



**Enthusiast Gaming**  
Investor Presentation  
February 2019

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# Gaming Industry

**+100Bn**

Market Size of the  
Gaming Industry

**+2.3Bn**

Passionate Gamers  
Around the World

**496Mil**

Global Esports  
Audience in 2019

**2020**

70 million people to watch  
Esports final - more than the  
MLB, NHL, and NBA finals

**\$1.1 Bn**

2019 Total Esports revenue  
(26.7% YoY growth)

**\$457 Mil**

2019 revenue from Esports  
sponsorship (34.3% YoY  
growth)





# Enthusiast Gaming

A network of gaming communities, built by gamers for gamers.

A place for passionate, authentic gamers to belong. Building communities for gamers to experience, connect, and contribute.

**+80 Sites**

Number of Gaming  
Websites in Platform

**+75Mil**

Visitors Monthly

**900**

Gaming YouTube  
Channels

**+\$10Mil**

Anticipated Annual Revenue  
in 2018

**+30Bn**

Monthly Ad Requests  
Generated Across Network

**~55,000**

Expo Attendees  
in 2018



# Growing Like Crazy!

**Ranked in Top 5 gaming Networks in North America! (ComScore)**

- + Monthly visitors: ~2 million in 2015 to +75 million currently
- + Network websites: 5 in 2015 to 80+ websites currently
- + Representation agreement with Omnia Media adds 900 gaming YouTube channels and an additional 50 million monthly visitors to network
- + Over 5 gaming websites acquired in 2018

## Enthusiast Gaming Communities:



**DESTRUCTOID**

**OPERATION SPORTS**



**NINTENDO  
ENTHUSIAST**



# Company Timeline

March 15, 2018

## **DAILYSPORTS**

Leading news, opinion, entertainment site for Esports

July 6, 2018

## **INCGAMERS**

Online news site for gamers. Inc. PC Invasion & Diablo

Nov 14, 2018

## **OPERATION SPORTS**

Largest online sports video game news site & community

Jan 23, 2019

## **OMNIA MEDIA**

Largest online gaming YouTube network

Oct 4, 2018

**GO PUBLIC**  
TSXV "EGLX"

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

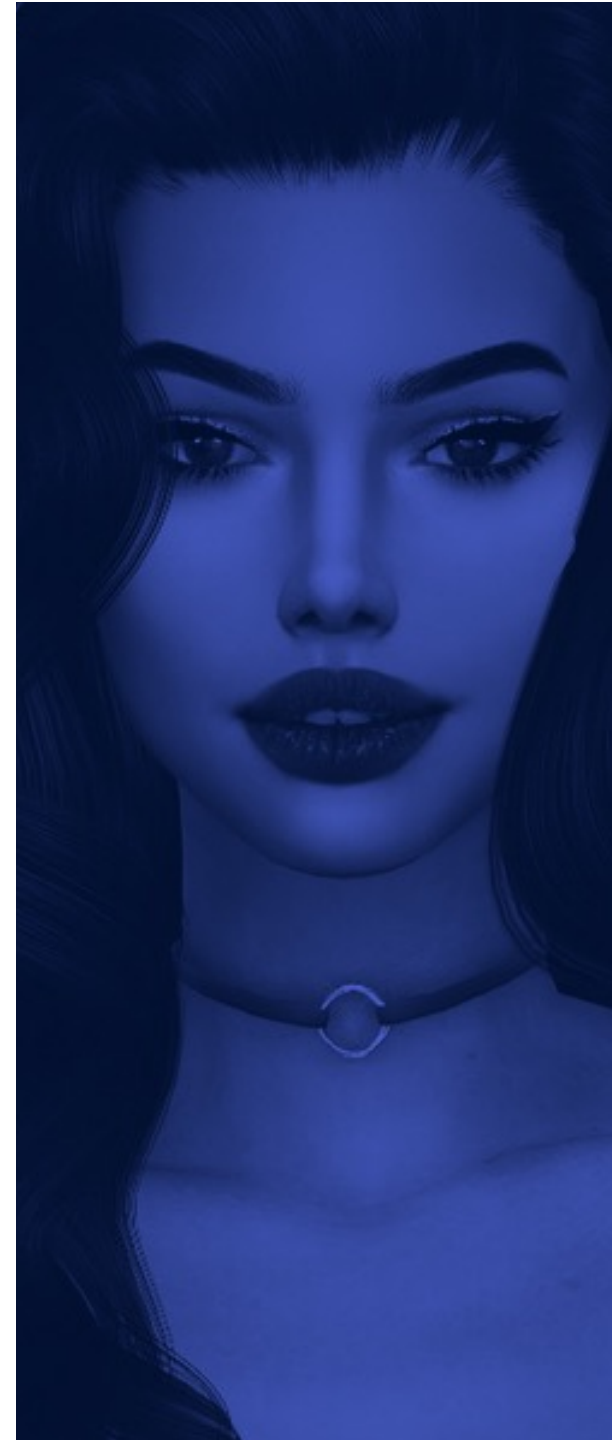




# Accretive Acquisitions

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

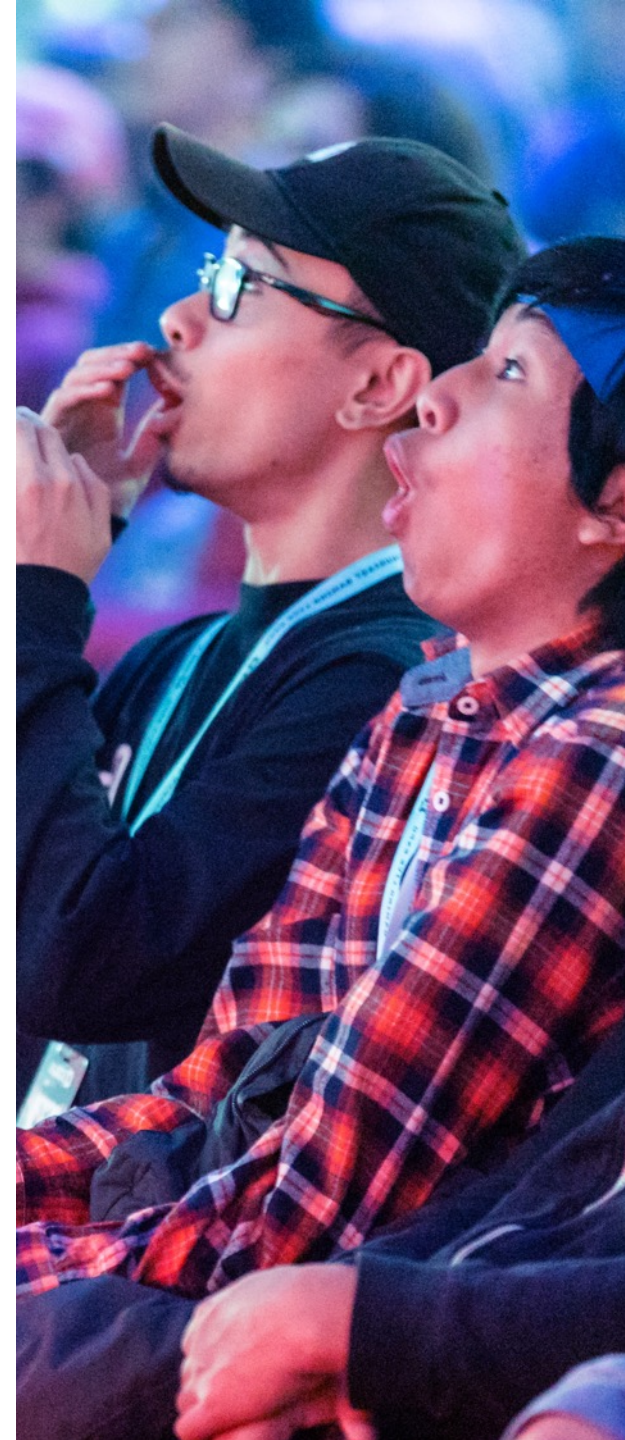
- + Largest female video gaming content site in the world; over 2.5bn page views per month
- + Top 5 independent video game website (ComScore)
- + Ranks #7 on Quantcast's Top 25 websites with highest concentration of female audience in the US
- + **\$7M in revenue and \$5.25M in Adjusted EBITDA and approximately \$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





# Events

- + Enthusiast Gaming Live Expo, EGLX is the largest Gaming Expo in Canada
- + Launched first expo in 2015 as a grassroots gaming event in Toronto. Now the largest gaming expo in Canada.
  - 1,700 attendees in 2015
  - 12,000 attendees in 2017
  - 24,000 attendees in March 2018
  - 30,000 attendees in October 2018
- + Attendance of 30,000 downtown Toronto in October 2018 at the Metro Toronto Convention Centre (MTCC)
- + Major EGLX Sponsors include: Bell, Nintendo, World Gaming, LG, E bay
- + Looking at opportunities for multi-city North American expansion







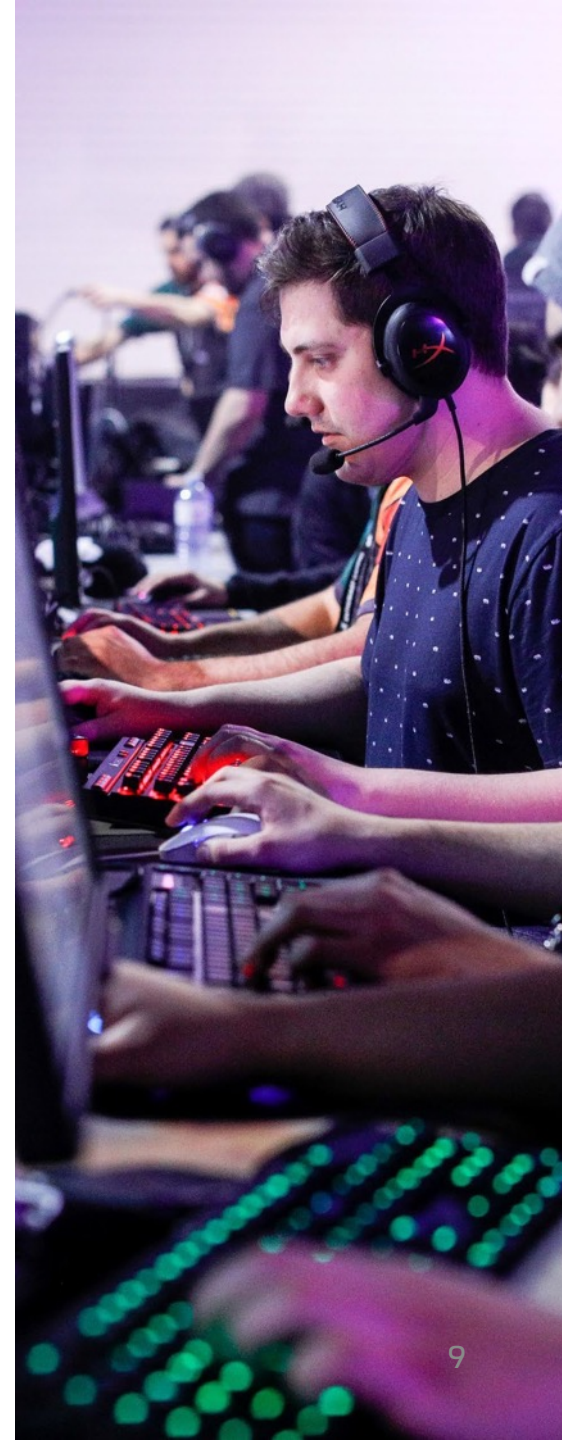
# Advertising

- + Offers large brands a massive platform of +80 website reaching over 75 million visitors and 900 gaming YouTube channels reaching an additional 50 million visitors
- + Most sought after demographic; Male, 18-34 years old, average over 10h/week playing video games, with high online consumer spend
- + Generating over 30 billion ad requests per month
- + Building out North American sales force to drive revenue through direct sales
- + Massive network, creating new opportunities for revenue growth

## Brands include:



**SONY**



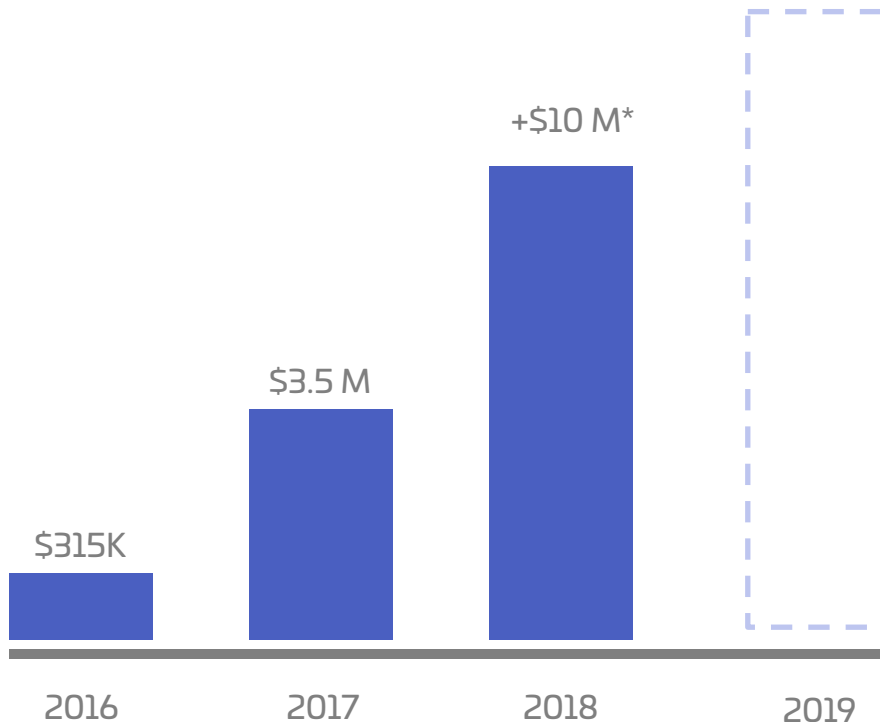


# Revenue Growth

+ Previous revenue generated by programmatic advertising & EGLX expo sales

+ Amassed network of over 75 million visitors creating new revenue streams:  
- Direct Advertising  
- Subscriptions

+ “Blue sky” potential in terms of revenue growth



## Direct Advertising

Work directly with media agencies, brands, game publishers for direct advertising opportunities across network and events business

Hired North American sales team and opened office in San Fran to drive revenue through direct sales and build key relationships

## Subscriptions

Monthly re-occurring subscription revenue across network for ad-free user experience

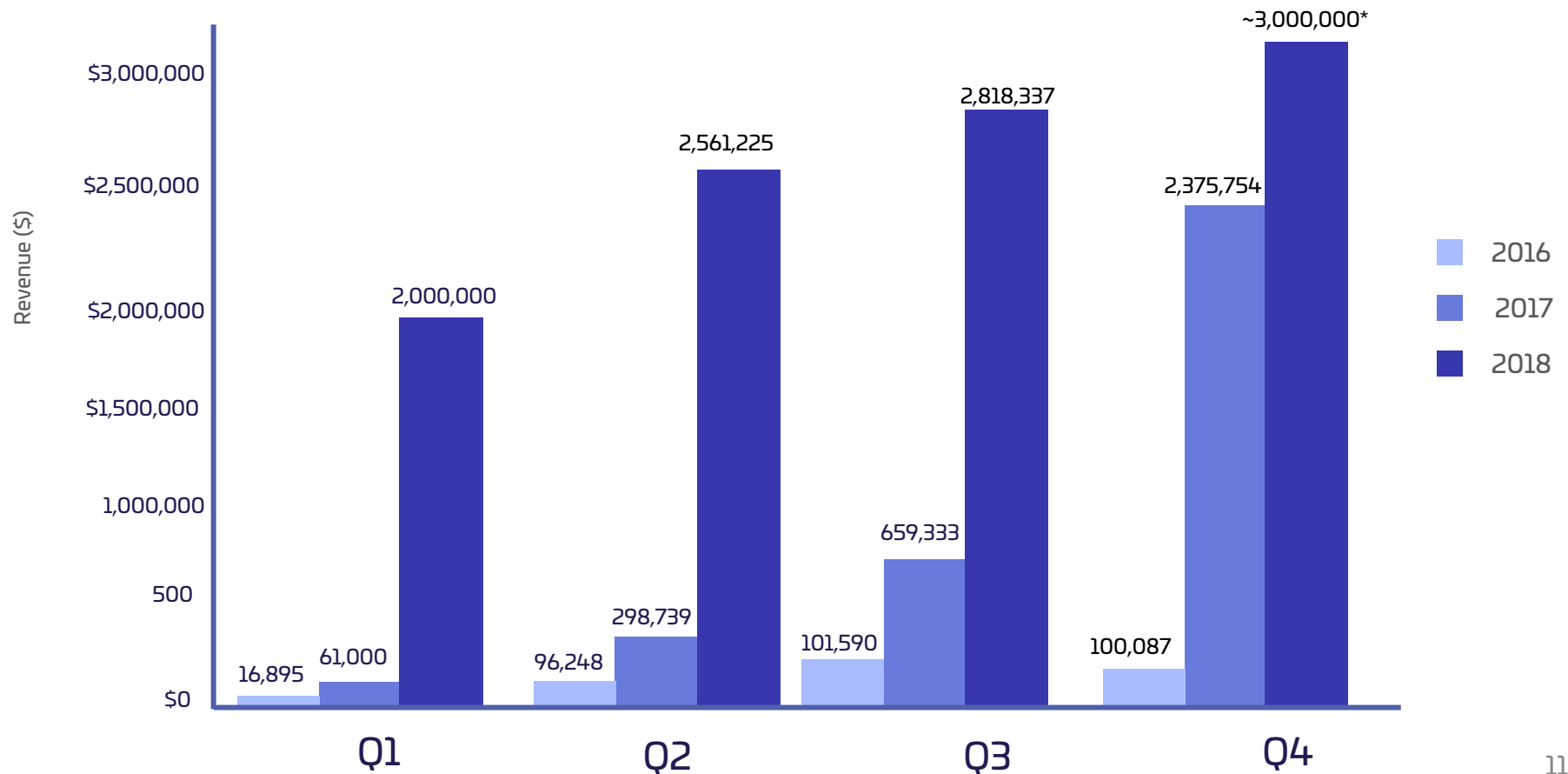
The Sims Resource generating re-occurring revenue with 40% of total revenue coming from subscription model

\*anticipated 2018 revenue



# Quarterly Revenue Growth

Significant quarterly revenue growth between 2016, 2017 and 2018

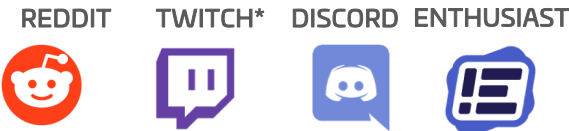
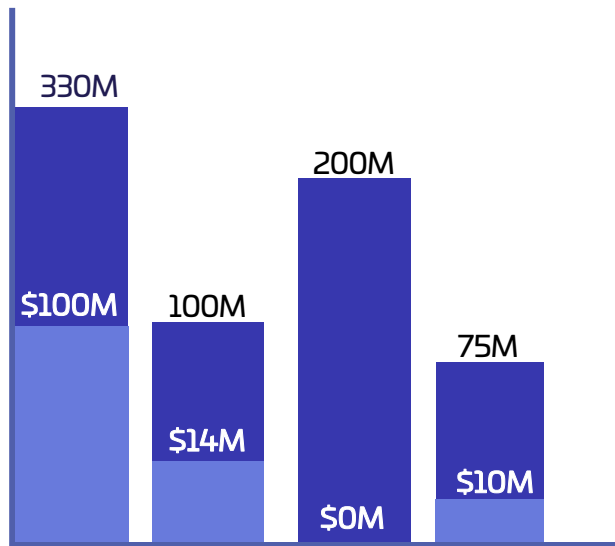


\*anticipated Q4 2018 revenue



# Valuation Comparables

■ USERS/VISITORS  
■ ANNUAL REVENUE



**\$0.30**  
REV /USER

**\$9.09**  
VALUE /USER

**30X**  
VALUATION  
ON \$100M REV.



**\$-4M**  
BOTTOM LINE  
REV.

**\$9.00**  
VALUE /USER

**64X**  
VALUATION ON  
\$14M REV.



**\$0M**  
PRE REV.

**\$10**  
VALUE /USER

**2B**  
VALUATION



**\$0.16**  
REV./USER

**\$0.67**  
VALUE /USER

**5X**  
VALUATION  
50M CURRENT  
MARKET CAP

\*Based on when twitch was acquired in 2014 by Amazon

Sources: [Discord raises 150M at 2B valuation](#), [Why discord was able to raise at 700m valuation](#)  
[Twitch acquisition details](#) <https://www.twitch.tv/year/2014/> reddit users are least valuable



# Share Structure

**Enthusiast Gaming Holdings Inc.**

**TSX.V: EGLX**

**OTCBQ: EGHIF**

Shares I&O	44.7 million
Shares held in escrow	20 million
Convertible Deb. Shares	5.7 million
Warrants ( <i>includes debenture warrants</i> )	19 million
Options	3.6 million
<b>Fully Diluted</b>	<b>73 million</b>
<i>* at January 31, 2019</i>	

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	\$8.5 Million
Convertible Debentures	2018	5.7 Million	\$1.60 convert	\$9.0 Million





# Management



**Menashe Kestenbaum**  
**CEO & 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 of 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.



## Menashe Kestenbaum

### Founder, Director

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



## 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.



## Meir Bulua

### CIO, Director

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



## 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.

## Advisory Board

**John Koller** - Director, Marketing, *Twitch*

**Matt Levitan** - Ex. Head, Marketing, *Playstation*

**Matt Ryan** - Ex. Lead, Marketing, *Nintendo*

**Mike Wall** - Ex. VP, Sales, *ComScore*



**Enthusiast Gaming**

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