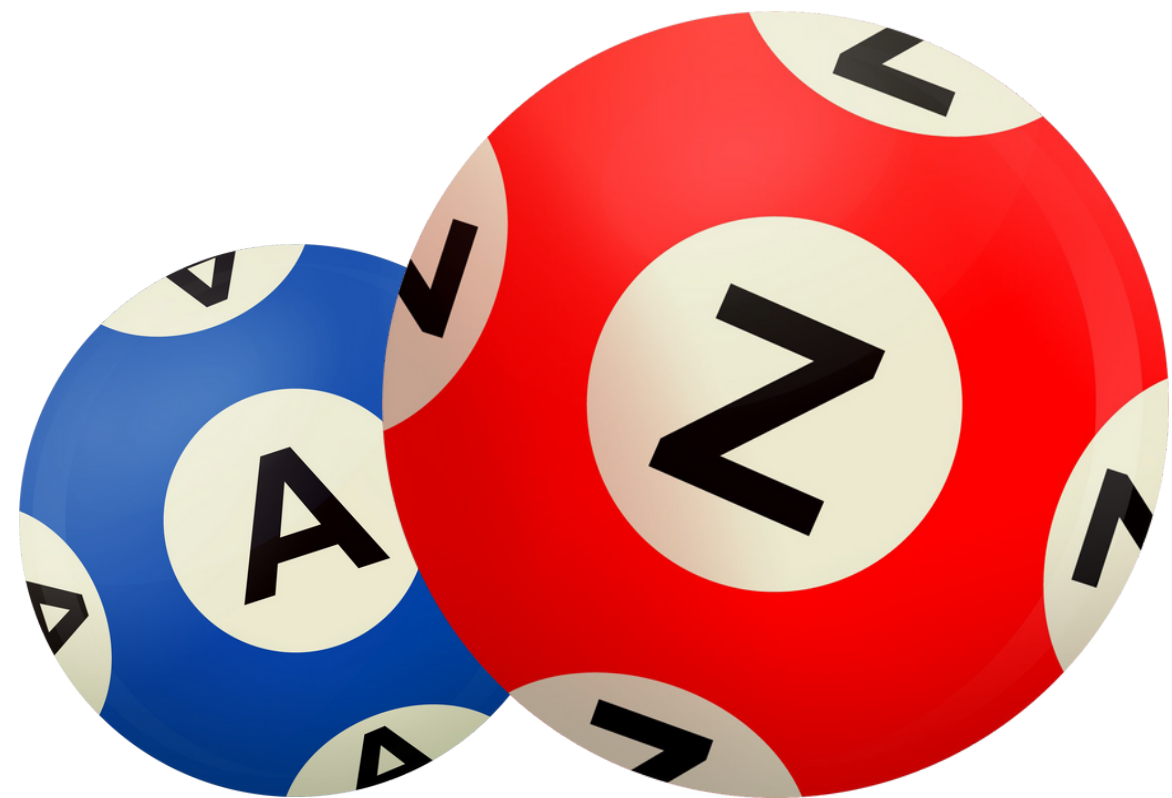


BILLIONS

Xite Holdings Limited

Investor Deck



This Investor Deck is to be accompanied by an Information Memorandum outlining the full details of the Issue, and accompanying disclaimers covering the information contained within this document.

Company Introduction

Xite Holdings Limited (XHL) is a young and exciting start up in the online lottery space. It is focusing not simply on delivering the usual lottery gaming products, but also its own signature Alphabet Lotteries.

Powered by the Lottos1 web and android app, registered users can purchase tickets in the world's biggest draws, including Powerball and Mega Millions in the USA, alongside XHL proprietary lotteries AZ Billions Lottery™ and the Billionaire-Ball™.

These are true market disruptors as they are the first significant new lottery concept to be launched in 30 years, exclusively online with all the associated business and user experience benefits. In addition, the alphabet lottery games are licensable as standalone lottery products to other operators in due course creating greater brand awareness and significant additional revenue streams.

In addition M8SPlay, a Virtual Gaming Casino (VGC) will also offer digital gaming experiences, with both free fun play, and sweepstake play for gift cards and prizes. XHL is the owner of the platforms, trademarks and licences for Lottos1, M8SPlay, AZBillions Lottery™ and the Billionaire-Ball™ providing full control over three revenue verticals with significant revenue potential, known, consistent margins, interoperability and database sharing and high return on advertising spend (ROAS).



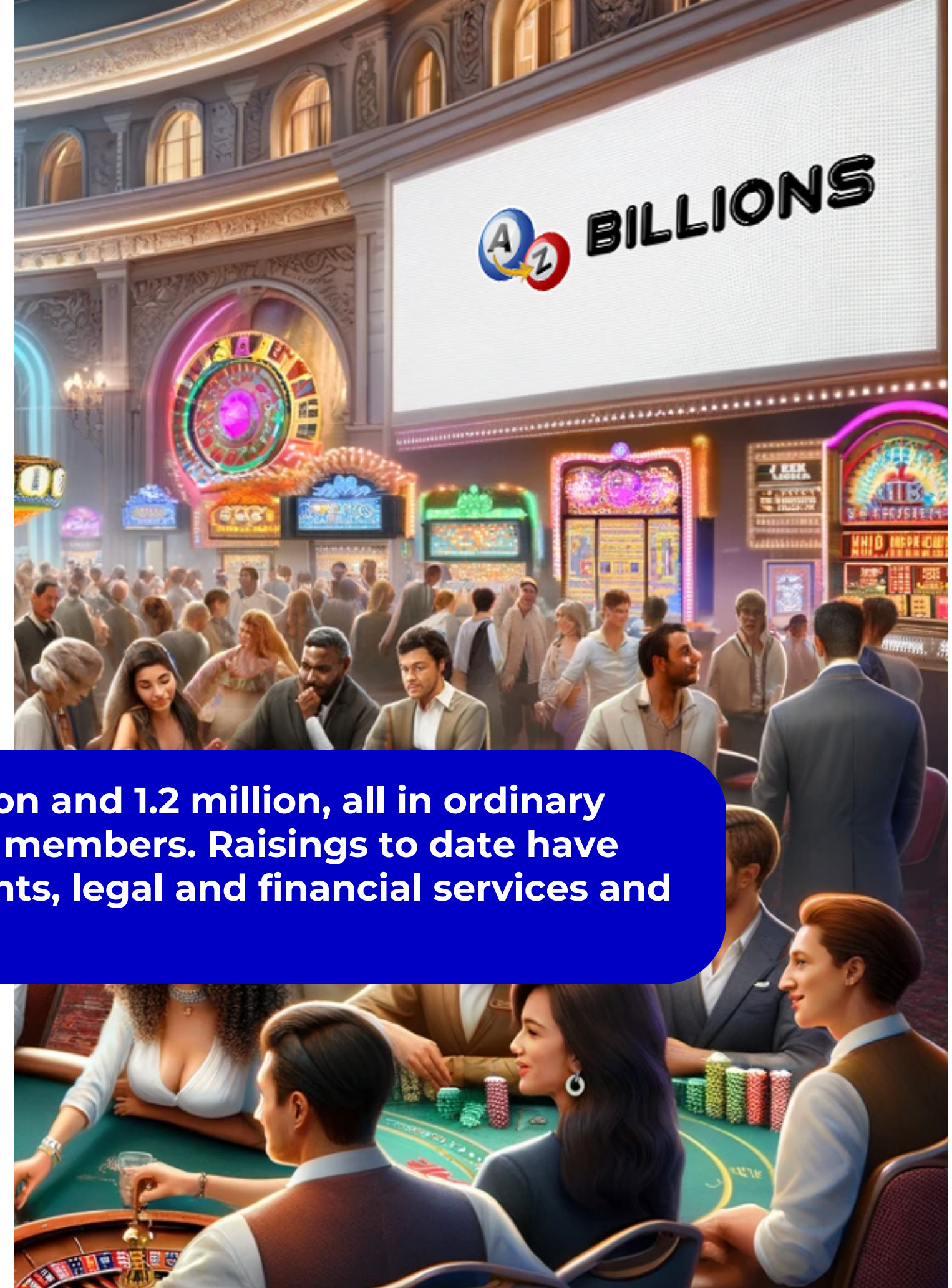
Executive Summary

Welcome to Xite Holdings Limited, an innovator in the global online lottery and virtual gaming casino industry. Under development since 2018 when Founder Craig Austin invented the Alphabetical Lottery (patent pending), XHL is now poised to experience significantly compounding, revenue positive growth through multiple revenue verticals through our proprietary lottery products, 3rd party retailing for the worlds biggest jackpots and our wholly owned and operated virtual casino gaming platform.

To our knowledge, XHL is the first company to assemble all of these offerings together, as well as having the future opportunity to white label the technology, generating B2B revenue.

XHL has raised \$2.2 million to date in two seed raises of 1 million and 1.2 million, all in ordinary shares, across 130 investors, with 30% of shares held by board members. Raisings to date have been invested in digital platform development, licences, patents, legal and financial services and market testing advertising. XHL is currently debt free.

We've successfully navigated the challenges of development, licensing, and partnering, and with our recent platform launch, we're poised for explosive growth. This investment opportunity taps into the fast-growing and profitable online lottery sector, offering potential investors a chance to join us on this thrilling journey. Backed by a strong management team, proprietary technology, and global commercial license rights, we're not just playing the game – we're changing it!



Management Team



Craig Austin
Chairman, CEO & Founder

Creator of the alphabetical lottery concept. He is also the innovator behind lifetime lottery ticket NFT's, the first crypto product to link multiple lottery tickets to NFT's.



Justin Small
Director and COO

Highly motivated and experienced professional with 20+ years experience gaming, licensing and regulations, hotel, tourism, and international franchising.



Jure (George) Kolic
Security Director

An initiative-taking and experienced security professional with over twenty-five years of experience in a variety of environments.



David Sidhu
CFO Service

Implements Business, Finance, and Accounting Strategies to minimize tax, grow wealth, and increase the bottom line, working directly with business owners across various areas of accounting.



Adam Gallagher
Company Secretary

A corporate governance professional serving as a Director, Company secretary and executive for ASX listed companies for over ten years.



Daniel Guest
Marketing Director

Specialises in Brand Marketing Content, Marketing Content Strategy, Digital Marketing, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Marketing and Public Relations.

Strategic Planning and Experience

Barriers to entry to this market are high, and success is built upon deep understanding of the lottery, legal and technology landscape. XHL's directors, management and partners have been carefully selected based on ensuring that there is experience and market connections in all key facets required to maximise the success potential of the business. The core team has a blend of lottery innovation, security, marketing, corporate governance, financial control, operations and risk assessment experience and competency. This is then combined with the deep market connections and specific expertise of the partners especially in delivery of user experience and frictionless acquisition.

The core strategic focuses of XHL management are:

- Deep understanding of the lottery landscape
- Enhanced user experience and trust
- Maximising return on advertising spend
- Building a community of lottery and VGC players
- Regulatory compliance and legal considerations
- Responsible gambling practices
- Leveraging technology and innovation



Market Overview

The market overview for Xite Holdings Limited in the online lottery and casino industry highlights a dynamic and growing global market. The online gambling market, with a significant portion attributed to lotteries, is experiencing robust growth, driven by factors like technological advancements, increased internet penetration, and a shift in consumer preferences towards online platforms.

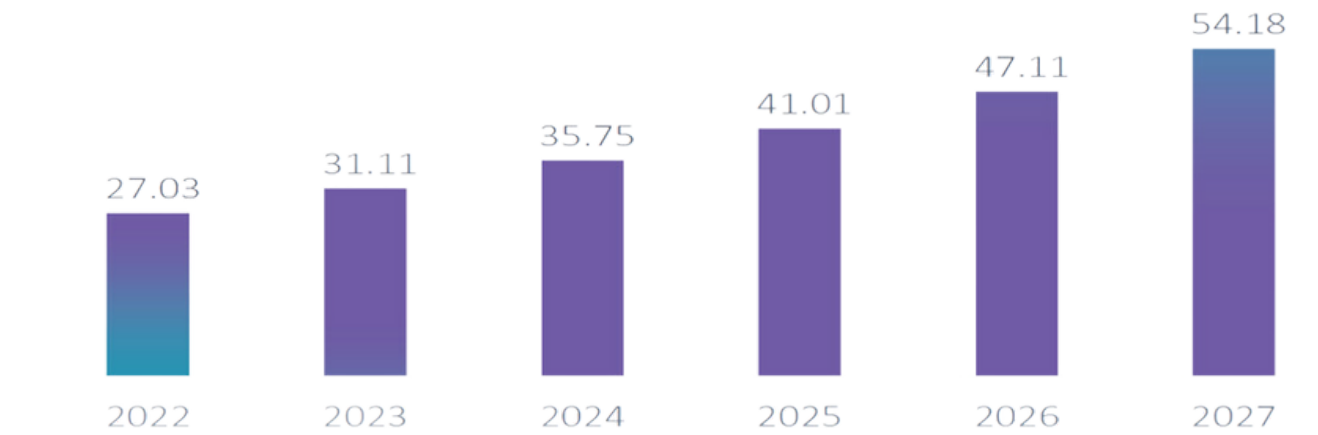


Sources:

EMR Global Lottery Report 2022-27

Allied Market Research Lottery Market Research 2031

Online Lottery Market Trend 2017 – 2027 – In USD Billion



Source: Industry Experts, Analyst Reports, News Reports, EMR Analysis

EMR www.expertmarketresearch.com

Online Lottery Advantages

- Hugely Increased Player Choice
- Rapid Growth of Online Gambling
- Upsell and Cross Sell
- Security Around Player Payments
- Convenience and Accessibility
- Attractive Features and Bonuses
- Legislative Shifts
- Technological Advancements
- Reaching Underserved Markets

AZBillions (Global)

22 Dec 09:00 AM



YOU CAN WIN THE JACKPOT AMOUNT OF

50,000,000 EUR

AT A COST OF JUST \$2.50 USD PER LINE

Results

How to Play

Feeling Lucky? Get Powerball, Mega Millions & More!

543,000,000 USD



Powerball (US)

19 Dec 11:30 AM

Play →

41,000,000 USD



Mega Millions (US)

20 Dec 11:30 AM

Play →

50,000,000 EUR



AZBillions (Global)

22 Dec 09:00 AM

Play →

550,000,000 BRL



Mega-Sena (BR)

01 Jan 06:00 AM

Play →

1,000,000,000 USD



01 : 38 : 11

Play →



M8Splay

VIRTUAL GAMING CASINO



Products

Proprietary Alphabet Lotteries
Global Lottery Ticket eRetailer
Virtual Gaming Casino
B2B White Label Lottery Systems

Xite Holdings Limited offers a unique blend of products in the global online lottery and casino market. The signature offerings include the innovative AZBillions Lottery™ and Billionaire-Ball, novel alphabet-based lottery concepts. These products represent a significant shift from traditional number-based lotteries and are poised to disrupt the market. Additionally, the company plans to complement these offerings with a Virtual Gaming Casino (VGC), M8SPlay, enhancing its portfolio with both free and sweepstake play options. This diversified approach positions Xite Holdings to capitalise on multiple revenue streams and tap into different market segments.

Unique Selling Points

To our knowledge, XHL will be the only global platform offering 1st, 3rd and VCG under one umbrella, sharing services, customer acquisition costs and loyalty and retention activities.

There are a number of globally successful aggregator platforms selling tickets proprietary lotteries, and a few who are also offering VCG or keno gaming, but only XHL is combining all three B2C revenue streams.

XHL's differentiation of the gaming mechanic, through the provisionally patented alphabetical lottery concept, provides players with a unique lottery experience whilst delivering a very high value jackpot against a lower volume of players competing for it.

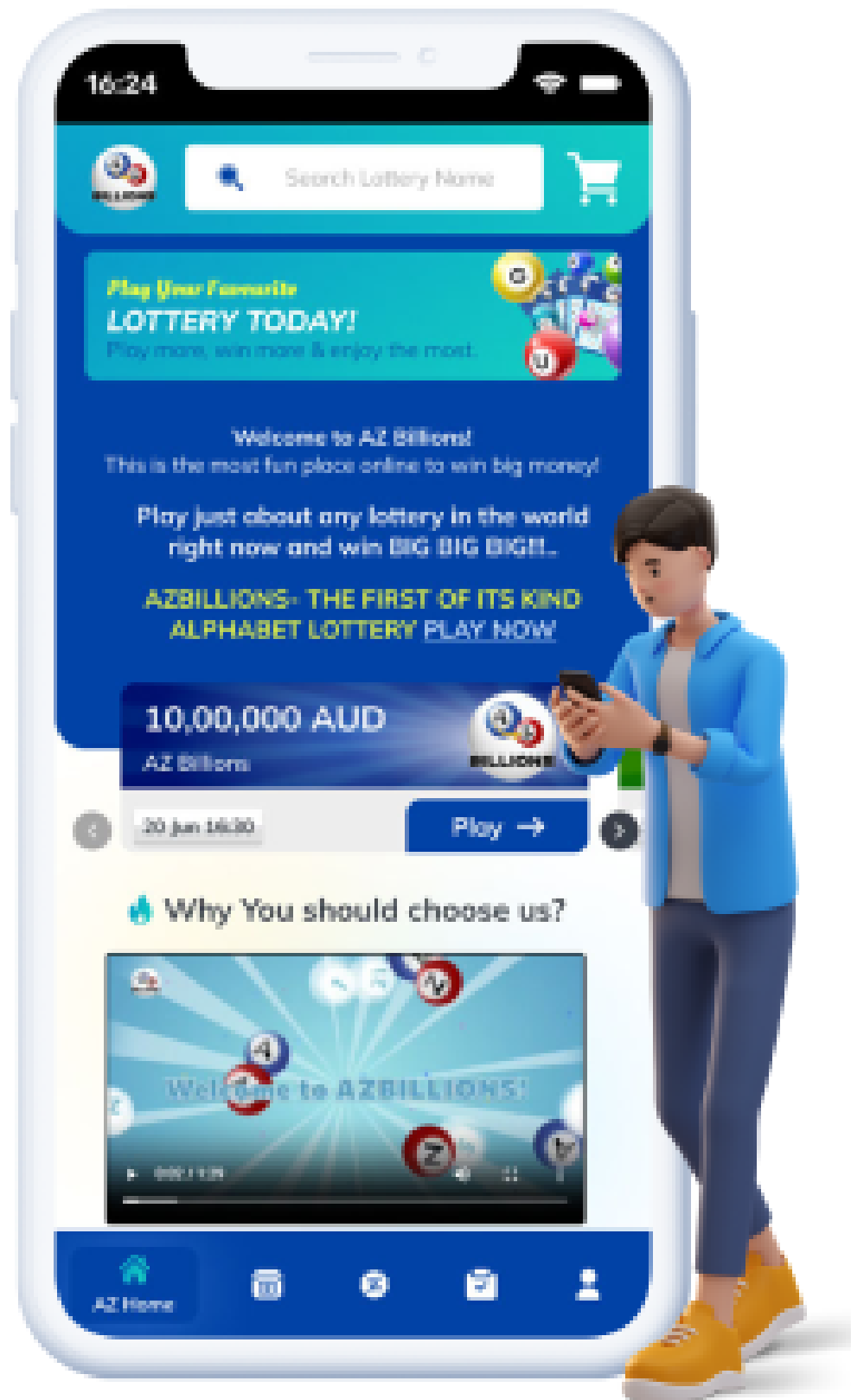
From an online lotteries perspective, total addressable market growth, reduction in player onboarding friction due to improved technology and high profit margin offers significant profitability, with a launch offering of 87% average markup on wholesale costing to Lottos1 retail sales, and 600% for 1st party lotteries.

The key USP here is that XHL is able to use the strength of global promotion for 3rd party lotteries, whilst leveraging the low cost per ticket in 1st party platforms to provide valuable sign up, purchase and loyalty incentives on the Lottos1 platform, and to price AZBillions highly competitively as a cost per line to play vs quantum of jackpot, which sits currently at 50 million Euro.

This combination positions XHL to compete strongly against established competitor sites, with stronger overall margins which will be aggressively reinvested into low cost customer acquisition and growth advertising.



LOTTOS



Technology & Innovation

Lottos1 App

Xite Holdings has developed a purpose-built platform, exclusively owned, which supports its innovative lottery and gaming services.

Proprietary Lottery Concepts

The company's unique Alphabet Lottery IP, including AZBillions Lottery™ and Billionaire-Ball™, showcases our focus on innovation in the lottery space.

Xite Holdings Limited is at the forefront of technological innovation in the online lottery and casino industry. Our proprietary digital platforms and unique Alphabet Lottery IP represent a significant leap forward in gaming technology. These advancements not only enhance user experience but also position the company to lead in market innovation. Our commitment to ongoing research and development, as well as advanced customer personalisation, user experience and loyalty benefits ensures that Xite Holdings will continue to offer cutting-edge, engaging lottery and gaming experiences, setting them apart in a competitive market.

Customer Acquisition and Marketing

Effective customer acquisition at scale utilising cutting-edge advertising technologies tailored to specific market needs is core to the success of XHL. The company has invested heavily in market testing to establish effective benchmarks for customer acquisition costs, ensuring an efficient use of capital for marketing purposes. This strategic approach positions XHL to effectively expand its reach and enhance its market presence in the competitive online lottery and casino sector.

Ongoing investment in customer engagement, loyalty and cross-marketing will maximise customer lifetime value.

01 Sophisticated Advertising Approach

Xite Holdings leverages advanced, market-specific advertising technology to maximise customer engagement and acquisition.

02 Extensive Market Testing

The company has conducted significant market testing, particularly in South and Central America, to refine its marketing strategy and optimise its advertising spend.

03 Efficient Use of Capital

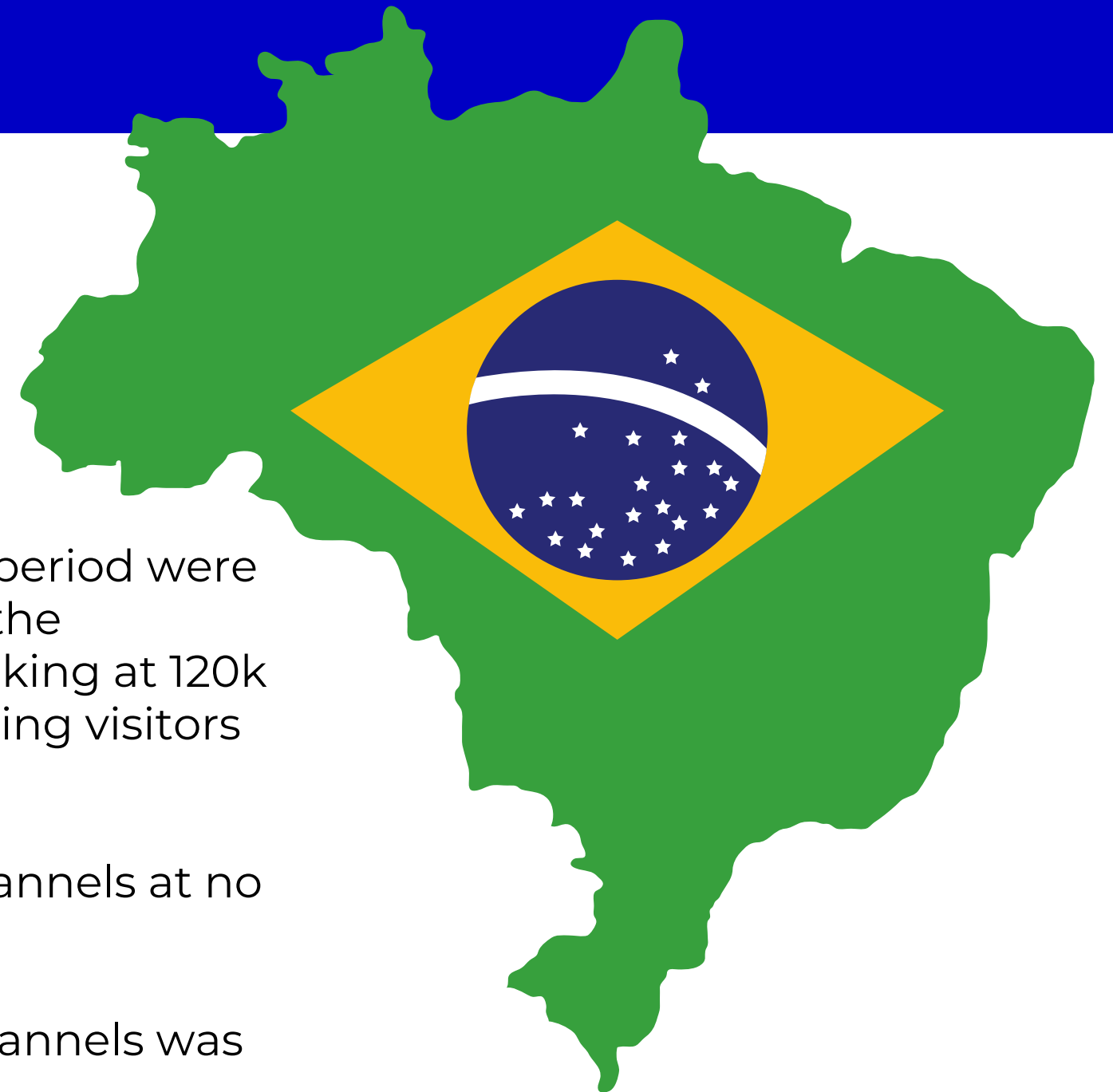
A substantial portion of the capital raised is allocated to marketing initiatives, underscoring the company's commitment to growing its customer base rapidly and effectively.

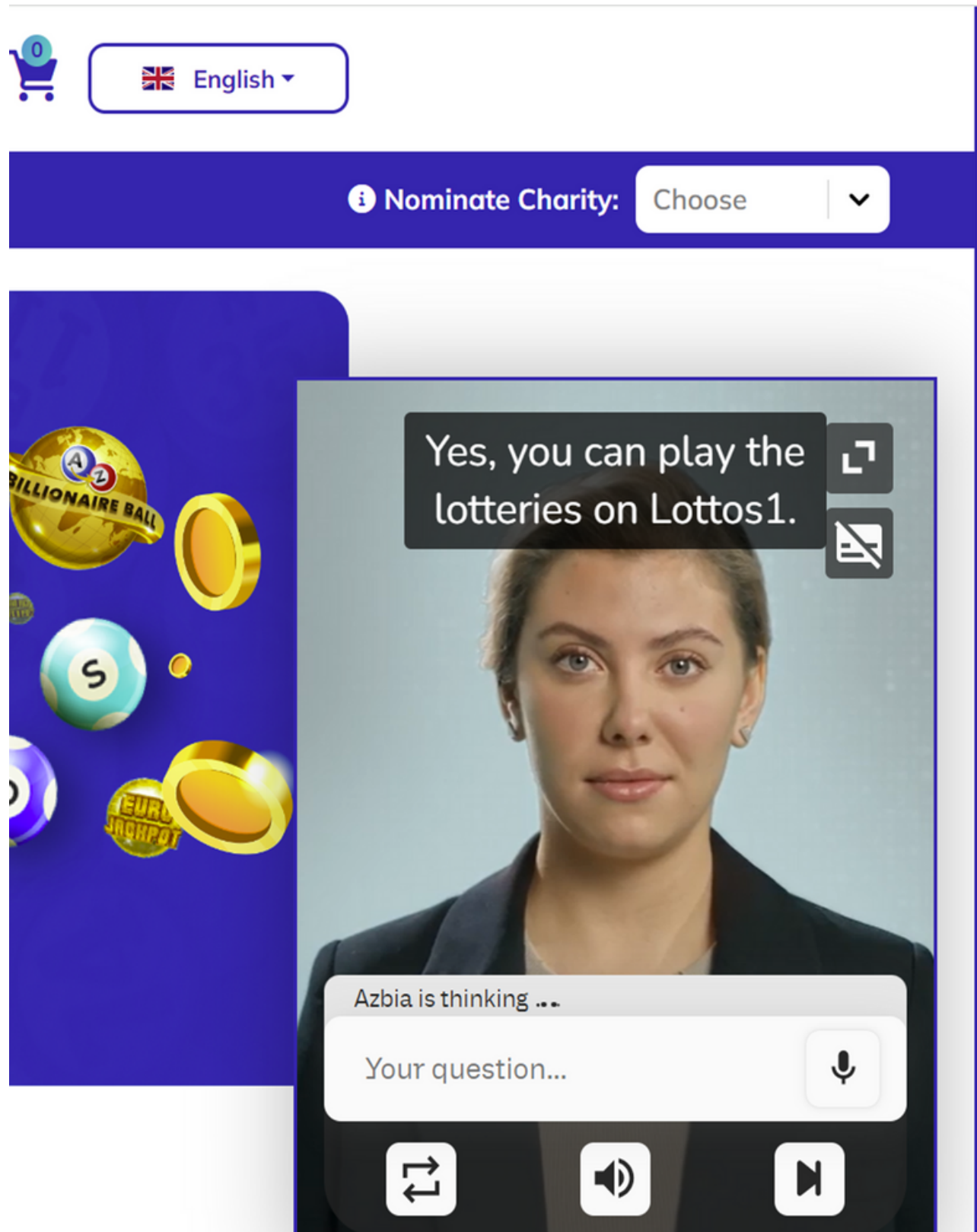
Latin American Trials

New users (unique) in the initial trial period were 250k peaking at 100k per day and in the secondary trial period were 793k, peaking at 120k on 20 Sep and generating 90k returning visitors through the campaign period at 11%

eCPC: Estimated CPC on the paid channels at no greater than \$0.04 cents

CPM: The overall CPM for the paid channels was 18 cents





Personalisation

As important to the customer acquisition program as high volume, low click cost acquisition is maximising sign up rates and then lifetime customer value.

With many high value markets through the non-English speaking world, XHL has invested in dynamic language models both in written language conversion and virtual human AI assistance.

Meet Aziba, trained especially for the Lottos1 platforms delivering voice and text response in multiple languages, and developing and improving through machine learning whilst providing aggregated data to XHL about customer interest.

Our partnership with Unith AI sees XHL as one of the most technologically advanced audience engagement platforms in the online lotteries space.

“We are glad to be working with XHL as the AI provider for AZBillions which has a large addressable market covering customers around the world. This is another excellent application of UNITH’s digital humans that can converse in multiple languages and respond instantly while substantially reducing XHL’s expenses if they were to perform these tasks with traditional labour.”

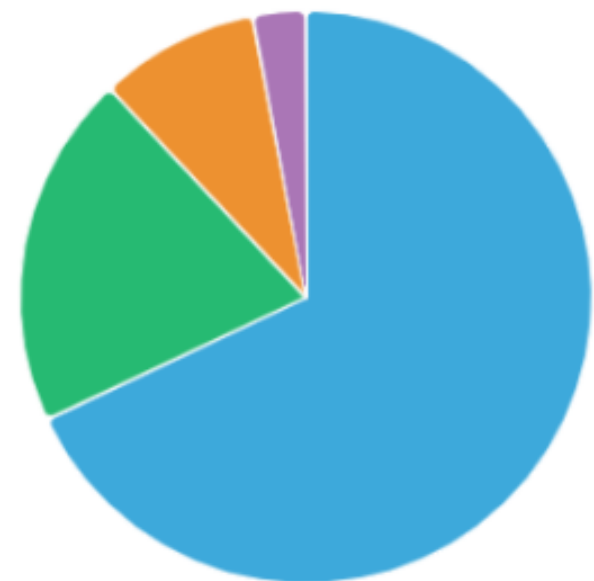
UNITH chief executive officer, Idan Schmorak

Growth Strategy

The primary purpose of this share issue is to satisfy customer acquisition, retention and revenue generation targets. Compounding value of member data accelerates loyalty, further product introduction and platform and product cross sell.

High ticket sales margins, both in the 3rd party retail and especially for AZBillions means a positive return on advertising spend can be achieved rapidly.

Operating costs are headlined by bank & payment fees, which continue to be the most significant fixed overhead costs in line with total financial transactions.



68% Marketing

20% Operating Costs

9% Corporate Costs

3% Accruals

01 Market Expansion

XHL has a structured expansion plan through international markets based on highest ROAS leveraging its unique products.

02 Licensing Strategy

The company aims to license its innovative alphabet lottery games to 3rd parties, creating additional revenue streams.

03 Product Scalability

Personalised customer experiences create scalability across revenue verticals, maximising customer lifetime value.



Financial Highlights

XHL financial highlights reflect a strong foundation and promising prospects. The successful completion of seed funding rounds attracting 130 shareholders to date has strategically funded platform development, licensing, and marketing testing. With a current status of being debt-free, the company demonstrates financial prudence and stability. A focused allocation of capital towards customer acquisition signifies a commitment to growth. XHL is poised for a significant return on advertising spend, indicating efficient marketing strategies. The financial projections for the company are optimistic, predicting robust growth and profitability in the burgeoning online lottery and casino market.

01 Strong Initial Funding

Successfully completed two seed funding rounds, setting a solid financial base for future operations.

02 Debt-Free Status

Xite Holdings maintains a debt-free position, highlighting strong financial management and stability.

03 Focused Capital Allocation

A significant portion of capital is dedicated to customer acquisition, emphasizing growth-oriented investment.

Values and Compliance

Transparency and Trust:

- Operating with absolute transparency and compliance in all financial matters.
- Ensuring fair and secure gameplay through independent audits and robust technology.
- Regular reporting, engagement and disclosure to investors and shareholders.

Innovation and Customer Focus:

- Continuously innovating to offer exciting and engaging lottery and VGC experiences.
- Prioritising customer satisfaction through loyalty and retention, responsive support and feedback mechanisms.
- Developing intellectual property and conducting research and development in the online lottery and VGC space.

Social Responsibility:

- Contributing to positive social change through charitable partnerships and responsible gaming initiatives.
- Promoting responsible gambling practices and player well-being.
- Operating with a commitment to sustainability and environmental responsibility.

Growth and Profitability:

- Building a sustainable and profitable business that generates value for shareholders.
- Scaling the business strategically and responsibly, ensuring long-term success.
- Investing in innovation and marketing to drive player acquisition and retention.

Teamwork and Collaboration:

- Fostering a collaborative and inclusive work environment where employees feel valued and respected.
- Encouraging open communication and teamwork to achieve shared goals.
- Building strong relationships with partners and stakeholders to achieve success.



Compliance with AFSL Regulations

XHL strictly adheres to the Financial Services Licensing regulations as per the Australian Securities and Investments Commission, ensuring legal integrity.

Responsible Gambling and Player Protection

XHL is committed to responsible gambling practices, focusing on player protection and ethical gaming standards.

Licences, Certifications, and Approvals

The company possesses all necessary licenses, certifications, and regulatory approvals to operate globally in the online gaming space.

Investment Opportunity

The offer aims to raise a minimum of AUD \$1M and up to AUD \$5M with the issuance of up to 500,000 shares at an offer price of A\$10 per share.

This issue will constitute 7.6% of available ordinary shares, with 6,077,856 existing ordinary shares, making 100% of total shares on issue of 6,577,856 (assuming maximum subscription has been reached).

The Pre-money valuation from this issue is AUD \$55 Million.

This offer is only available to those that qualify as sophisticated investors under s708 Corporations Act 2001 investors. Minimum investment is AUD \$25,000

This offer closes 30 July 2024 or prior when fully subscribed. Audited financial statements are under preparation for release prior 31 December in line with s715(h)(i) & (ii), notice on availability upon request.

This offer is facilitated by PrimaryMarkets Pty Limited, Level 6, 56 Pitt St, Sydney, NSW 2000, Australia, +61 2 9993 4475

Corporate Authorised Representative AFSL:485946

<https://www.primarymarkets.com/capital-raising-company/XHL-holdings-ltd/>



Invest in the world's first Alphabet Lottery
Developed In Australia

This is your chance to be a part of a new lottery phenomenon

Let the dream begin!

Company Partners



Consultancy specialising in sports betting, iGaming, sports marketing, affiliate marketing, technology, intellectual property protection, product commercialisation, esports, capital formation, M&A, joint ventures, casino management, and governmental and legal affairs for the gaming industry



Specialist risk management company providing access to prize indemnity underwriting, ticket purchasing, RNG products, and hybrid solutions through a scalable technology platform with a hedge limit of 100M euros and the ability to raise over 250M euros



Offers reliable and knowledgeable services for the incorporation, licensing, tax efficiency, and compliance needs of the online gaming industry. With the booming growth in the industry, Fast Offshore ensures a smooth and efficient process.

Unith AI is a provider of Digital Humans revolutionising marketing, sales, and educational journeys through interactive conversations and AI-driven human support



Inspike is a growth consultancy specialising in scaling technology businesses. Inspike has significant experience in digital programmatic advertising, data management, customer insights and AI technology, making it an ideal partner for XHL



MIRACL provide single-step Multi-Factor Authentication, in just two seconds, completely within the browser window on any device. There are no redirects, no second devices, no SMS and no passwords. One PIN and you're in

