



**Enthusiast Gaming**  
Investor Presentation  
January 2019

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# Enthusiast Gaming

## Network. Advertising. Events.

**+80 sites**

number of gaming websites  
in agnostic platform

**+75 M**

number of visitors monthly

**900**

Gaming YouTube channels  
in network

**10 M**

projected annual  
revenue in 2018

**+12 Bn**

Number of monthly ad requests  
generated across network

**55,000**

EGLX Attendees in 2018



# Gaming Industry

**+\$100B**

market size of the gaming industry

**2020**

when females gamers to surpass males

**+2.3B**

passionate gamers around the world

**\$10M**

How much "Ninja" made in 2018

**\$180B**

Consumer spending on gaming by 2021

**496M**

global esports audience in 2019



# Gaming Industry

## Top 10 Grossing Box Office Movies vs. Top 10 Video Games

Top 10 Movies		Top 10 Video Games	
Avatar	\$2.8B	Space Invaders	\$13.9B
Titanic	\$2.2B	Pac-Man	\$12.8B
Star Wars: Force Awakens	\$2.1B	Street Fighter II	\$10.6B
Avengers: infinity War	\$2.0B	World of Warcraft	\$8.5B
Jurassic World	\$1.7B	CrossFire	\$6.8B
Marvel: The Avengers	\$1.5B	Wii Sports	\$6.0B
Furious 7	\$1.5B	Lineage series	\$5.7B
Avengers: Age of Ultron	\$1.4B	Wii Fit	\$5.0B
Black Panther	\$1.344B	Donkey Kong	\$4.4B
Harry Potter: Deathly Hallows Part 2	\$1.341B	Dungeon Fighter Online	\$4.0B
 <b>Total \$17.9B</b>		 <b>Total \$77.7B</b>	



## Network

- + Increase the number of monthly visitors from ~2 million in 2015 to ~ 75 million currently
- + Significantly increase Enthusiast's web platform from 5 in 2015 to 80+ currently
- + Constantly reviewing potential acquisitions to continue growing the network
- + Strategic growth strategy through acquisition which started in 2016
- + Realizing maximum monetization potential by acquiring and owning affiliated partners



**DESTRUCTOID**





# Acquisition Timeline

Feb 1, 2018  
**PIXELFAME**  
Video game content for Facebook

March 15, 2018  
**DAILYSPORTS**  
Leading news, opinion, entertainment site for Esports

July 6, 2018  
**INCGAMERS**  
Online news site for gamers. Inc. PC Invasion & Diablo

Oct 4, 2018  
**GO PUBLIC**  
TSXV "EGLX"

Nov 14, 2018  
**OPERATION SPORTS**  
Largest online sports video game news site & community

Feb 16, 2018  
**GAMNESIA**  
Leading news, entertainment site for gamers

June 22, 2018  
**GAMEUMENTARY**  
Long form video game documentary online site

July 25, 2018  
**THE ESCAPIST**  
Leading online magazine for games, movies, entertainment

Jan 4, 2019  
**TSR**  
Largest global community of female gamers



# The Sims Resource

## US\$20M acquisition in cash and shares

- + Largest female video gaming content site in the world; over 2.5bn page views per month
- + Top 5 independent video game website (ComScore)
- + Ranks #7 on Quantcast's Top 25 websites with highest concentration of female audience in the US
- + **\$7M in revenue and \$5.25M in Adjusted EBITDA and approximately \$4.5M in net income (2018)**
- + ~ 60% of revenue from advertising and 40% from monthly recurring subscribers.
- + Huge opportunity to further monetize through direct sales





# Advertising

- + Enthusiast offers large brands a massive Platform of +80 sites and 75 million targeted consumers
- + Male, 18-34 years old, average over 10h/week playing video games
- + Generating over 12 bn ad requests per month
- + Building out North American sales force to drive revenue through direct sales

Brands include:



**SONY**

**Bell**







# Enthusiast Gaming Live Expo

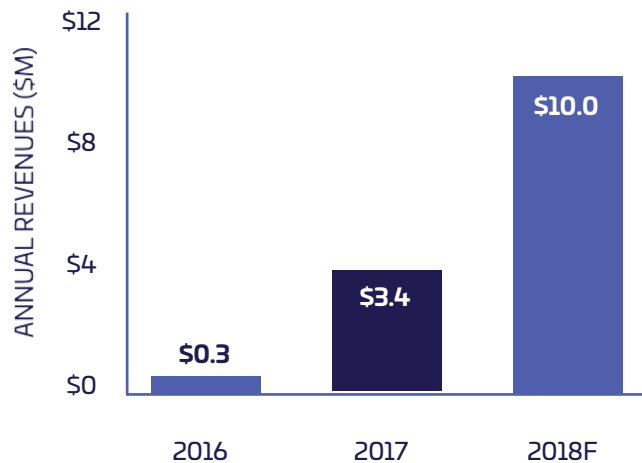
- + Enthusiast Gaming Live Expo, EGLX is the largest Gaming Expo in Canada
- + Launched first expo in 2015 as a grassroots gaming event, grown into the largest gaming expo in Canada
- + Attendance of 30,000 downtown Toronto in October 2018 at the MTCC
- + Looking at opportunities for North American expansion



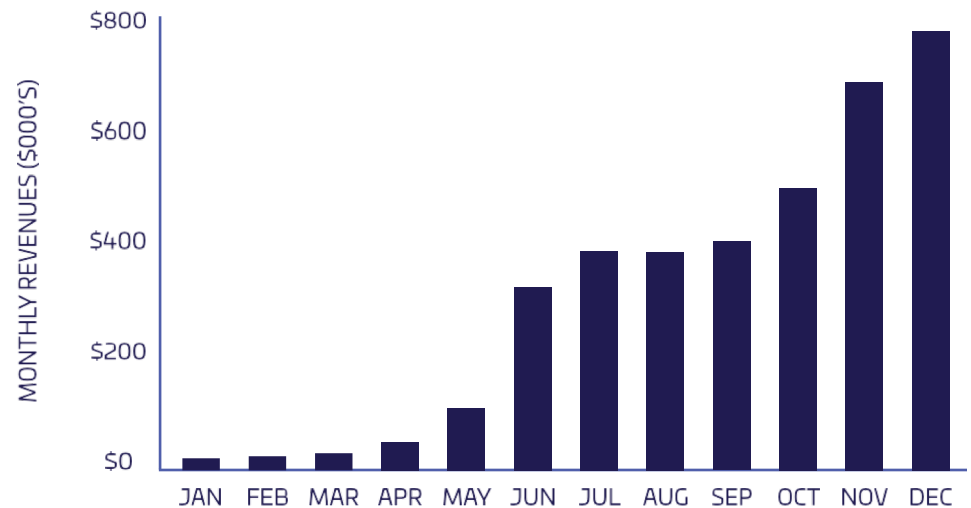


# Significant Growth

- + YTD revenue of \$7.4 M, 625% increase over 2017
- + Projected revenue of ~\$10 M in 2018, up from \$3.4M in 2017
- + Q4 2018 trending to be most significant revenue generating quarter



**Expected revenues for 2018 at \$10 M up from \$0.3 M in 2016**



**2017**



# Share Structure

**Enthusiast Gaming Holdings Inc.**

**TSX.V: EGLX   OTCBQ: EGHIF**

Market Cap: ~ 40 M

<u>Shares issued &amp; Outstanding</u>	<u>44.7 million</u>
<u>Convertible Debentures</u>	<u>9 million</u>
<u>Warrants</u>	<u>16.2 million</u>
<u>Options</u>	<u>3.6 million</u>
<u>Fully Diluted</u>	<u>73.6 million</u>



# Capitalization Table

Cap Table	Year	Shares	Price/ Share	Capital
Founders	2014	10 Million		
Friends/Family	2015	4 Million	\$0.13	\$500k
Angel/Seed	2016	10 Million	\$0.20	\$1.5 Million
Series A	2017	10 Million	\$0.47	\$5 Million
RTO	2018	6.8 Million	\$1.25	\$8.5Million
Convertible Debentures	2018	9.0 Million	\$1.60 convert	\$9.0 Million



# Management & Advisors



## **Menashe Kestenbaum**

### **CEO and Founder**

Built his gaming blogs from scratch, growing them into the largest Canadian gaming network



## **Meir Bulua**

### **Chief Information Officer**

Successful entrepreneur; Founder and CEO of web development and marketing firm Leverage.it



## **Eric Bernofsky**

### **COO, SVP, Finance**

Former Head of M&A at Pelmorex/the Weather Network

+10 years as a TMT research associate/analyst at HSBC & Desjardins



## **Julia Becker**

### **Head of Investor Relations**

+10 years experience in Investor Relations, Marketing and Business Development with large and medium sized publicly traded companies across various industries



## **Gadi Levin**

### **CFO**

+20 years experience in capital market financings, accounting and financial management. Current Finance Director of Eco Atlantic, CFO of Vaxil Bio, BriaCell Therapeutics.



## **Niero Gonzalez**

### **Director, Content**

Built one of the world's largest gaming sites, Destructoid, from scratch. Famous mascot featured in video games & Hollywood movies



# Board of Directors



**Alan Friedman**

Director

+20 years capital markets experience: financings, going public transactions, corporate exits

Director at The Cronos Group, Eco (Atlantic) Oil & Gas Ltd.



**Ben Colabrese**

Director

EVP, Finance of the Toronto Blue Jays. Former VP & GM of Mobilicity and CFO of Pelmorex Media/The Weather Network.

Former VP, Corporate Development at Rogers, responsible M&A activity, completed over 30 transactions.



**Chris Frostad**

Director

President and CEO of Purepoint Uranium. Former Director and CEO of Minera Alamos

Spent ~20 years in the technology industry. Former CEO of Brightspark Ventures, a tech venture capital firm



**Menashe Kestenbaum**

Founder, Director

Built his gaming blogs from scratch, growing them into the largest Canadian gaming network



**Meir Bulua**

CIO, Director

Successful entrepreneur; founder and CEO of web development and marketing firm Leverage.it



# Enthusiast Gaming

## Investment Highlights

- + One of only publicly traded companies in fastest growing industry
- + Cornering the gaming industry with agnostic platform
- + Revenue generating, significant growth YoY
- + Accretive acquisitions to significantly increase top line
- + Owns largest video gaming expo in Canada, EGLX
- + Valued at a significant discount to comparable companies
- + Media: [Mobile Syrup](#), [Variety Magazine](#), [Globe & Mail](#)





**Enthusiast Gaming**

[www.enthusiastgaming.com](http://www.enthusiastgaming.com)