

PLAYLEAP

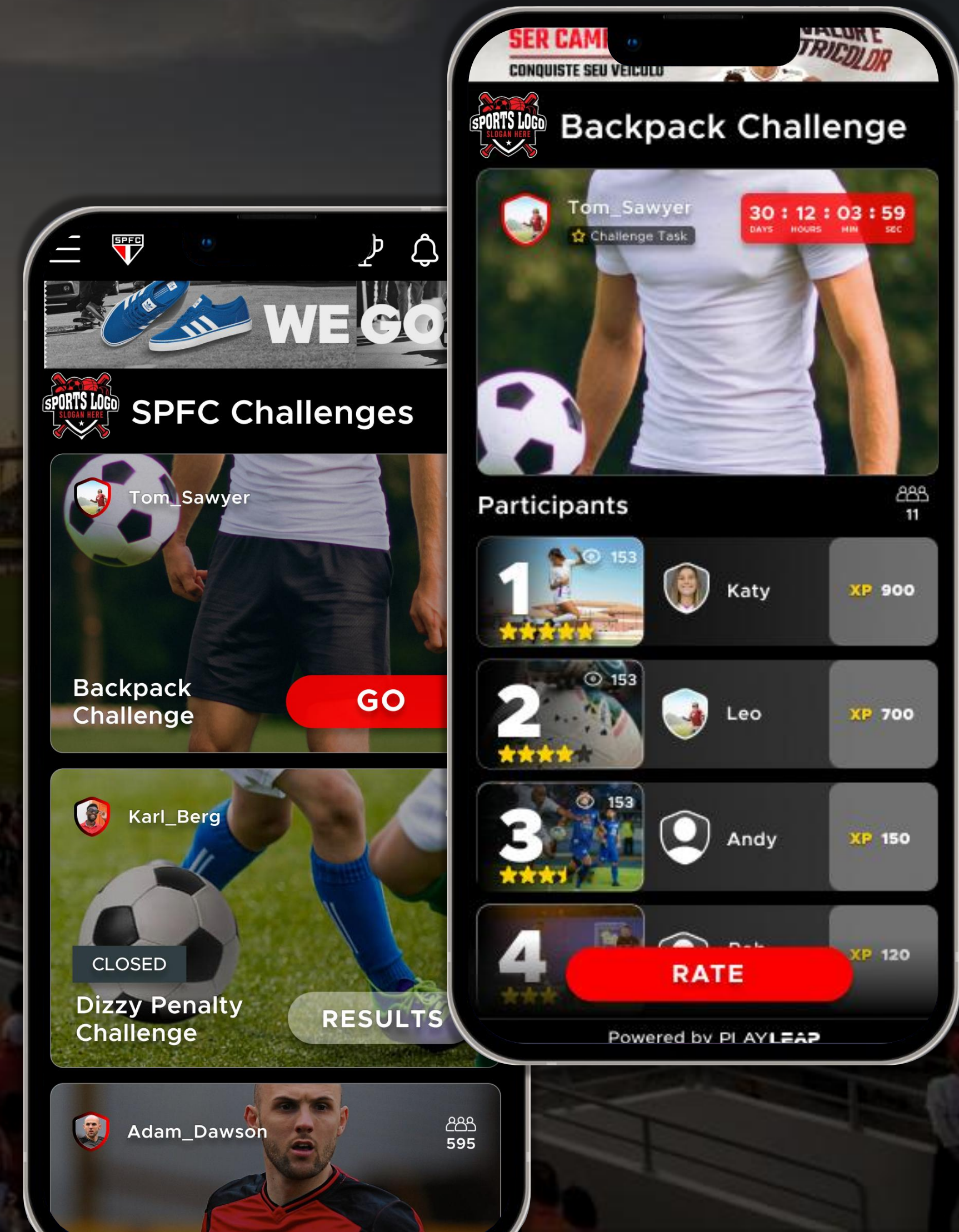
**SPORTS FAN
ENGAGEMENT
SOLUTION**



INTRODUCING PLAY LEAP

Transforming passive spectators
into active participants

A gamified fan engagement platform that transforms sports content into interactive challenges, rating games, polls and quizzes, keeping fans active all year round.



PLAYLEAP

PRODUCT ADVANTAGES



WHITE LABEL

Fully customizable for any sport and brand identity



DATABASE & ANALYTICS

Gain user data from fan registrations



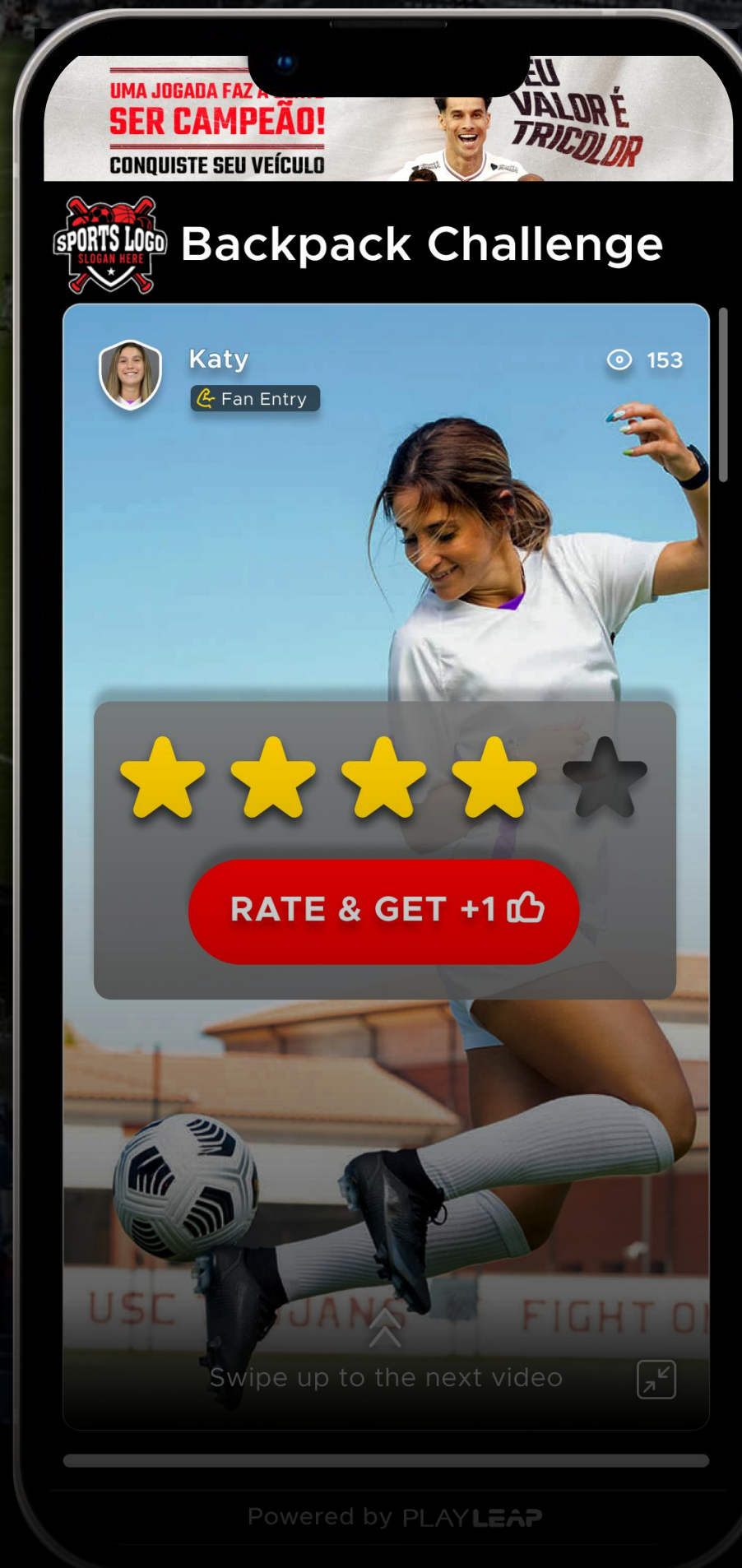
MULTI-PLATFORM INTEGRATION

Works effortlessly with apps and websites, fully functional across web and mobile



SCALABLE

From a single club activation to a full national sports rollout



SPONSORSHIP-READY

Built-in branding and prize integrations for commercial partners



REAL TIME MARKETING

Build campaigns around hot topics, trending events & viral moments



RETENTION ENGINE

Engagement in the off-season through challenges and loyalty rewards



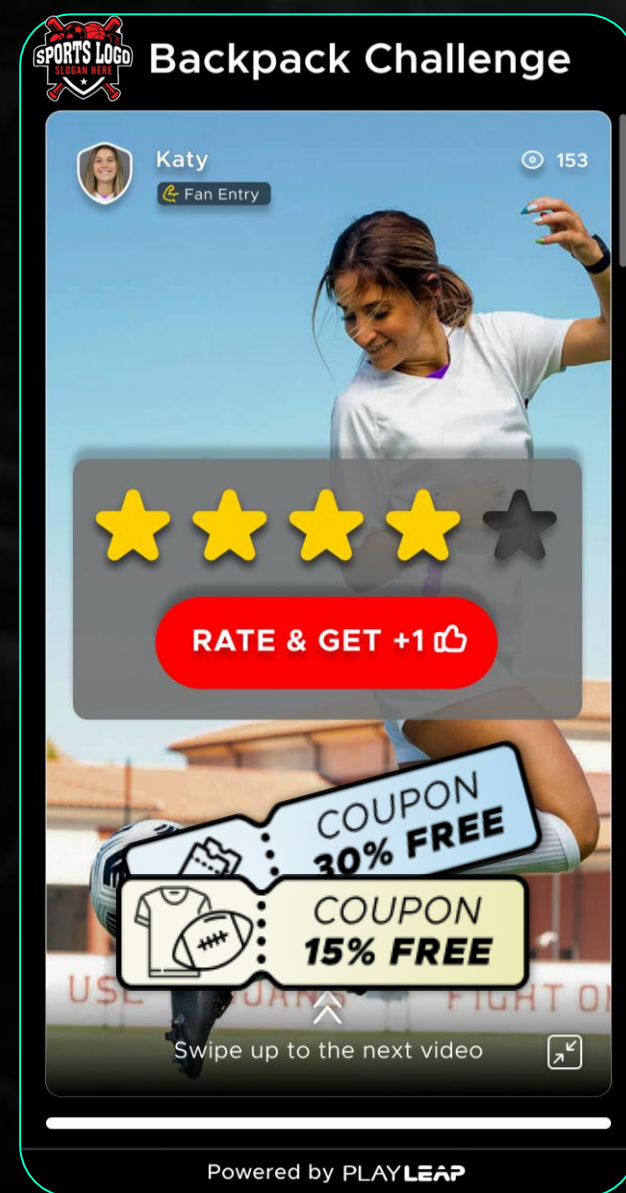
REVENUE BOOST

Boosts merch sales with discount coupons and in-game ads



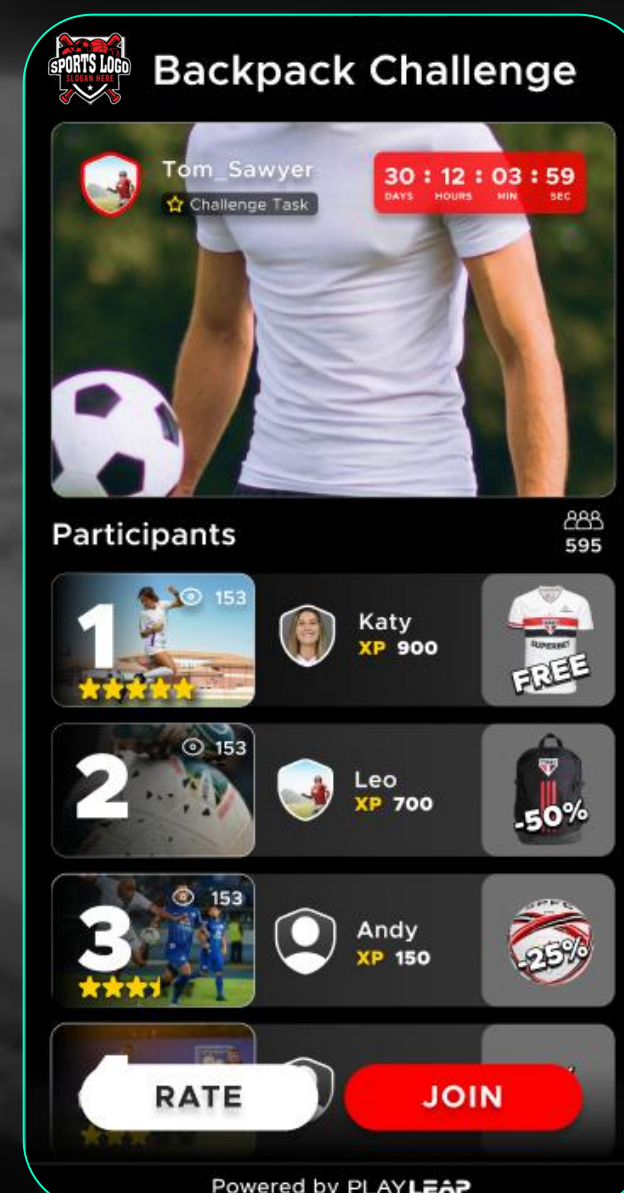
PICK YOUR GAME MODE

STAR RATE



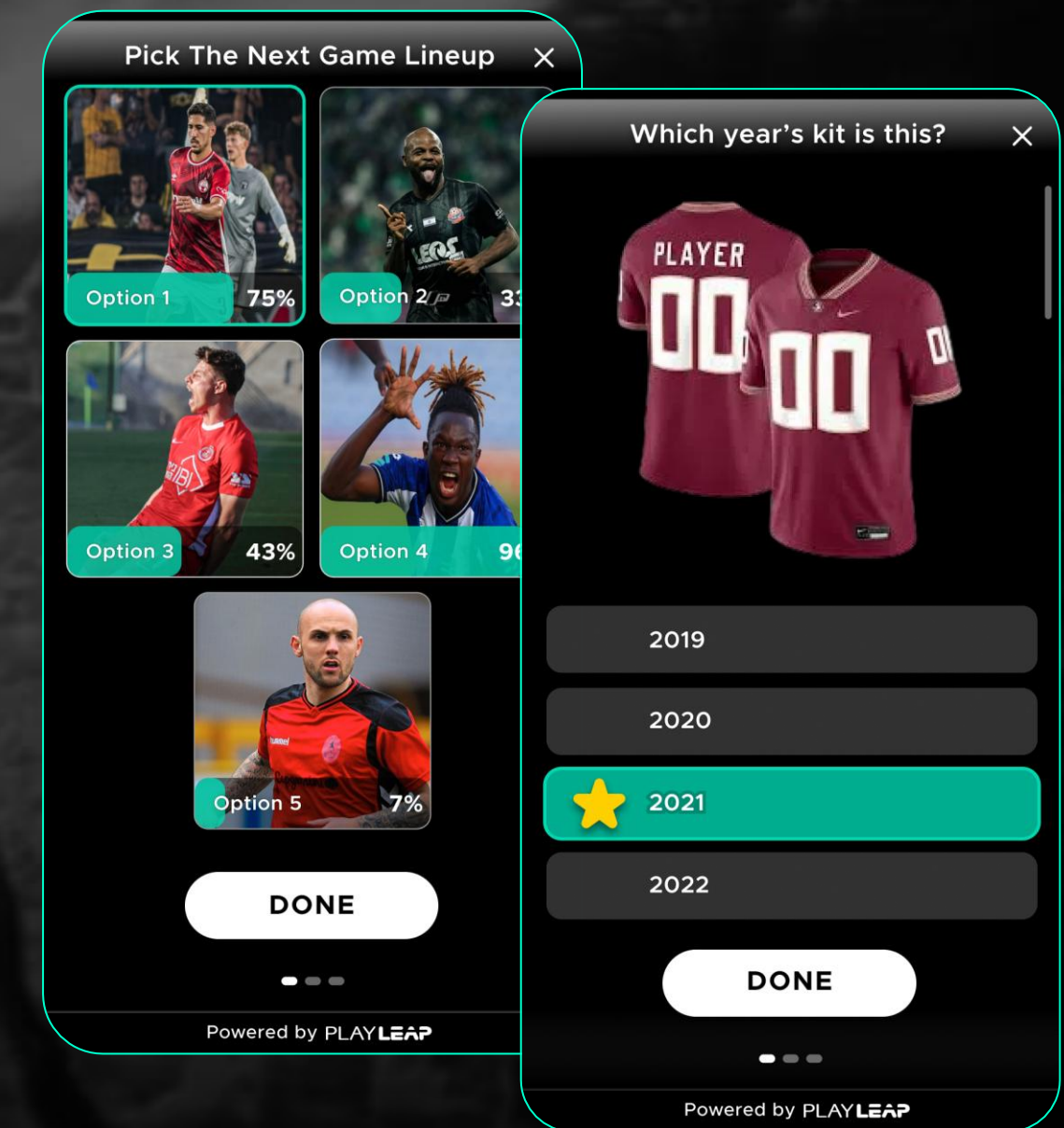
- **WATCH** players' highlights
- **RATE** clips to earn points & game coins
- **WIN** – exchange coins for rewards, from merch discounts to fan experiences

CHALLENGE



- **WATCH** your team's challenge task
- **COMPETE** - upload your video, mimicking the moves
- **GET RATED** by other fans, climb the leaderboard
- **WIN** challenges to claim club rewards

POLL & QUIZ



- **ANSWER** questions on game outcomes, scores, or key moments
- **GAIN** points and coins for every answer
- **REDEEM** club rewards with your game coins

SUCCESS FROM THE **FIRST CLICK**

- ✓ **More Active Registered Fans** (Real, verified database)
- ✓ **Higher Commercial Revenue** – From advertising, sponsors
- ✓ **Increased Online Shop Sales**
- ✓ **Real-Time Analytics** – Insights to optimize fan marketing
- ✓ **Year-Round Fan Loyalty** – Engagement beyond match days

ALWAYS

ON

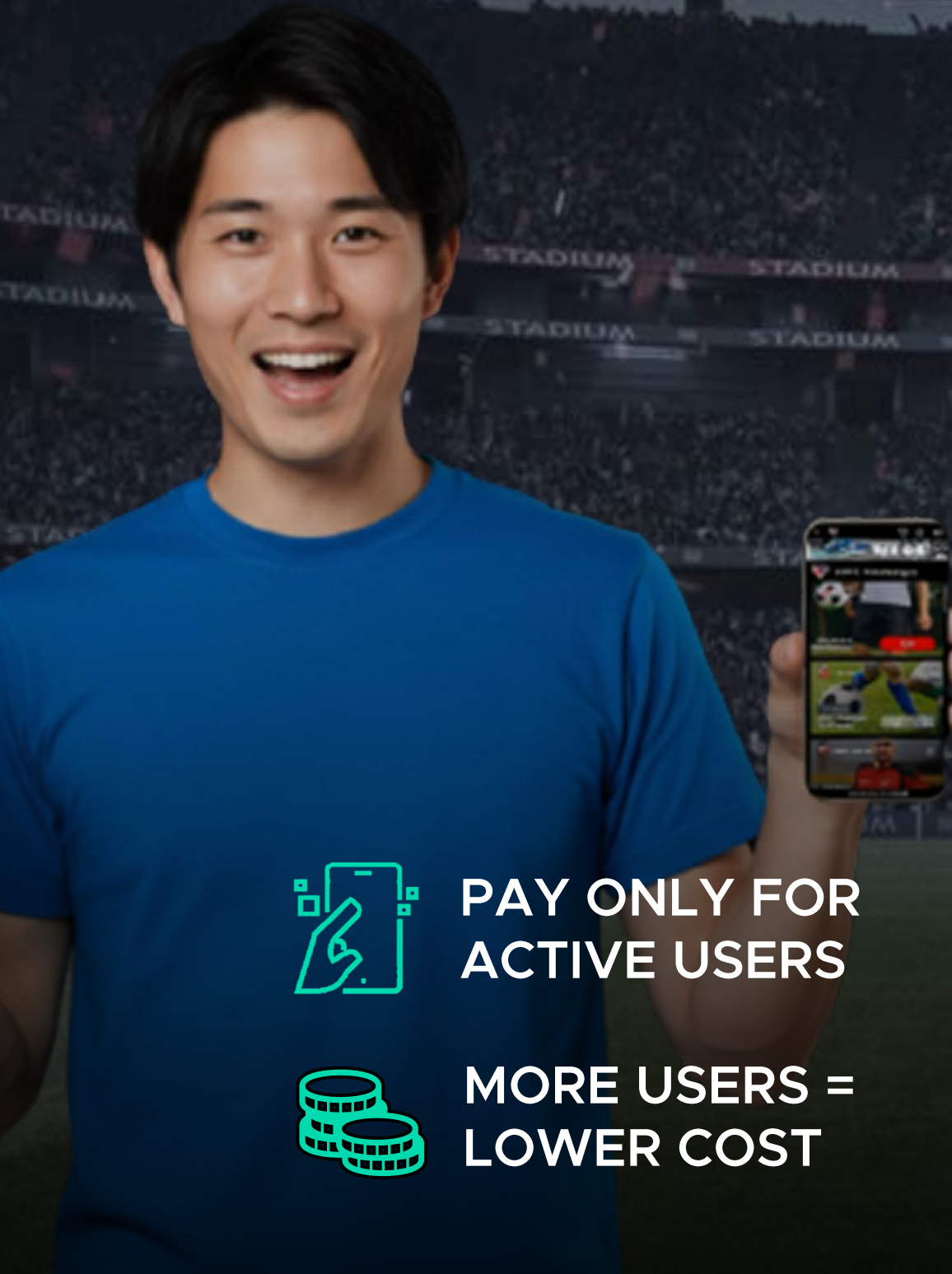
Challenges can be created from any club content – match highlights, training, behind-the-scenes, or live moments

SUPPORTING ALL TEAMS' EFFORTS

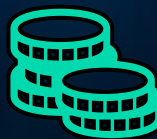
ALL HANDS ON DECK



DIFFERENTIAL PRICING OFFERING



PAY ONLY FOR
ACTIVE USERS



MORE USERS =
LOWER COST

< 1K
users

\$0.50

monthly
per user

> 1K-2K
users

\$0.40

monthly
per user

> 2K-5K
users

\$0.30

monthly
per user

> 5K-20K
users

\$0.15

monthly
per user

> 20K+
users

\$0.05

monthly
per user

PLAY LEAP CUSTOMERS

SIGNED



IN PROGRESS



BRING YOUR FANS INTO THE GAME!

Book your live demo today & turn every click into a win

GAME ON

daniel.avidor.playleap.io

ilan.kieselstein@playleap.io