



Investor Presentation

MAY 2019

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GAMING IS NOW MAINSTREAM

Gaming is larger than movies



+100B

Gaming Market Size

Source: Google Analytics



+496M

Projected Global
Esports Audience



+1.1B

Projected 2019
Esports Revenue



+457M **+34.3%
YOY**

Projected Sponsorship
Revenue In Esport In 2019



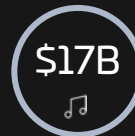
+50 **+27.7%
YOY**

Collegiate Esports
Programs



70M

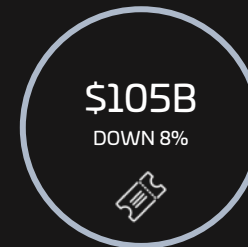
Fans Watching Esports
Final by 2020 - More
than NHL, MLB & NBA



Digital Music



Television



Film Box Office



Gaming

Source: Newoo forecast for gaming revenue.
Statista forecast for TV and global office revenue.
IFPA actual data for global digital music revenue as of May 2018



BUILT BY GAMERS FOR GAMERS

A place for passionate
authentic gamers to belong.
To belong to a community of
gamers who share, discover,
connect and contribute.

Websites | Events | Meets Ups | Online Network

A NETWORK OF GAMING COMMUNITIES

DESTRUCTOID

ESCAPIST
MAGAZINE



The Sims
Resource

EGLX

gamelnesia
FORGET REALITY

ONLYSP

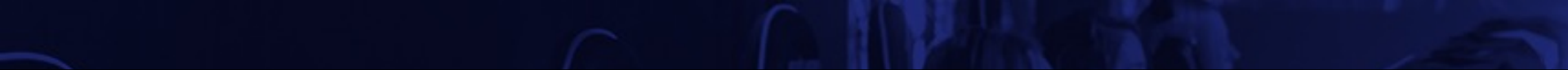
OPERATION SPORTS

NE NINTENDO
ENTHUSIAST

PSE PLAYSTATION
ENTHUSIAST

XBE XBOX
ENTHUSIAST



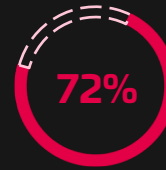


WHAT IS AN ENTHUSIAST GAMER?

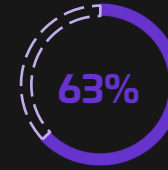
Enthusiast Gaming brings together the most passionate and authentic community of gamers.

Enthusiast gamers are highly engaged fans who connect with like-minded gamers that want the latest news and information around their favorite games.

Enthusiast is built by gamers, for gamers.



Of enthusiast audience is 13-34



Are influenced by online ads to make game purchase decisions



Spend 15+ hours per week gaming



GAMING IS A FUN DISTRACTION

Micro-transactions, casual, mobile



GAMING IS A HOBBY

Consoles and games, few hours



GAMING IS A PASSION

Gaming rig, many hours each week



GAMING IS A LIFESTYLE

Identifies as a Gamer, news feed is all gaming focused, socializes online in gaming communities, attends events, gaming career focused

(Cosplay, streamer, youtuber, esports pro, developer) most engaged and financially committed.



SCALING RAPIDLY

Enthusiast Gaming Network
has grown significantly in the
last year



TOP 5

Video Game
Website Network

Source: Comscore Feb 2019



+150M

Monthly
Visitors

Source: Google Analytics



48M

Unique Video
Viewers

Source: Comscore, Omnia Media Gaming



2.5B

Monthly
Video Views

Source: DFP

GROWTH

2015

2018

Network Sites

5



80+

Monthly Visitors

2M



+150M

EGLX Attendees

2000



~55,000



COMPANY TIMELINE

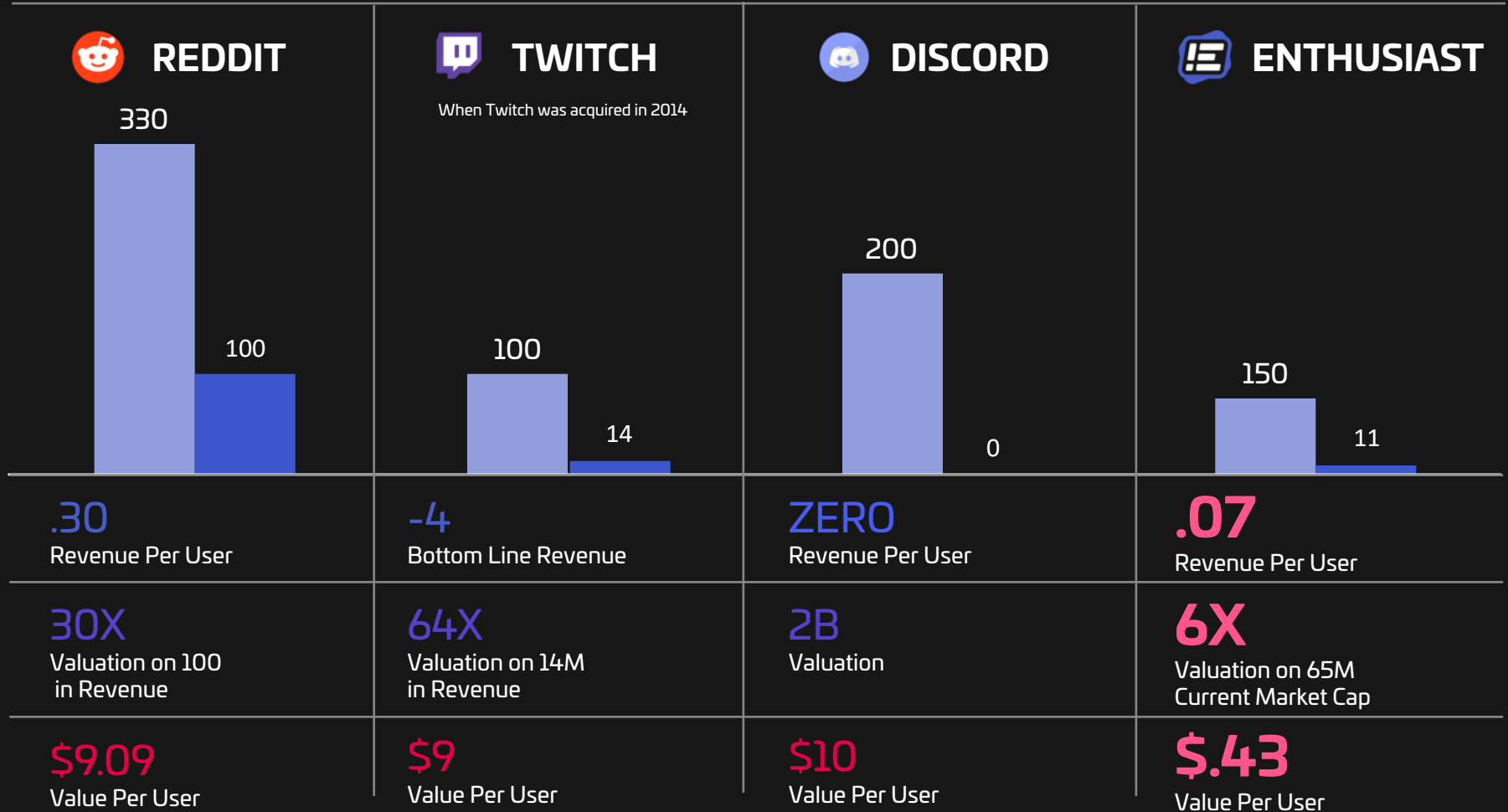
Strategic Growth in 2018 and 2019



OUR VALUATION

Enthusiast is significantly undervalued compared to competitors in the industry

■ Users ■ Revenue

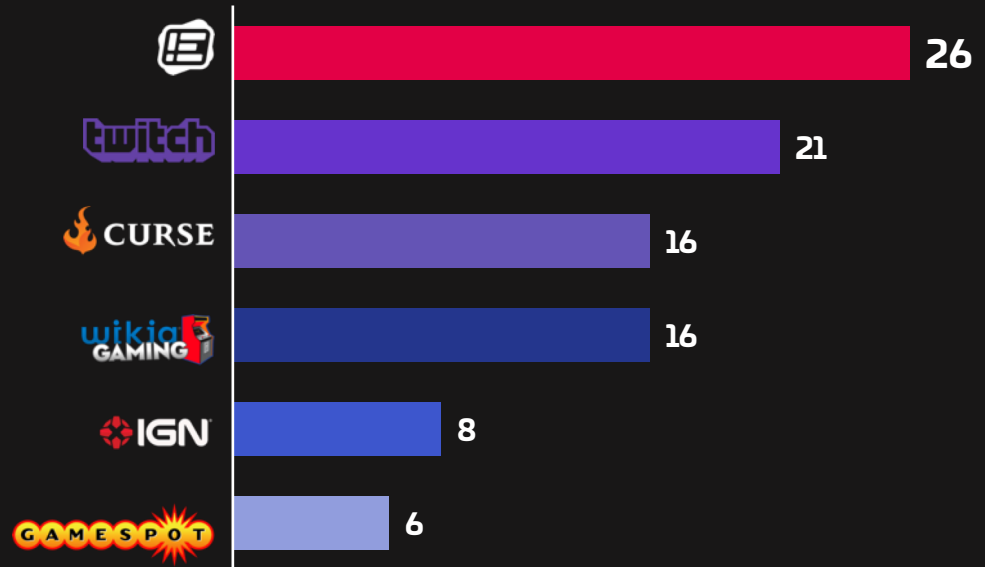


Sources: Igamerss, tech crunch,

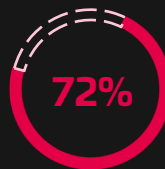
ENGAGED AND UNDUPLICATED

Enthusiast has the most
engaged audience among
top gaming networks

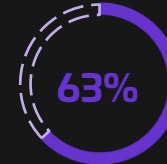
Average Views / Visitors



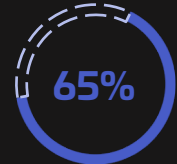
Over half of the enthusiast audience cannot
be found on casual gamer sites



Do Not Visit
Curse



Do Not Visit
IGN

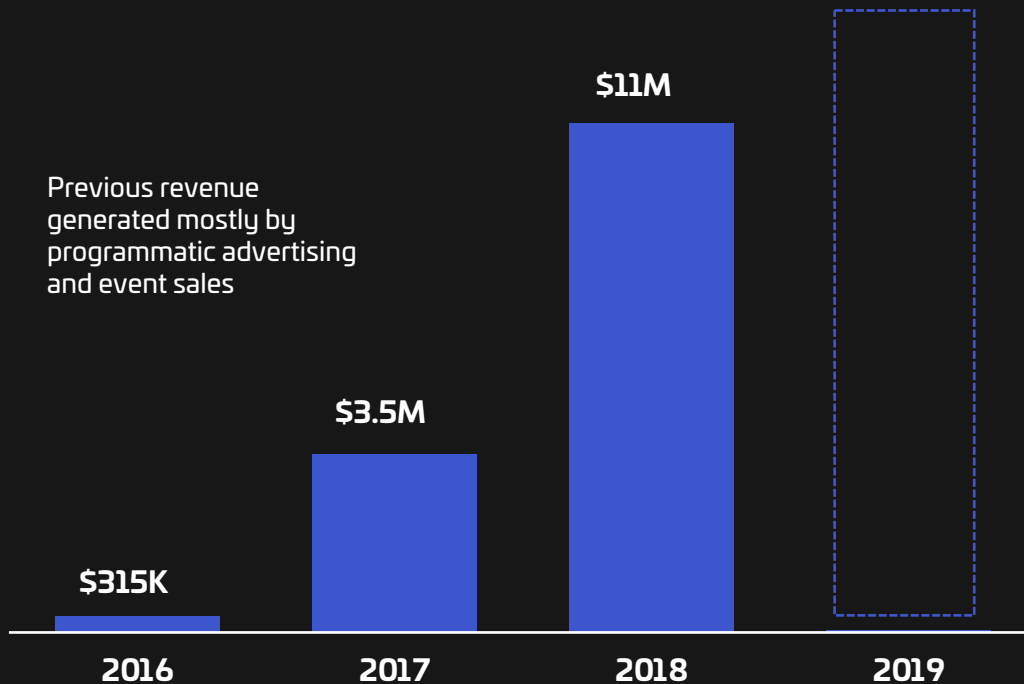


Do Not Visit
Gamespot

Source: Comscore Nov 18



OUR 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

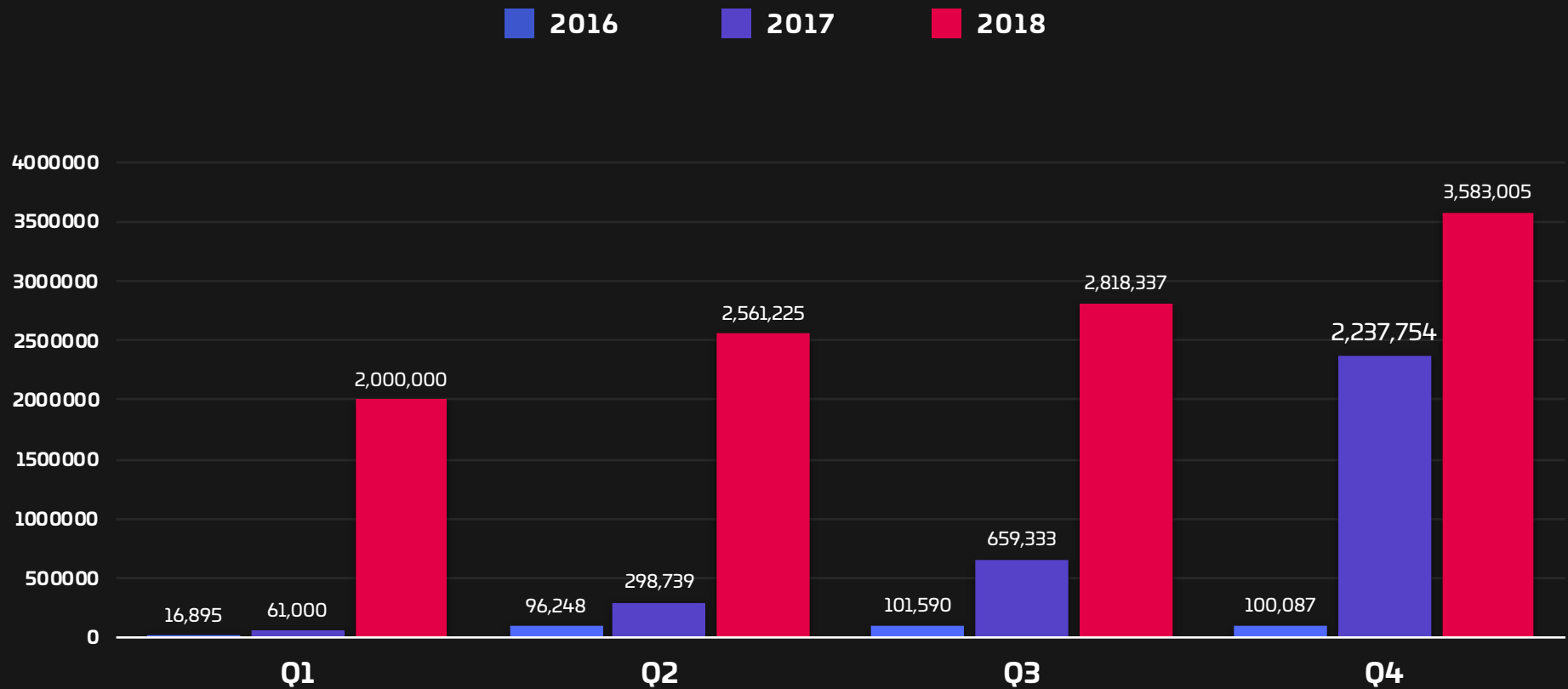
Subscription

Monthly re-occurring subscription revenue across network for ad-free user experience. Acquired The Sims Resource with 40% of revenue coming from monthly subscription model



SIGNIFICANT GROWTH

Significant quarterly revenue growth between 2016, 2017 and 2018



SAMPLE MEDIA ADS

Programmatic Ads

Ads that are placed on a page utilizing an ad exchange to allow for bidding on available page inventory

Low margin, easy fill rate.
AVG CPM (Cost Per Impression) \$1.50

Direct Ads

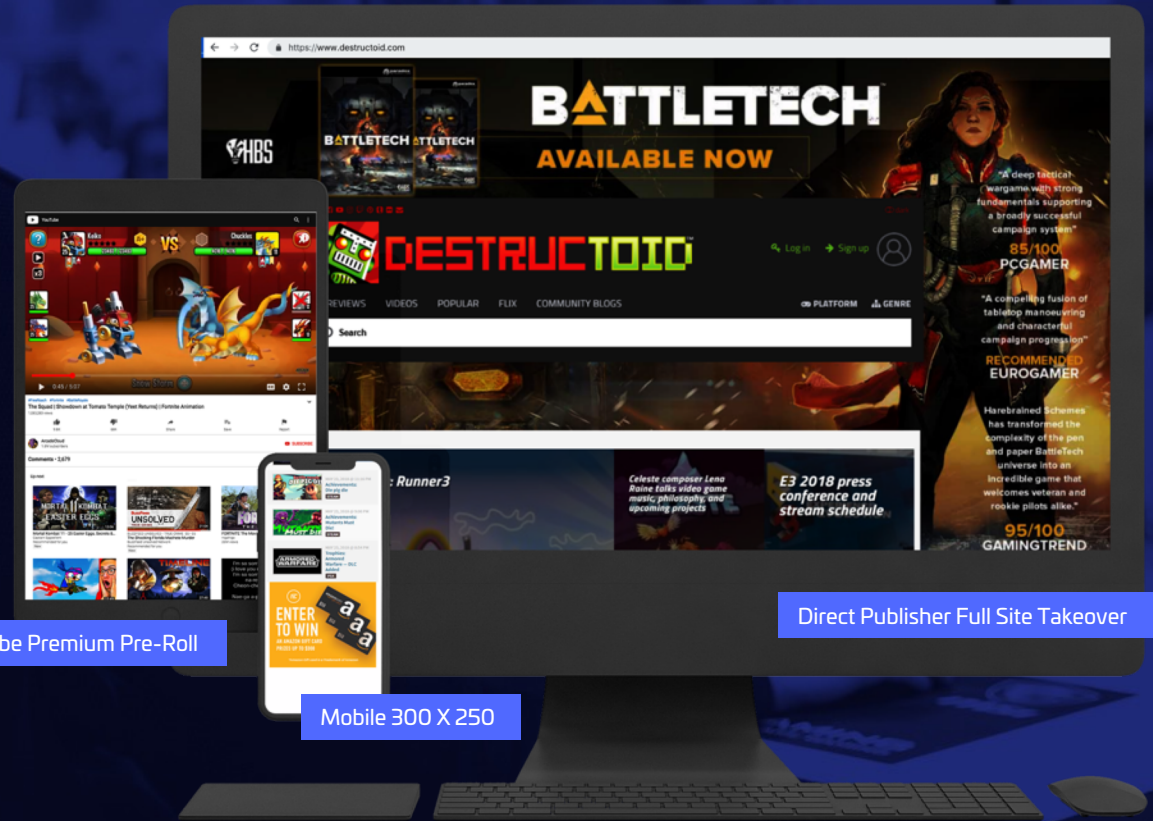
Typically full site takeovers that work directly with the brand or publisher to creatively display their ad.

High margin, harder to fill.
AVG CPM (Cost Per Impression) \$15

YouTube Premium Pre-Roll

Mobile 300 X 250

Direct Publisher Full Site Takeover



ACCRETIVE ACQUISITIONS



The Sims Resource started August 1999 as the very first fan site for The Sims. Today it's the largest The Sims community in the world. We offer more custom content than any other site and it's all for free!

\$7M

2018 Revenue

US\$20M

Acquisition Cost



STATISTICS

#1

Female Gaming
Site in the World

Source: Google Analytics Dec18

2.5B

Page Views
Per Year

Source: Google Analytics

TOP 5

Comscore Independent
Video Game Website

Source: Comscore Feb 2019



ACCRETIVE ACQUISITIONS

DESTRUCTOID™

WTF is Destructoid? Destructoid is an independent website that was founded as a video game-focused blog. Comments to our posts poured in and it hit us: “Duh, we should let readers submit full articles.” That’s how the Destructoid community was born. Destructoid is now one of the largest communities off its kind and an E3 judge.



\$800K
Acquisition Cost

1.7M
Monthly Uniques

\$0.47
Cost Per User

Source: Google Analytics Dec18\

ESCAPIST MAGAZINE

Escapist Magazine is a video game website and online magazine. First published as a weekly online magazine. The Escapist pivoted to a traditional web journalism format and became well-known for a roster of popular video series. Escapist Magazine is the authoritative journalistic source for mature enthusiast of escapist entertainment



\$500K
Acquisition Cost

1.5M
Monthly Uniques

\$0.33
Cost Per User



EGLX IS GROWING

Enthusiast Gaming Live Expo (EGLX) is the largest video game expo in Canada and a wholly owned subsidiary of Enthusiast Gaming

Year Over Year Success

EGLX began in 2016 as a grassroots effort in Toronto that brought the gaming communities of Canada together

Incredible Turnouts

Two events thrown in 2018 with over 24k (March) and 30k (October) visitors respectively

over 1 million online viewers watched live streams of its esports competitions on Twitch and across the Company's digital properties

Over 100+ Sponsors

100+ premier sponsors and some of the most recognizable names in the world of gaming/ entertainment attended



SHARE STRUCTURE

Enthusiast Gaming Holdings Inc.

TSX.V: EGLX

OTCQB: EGHIF

EGLX Capitalization table	
Shares I&O	49 Million
Convertible Debenture Shares	5.7 Million
Warrants (Includes debenture warrants)	14 Million
Options	4.5 Million
Fully Diluted	73 Million

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	9.0 Million	\$1.60 Convert	\$9.0 Million



MANAGEMENT & BOARD OF DIRECTORS



Menashe Kestenbaum
CEO, 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



Alan Friedman
Chairman

+20 years capital markets experience: financings, going public transactions, corporate exits. Director at Eco (Atlantic) Oil & Gas Ltd. and ex Director at Cronos



Ben Colabrese
Director

EVP, Finance of the Toronto Blue Jays. Former VP & GM of Mobilicity, 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.



Eric Bernofsky
COO, SVP, Finance

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



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.



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

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*