

# INVESTOR PRESENTATION

November 2020



I Got It.<sup>®</sup>  
HOLDINGS CORP.

 I Got It<sup>®</sup> is a mobile application that provides an innovative platform with **live auction technology** and targeted marketing to *drive app engagement and multi-channelled revenue.*

**Dream It. Own It. Experience It.**

# Strategic Value Proposition

- ✓ Quick, game-specific auctions increase fan engagement, at home or in stadium
- ✓ Enhances connection with remote viewers in entertaining manner
- ✓ Future dated experience auctions spur fans interest in returning to live events
- ✓ Event specific memorabilia adds to viewer experience
- ✓ Auction activity drives traffic to team app
- ✓ Value creation for existing merchandise licensees
- ✓ Charitable giving functionality deepens fan allegiance
- ✓ Strong data collection for meaningful marketing analytics

Start: 8:30 PM

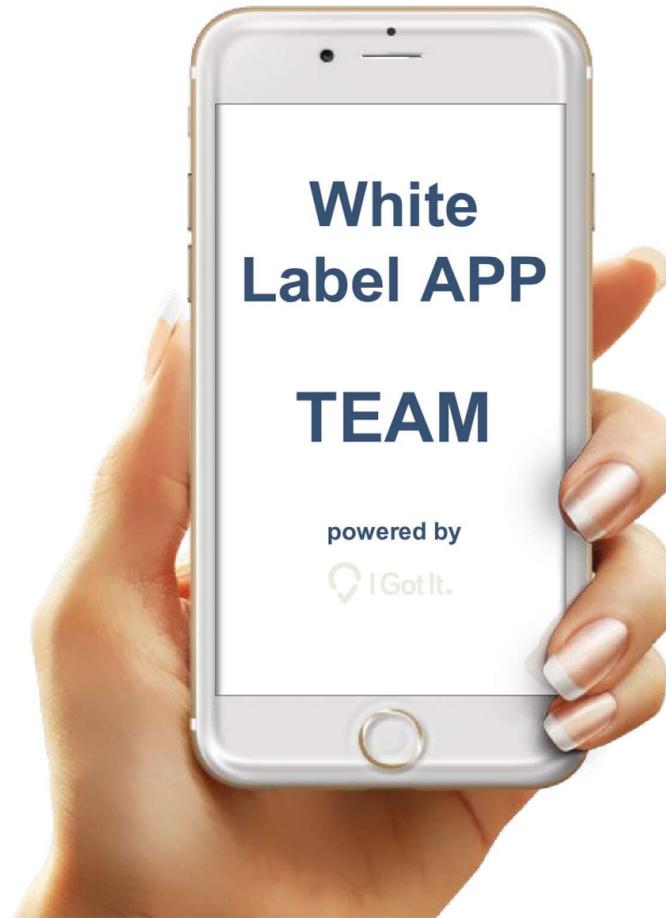
➔ Round 1	\$1	2,000 fans
➔ Round 2	\$5	1,800 fans
➔ Round 3	\$20	1,500 fans
➔ Round 4	\$50	1,000 fans
➔ Round 5	\$100	400 fans
➔ Round 6	\$200	25 fans
➔ Round 7	\$450	10 fans
➔ Round 8	\$700	1 fan wins

End: 8:37 PM

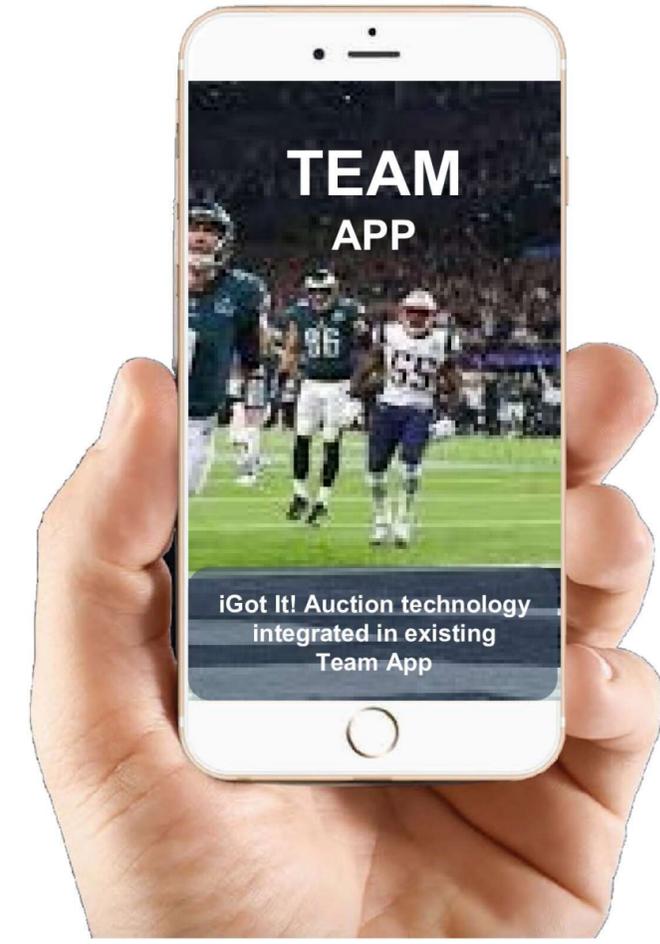
# Flexible Collaboration Forms



- ✓ Host auction events on the IGI platform
- ✓ Ready-to-deploy alternative
- ✓ No internal development costs/time
- ✓ User-friendly administration back-end
- ✓ Benefit from fans diversity of interests
- ✓ Entices fans to engage with brand



- ✓ Host auctions on dedicated app
- ✓ iGot It! to develop at no cost to partner
- ✓ Partner consistent branding
- ✓ No integration risk with primary app
- ✓ Quick roll-out and implementation
- ✓ Brand recognition facilitates downloads
- ✓ Connectivity options to partner apps

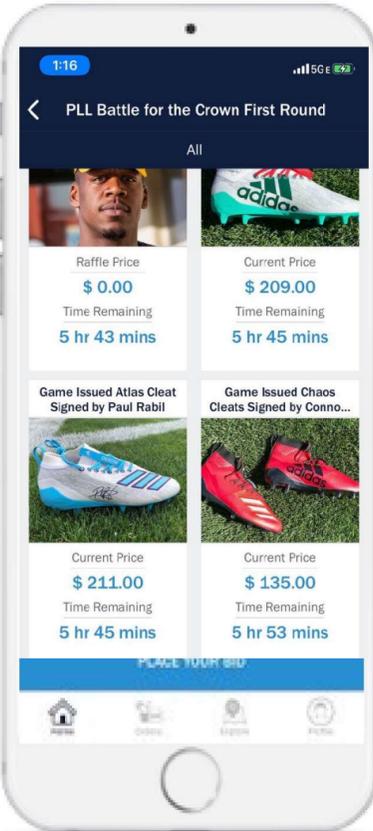


- ✓ Most brand continuity
- ✓ Partner maintains control over app
- ✓ User activity concentrated in primary app
- ✓ IGI provides fully functional SDK
- ✓ Seamless integration & user experience
- ✓ Most potential auction participants
- ✓ Ease of driving secondary activity

# PLL - Demonstrated Success

July 2020 – August 2020

## Championship Series Highlights



- Hosted ~300 auctions spread over two weeks and 20 games
- Highest value auctions raised up to **~\$1,500** for signed, game-used helmets
- Autographed game-worn jerseys sold for average ~\$650 per item
- Game-used balls sold for up to \$400 each
- Signed merchandise sold for ~200% of retail prices



<b>App Downloads</b>	<b>6,253</b>
<b>Unique Bidders</b>	<b>2,169</b>
<b>Total Bids</b>	<b>4,164</b>
<b>Avg. Game-Used Price</b>	<b>\$346.98</b>
<b>Avg. Team Signed Price</b>	<b>\$ 842.29</b>

# Significant Partnership Traction

## Partnerships Agreed



- 2020 Championship Series concluded
- \$35K sponsorship investment
- IGI 75% revenue share
- ~325 items auctioned
- Extension through 22/23 season in negotiation



- 2020-2023 multi-year agreement
- >400 auction slots
- Substantial package marketing promotion
- Hospitality & experiences provided
- Fanatics hosting all memorabilia auctions on IGI platform
- IGI retains 100% of hospitality auctioned
- Revenue share to IGI



- 2021-2022 multi-year agreement
- >330 auction slots
- Substantial package marketing promotion
- Hospitality & experiences provided
- Fanatics hosting all memorabilia auctions on IGI platform
- IGI keeps 100% of revenue on independent auctions
- Revenue Share to IGI



- 2020-2023 multi-year agreement
- >410 auction slots
- Substantial package marketing promotion
- Hospitality & experiences provided
- Fanatics agreement to provide memorabilia for auctions on IGI platform
- Revenue Share to IGI

# Active Client Pipeline

## Advanced Negotiations



## Optimistic Prospects



# Attractive Business Model

- ✓ **No inventory risk, Fanatics cooperation secured**
- ✓ **Technology platform and management team commitment enables negligible operating expenditure**
- ✓ **Commissions-based profit participation yields high margins**
- ✓ **iGot It! advertising revenue offers scalable margins to sales commissions**
- ✓ **Incremental revenues to the team via rights fees, so there is an alignment of interests**

## SAINTS

- iGot It! Holdings Corp. (“IGI”) to pay \$200,000 in rights fees
- IGI to receive 50% revenue share on Saints “experience” items
- IGI to receive 25% of revenue share on Fanatics auction items
- IGI to receive suite access and field passes (2 games) and 12 season tickets
- Minimum of 400 auctions to be held annually
- Extensive promotion and marketing support included

## PELICANS

- iGot It! Holdings Corp. (“IGI”) to pay \$100,000 in rights fees
- IGI to receive 20% of retail profits defined as gross revenue less direct costs
- Hospitality and marketing support to be mutually agreed, including full complement of social media channels and ticket bank of \$15,000
- Endorsement deal with Jrue Holiday, a star player on team

# Executive Leadership



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**NICOLE JOHNSON**

**Vice Chairperson**

*Strategic Marketing Professional with 18+ years of experience in the wide range of consumer good industry. Combining deep industry research knowledge with campaign development, product launch and media expertise to elevate brand profiles.*



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**JOSEPH DEPERIO**

**Chairman of the Board**

*Advises company on strategic matters and capital planning, in addition to his role overseeing the operations of SportBLX. Prior to founding SportBLX, Mr. DePerio was a senior portfolio manager at Clinton Group. In this capacity, Mr. DePerio identified and originated investment ideas and led the research and investment process. Mr. DePerio has a BA with honors from Brown University having been enrolled in the program for liberal medical education.*

**THANK YOU**



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