

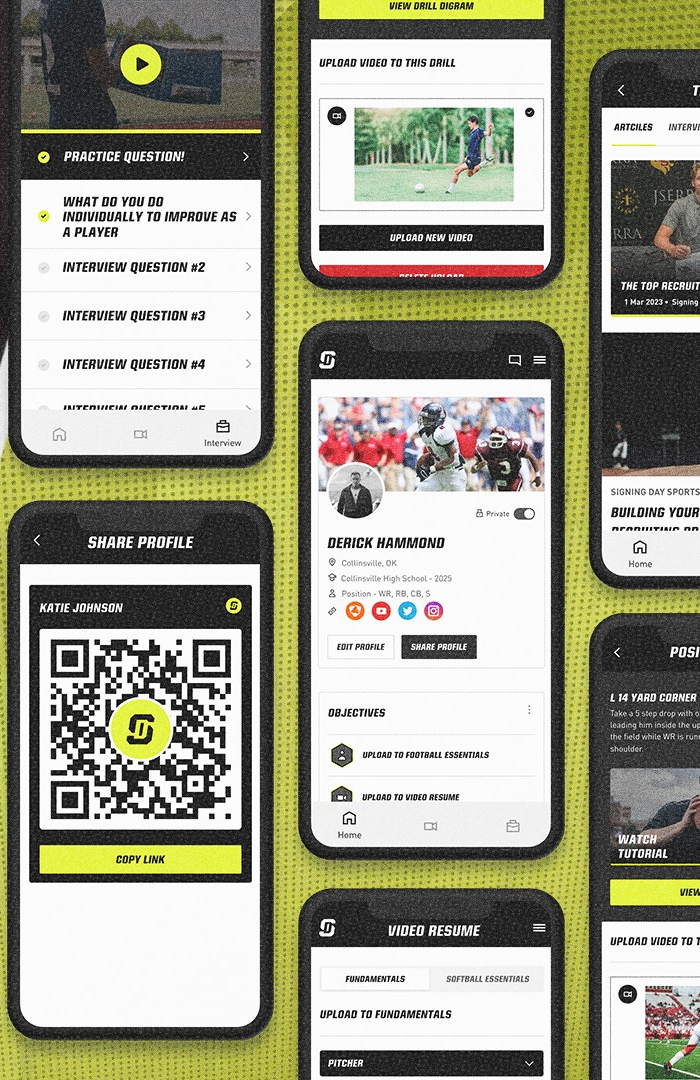
SD SIGNING DAY **SPORTS**

THE **FUTURE** OF RECRUITING

INVESTOR PRESENTATION

JANUARY 2024

NYSE American: SGN



SAFE HARBOR STATEMENT

This presentation contains "forward-looking statements" that are subject to substantial risks and uncertainties. All statements, other than statements of historical fact, contained in this presentation are forward-looking statements. Forward-looking statements contained in this presentation may be identified by the use of words such as "may," "could," "will," "should," "would," "expect," "plan," "intend," "anticipate," "believe," "estimate," "predict," "potential," "project" or "continue" or the negative of these terms or other comparable terminology. These statements are only predictions. You should not place undue reliance on forward-looking statements because they involve known and unknown risks, uncertainties and other factors, including without limitation, the Company's ability to obtain additional funding to develop additional services and offerings, market acceptance of the Company's offerings, competition from existing online offerings or new offerings that may emerge, impacts from strategic changes to our business on our net sales, revenues, income from continuing operations, or other results of operations, the Company's ability to attract new users and customers, increase the rate of subscription renewals and slow the rate of user attrition, the Company's ability and third parties' abilities to protect intellectual property rights, the Company's ability to adequately support future growth, the Company's ability to comply with user data privacy laws and other current or anticipated legal requirements, the Company's ability to attract and retain key personnel to manage its business effectively, and other risks and uncertainties that will be described more fully in the section titled "Risk Factors" in the final prospectus related to the Offering to be filed with the SEC and other reports filed with the SEC thereafter. These risks and uncertainties are, in some cases, beyond our control and could materially affect results. If one or more of these risks or uncertainties occur, or if our underlying assumptions prove to be incorrect, actual events or results may vary significantly from those implied or projected by the forward-looking statements. No forward-looking statement is a guarantee of future performance. Forward-looking statements contained in this announcement are made as of this date, and the Company undertakes no duty to update such information except as required under applicable law.



SIGNING DAY SPORTS **VISION**

SIGNING DAY SPORTS' vision is to provide all student-athletes the opportunity to play college sports. We want to level the playing field so that no student-athlete goes unnoticed for any reason. Everyone deserves a chance to be seen, and Signing Day Sports' mission is to make this a reality.



MANAGEMENT TEAM



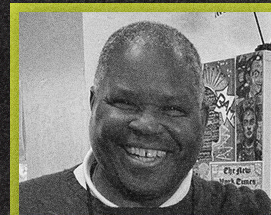
DANIEL NELSON

Chief Executive Officer and Director



JEFF HECKLINSKI

General Manager



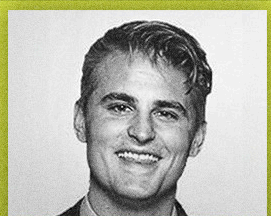
TRENT WHITEHEAD

VP of Human Resources /Secretary



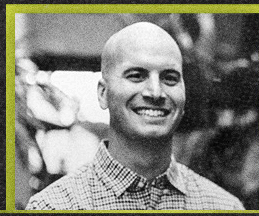
DAMON RICH

Interim Chief Financial Officer



CRAIG SMITH

Chief of Development



DAVID SIEBERT

Head of Finance



PAUL REDMOND

Lead Engineer

COMPLEX RECRUITING PROCESS

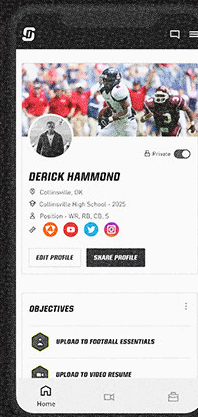
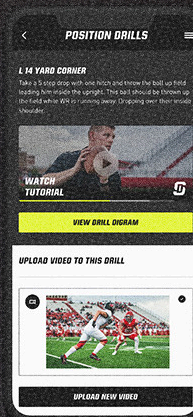
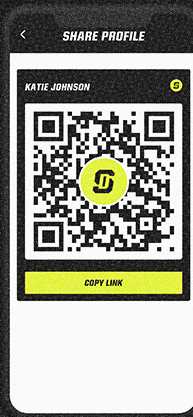
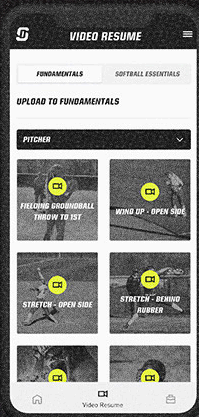
- ▶ **Time-consuming & costly for schools and athletes**
- ▶ **Requires attending camps, combines and showcases**
- ▶ **Many qualified athletes go unnoticed due to a lack of knowledge about the process**
- ▶ **No simple/standardized process for creating highlight or skills videos**
- ▶ **Challenging for athletes/coaches to communicate**
- ▶ **Difficulty choosing schools**





SIGNING DAY SPORTS: TAKE CONTROL OF YOUR JOURNEY

Download the **SIGNING DAY SPORTS APP** to unlock verified video technology by clicking the link:



Create your video profile
providing all the key verified
videos college coaches need
to evaluate athletes

Share with coaches
and recruiters across the country

At the tap of a button,
get discovered and recruited
by coaches across the country

**GET TO YOUR
SIGNING DAY!**

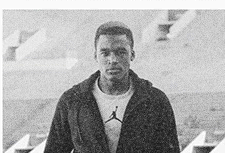
SIGNING DAY SPORTS VIDEO PROFILE

VIDEO-VERIFIED MEASURABLES

HEIGHT ×

Feet

Inches



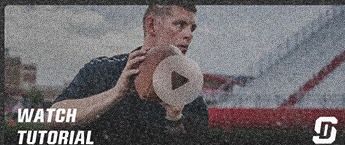
UPLOAD NEW VIDEO

POSITION SPECIFIC DRILLS

< POSITION DRILLS ≡

L 14 YARD CORNER

Take a 5 step drop with one hitch and throw the ball up field leading him inside the upright. This ball should be thrown up the field while WR is running away. Dropping over their inside shoulder.

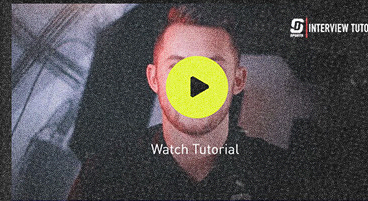


VIEW DRILL DIGRAM

UPLOAD VIDEO TO THIS DRILL

INTERVIEW QUESTIONS

SD INTERVIEWS ≡



✓ PRACTICE QUESTION! >

✓ INTERVIEW QUESTION #1 >

✓ INTERVIEW QUESTION #2 >





MARKET OPPORTUNITY

**ROUGHLY 2.2 MILLION RECRUITABLE
FOOTBALL / SOCCER RECRUITS IN THE U.S.**

► SOCCER MARKET

Roughly 44,000 players play NCAA/NAIA soccer, but note that this figure is just 4% of the roughly 1,100,000 who play high school and club soccer in the U.S. at a recruitable 14 - 19 YOA

► FOOTBALL MARKET

Roughly 710,060 players play NCAA/NAIA college football, but note that this figure is just 6.5% of the roughly 1,093,234 who play high school football at a recruitable age of 14 - 19 YOA

► TECHNOLOGY ENABLES QUICK DEVELOPMENT OF NEW SPORTS BASEBALL/SOFTBALL: READY TO DEPLOY





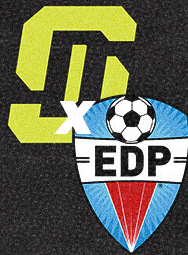
GROWING THE BRAND

- ▶ **B2C SUBSCRIPTION MODEL**
- ▶ **COST-EFFECTIVE EVENT MARKETING**
- ▶ **EXPANDING TO NEW SPORTS**
- ▶ **INCREMENTAL REVENUE STREAMS**
- ▶ **LEVERAGING KEY PARTNERSHIPS**



ELITE DEVELOPMENT PROGRAM (EDP SOCCER)

POWERED BY
SIGNING DAY
SPORTS



- ▶ ROUGHLY 91,500 ATHLETES AT RECRUITABLE AGE
- ▶ EXCLUSIVE RECRUITING PLATFORM PROVIDER
- ▶ REVENUE SHARE ON EDP RUN EVENTS
- ▶ SDS ON-SITE TOOL INCORPORATED INTO EVENTS
- ▶ LEADS TO ACCESS TO CLUBS AND OTHER TEAMS

TOTAL CLUBS

1050

IN EDP SOCCER LEAGUES & TOURNAMENTS

LEAGUE TEAMS

7700+

FROM 16 STATES

ME, NH, VT, MA, RI, CT, NY, NJ, PA
OH, DE, MD, VA, WV, GA, FL

TOURNAMENT TEAMS

5800+

FROM 20 STATES

AZ, CT, DE, FL, IL, MA, MD, ME, MI, MO, NC
NH, NJ, NY, OH, PA, RI, TX, VA, WV

TOURNAMENTS

24

SHOWCASES

10

AGE GROUPS

LEAGUE

TOURNAMENTS

9U-14U BOYS 2300+

9U-14U GIRLS 1600+

15U-19U BOYS 1850+

15U-19U GIRLS 950+

9U-14U BOYS 1500+

9U-14U GIRLS 1150+

15U-19U BOYS 1600+

15U-19U GIRLS 800+



DIFFERENT COLLEGES ATTENDING

CT | DE | FL | IL | MA | MD | ME 150+ MI | MO | NC | NH | NJ | NY | PA | RI

FROM 14 STATES

US ARMY BOWL

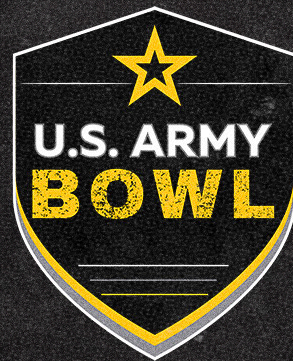
POWERED BY **SIGNING DAY
SPORTS**

3 YEAR AGREEMENT THAT STARTED DECEMBER 2022

► REGIONAL COMBINES: JANUARY - JUNE

2024 SCHEDULES INCLUDE:

- 24 locations in 24 different states
- Average of 300 participants per combine
- Up front fee of \$60 per kid
- SDS Event Tool is used: Athlete leaves with built out profile and injected into SAAS model

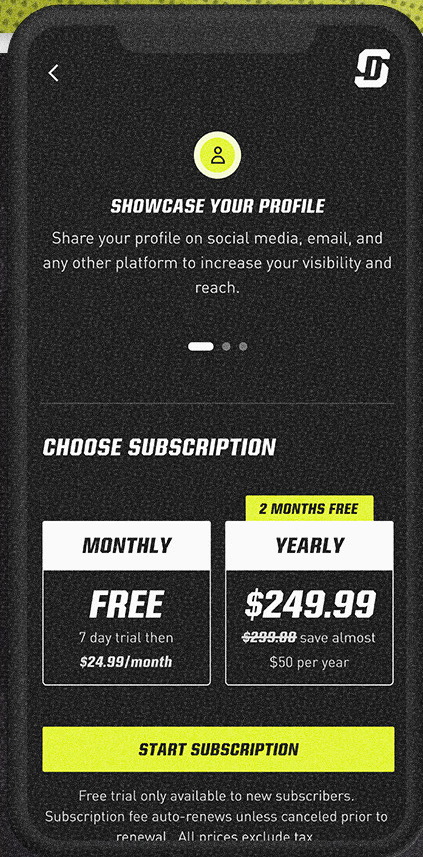


► NATIONAL COMBINE / BOWL GAME: DEC. 15 - 18TH

- 1500 participants in national combine
- Up front event fee \$40 per kid then injected in SAAS model
- Top talent and all-star game in the country
- Branding and marketing rights - television/signage/apparel
- Generates leads back into high schools across the country



DIRECT REVENUE MODEL



CURRENT REVENUE STREAMS **(FOOTBALL / SOCCER)**

B2C SAAS - \$250 A YEAR

B2B SAAS - \$125-\$175 A YEAR

ONE TIME EVENT FEE - VARIES

ADDITIONAL SPORTS: **BASKETBALL, HOCKEY, LACROSS**

**IN-APP SALES ONE TIME
& REOCCURING**

EXAMPLES

- PROFILE SEO BOOSTS
- APPAREL BASED ON METRICS
- SUPPLEMENTS



PARTNERSHIP REVENUE FUNNEL

REVENUE SHARE FOR USE OF SDS TECHNOLOGY

ATHLETES SIGN UP FOR EVENTS, LEAGUES, AND TOURNAMENTS



UPFRONT ONE-TIME EVENT FEES ARE COLLECTED FOR EVENTS REQUIRING SDS STAFF / RUN



ATHLETE'S RECRUITING INFORMATION IS GATHERED AND PERFORMED AT EVENTS



**SDS ON SITE TOOL IS USED AND INFORMATION IS AUTOMATED AND EJECTED
INTO SIGNING DAY SPORTS PROFILES**



**A. CLUBS / TEAMS WHO OPT IN FOR INFORMATION GATHERED WILL RECEIVE
DISCOUNTED PRICING OF \$125 PER ATHLETE PER YEAR**

**B. IF CLUB DOES NOT OPT IN POST EVENT MESSAGING, FOLLOW UP ON CLAIMING
WILL BE SENT OUT TO INDIVIDUALS**



REFERRAL / REVENUE SHARE SENT TO ORGANIZATION



INVESTMENT HIGHLIGHTS

SIGNING DAY SPORTS APP is the *FUTURE* of recruiting

- ✓ Product solves a major issue in the collegiate athletic recruitment process
- ✓ Large and underserved addressable market
- ✓ Subscription-based recurring revenues
- ✓ Low customer acquisition cost
- ✓ Highly scalable model – easily adapts to other sports
- ✓ High margin, SAAS business model
- ✓ Solid balance sheet and clean capital structure



KEY STATISTICS

TICKER

SGN

**MARKET
CAP**

\$10.75 M

EXCHANGE

**NYSE
AMERICAN**

**PRO FORMA
CASH & CASH
EQUIVALENT***

\$2.9 M

SHARE PRICE

\$.96

Jan. 5th

**PRO FORMA
LONG-TERM DEBT****

\$0

**SHARES
OUTSTANDING**

11.2 M

**INSIDE
OWNERSHIP**

40.6%

* Includes net proceeds of IPO

** Includes conversion of debt at the IPO



QUESTIONS?

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SGN@Crescendo-ir.com

NYSE AMERICAN: **SGN**

