



DKNG BULLISH ALERT

Nov. 30, 2020



Bullish Opportunity Alert: **DKNG**

Actionable Trade Idea

Buy DraftKings Inc. (NASDAQ: DKNG) stock below \$55/share**

Alternative approaches would include selling OTM put options with a strike price 5% below the current price of the stock each month to generate income until a position is established.

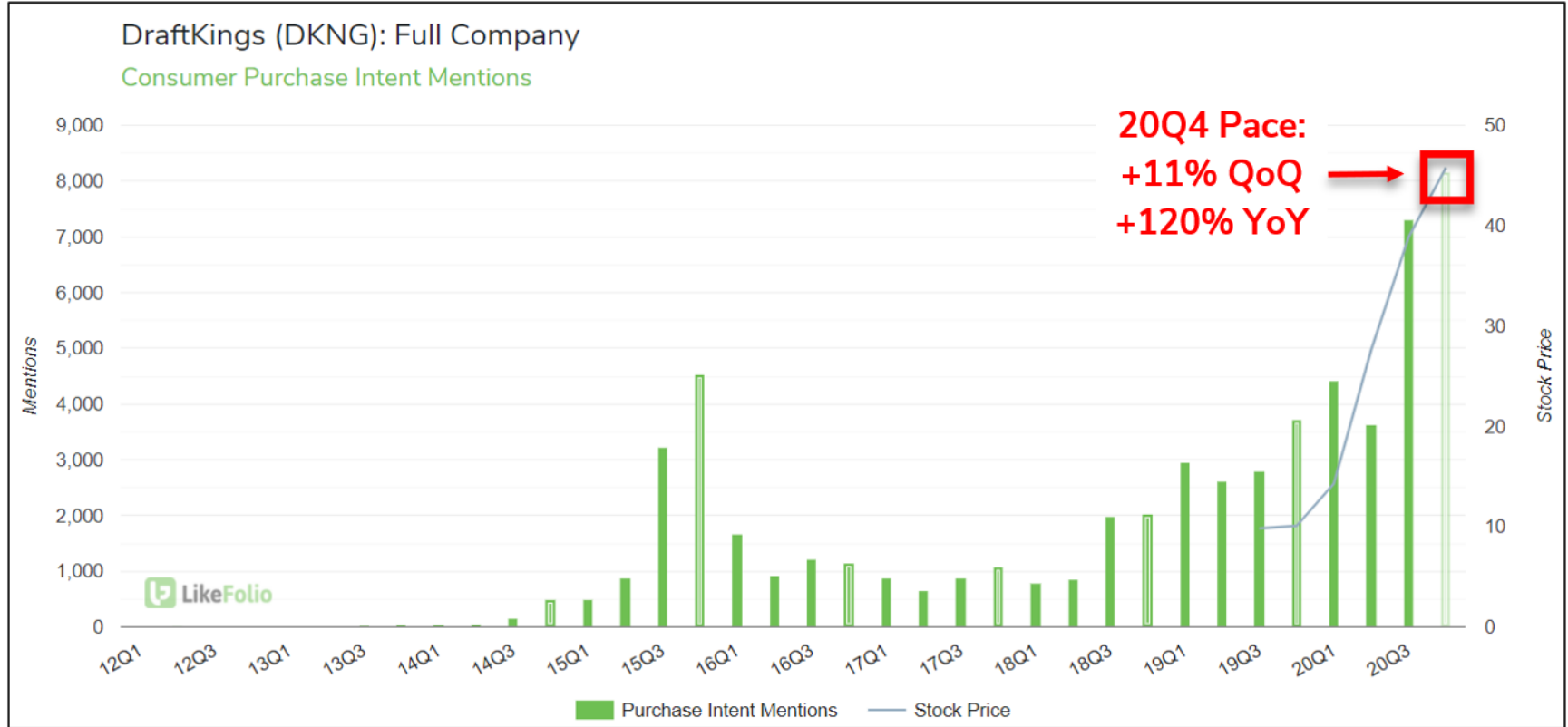
We believe this stock could see a new all-time-high price within the next year.

**ON ALL TRADES, it is important to use proper risk management to correctly allocate and protect your capital. One popular exit strategy on bullish trades include is 25% trailing stop.

Consumer Demand:

- **+161% YoY** (in the past 30 days)
- Demand has exploded higher since the return of professional sports
- Purchase Intent is at an all-time high level in the current quarter, on pace for a **+120% YoY** gain

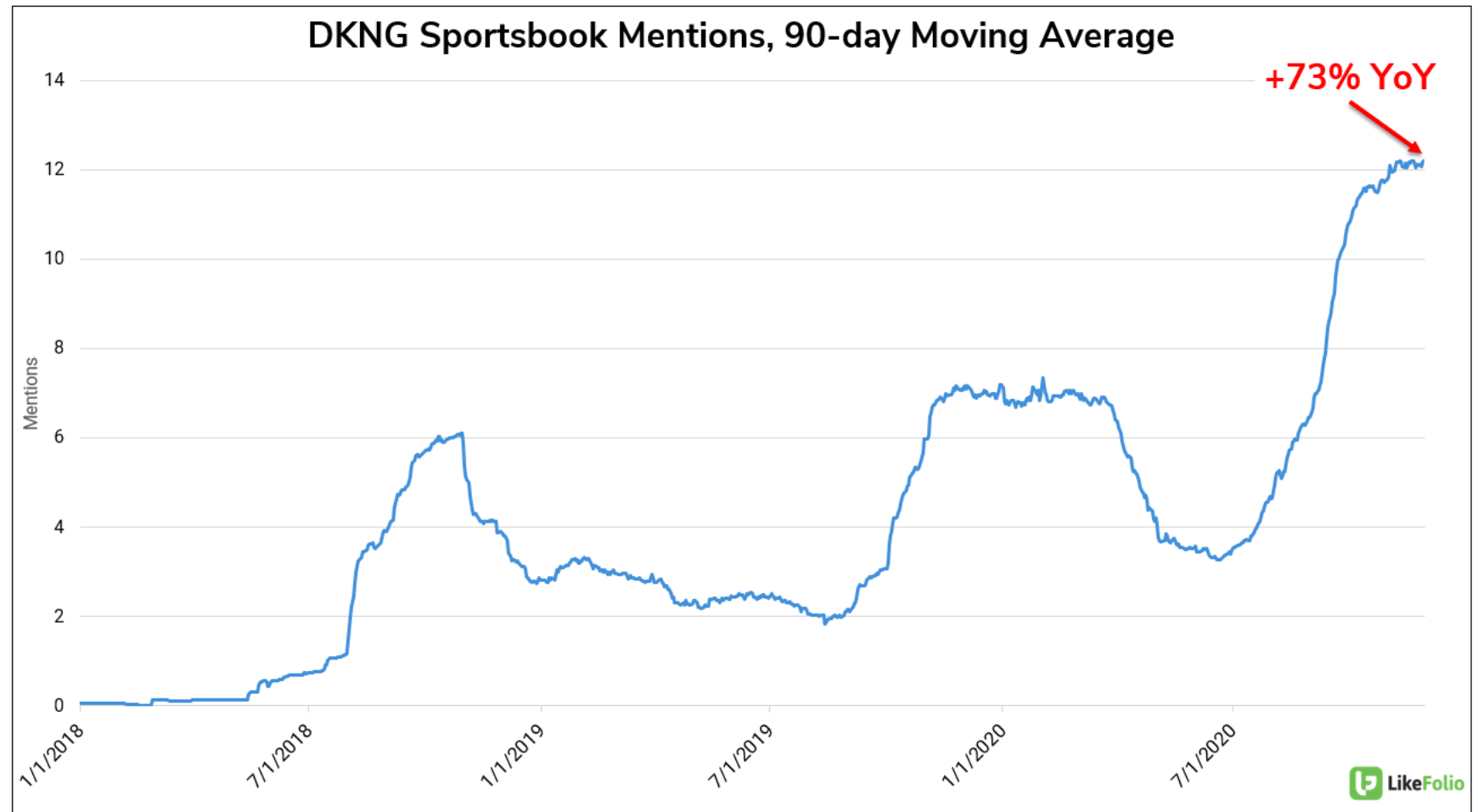
DKNG: Demand at an All-time High



Sportsbook Mentions:

- Consumer mentions of DKNG's Sportsbook are driving growth, up **+73% YoY** in the past 90 days
- DraftKings offers a variety of specialty contests and other gambling-related services, but the Sportsbook remains the most important aspect of its business

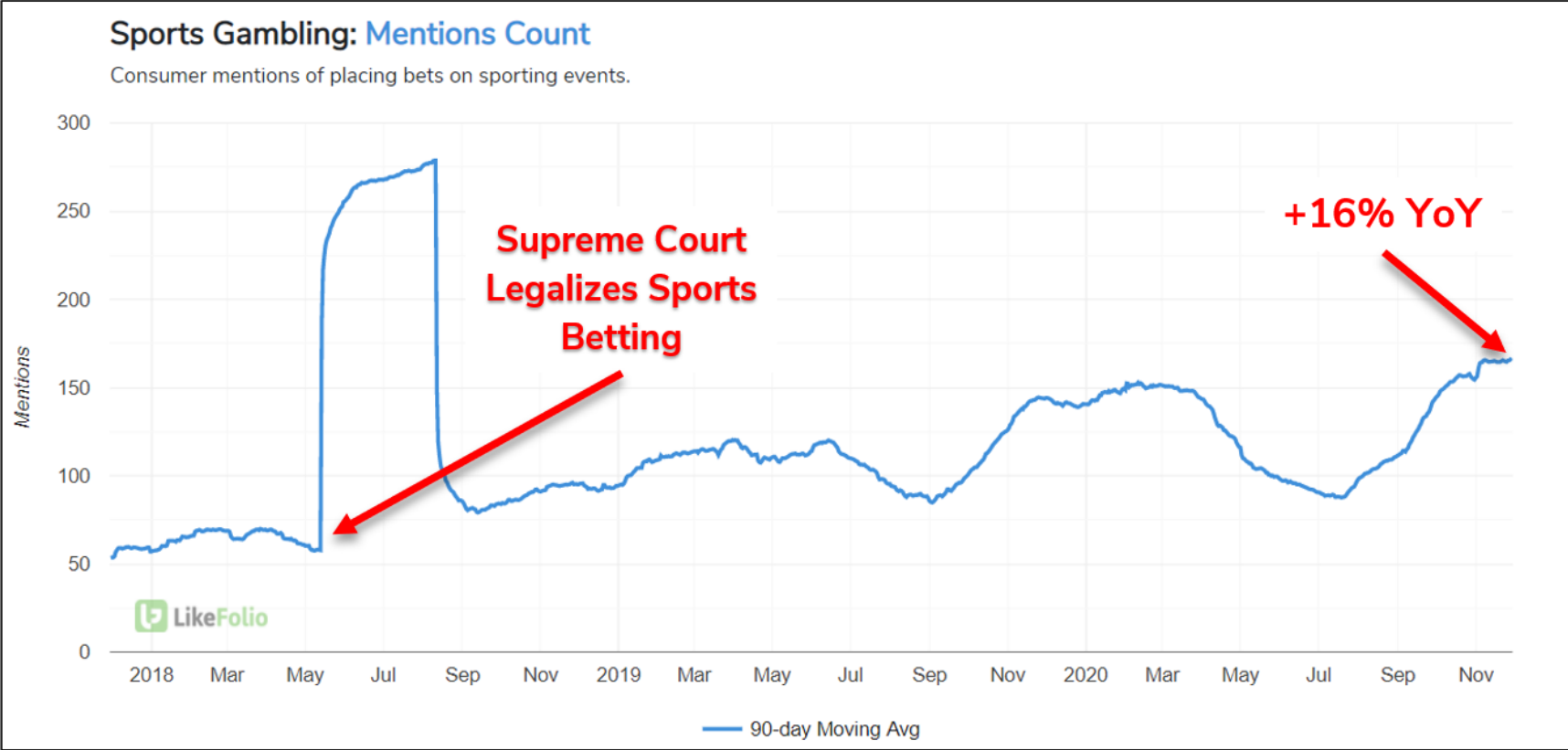
DKNG: Sports Gambling the Money-Maker



Macro Tailwind:

- Consumer Mentions of placing bets on sporting events **+16%** in the past 90 days vs. the prior year
- Mentions of sports gambling have been on the rise since the Supreme Court struck down the federal prohibition in 2018

DKNG: Sports Gambling Legalization



DKNG: The Bottom Line

- DKNG Purchase Intent, mentions of consumers making wagers using DraftKings' online platform, has risen to an all-time high level in 2020.
- DraftKings has incredible growth potential, as more states vote to legalize sports betting.
- As per the company's [20Q3 report](#),
“...DraftKings is now live with mobile sports betting in 10 states, which is more than any other company in the industry. These 10 states together represent 20% of the U.S. population.”
- In that same report, DKNG raised its FY guidance, citing a 64% YoY increase in Monthly Unique Players (MUPs).
- **Generic Mentions of betting, wagering, and using DraftKings' Sportsbook rose +193%** in the past 90 days vs. the prior year
- **Moral of the story: DKNG's underlying data is already showing immense strength, and that's with only 20% of potential U.S. market. As legalization spreads, we're expecting to see previously untapped revenue drive growth. Consider establish a long-term position over time.**

Disclaimers

The material in this presentation is for informational purposes only and does not constitute an offer to sell, a solicitation to buy, a recommendation or endorsement for any security or strategy, nor does it constitute an offer to provide investment advisory or other services by LikeFolio, SwanPowers, LLC, or its employees.

This information is not investment or tax advice.

SwanPowers, LLC and LikeFolio is not an investment advisor or a broker dealer.

Investing in securities involves risks, and there is always the potential of losing all your money.

Before investing in any strategy, consider your investment objectives and speak with a professional.

Past performance does not guarantee future results, and the likelihood of investment outcomes is hypothetical.





LikeFolio

Copyright 2020, SwanPowers LLC