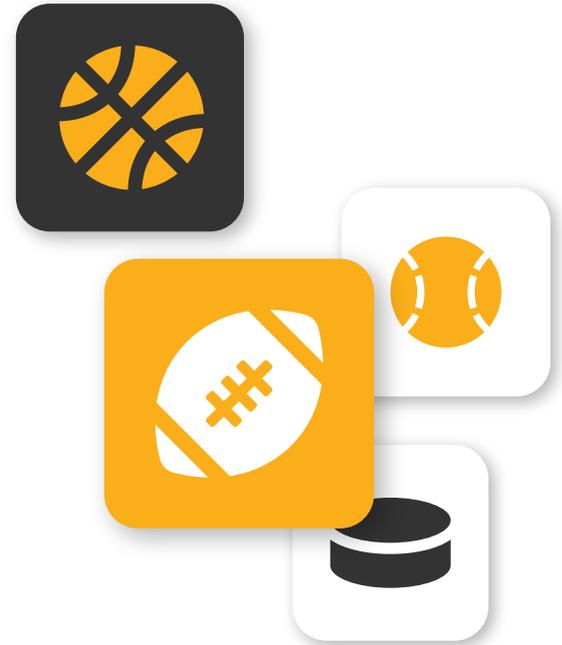




## MONKEY KNIFE FIGHT

Monkey Knife Fight is a U.S daily fantasy sports website, that was recently acquired by Bally's Corporation, a gaming company based in Providence, Rhode Island.



### SUCCESS STORY

With a product that falls between traditional sports gaming and daily fantasy sports (DFS), Monkey Knife Fight prides itself in providing an offering that mixes the best of legal sports gaming and irreverent sports culture, via a variety of daily fantasy prop games.

The aim is to provide users with a product that's both fun and easy to pick up. With Monkey Knife Fight, users won't need to compete against thousands of professionals who use algorithms to succeed like they do on other DFS sites. Customers get to choose from a large selection of sports, including the major North American sports, along with golf, UFC, eSports, soccer and much more. From there, they pick the game they'd like to play, whether it's a Monday Night Football game or the Lakers facing off against their crosstown rival Clippers. Once they've selected a game, they'll be able to choose from a variety of fun fantasy contests, like these on the right.

#### MORE OR LESS

Simply pick more or less on a variety of player props.

*Ex.: Think Patrick Mahomes will go over 288.5 yards? Select More. Think Lamar Jackson will stay under 212.5 yards passing? Select Less. Get both right and win!*

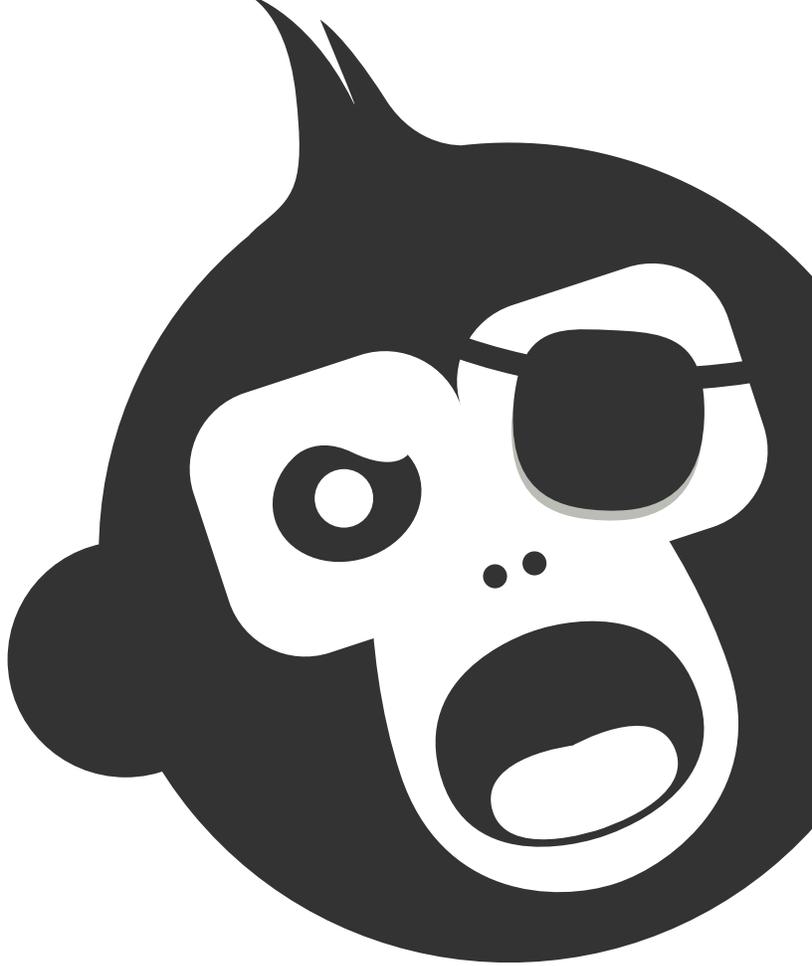
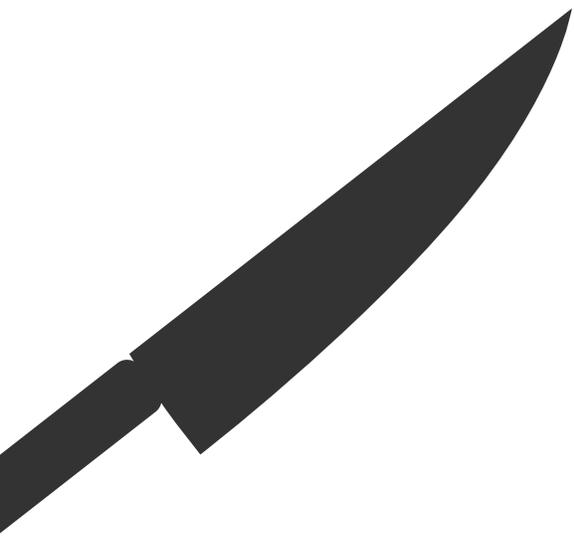
#### RAPID FIRE

This is an either/or game, where users choose between two players facing off in a given stat category. The players you choose will need to beat the unchosen players in their head-to-head matchups.

*Ex.: Would you choose Tom Brady or Aaron Rodgers to have more passing yards in a single game?*

#### STAT SHOOTOUT

Other fun contests where users can select groups of players to accomplish defined yardage, touchdown, or reception goals.



## THEIR GOALS

As a new style of product in the fantasy sports vertical, an important aspect has been to educate both users and affiliates on what Monkey Knife Fight brings to the table. **For affiliates to be able to successfully promote a brand, they need to have a strong understanding on what the brand represents, so it'll be vital to ensure that they're accurately depicting and promoting MKF's exciting product.** From there, the hope is to build out a vast affiliate network to continue reaching new users.

Fantasy sports has been a large part of the North American sports market for years now, so users may have set ideas on what a DFS or fantasy site might offer by default. This leads to another important aspect, as these potential customers will need to be educated on MKF's unique offerings.

## STEPS TO TAKE

**The partnership between Income Access and Monkey Knife Fight began back in 2019, with Income Access managing an affiliate program for the MKF brand that aims to build out a strong network of affiliates who will be marketing the MKF product.** In order to build out those relationships with affiliates, Monkey Knife Fight plans to offer unique affiliate commission schemes built to allow affiliates to earn and grow as the MKF brand grows.

While marketing the MKF brand is paramount, an important aspect to that is education, as Monkey Knife Fight offers a unique product that both affiliates and customers will need to be educated on.



## RESULTS

MKF commenced its partnership with Income Access in September of 2019, where MKF received a support channel for its affiliate program, which provided all partners with a dedicated resource that would focus on onboarding and educating affiliates on the innovative new Monkey Knife Fight daily fantasy product.

**During the first year following the affiliate program launch, with the support of Income Access' management, MKF met its target of acquiring 100 affiliates.** This allowed the brand to gain a significant amount of exposure right out of the gate and provided it with a strong platform of brand advocates to work with. They now have over **300 affiliates onboarded**, showcasing their incredible product and strong offering for affiliates. MKF were able to achieve this by breaking the mold with their landmark affiliate commission schemes, offering a 3% to 4% entry fee share option compared to the 30% to 40% revenue share options that were traditionally seen in this space.

From there, MKF took a significant step forward in their second year partnered with Income Access, seeing a **Year-over-Year increase of 1,231% for registrations, 901% for FTDs and 505% for wager entries.**



In addition to its affiliate management, MKF also leveraged Income Access' software solution for the tracking of its program. The system's robust tracking allowed for transparency in reporting to help build trust among affiliates, while the platform's functionality allowed for the accommodation of various commission structures, including Monkey Knife Fight's pioneering entry fee share option.

Being able to penetrate the US fantasy community, which is relatively close-knit in nature, effectively helped generate more buzz around the innovative new MKF brand, combined with the fact that MKF also has a strong presence in most US DFS-legal states.

That terrific work and product haven't gone unnoticed, as MKF have won a variety of awards, including **2021 EGR NA Virtual Awards Fantasy Operators & DFS of the Year, 2020 EGR NA Awards Fantasy Operators of the Year and 2019 FSGA Disruptor of the Year.** Becoming a successful fantasy operator with significant presence online got MKF noticed by Bally's, who then acquired them for a substantial sum (\$90 million).

## AFFILIATE STATS

Year-over-Year  
increase of

# 1231%

for registrations

# 901%

for FTDs and

# 505%

for wager entries  
and they now have

# 300+

affiliates  
onboarded since  
our partnership.



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