

YOUR PERFORMANCE



playsight

CONNECTING YOUR SPORT



INTRODUCING PLAYSIGHT

PLAYSIGHT IS REVOLUTIONIZING THE SPORTS INDUSTRY BY
TRANSFORMING ANALOG COURTS INTO **AI SMART COURTS** AND
TAKING BOTH **ENTERTAINMENT** AND **PERFORMANCE** TO THE
NEXT LEVEL



MARKET LEADERSHIP

We empower 400+ sports organizations, leading in racquet sports, focusing on the emerging sports pickleball and padel.

HIGH SCHOOLS



CHAINS & ACADEMIES



PRO & COLLEGES



FEDERATIONS & ASSOCIATIONS

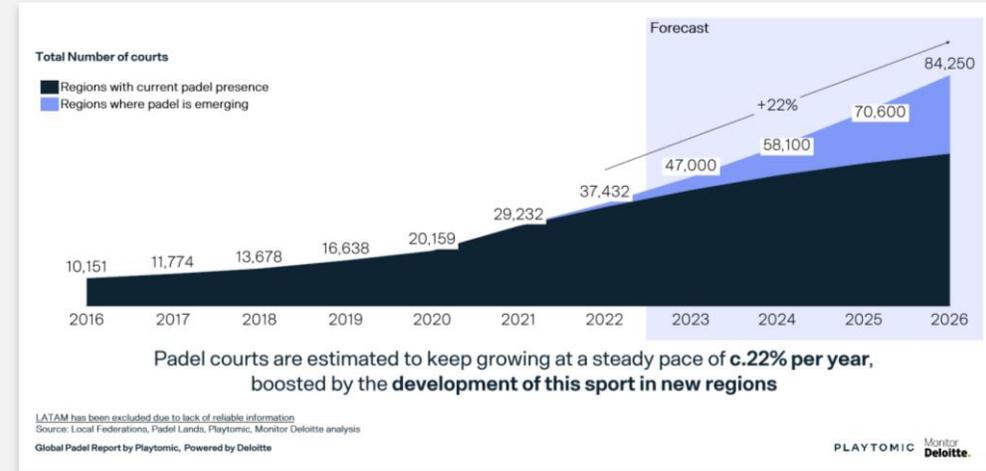


THE MARKET

Large and Growing Addressable Market

- **Market Trends:** AI Automated Camera technology is rapidly becoming the norm at all levels. In the near future, a majority of sports facilities will be connected, revolutionizing the way we experience sports.
- **Market Potential:** There's a potential for ~1 million "smart courts", translating to a **Total Addressable Market (TAM) of \$5B per annum**¹.
- **Emerging Sports:** Padel and Pickleball, currently the world's fastest-growing sports, have 100K courts as of 2023. This number is projected to double by 2026, indicating a significant market expansion."

¹ Based on PlaySight Management analysis



Key Pickleball Stats for 2023

36.5 million
Number of pickleball players in the US

158.6%
Pickleball's average growth rate over the last 3 years

18-34
Largest age bracket of pickleball players (28.8% of total)

10,320
Number of places to play pickleball in the US

\$152.8 million
Pickleball paddle market size in 2021

7.7%
Forecasted compound annual growth rate through 2028



WE'RE ON A ROCKET RIDE TO BECOMING THE NEXT BIG THING IN PADEL AND PICKLEBALL

Pickleball and Padel are rapidly emerging as the fastest-growing sports globally and PlaySight is growing exponentially with it.

Pickleball

- We've partnered exclusively with top Pickleball franchise. Potentially leading to over 1000 clubs .
- Pickleball is growing worldwide. We've already partnered with Australia's National Pickleball League (NPL).

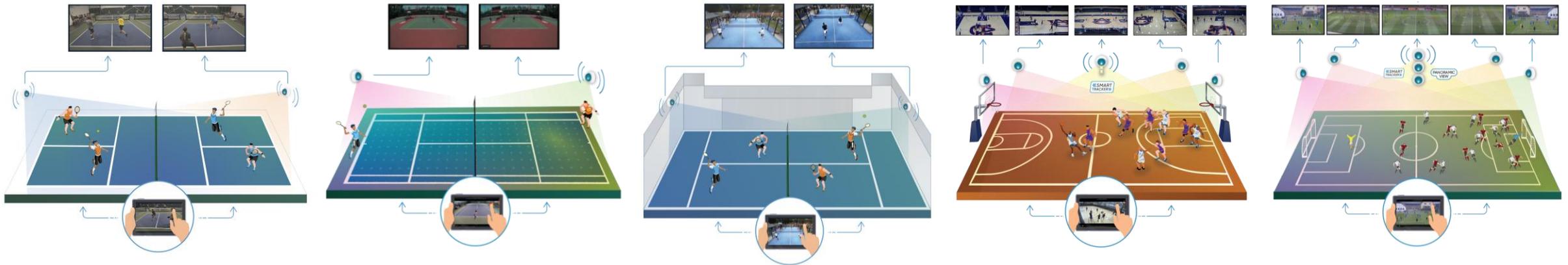
Padel

- We're signing Padel clubs across the globe.
- We're proud to be part of the first Padel chain in the US - Padel Haus and Reserve Padel.

SMARTCOURT AI TECHNOLOGY FOR EVERY SPORT

- A fully automated AI and deep-learning-based software solution for live streaming, advanced analytics, automated highlights, and VAR Light.
- Operates as a 100% software business, compatible with nearly all off-the-shelf camera solutions.

PS PRO Fixed



PS GO MOBILE Portable



AUTOMATED HIGHLIGHTS



FAN ENGAGEMENT



LIVE STREAMING



AUTOMATIC PRODUCTION



STATISTICS /ANALYTICS



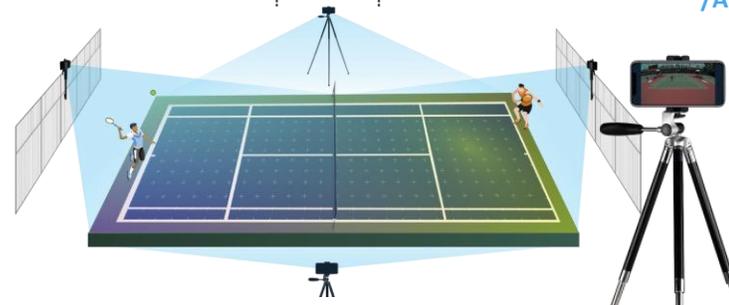
SMART TRACKING



MULTI-ANGLE VIDEO RECORDING



"REPLAY CENTER" VAR LIGHT



PLAYSIGHT SOLUTIONS



Player Development

Our Player dev tools enable automatic coaching & performance analysis and instant replay tools



VAR Light/Challenge Replay/ELC

Our officiating solution includes affordable VAR/Challenge replay solutions to all Sports including electronic line calling for tennis



AI Tracking and Analytics

- Cutting-edge player and ball tracking
- Automated event recognition across each sport
- Automated highlights, stats and breakdowns



Automated Production

Our SmartTracker technology automatically follows all on-court and field action for a professional broadcast experience – no cameraman or operator required.



OTT/Content platform

- Watch multiple, synced angles of the same live stream. A second-screen experience, inside the same video player.
- Live & On Demand Channels
- Enhancing fan engagement & socialization
- New content platforms for athletes & teams



PLAYSIGHT AI: ADVANCED PLAYER AND BALL TRACKING & ANALYTICS



 WATCH VIDEO

 WATCH VIDEO

PLAYSIGHT AUTOMATED BROADCAST

We bring broadcast quality production to the masses



PS PRO + 8R
8k/1080p/50/60 FPS



MARKET VALIDATION

Proven winning record in sports technology.

Don't take our word for it, experience it yourself or see what others have to say about us.



JAY DIEDERICH
CEO/Founder
Ace Pickleball Club

"We're excited to partner with PlaySight and to bring their SmartCourt technology to all of our clubs and franchise owners."



AMAR VORA
Tennis Program Manager

"PlaySight is going to take IMG Tennis to a whole new level."



GUS TREYZ
Head of Racquet Sports
Sleepy Hollow Paddle

"Making the investment into PlaySight ensures that we are providing the most state of the art coaching available for players of all ages and abilities."



BRUCE PEARL
Head Coach
Auburn University

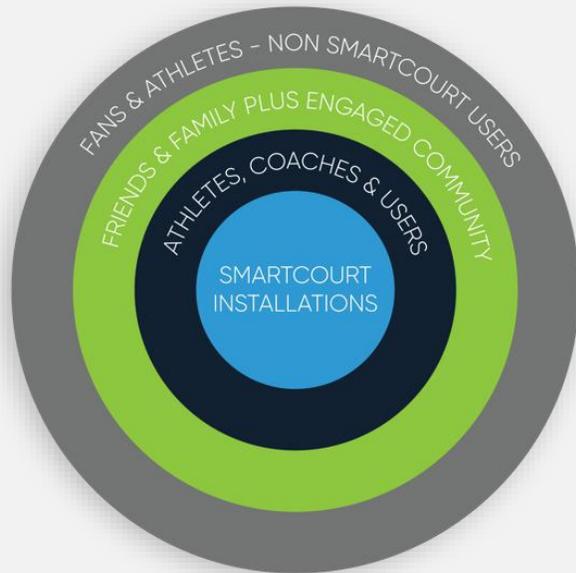
"I highly recommend using PlaySight as a coaching and player development tool for any level."

BUSINESS MODEL

TODAY – B-B

RECURRING REVENUE (LAND GRABBING)

Facilities purchase and install the PlaySight cameras and license the PlaySight software service for 4 years.



TOMORROW – B-B-C

REVENUE GROWTH DRIVERS

Automated Highlights, advanced analytics, and OTT services are offered directly to the players. This enables PlaySight and club/court owners to generate additional revenues

Integrated to
booking system

Sponsorship

Purchase
on the court

OUR TEAM

Stellar team with exit experience



Chen Shachar
CEO & Co-Founder



Evgeni Khazanov
CTO & Co-Founder



Guy Wollmann
CFO

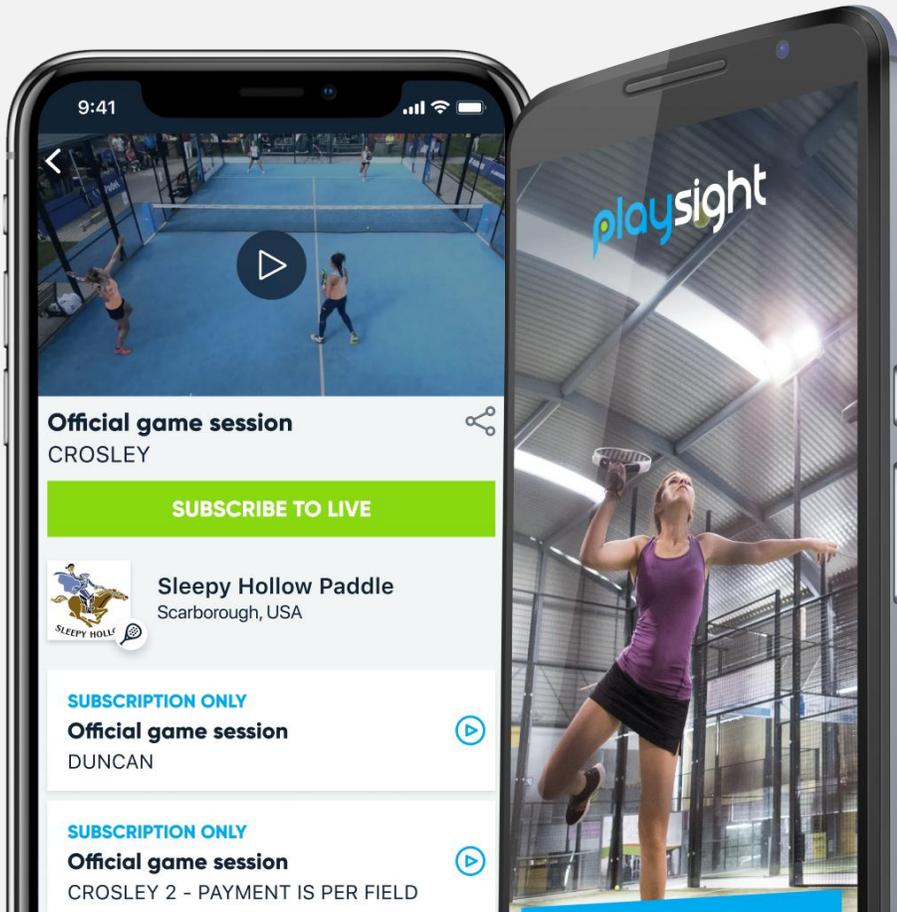


Raz Shlaicher
COO

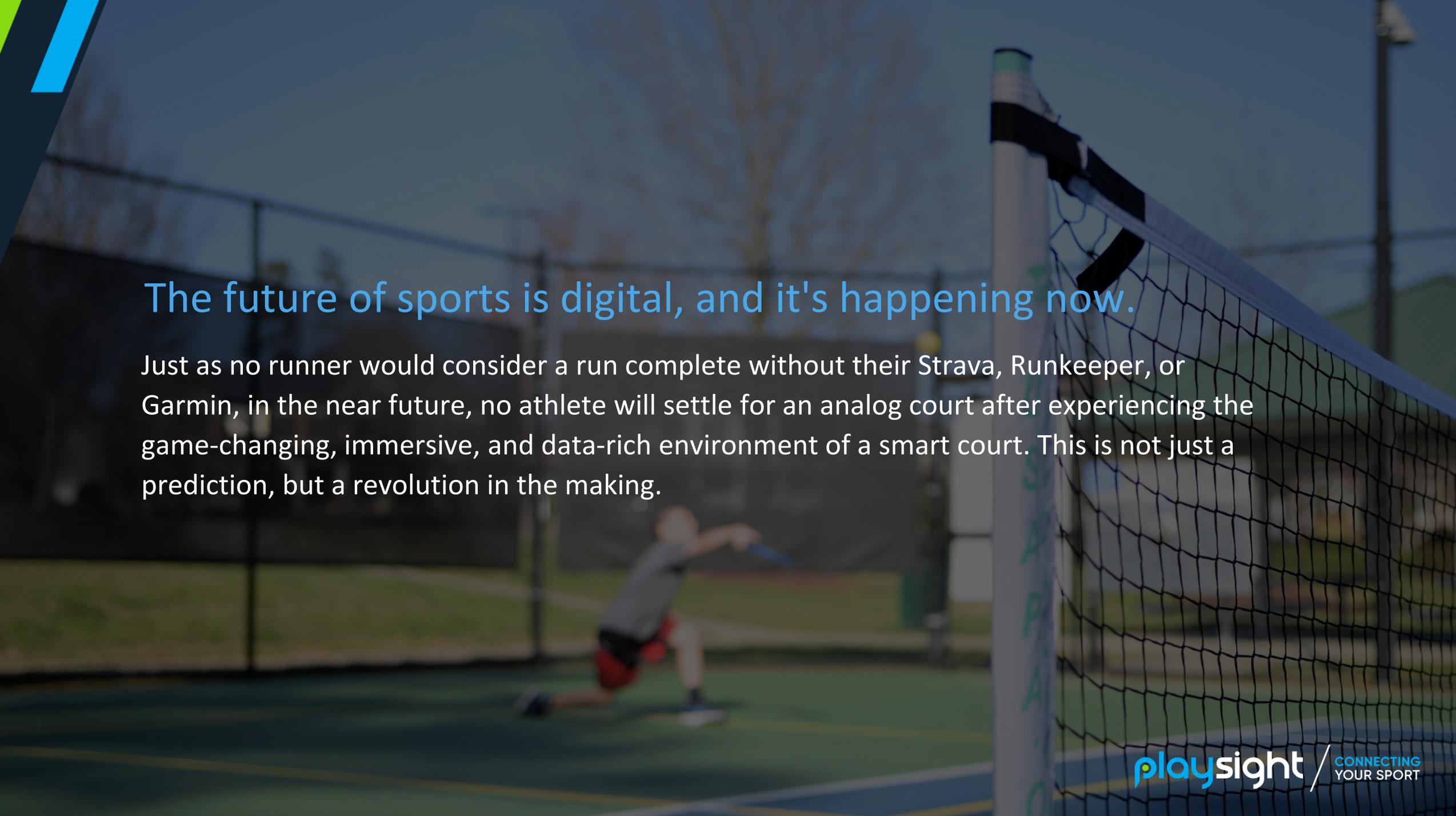


Matt Gibson
VP Sales NA

THE PLAYSIGHT EDGE



- **Brand:** Proven track record in sports technology across key markets.
- **AI Tech:** Best-in-class, patent-pending AI player and ball tracking technology.
- **Racquet Sport Leader:** Market leader in tennis, pickleball, and padel, partnering with major federations, academies, club franchises, and ~160 NCAA programs.
- **Next-Gen AI Automated Production:** Our multi-angle solution is the next generation of existing single-camera systems.
- **All Sports Solution:** Validated solutions for all racquet sports, indoor and outdoor sports.
- **All in one solution:** Comprehensive solution addressing market needs: automated production, player development, VAR, and OTT.
- **Portable & Fixed:** A blend of portable and fixed solutions for flexibility.
- **Smart Campus:** The only provider of a "Smart Sport Campus" solution for multi-sport campuses.
- **Team:** A passionate, hard-working team committed to standing side by side with our clients.



The future of sports is digital, and it's happening now.

Just as no runner would consider a run complete without their Strava, Runkeeper, or Garmin, in the near future, no athlete will settle for an analog court after experiencing the game-changing, immersive, and data-rich environment of a smart court. This is not just a prediction, but a revolution in the making.



SPORTS TECHNOLOGY, CONTENT & DATA PLATFORM

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CONNECTING YOUR SPORT

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