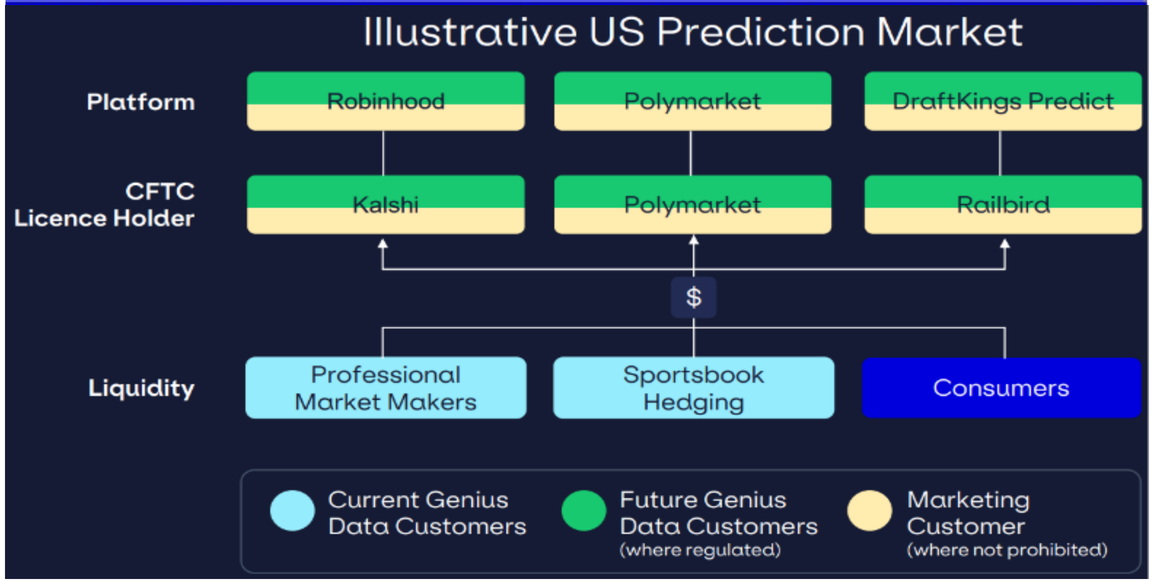
2025 Revenue guidance raised to $655m (28% growth YoY)

2025 Adj. EBITDA guidance raised to $136m (59% growth YoY), and **21% margin**

Genius SPORTS

Why GENI Will Outperform

Growth is no longer speculative but rather embedded in contracts



Rights Investments Are Largely Behind Us

- Cash flow turning positive in FY25
- EBITDA growth outpacing revenue growth
- Incremental revenue now carries materially higher margins with ~80% of costs being fixed
- The most expensive part of the business has already been built
- The harvest phase is beginning

Capital Was Deployed Ahead of Demand

Genius Invested Ahead of the curve with $500M of sunk cost invested over 12+ years building:

- Exclusive league relationships
- Proprietary data & AI infrastructure
- Scalable global distribution

EV / Revenue (Forward)

SRAD

CAGR: 14.00%

Multiple: 3.44

GENI

CAGR: 33%

Multiple: 3.44

Equity Value: $2,448,395,526

Implied GENI Price per Share: $10.67

GENI Price per Share: $8.46

Undervalued by 26%

Genius SPORTS

EV / EBITDA (Margin Expansion)

2028E Revenue: $1,265,566,385
EBITDA Margin: 30%
EBITDA: $379,669,916
WACC: 14.13%
Benchmark Multiple: 13x

BEAR	BASE	BULL
19%	50%	84%

	BEAR (90% EBITDA)	BASE	BULL (110% EBITDA)
EBITDA (2028)	$341,702,924	$379,669,916	$417,636,907
Multiple	11.5	13	14.5
WACC	14.13%	14.13%	14.13%
Equity Value	$2,316,339,215	$2,909,383,360	$3,569,564,579
Implied Share Price	$10.09	$12.68	$15.55
$GENI Share Price	$8.46	$8.46	$8.46
Undervalued	19%	50%	84%

Weighting Changes

Sector	Seger Before	Seger After	Benchmark	Weight
Communication Services	**4.76%**	**9.76%**	**2.59%**	Overweight
Consumer Discretionary	4.30%	4.07%	8.72%	Underweight
Consumer Staples	4.99%	4.73%	1.89%	Overweight
Energy	9.09%	8.61%	5.33%	Overweight
Financials	5.55%	5.26%	17.43%	Underweight
Healthcare	7.57%	7.17%	17.72%	Underweight
Industrials	9.92%	9.40%	18.74%	Underweight
Information Technology	7.05%	6.68%	14.26%	Underweight
Materials	9.06%	8.58%	4.59%	Overweight
Real Estate	0.00%	0.00%	5.35%	Underweight (Within ETF)
Utilities	0.00%	0.00%	3.04%	Underweight (Within ETF)
% of Portfolio	62.29%	64.27%	99.66%	

Genius SPORTS

Risk Metric Changes

Before Acquisition		After Acquisition	
Sharpe	0.91	Sharpe	0.96
Sortino	1.61	Sortino	1.87
Treynor	18%	Treynor	20.10%
Alpha	12.97	Alpha	16.68
Beta	1.27	Beta	1.30
Upisde Capture	165.74%	Upisde Capture	172.51%
Downside Capture	105.13%	Downside Capture	95.91%
Maximum Drawdown	-21.10%	Maximum Drawdown	-20.67%

Exit Strategy

Review position at $12.68 (50%)

Review position at $6.30 (-25%)

Review position in 2029 (Contract renewal year)

Genius SPORTS

Final Recommendation

We recommend buying 2,750 shares of $GENI or ~ $24,000 worth of shares This is approximately 5.00% of the fund.

Based on:

1) Continued Growth and Profitability Potential (Probability Inflection)
2) Locked-in Moat (Exclusive Long-Term Deals)
3) Expansion of value through Tech & M&A

Appendix

Products


Betslip
10/1
Yes
Goal scored in the next 5 minutes
£10
£110
Clear all wagers
Remove all bets
Bet Settings
Place a bet £10
Total payout £110
CB 4
DANTE
LB 3
Q.MERLIN
Goal Scored in the Next 5 Minutes
NIC @ OM
Yes 8/1
No 1/10


GeniusIQ
ProView3D
Camera Angles
Settings
Free
Broadcast
Focus
Tactical
Matchup
First Person #24 J. Gvardiol
Halfway Line
Top Down
Goal Line
Goalkeeper
Left Rail
Right Rail
24

Products

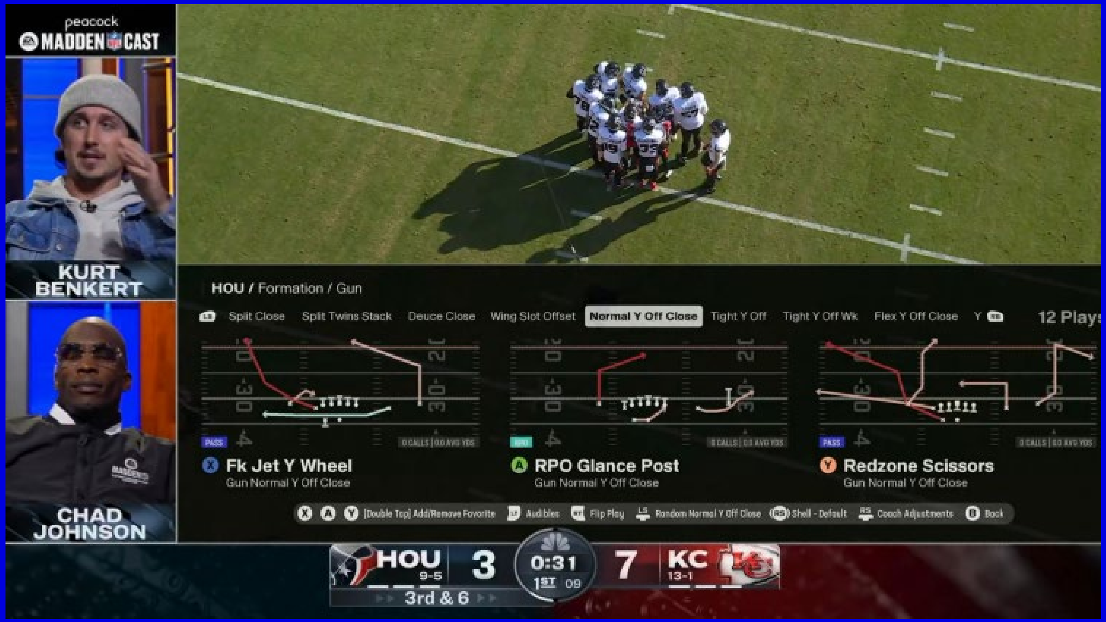

Mesh Tracking


Auto-Eventing
PASS


SCO 1
STR 0
41:50
Auto-Produced Video

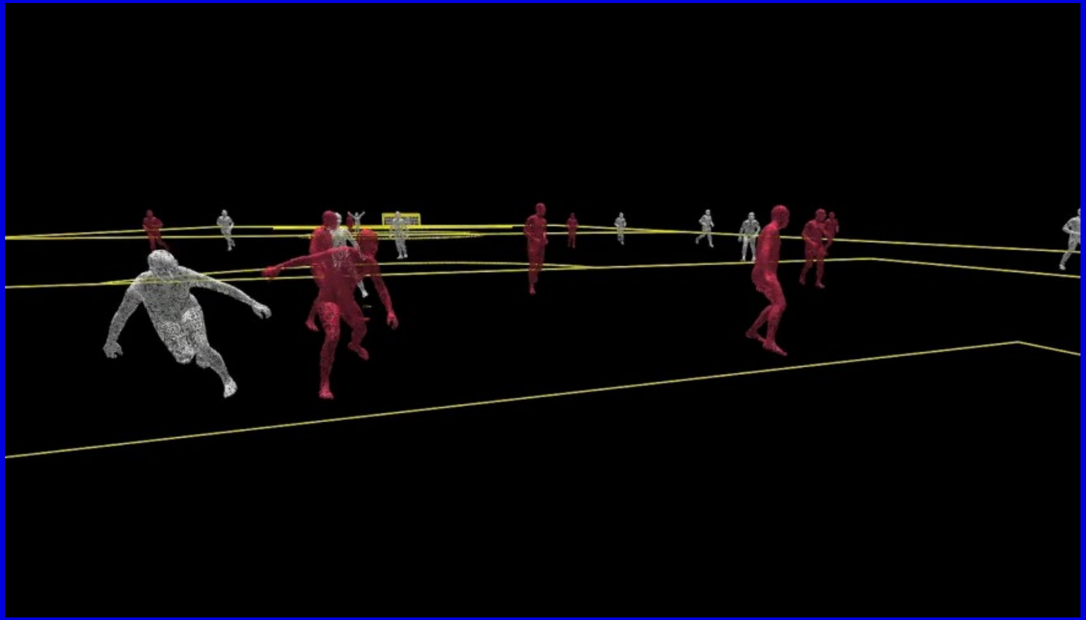

NEW 0 1 WHU
52:35
Digital Twin

Products


peacock
MADDEN CAST
KURT BENKERT
CHAD JOHNSON
HOU / Formation / Gun
Split Close
Split Twins Stack
Deuce Close
Wing Slot Offset
Normal Y Off Close
Tight Y Off
Tight Y Off Wk
Flex Y Off Close
12 Plays
Fk Jet Y Wheel
Gun Normal Y Off Close
RPO Glance Post
Gun Normal Y Off Close
Redzone Scissors
Gun Normal Y Off Close
HOU 9-5 3
0:31 1ST 09
7 KC 13-1
3rd & 6


CUP
Emirates FA CUP
Emirates FA CUP
Emirates FA CUP

Products



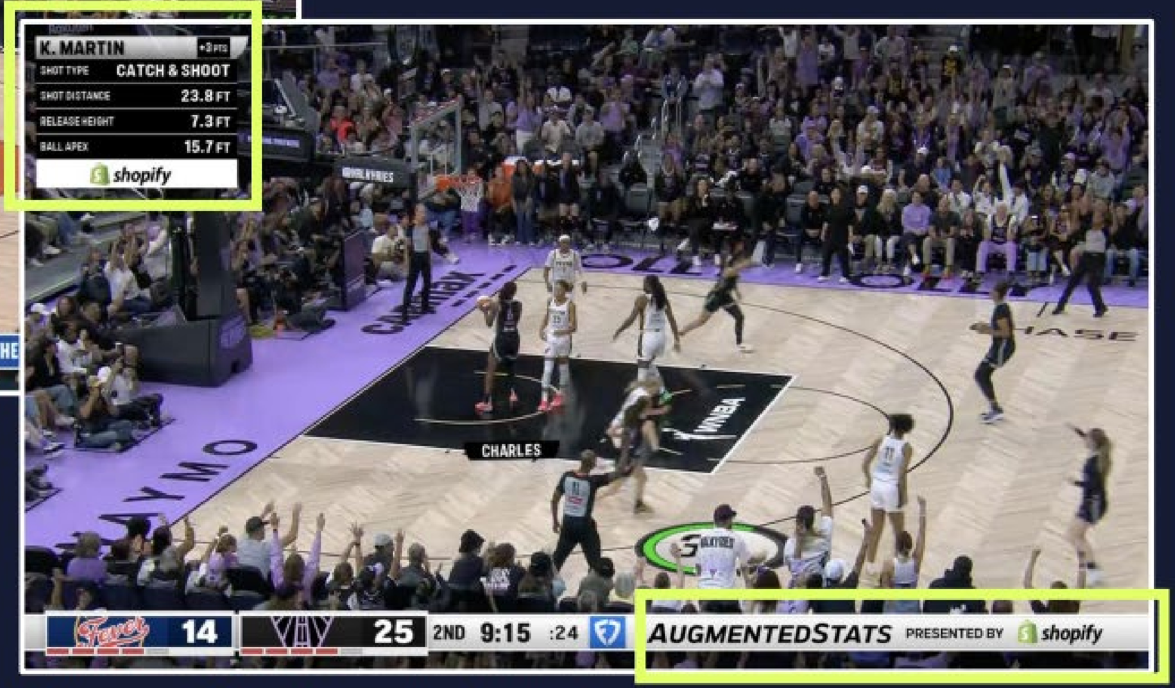
The Operating System of Modern Sports
Performance Studio
BetVision
ProView3D
FANHub
Powered by GeniusIQ
Broadcast Augmentation
SAOT
Genius Reels
Augmented Advertising

Products


LEONARD
80
85
4TH 8:10
NBA
CLE 118
CHA 117
FINAL
MCI 2 1 FUL
LEWIS
Modelo
94
90
OT :49.6
FANDUEL
BOSTON
22
26
2ND 9:33

Products

8/17 Fever vs. Sun: execution for NBA 2K



8/31 Fever vs. Valkyries: execution for Shopify

Products

Augmentation Achievements

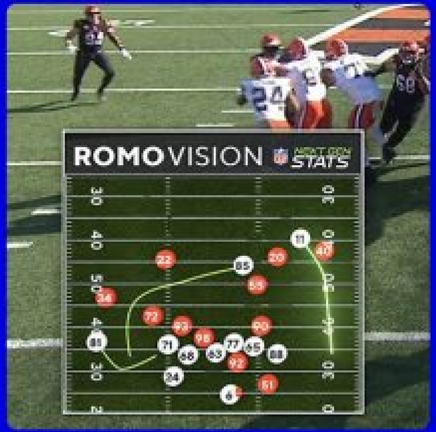
AS SEEN ON amazon CBS ESPN FOX SPORTS TNT

Premier League DataZone

Premier League Productions

NFL MaddenCast

NBC Sport



NFL RomoVision

CBS Sports

NBA Marvel Arena of Heros

ESPN