

Global Preview Launch of Sweepstakes Casino Platform

InFocus Group Holdings Limited (ASX: **IFG**) (the **Company** or **InFocus**), a data analytics and software solutions company, is pleased to announce the global technical preview launch of Codexa, a next-generation sweepstakes casino platform developed entirely in-house by its dedicated gaming technology business unit, InFocus Gaming Technologies Pty Ltd (**IFG iGaming**).

The technical preview (goldante.com) makes Codexa publicly accessible for the first time, allowing prospective licensees, acquirers, and the broader market to experience the platform's capabilities in a live environment. The preview is designed as a demonstration tool to support the Company's dual-track commercialisation process.

The completion of Codexa represents the culmination of the Company's growing capabilities in iGaming software and platform development, and positions InFocus as a provider of proprietary, market-ready technology to operators in one of the world's fastest-growing online entertainment markets.

Highlights:

- Codexa, a full-featured sweepstakes casino platform built by IFG iGaming, is now live as a global technical preview designed to serve as a proof-of-concept for prospective licensees and acquirers
- Full platform functionality is available as a showcase environment within the United States
- Selected game content is available for preview internationally, subject to geographic restrictions applied by Codexa's third-party game content providers
- Commercial sweepstakes operations, including Gold Coin purchasing functionality and prize redemption, are not active in the current preview and will launch in the USA shortly
- Multi-track commercialisation strategy: white-label licensing and managed services to third-party operators, potential outright sale of the Codexa platform or IFG iGaming business unit, and limited commercial operations in the USA
- Codexa is built to institutional-grade standards, incorporating blockchain-verified fairness, AI-driven player personalisation, and high-concurrency infrastructure capable of supporting hundreds of thousands of simultaneous users
- The US sweepstakes casino market generated net operator revenue of approximately US\$3.4 billion in 2024 (KPMG), representing a substantial and rapidly expanding addressable market for Codexa
- Limited other platforms exist globally that offer the technology that Codexa makes available

Chief Executive Officer and Executive Director, Ken Tovich, commented:

"Today's launch of the Codexa technical preview is a significant milestone for IFG iGaming. Prospective clients, acquirers, and the broader iGaming market can access a demo platform built on Codexa and experience its capabilities firsthand.

“By launching a technical preview platform – initially as a global demo, and later this month as a limited commercial preview in the USA – InFocus is able to demonstrate the performance, design, depth of functionality, and commercial potential of Codexa. During the current phase, commercial sweepstakes mechanics, such as virtual currency purchasing and prize redemptions, are disabled pending the upcoming limited USA commercial launch.”

Global technical preview launches today

The Codexa technical preview is now publicly accessible at goldante.com, a white-label deployment of the Codexa platform, wholly owned by IFG iGaming.

Full platform functionality is available as a showcase environment within the United States, with selected game content available for international preview. The platform has been designed and optimised exclusively for the North American market, and certain game titles may not be accessible in all jurisdictions due to geographic restrictions imposed by third-party content providers.

The preview launches with an initial selection of game titles representing approximately 20% of the full catalogue planned for commercial launch. Additional game categories and third-party content provider integrations will be deployed as the limited USA commercial launch progresses.

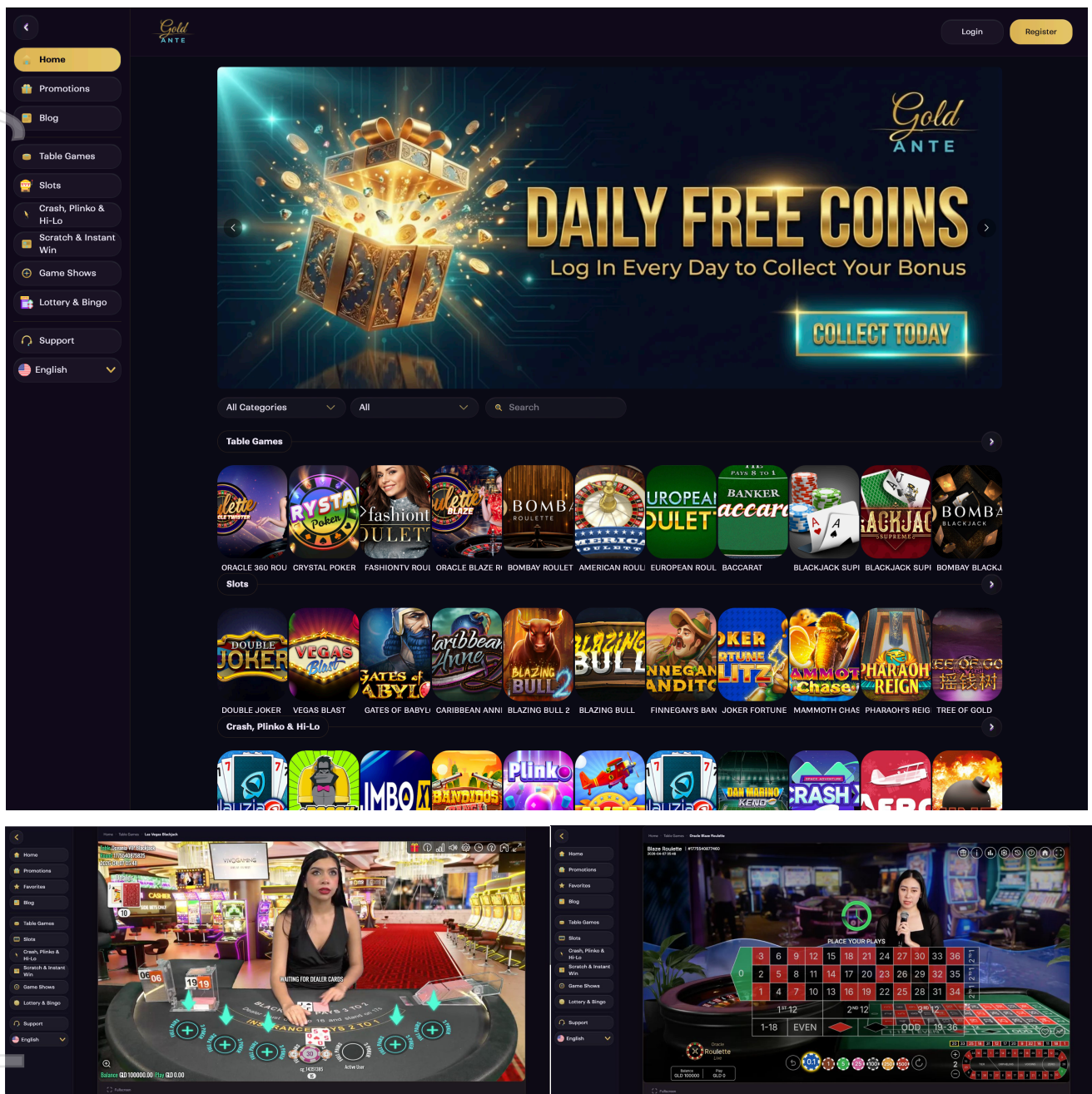
A further limited commercial launch is planned for later this month in the USA, where commercial sweepstakes mechanics, such as virtual currency purchasing and prize redemptions, will go live. The USA is the primary intended market for Codexa, and the Company has designed the platform in compliance with US sweepstakes regulations.

Codexa – a new sweepstakes casino platform

Codexa is the first new project to emerge from the Company’s IFG iGaming strategic initiative.

Codexa has been engineered to a standard the Company believes is competitive with the leading platforms operating in the sweepstakes casino space today. From its proprietary RNG engine and blockchain-verified fairness layer, to its AI-driven personalisation stack and cloud-native microservices architecture, every component of Codexa has been purpose-built for scale, speed, and operator flexibility. The platform is designed to be white-labelled and deployed rapidly, giving prospective clients a market-ready product without the multi-year development timelines and capital outlay typically associated with building comparable infrastructure from the ground up.

The most prominent examples of sweepstakes globally are Virtual Gaming World’s Chumba Casino, and stake.us. According to KPMG, the U.S. sweepstakes casino market has scaled to more than US\$10 billion in player spend in 2024, with net operator revenue of approximately US\$3.4 billion after prize redemptions. KPMG’s report into the sector further identifies the segment as a rapidly growing category within online gaming.¹



Above: Screenshots of the demo launch at goldante.com

Commercialisation strategy for Codexa

The Company is pursuing a multi-track strategy for commercialising Codexa within IFG iGaming.

The iGaming sector is characterised by strong demand for proven, scalable, and legally compliant platform technology and there is a limited global supply of platforms that meet that bar. IFG iGaming is actively positioning Codexa to meet that demand through two parallel pathways.

The first is a white-label licensing and managed services model, under which IFG iGaming would provide the Codexa platform, ongoing technical support, and platform management services to third-party operators seeking to enter or expand within the sweepstakes market. This model is capable of generating recurring revenue streams and long-term contractual relationships with operators. goldante.com is an example of a white-label offering built on the Codexa platform. goldante.com is owned by IFG iGaming.

The second pathway is a potential outright sale of the Codexa platform or the IFG iGaming business unit to a strategic acquirer. Given the active deal environment within the iGaming sector and the scarcity of proprietary, fully developed sweepstakes platforms, the Company believes this pathway has the potential to deliver significant value to shareholders. Both pathways are being pursued concurrently.

Whilst the primary intention is to commercialise Codexa with InFocus as a service provider, a limited US commercial launch intended to prove the commercial potential of Codexa to potential acquirers and clients will provide the opportunity for further revenue generation through a testing phase.

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This announcement has been authorised for release by Ken Tovich, CEO and Executive Director of InFocus Group Holdings Limited.

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¹ KPMG: A focus on sweepstakes released June 2025 <https://kpmg.com/kpmg-us/content/dam/kpmg/pdf/2025/sweepstakes-gaming-emerging-industry-primer.pdf>

² All market data and figures sources from KPMG Report above

About InFocus Group Holdings Limited

InFocus Group Holdings Limited (**IFG**) is a data intelligence and software solutions company with proven expertise in data analytics as well as software and platform development. IFG operates four main operational units: InFocus Analytics, the Frugl Grocery app, and software development consultancy houses Onify and Prodigy9. InFocus has also now launched two strategic business units, InFocus Digital Ventures and InFocus Gaming Technologies, aimed at the digital assets and iGaming sectors, respectively. Together, these business units provide IFG with enterprise-scale capabilities across data analytics, business intelligence, software and platform development, cybersecurity, artificial intelligence and machine learning, and team augmentation.