



# *Enthusiast Gaming*

*The Largest Gaming Network in North America and the United Kingdom*

**Investor Presentation**  
**January 2020**

TSXV: EGLX  
OTC: ENGMF  
FSE: 2AV

SOURCE: Comscore September 2019

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# MISSION

We are building the world's largest network of communities for gamers and esports fans



**EGLX**  
ENTHUSIAST GAMING LIVE EXPO

# EGLX TORONTO 2019

[CLICK TO WATCH VIDEO](#)



# INVESTMENT HIGHLIGHTS



**01** The largest gaming network in North America & U.K.  
with global reach of over 200M people per month  
\*Comscore September 2019

**02** One of only publicly traded, pure play esports and gaming companies

**03** Significant discount to media peers

**04** Robust monetization strategy with significant revenue / user growth opportunities

**05** Experienced gaming & media management team

# WORLDWIDE REVENUE COMPARISON

Gaming revenue has been larger than film revenue for years and is growing faster

## FILM BOX OFFICE

**\$39B**

IN 2015

**\$41B** (+5%)

IN 2018

## GAMING

**\$92B**

IN 2015

**\$138B** (+50%)

IN 2018

SOURCE: Newzoo forecast for gaming revenue.  
Statista forecast for global film box office revenue.



# ENTHUSIAST REACHES GAMERS

More entry points into the gaming world than any other company

GLOBAL  
DEMOGRAPHIC

**7.7B**  
2019 GLOBAL POPULATION

**+4.5B**  
2019 GLOBAL INTERNET CONNECT

MAINSTREAM  
AUDIENCE

**+2.5B**  
GAMERS GLOBALLY

ENTHUSIAST  
OPPORTUNITY

**\$150B**  
2019 GAMING MARKET

**\$1.1B**  
2019 ESPORTS MARKET

**+450M**  
GLOBAL ESPORTS  
AUDIENCE

SOURCE: Newzoo forecast for gaming revenue.  
Statisa forecast for global film box office revenue.



# COMPANY OVERVIEW

**200M**

MONTHLY NETWORK  
REACH

**\$22M**

PRO FORMA 2018  
REVENUE

**\$55M**

CASH RAISED

## MEDIA

- Authentic, engaged audience - organic, not paid for
- +150M organic monthly visitors across +100 websites and 900 YouTube channels monetized by ad revenue
- Proprietary adtech driving optimization / monetization
- +30Bn ad requests per month

+

## ESPORTS

- Luminosity Gaming, has +50 gaming influencers & content creators
- Over 60 million fans
- 7 teams owned and managed
- Overwatch team, Vancouver Titans; 2020 Seattle-based Call of Duty team
- Partners with Canucks Sports and Entertainment

+

## EVENTS

- International gaming and esports event business
- Canada's largest video game expo, EGLX, +30,000 attended in Oct. 2019
- Approx. 30 video game events in 11 markets incl. U.S and UK
- Partnership with Rogers Arena in Vancouver, BC





# PLATFORM OF ASSETS

**+100**

TOTAL GAMING SITES

**900**

YOUTUBE CHANNELS

**7**

PROFESSIONAL  
ESPORTS TEAMS

**+50**

INFLUENCERS &  
CONTENT CREATORS

**~30**

LIVE EVENTS GLOBALLY

**REACH OF 200M GAMERS MONTHLY**



# ENTHUSIAST AUDIENCE PURCHASE BEHAVIOR

## GENDER

**73%**  
MALE


**27%**  
FEMALE

## AGE

**40%**  
ARE MILLENNIALS

**30%**  
ARE GEN Z

Source: Comscore Media Metrix Multi-Platform, Desktop 2+, Mobile 13+, US, [P] Enthusiast Gaming, September 2019

  
**43%**  
OF MALES 18-34  
VISIT ENTHUSIAST GAMING SITES  
EACH MONTH

Source: Comscore Custom Reporting, (E) Enthusiast Gaming Network + Omnia, Unique Visitors (MMX MP) + Mobile YouTube Unique Visitors (VMX MP), M18-34, August 2019, US



# ENTHUSIAST AUDIENCE PURCHASE BEHAVIOR



**85%**

ARE SOUGHT OUT BY PEOPLE IN THEIR SOCIAL CIRCLES FOR RECOMMENDATIONS ON TECH, ENTERTAINMENT, AND FOOD/RESTAURANTS

Source: Comscore, Plan Metrix Audience Profile, US, July 2019

## CORD-CUTTERS

**94%**

STREAM MUSIC ONLINE

**92%**

STREAM VIDEO ONLINE

## PURCHASE BEHAVIOR

**81%**

ARE IN THE MARKET FOR A NEW VEHICLE IN THE NEXT 6 MONTHS

**66%**

ARE IN THE MARKET FOR ELECTRONICS

Source: Quantcast, Shopping Interests, US, November 2019

# LIVE EVENTS



**THE UK'S LARGEST B2B GAMES EVENT &  
THE BIGGEST DEDICATED MOBILE GAMES  
EVENT IN EUROPE**

**THE LARGEST VIDEO GAMING EXPO IN  
CANADA**

**2,500+**  
INDUSTRY  
DELEGATES

**\$1M**  
IN EXPECTED  
EARNINGS  
2019 EVENT

CORPORATE PARTICIPANTS:



**30,000**  
ATTENDEES IN OCT.  
2019

**+200**  
EXHIBITORS

**5.6M**  
VIEWERS ONLINE



# BOARD OF DIRECTORS & MANAGEMENT



**Francesco Aquilini**  
Chairman

MD, Aquilini Investment Group.  
Owner of the Vancouver Canucks  
& Rogers Arena



**Adrian Montgomery**  
CEO & Director

Former President of Aquilini  
Entertainment Served as  
Alternate Governor for the NHL  
Vancouver Canucks



**Menashe Kestenbaum**  
President & Director

Founder of Enthusiast Gaming.  
Built Company from one blog  
called "Nintendo Enthusiast"



**Steve Maida**  
President Esports & Director

Founder of Luminosity Gaming,  
Developed a globally recognized,  
championship brand in the  
esports market



**Michael Beckerman**  
Director

CEO and President of MKTG  
Canada. Former CMO of BMO,  
Ariad Communications



**Alan Friedman**  
Director

Capital markets and Corporate  
finance expert. Founder of many  
TSX & TSXV listed Companies



**Ben Colabrese**  
Director

EVP, Finance, Toronto Blue Jays.  
EX SVP, Finance & Commercial  
Relations at Rogers  
Communications



**Alex Macdonald**  
CFO

Former CFO of Peeks Social, a  
development and marketing  
company of mobile video and  
livestreaming social media  
products



**Eric Bernofsky**  
COO & SVP Finance

Former Director of Corporate  
Development at Pelmorex Media  
(owner of the Weather Network)



# GROWTH OPPORTUNITIES

01

## INCREASE REVENUE PER USER

Goal: Revenue per User of \$0.40

06

## MERGERS + ACQUISITIONS

Accretive acquisition strategy to scale and grow. Increase revenue and profitability through online platform

02

## BUILD OUT DIRECT SALES TEAM

Drive revenue / user with direct relationships with brands and agencies. 10x-20x increase in CPM (compared to programmatic)

05

## EXPAND EG LIVE DIVISION

Expand events business across North America and globally

03

## SUBSCRIPTION MODEL GROWTH

Recurring revenue through unique content

04

## ESPORTS ORGANIZATION VALUE APPRECIATION

Increase value of our Luminosity esports organization

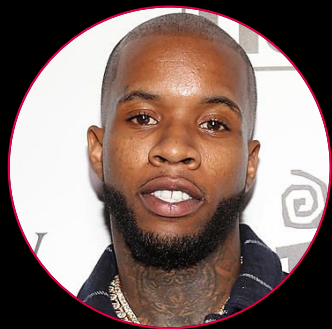
Growing Our Fan Base  
to Increase Our  
Customer Base



# SHAREHOLDERS & BRAND AMBASSADORS

Play in livestreams, appear at live activations and work with Enthusiast to partner with some of the largest brands in the world

## TORY LANEZ



**9.3MM**  
SOCIAL FOLLOWERS

**ABOUT:**  
Tory Lanez is a Canadian Grammy nominated singer and rapper. Lanez is a gamer and Fortnite enthusiast.



## RICHARD SHERMAN



**5.9MM**  
SOCIAL FOLLOWERS

**ABOUT:**  
Richard Sherman is an American NFL player and is among the greatest cornerbacks of all time. Sherman is a Call of Duty fan.

The screenshot shows a Bloomberg News article. At the top, it says "BNN Bloomberg". Below that, there are navigation links for "TECHNOLOGY" and "PURSUITS". The article title is "Super Bowl champ Richard Sherman becomes shareholder in Enthusiast Gaming". The date and time are "09/26/2019 - 4:45 PM EDT". There is a video player showing Richard Sherman with a play button and a "7:45" duration. The text of the article reads: "Richard Sherman, cornerback for the San Francisco 49ers, joins BNN Bloomberg's Andrew Bell for a look at why he decided to team up with Toronto-based Enthusiast Gaming in the e-sports space."



# REVENUE / USER GROWTH

## SUBSCRIPTION GROWTH

Drive revenue / user with adopting subscription model across the network. The Sims Resource: 40% of revenue from registered users, paying monthly fee for VIP content

**GROWTH OF 30% SINCE JANUARY 2019**

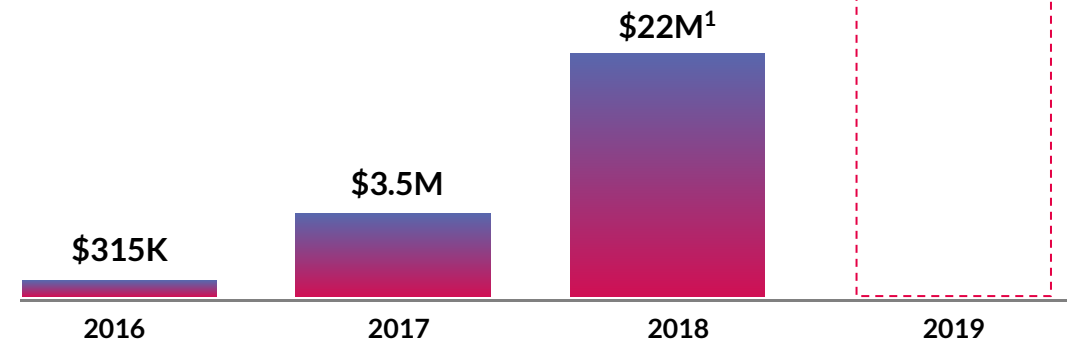
**70,000 PAID MONTHLY SUBSCRIBERS =  
APPROX. US\$3.0M IN RECURRING REVENUE**

## DIRECT ADVERTISING GROWTH POTENTIAL

Drive revenue / user through direct sales to brands and agencies. Provide unique, custom ad campaigns to reach target markets

10x - 20x increase in \$\$/ CPM compared to programmatic advertising

Previous revenue generated mostly by programmatic advertising and event sales







# REVENUE SYNERGIES

Drive Monetization by Leveraging Media Network Reach, Influence of Luminosity Esports Organization, and Hype of Events Business

MEDIA

+

ESPORTS

+

EVENTS

Cross selling of sponsors across fully integrated advertising pillars

Enthusiast's Media Network promotes our Luminosity Esports Organization

Enthusiast's Luminosity Esports Organization drives traffic to the Media Network, increasing both programmatic and direct ad revenue

Leverage sponsor and venue relationships across platform to increase attendance at in-person events globally



# PER USER VALUE COMPARISON

Enthusiast is Significantly Undervalued Compared to Other Media Platforms

## REDDIT

**\$3B**  
Approx Valuation

**330M**  
Users

**.30**  
Revenue Per User

**\$9.09**  
Value Per User



## TWITCH

**\$1B\***  
Approx Valuation

**100M**  
Users

**-4**  
Bottom Line Revenue

**\$10**  
Value Per User



## DISCORD

**\$2B**  
Approx Valuation

**200M**  
Users

**ZERO**  
Revenue Per User

**\$10**  
Value Per User



## ENTHUSIAST GAMING

**\$200M**  
Approx Valuation

**200M**  
Users

**.11**  
Revenue Per User

**\$1.00**  
Value Per User





# CAPITAL STRUCTURE

## CAP TABLE

Shares	72,058,124
Warrants	7,478,877
Options	3,744,145
Convertible Debenture	3,145,219
<b>Fully Diluted</b>	<b>86,426,365</b>

*As at Dec. 16, 2019  
All \$ Figures in CAD*

TSX.V: EGLX

FSE: 2AV

Current Share Price: \$1.85

Market Cap: ~\$160M *(fully diluted)*

Insider Holdings: ~27%



**THANK YOU!**

**JULIA BECKER**

HEAD OF INVESTOR RELATIONS

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TSXV: EGLX

OTC: ENGMF

FSE: 2AV