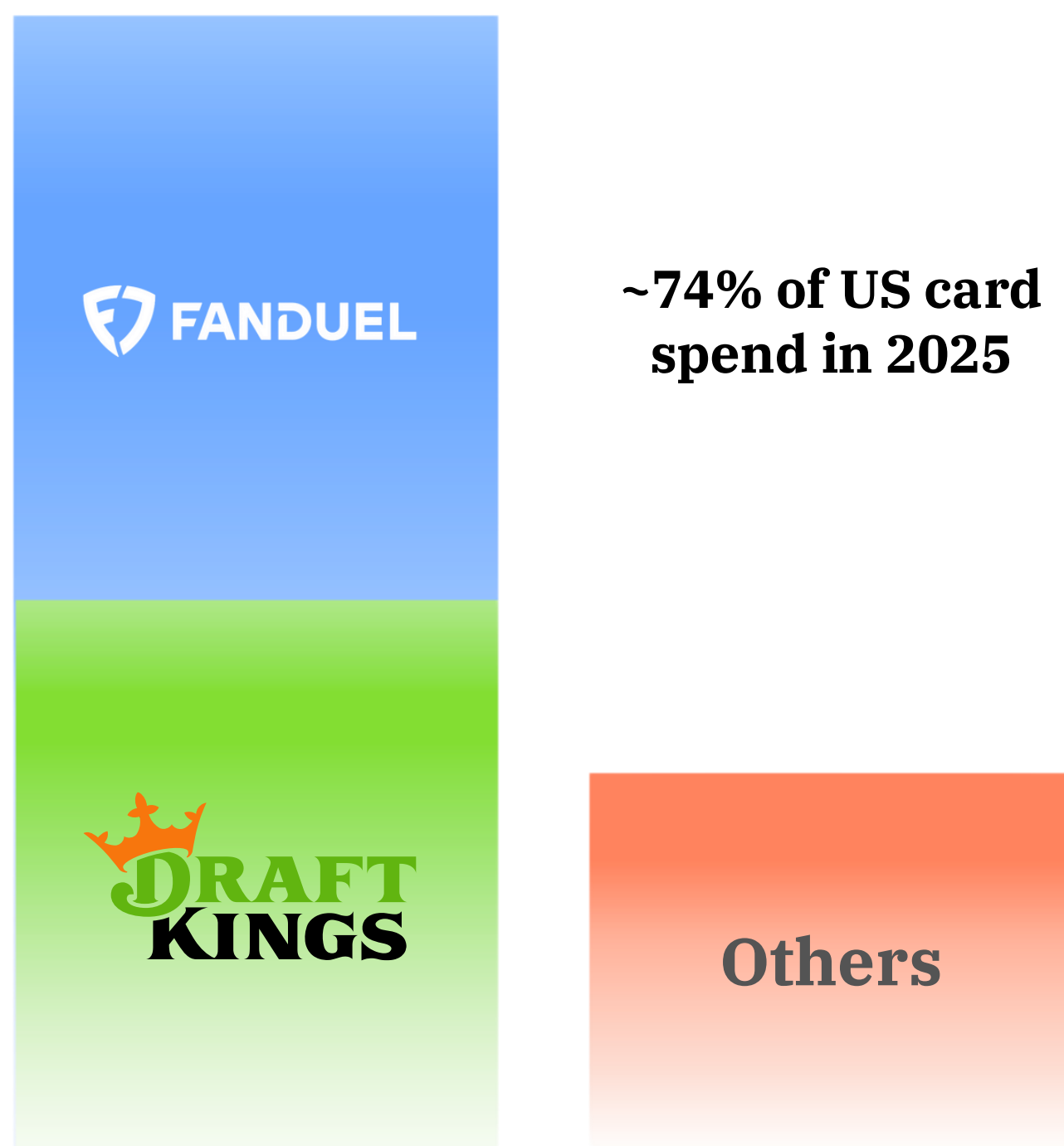


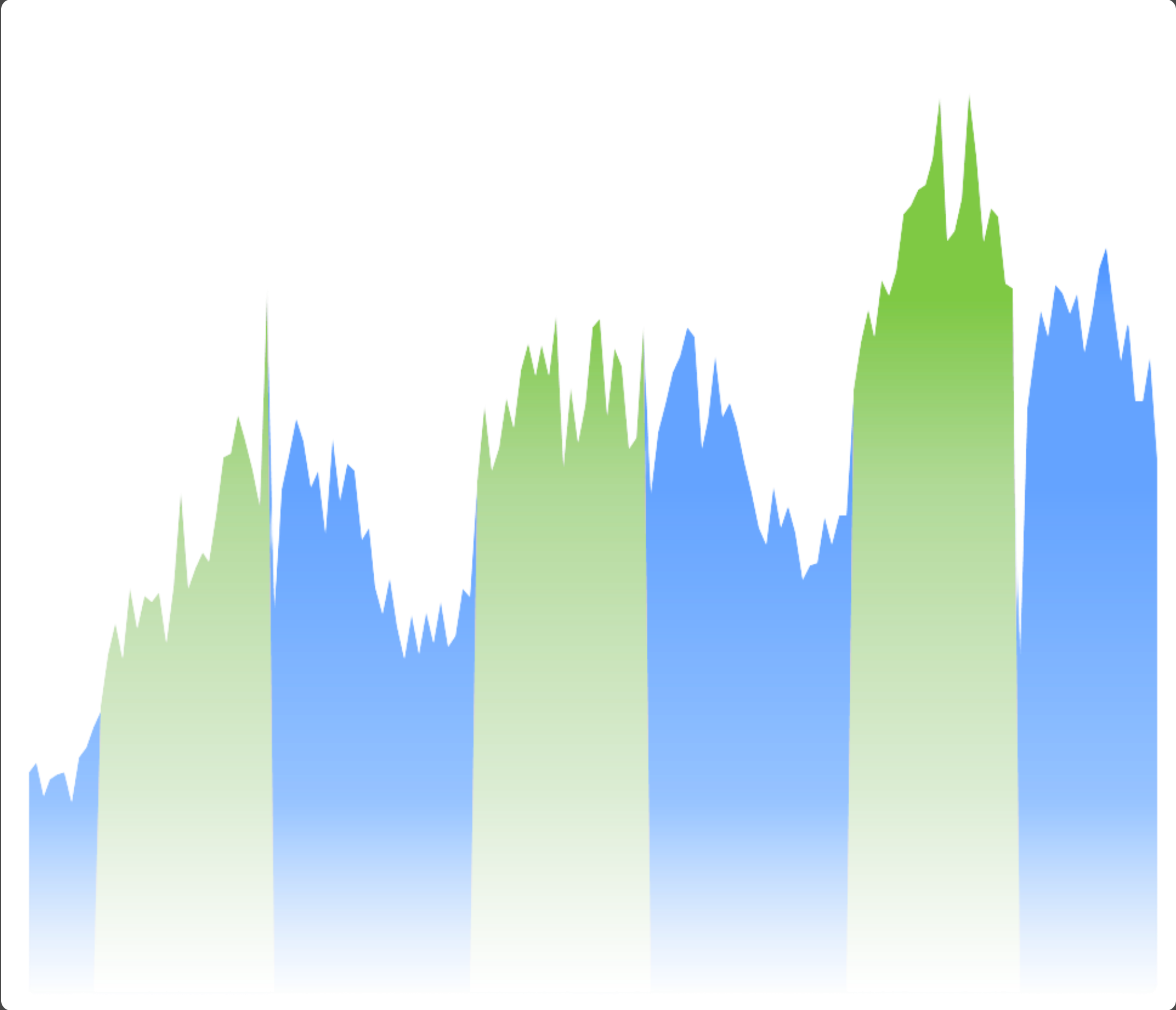
# Prediction Markets to Blitz Online Sportsbooks

## Duopoly at Risk



2025 US card spend, % of online sportsbook totals

>55% of US Spend During Football Seasons



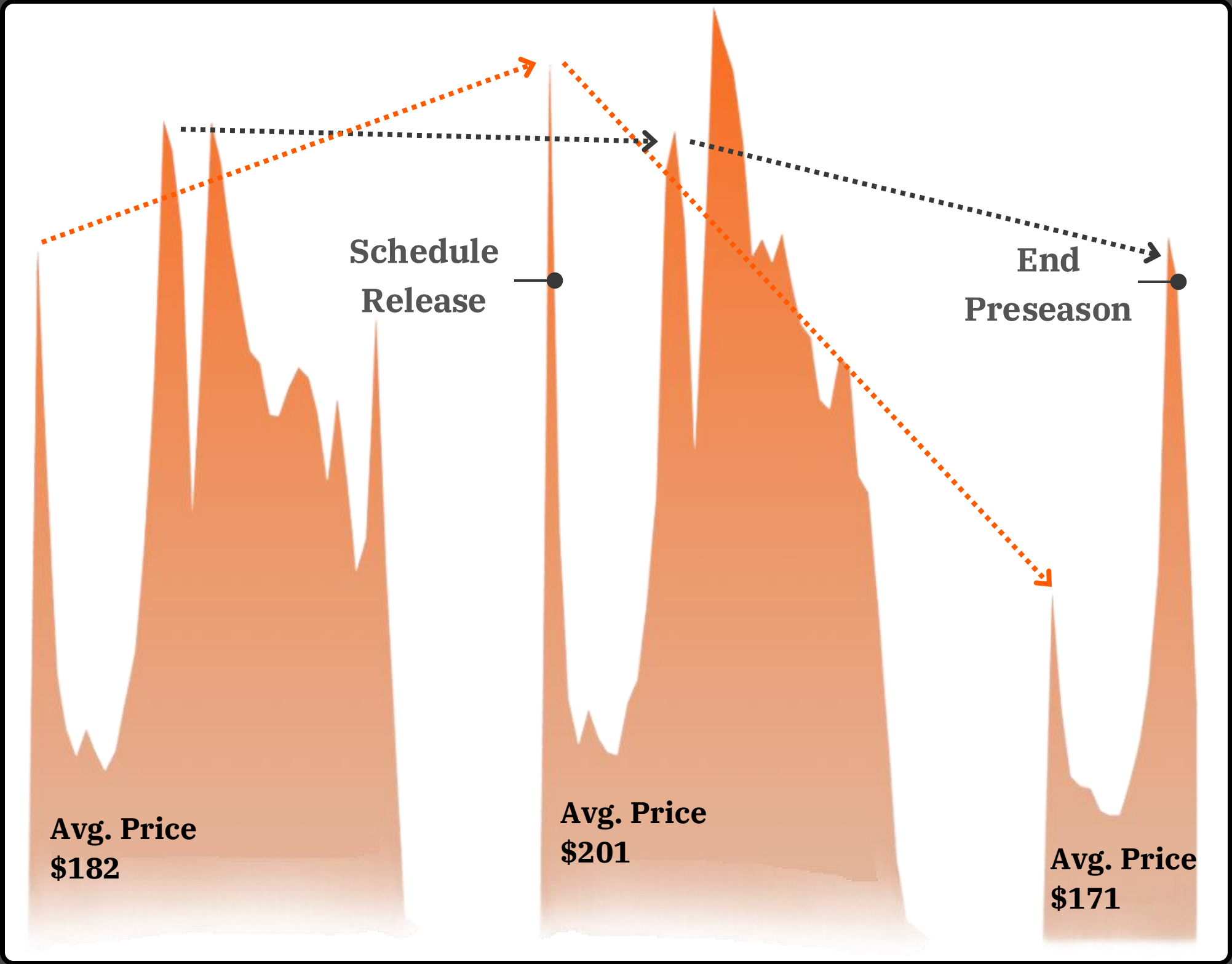
2022/23

2023/24

2024/25

Weekly US card spend for FanDuel & Draftkings

# NFL Secondary Ticket Volumes and Prices Down



2023/24

2024/25

2025/26

Weekly NFL secondary market  
ticket sale volumes & average price

# Robinhood + Kalshi = High Web Traffic in Restricted States



**#2 for Robinhood**  
**#1 for Kalshi**



**#3 for Robinhood**  
**#5 for Kalshi**



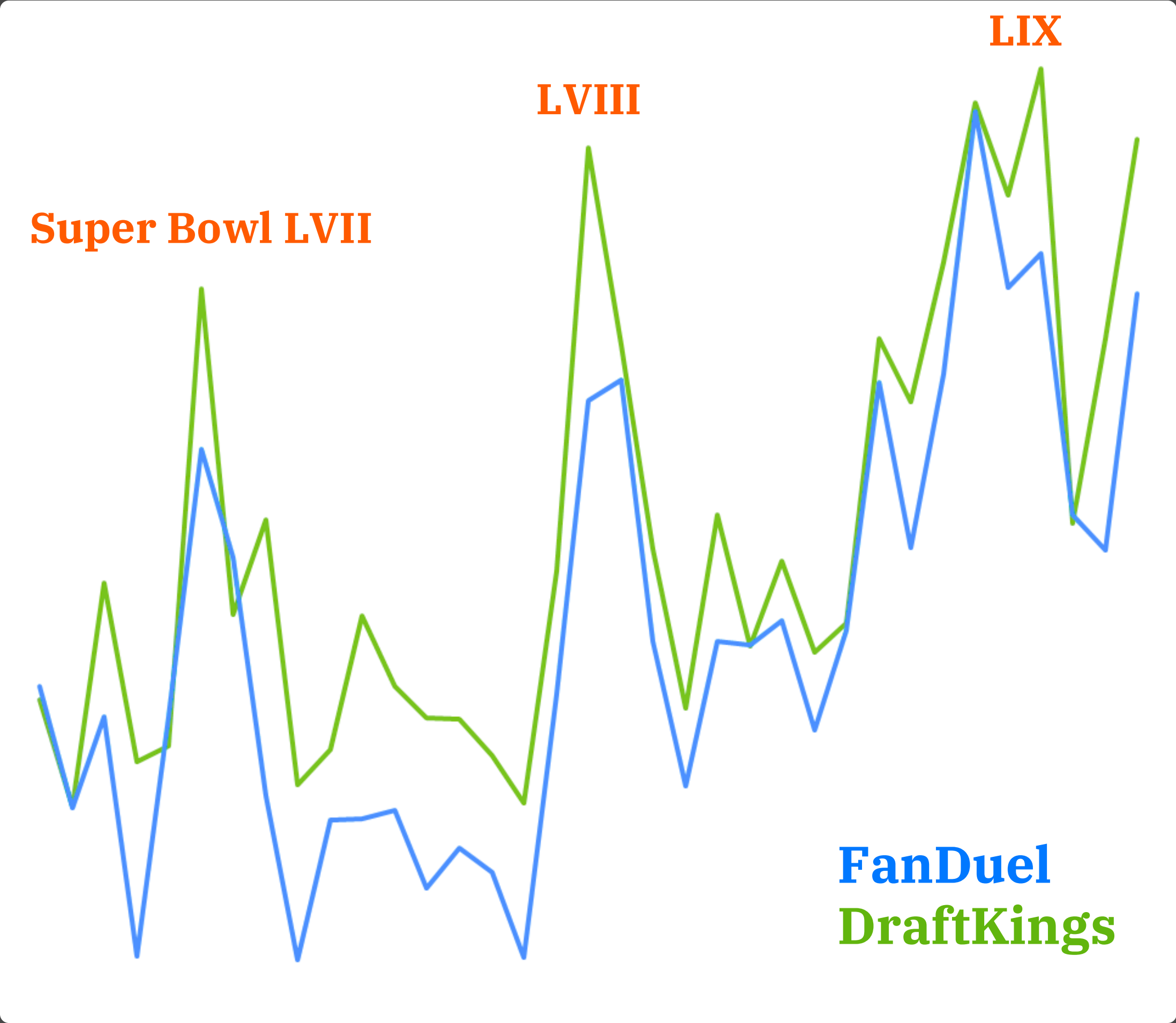
**#5 for Robinhood**  
**#2 for Kalshi**



**#9 for Robinhood**

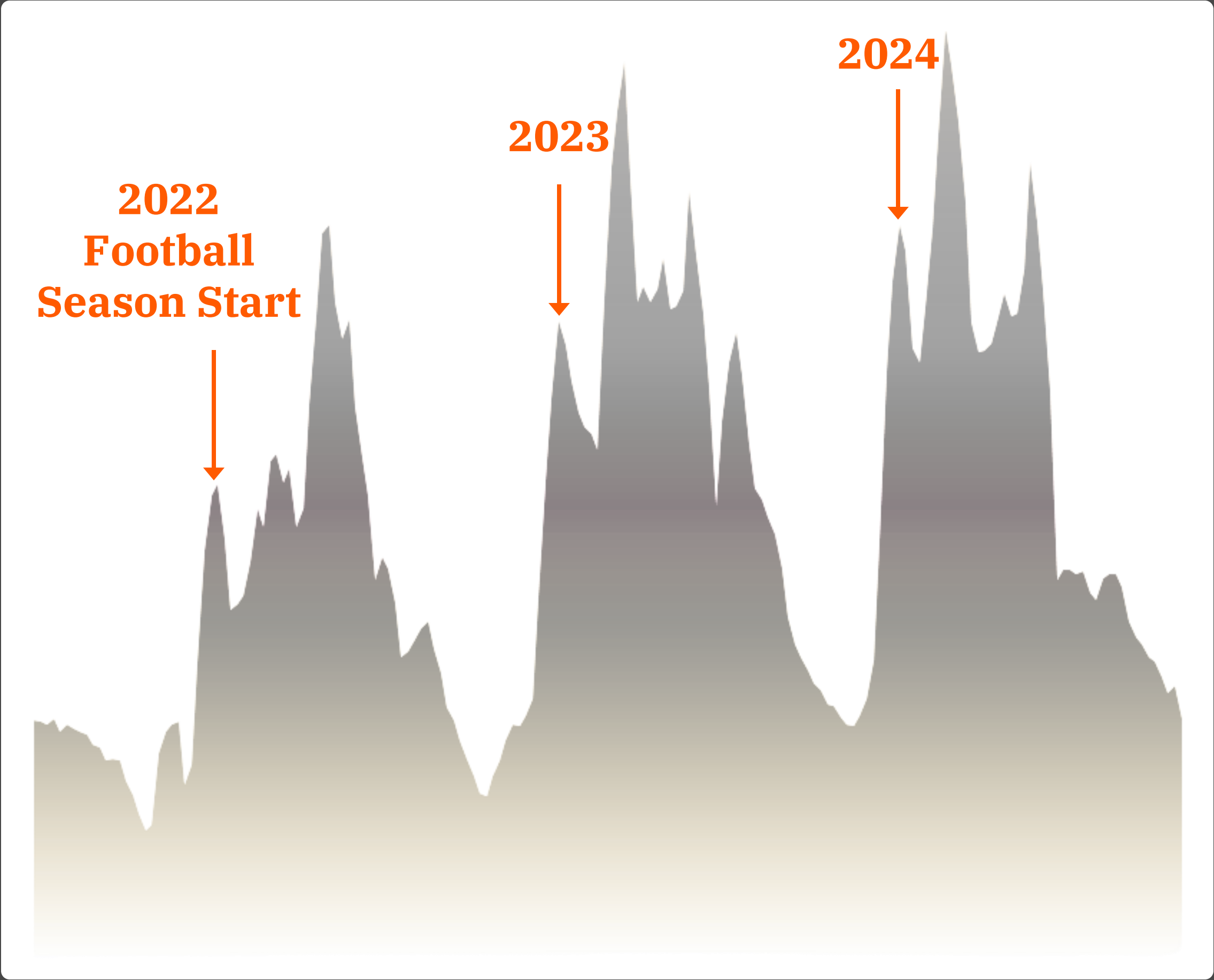
2-yr web traffic, % of sites' totals by state

# User Overlap with Robinhood Rising, Spikes in Prime Months



Monthly % overlapping web users w/Robinhood,  
peak overlap ~3%

# Kickoff to Football Season Drives App Downloads



4-wk rolling online sportsbook app downloads

## Carbon Arc Datasets & Insights

- Clickstream
- Card Spend
- App Intelligence
- Digital Advertising
- SMB Payroll
- Vehicle Registrations
- Sports Events

## 50+ Datasets and Growing

- Demographic Cohorts
- Overlapping Users
- Worldwide to Zip Code
- Quarterly to Daily
- Brand Loyalty
- Metrics, KPI's

**Designed to Find Opportunity  
and Solve Problems**

**Questions?**  
**Contact Us**