

BETRONOMY

Q2 2025 REPORT FOR INVESTORS

EXECUTIVE SUMMARY AND SEASONAL OVERVIEW (Q1 2025 – Q2 2025)

The second quarter of 2025 has demonstrated good growth in Betronomy's betting operations, building on the foundation established in Q1 2025. By analyzing the results across Q1 and Q2, we can observe the combined effects of seasonality, market dynamics, and algorithmic efficiency in driving revenue and profitability. This overview provides context for the monthly and quarterly revenue tables, highlighting trends by sport, region, and month.

Q1 2025 PERFORMANCE AND SEASONAL PATTERNS

The transition to Q1 2025 (January–March) brought dramatic increases in revenue, reaching a total of approximately \$104.5M, almost double the Q4 2024 figure. This growth reflects both seasonal opportunities and the enhanced performance of Betronomy's predictive algorithms, which achieved ROI in the 70–80% range for top sports.

1. Football (Soccer) – Q1 coincided with the Champions League knockout stages, domestic league matches across Europe, and high-stakes fixtures in multiple national competitions. Betting activity surged, particularly in February and March, driving football revenue from \$12.5M in January to \$13.5M in March. Football remained the largest single contributor to Q1 revenue growth, consistently accounting for over one-third of total quarterly revenue.
2. Basketball – The NBA regular season continued through Q1, with betting volumes increasing steadily as teams competed for playoff positioning. Revenue grew month over month, rising from \$8.5M in January to \$9.5M in March, reflecting both high fan engagement and the effectiveness of predictive algorithms. March marked a peak due to key matchups and playoff contention, boosting total basketball revenue to \$27.0M for the quarter.
3. Ice Hockey – Revenue from NHL regular-season matches remained stable throughout the quarter. Betting activity increased slightly in March as teams approached the playoff cutoff, with monthly revenue rising from \$7.0M in January to \$7.7M in March, contributing \$22.1M in total Q1 revenue. Algorithmic predictions maintained high ROI, ensuring consistent profitability.
4. Baseball – MLB season start in March triggered a sudden spike in betting activity. With negligible revenue in January and February, March alone contributed \$8.9M, making baseball the largest incremental driver of revenue growth in the final month of Q1. This demonstrates both the seasonality effect and the capability of algorithms to capitalize on high-volume betting events.
5. American Football – Revenue remained modest in Q1, reflecting the offseason. Predictive bets and early-season preparations accounted for \$1.3M in January, increasing slightly to \$2.0M in February, totaling \$3.8M for the quarter.
6. Boxing and MMA – Q1 saw several high-profile events, including major boxing title fights and MMA tournaments. Boxing revenue rose from \$0.4M in January to \$0.6M in March, while MMA grew from \$0.2M to \$0.3M, contributing \$1.5M and \$0.7M, respectively, to Q1 totals.
7. Cricket and Rugby – Regional and seasonal tournaments drove moderate betting activity, with cricket revenue moving from \$0.2M in January to \$0.3M in March, and rugby maintaining \$0.2M per month, contributing steadily to the total \$0.8M and \$0.6M for the quarter.
8. Lacrosse – Continued steady but minimal betting activity contributed \$0.06M and \$0.07M in January and February, and \$0.06M in March, totaling \$0.2M for Q1.

EXECUTIVE SUMMARY AND SEASONAL OVERVIEW (Q1 2025 – Q2 2025)

The transition to Q2 2025 (April–June) brought moderate but steady growth, with total revenue reaching approximately \$117.9M, representing +12.8% versus Q1 2025. This growth reflects the typical seasonal shift in sports activity, combined with the sustained efficiency of Betronomy's predictive algorithms, which maintained ROI in the 70–80% range for top sports.

1. Football (Soccer) – April and early May featured the final domestic league matches across Europe and the Champions League quarterfinals, driving strong betting activity early in the quarter. Football revenue started at \$13.0M in April, decreased slightly to \$12.5M in May, and further to \$11.0M in June, totaling \$36.5M for Q2. The gradual decline reflects the seasonal conclusion of European leagues and fewer high-stakes fixtures in late May and June.
2. Basketball – The NBA playoffs dominated basketball betting in April and May. Revenue began at \$9.0M in April, decreased to \$8.5M in May, and settled at \$8.0M in June, totaling \$25.5M for the quarter. Betting volumes decreased as teams were eliminated, but high-profile playoff matches in April provided a strong start. Algorithmic predictions continued to deliver consistent ROI throughout the playoffs.
3. Ice Hockey – NHL playoffs contributed steadily to Q2 revenue. April revenue reached \$7.5M, decreased to \$7.0M in May, and finished at \$6.8M in June, totaling \$21.3M for the quarter. Fewer remaining teams in the playoffs explain the gradual decline, while algorithms ensured continued profitability despite lower event frequency.
4. Baseball – Q2 was dominated by MLB season activity, providing consistent month-to-month revenue growth. Baseball revenue rose from \$9.0M in April to \$10.0M in May, reaching \$10.5M in June, totaling \$29.5M for the quarter. The ongoing season created predictable betting opportunities, which Betronomy’s algorithms effectively capitalized on.
5. American Football – With the offseason in full effect, revenue remained minimal. April contributed \$0.5M, May \$0.4M, and June \$0.4M, totaling \$1.3M for Q2. Predictive bets and early preparations for the next season accounted for this modest activity.
6. Boxing and MMA – Event-driven betting spikes occurred in May and June, as major fights and MMA tournaments attracted attention. Boxing revenue moved from \$0.4M in April to \$0.5M in May, increasing after to \$0.6M in June, totaling \$1.5M. MMA revenues remained stable for two months at \$0.2 million per month, and revenues in June rose to \$0.3 million, resulting in \$0.7 million for the quarter.
7. Cricket and Rugby – Regional and seasonal tournaments in the Asia-Pacific region contributed steadily, though modestly. Cricket revenue was \$0.2M in April, \$0.3M in May, and \$0.3M in June, totaling \$0.8M, while rugby remained consistent at \$0.2M per month, totaling \$0.6M.
8. Lacrosse – Stable, low-level activity contributed \$0.06M in April, \$0.07M in May, and \$0.07M in June, totaling \$0.2M for the quarter.

REVENUE BY SPORT, MONTHLY BREAKDOWN (\$M)

| Sport | Q1 2025 Revenue, \$M | | | Q2 2025 Revenue, \$M | | |
|----------------------|----------------------|--------------|---------------|----------------------|---------------|--------------|
| | Jan 2025 | Feb 2025 | Mar 2025 | Apr 2025 | May 2025 | Jun 2025 |
| Football | 12.5 | 13.0 | 13.5 | 13.0 | 12.5 | 11.0 |
| Basketball | 8.5 | 9.0 | 9.5 | 9.0 | 8.5 | 8.0 |
| Ice Hockey | 7.0 | 7.4 | 7.7 | 7.5 | 7.0 | 6.8 |
| Baseball | 0.0 | 0.0 | 8.9 | 9.0 | 10.0 | 10.5 |
| American Football | 1.3 | 2.0 | 0.5 | 0.5 | 0.4 | 0.4 |
| Boxing | 0.4 | 0.5 | 0.6 | 0.4 | 0.5 | 0.6 |
| Cricket | 0.2 | 0.3 | 0.3 | 0.2 | 0.3 | 0.3 |
| MMA | 0.2 | 0.2 | 0.3 | 0.2 | 0.2 | 0.3 |
| Rugby | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Lacrosse | 0.06 | 0.07 | 0.06 | 0.06 | 0.07 | 0.06 |
| Total revenue | 30.4 | 32.6 | 41.5 | 40.0 | 39.7 | 38.2 |
| Growth % | 0.0% | +7.2% | +27.3% | -3.6% | -0.75% | -3.7% |

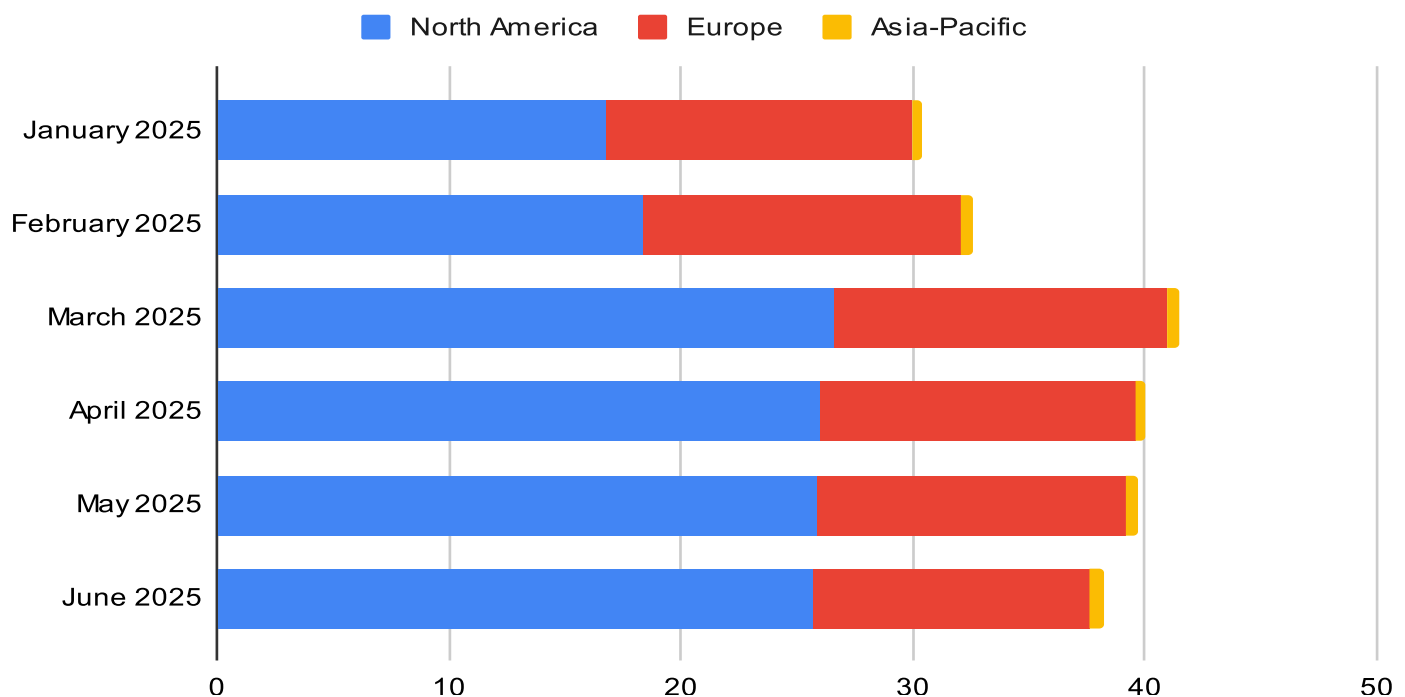
COMMENTARY ON REVENUE BY SPORT, MONTHLY BREAKDOWN

In Q2 2025 (April–June), revenue dynamics across sports reflected both seasonal patterns and the effectiveness of Betronomy’s predictive algorithms.

- **Football (Soccer)** – The quarter began strongly, supported by the final stages of European domestic leagues and the Champions League playoffs. As the season concluded, betting activity tapered off. Despite the decline, football remained a key contributor in the early months.
- **Basketball** – The NBA playoffs drove significant revenue during the first two months, followed by a slight drop as the championship wrapped up. Predictive betting models delivered strong returns, ensuring playoff-driven activity translated effectively into profitability.
- **Ice Hockey** – The NHL playoffs sustained consistent revenue across the quarter. Activity gradually declined as fewer teams advanced, though profitability remained stable thanks to algorithmic accuracy.
- **Baseball** – Revenue followed a steady upward trend throughout the quarter as the MLB season gained momentum. High betting volumes and the sport’s predictability positioned baseball as the main growth driver.
- **American Football** – With no major seasonal events, revenue remained minimal but stable, supported by predictive betting strategies.
- **Boxing and MMA** – Income was tied to major events, with spikes during high-profile fights and tournaments. While impactful in the short term, their overall contribution remained modest.
- **Cricket and Rugby** – Regional tournaments in the Asia-Pacific region provided steady but relatively small contributions.
- **Lacrosse** – Delivered consistently low yet stable revenue.

Key Takeaways:

- Seasonality is clear—football and basketball taper off as their seasons end, while baseball steadily builds momentum. A handful of top sports dominate the quarter’s total revenue share.
- Algorithmic efficiency ensures consistent ROI, even in months with declining match frequency for certain sports.
- Smaller sports contribute incremental revenue, smoothing out the quarter’s total and diversifying risk.



MONTHLY REGIONAL REVENUE BREAKDOWN (\$M)

| Month | North America | Growth,% | Europe | Growth,% | Asia-Pacific | Growth,% | Total | Growth % |
|-----------------|---------------|----------|--------|----------|--------------|----------|-------------|---------------|
| Jan 2025 | 16.8 | 0.0% | 13.2 | 0.0% | 0.4 | 0.0% | 30.4 | 0.0% |
| Feb 2025 | 18.4 | +9.4% | 13.7 | +3.7% | 0.5 | +25% | 32.6 | +7.2% |
| Mar 2025 | 26.6 | +44.5% | 14.4 | +5.1% | 0.5 | 0.0% | 41.5 | +27.3% |
| Apr 2025 | 26.0 | -2.3% | 13.6 | -5.6% | 0.4 | -20% | 40.0 | -3.6% |
| May 2025 | 25.9 | -0.38% | 13.3 | -2.3% | 0.5 | +25% | 39.7 | -0.75% |
| Jun 2025 | 25.7 | -0.8% | 11.9 | -10.5% | 0.6 | +20% | 38.2 | -3.7% |

COMMENTARY ON MONTHLY REGIONAL REVENUE BREAKDOWN

The monthly regional analysis highlights clear geographic trends in revenue dynamics:

1. North America – After strong revenue growth in Q1 2025, North American revenues declined slightly but continued to show strong performance. The main factors were the continuation of the MLB season and the regular seasons of the NBA and NHL.
2. Europe showed predictable revenues from quarter to quarter. By the end of the season, betting activity had declined. Despite this, soccer remained a key factor throughout the months and continued to show high revenues.
3. Asia-Pacific – Despite small absolute figures (<\$2 million), the region is showing gradual growth, mainly driven by cricket tournaments and select MMA events. This market remains underdeveloped compared to North America and Europe, but has potential for long-term growth.

SUMMING UP

Betronomy ended the second quarter of 2025 with a projected improvement in key financial indicators compared to the previous period. Revenue increased by 14%, mainly due to stable performance in the betting segment, while artificial intelligence services continued to grow profits. The company's high operational efficiency was reflected in gross margin and net margin growth, supported by consistently low cost of sales and well-managed expenses. Moderate growth in marketing expenses indicates a strategic focus on strengthening market presence and expanding the customer base. The balance sheet also demonstrates strong financial stability: total assets grew by more than 10% with a significant increase in cash and cryptocurrency assets, while liabilities remain low. Equity increased by \$106.8 million, largely in line with quarterly earnings, underscoring the company's ability to effectively reinvest earnings and create long-term value. Overall, these results underscore Betronomy's sustainable growth trajectory, high profitability, and minimal debt burden, creating favorable conditions for further expansion and investment opportunities.

| Item name | Code | Q2 2025 | Q1 2025 |
|--------------------------|------|---------|---------|
| Assets | | | |
| Cash | 101 | 151.2 | 135.1 |
| Cryptocurrency | 102 | 195.8 | 174.9 |
| Accounts Receivable | 120 | 4.1 | 3.9 |
| Fixed Assets | 150 | 4.3 | 4.2 |
| Intangible Assets | | | |
| Patents | 160 | 3.7 | 3.7 |
| AI Technology | 161 | 240.0 | 240.0 |
| Source Code | 162 | 3.4 | 3.4 |

| | | | |
|----------------------------------|-----|-------|-------|
| Total Assets | | 602.5 | 565.2 |
| Liabilities | | | |
| Loans / Debt | 201 | 0.3 | 0.3 |
| Accounts Payable | 210 | 0.9 | 0.7 |
| Total Liabilities | 300 | 1.2 | 1.0 |
| Net Assets / Equity Value | | | |
| | 300 | 601.3 | 564.2 |

BETRONOMY CONSOLIDATED INCOME STATEMENT (\$M)

| Item name | Code | Q2 2025 | Q1 2025 |
|----------------------------------|------|---------|---------|
| Revenue | 1000 | 141.0 | 123.7 |
| — Betting operations | 1010 | 117.9 | 104.5 |
| — AI-Technology services | 1020 | 23.1 | 19.2 |
| Cost of sales | 2000 | 4.8 | 3.8 |
| — AI-Technology & infrastructure | 2010 | 1.8 | 1.6 |
| — Data expenses | 2020 | 1.5 | 1.5 |
| — Customer acquisition | 2030 | 1.1 | 0.8 |
| — Other direct costs | 2040 | 0.4 | 0.4 |
| Gross Profit | 3000 | 136.2 | 119.9 |
| Other operating income | 3100 | 0.0 | 0.0 |
| Operating Expenses | 4000 | 5.3 | 5.0 |
| — Administrative expenses | 4010 | 0.7 | 0.7 |
| — Sales & marketing | 4020 | 2.9 | 2.6 |
| — Depreciation & amortisation | 4030 | 1.7 | 1.7 |
| Operating Profit | 5000 | 130.9 | 114.9 |
| Finance income | 6000 | 0.8 | 0.8 |
| Exchange differences / gains | 6100 | 0.5 | 0.4 |
| Profit before tax | 7000 | 132.2 | 116.1 |
| Income tax expense | 8000 | 25.4 | 22.3 |
| Net Profit | 9000 | 106.8 | 91.7 |

Q3 2025 OUTLOOK

Q3 2025 (July–September) is traditionally a quieter quarter compared to Q1 and Q2, as many major sports leagues enter their off-season. However, this period plays a strategic role in preparing for the highly profitable Q4, when national football leagues, the NBA, and the NHL return, alongside key boxing and MMA events.

We project a 15–20% decline in total revenue compared to Q1 and Q2, with revenue composition shifting toward baseball, summer cricket tournaments, and high-profile combat sports. Despite the seasonal dip, ROI is expected to remain in the 65–75% range, ensuring strong margins and stable profitability.

Kristian Farber

CEO:



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