



# Gamers Live Here

**Investor Presentation**  
**February 2020**

TSX: EGLX  
OTC: ENGMF  
FSE: 2AV



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# MISSION

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

# 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

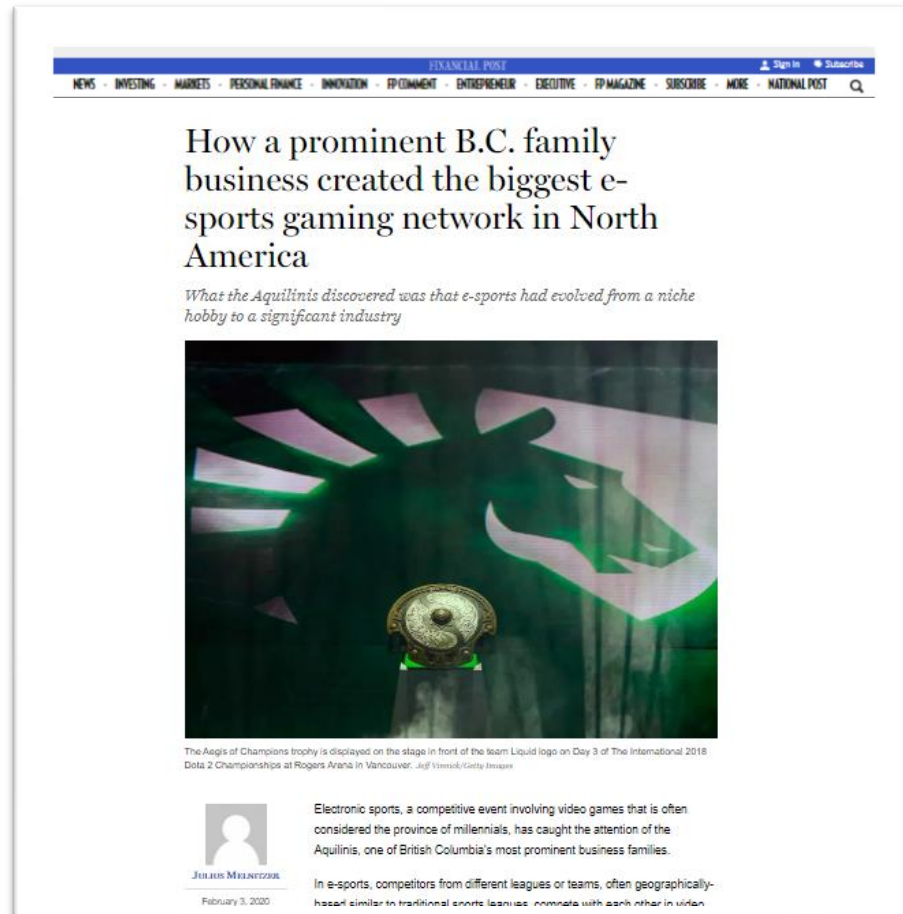
05

Experienced gaming & media management team



# CREATING A HOME FOR GAMERS

FINANCIAL POST



“ Getting into esports and gaming was a unique opportunity that allowed Canuck Sports and Entertainment to be on the front end of a very dynamic environment that presented a real opportunity to transfer our experience in traditional sports environments ”

# THE SOCIAL REVOLUTION

By building gaming communities, Enthusiast is well positioned for the social revolution, the uprising of the Gen Z and millennials and the changes in how content is consumed

**GAMING IS DOMINANT ENTERTAINMENT SOURCE**  
2x bigger than the music and film industry combined

**GENERATION "Z" REPRESENT AS GAMERS**  
1.9 billion Gen Z globally. 67% of Gen Z males identify gaming as core component of who they are

**GAMING IS THE NEW SOCIAL NETWORK**  
Facebook: +700M MAUs playing games, watching game videos, or engaging in gaming communities



**REGULATIONS MAKE IT HARDER FOR ADVERTISERS**  
Direct relationships and communities becoming increasingly important for advertisers to reach target markets

**SIGNIFICANT GAMING CONTENT ENGAGEMENT**  
30% of Youtube views are gaming related  
80% of Apple app purchases are gaming related

**ADVERTISING THROUGH COMMUNITIES, INFLUENCERS, SPECIALIZED CONTENT**  
Average American spends +700 minutes/day consuming media. Advertising through "influencers" becoming more popular



# COMPANY OVERVIEW

**+100**

TOTAL GAMING SITES

**900**

YOUTUBE CHANNELS

**7**

PROFESSIONAL  
ESPORTS TEAMS

**+50**

INFLUENCERS &  
CONTENT CREATORS

**~30**

LIVE EVENTS GLOBALLY

**REACH OF 200M GAMERS MONTHLY**

## 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
- +1Bn monthly page views

+

## ESPORTS

- Luminosity Gaming, has +50 gaming influencers & content creators
- Over 60 million fans
- 7 teams owned and managed
- Overwatch team, Vancouver Titans; Call of Duty team: Seattle Surge
- Partnered 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



# ENTHUSIAST AUDIENCE – SUPER GAMERS

## WHAT IS A SUPER GAMER?

Enthusiast is home to a diverse group of the most influential and passionate gamers across the globe. Our network is a vital part of their daily routines

**65%**

SPEND 15+ HOURS PER WEEK GAMING

**67%**

BUY 7+ GAMES PER YEAR

**48%**

DO NOT USE FACEBOOK

**63%**

ARE INFLUENCED BY ONLINE ADS  
TO MAKE PURCHASE DECISIONS

**387**

INDEX M18-49 WHO ARE FANS OF GAMING





# 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.



# CREATING COMMUNITIES

## **CREATING COMMUNITIES FOR SUPER GAMERS**

Enthusiast audience engages with communities as part of their daily routine. Gaming is a part of who they are. Audience spends average of 33 minutes a month on network.

## **UNDUPLICATED AUDIENCE**

Unique niche communities of gamers that can only be reached through partnering with Enthusiast.

## **SUPER GAMERS AT SCALE**

The largest gaming network and reach in North America - 44% more gamers than any other gaming company.

## **MORE TOUCHPOINTS THAN ANY OTHER GAMING COMPANY**

360 degree integrated media approach includes 1) cross-platform media 2) custom content and sponsorships and 3) experiential activations. Over 200 million super gamers on a monthly basis.



# 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

Source: Comscore

## CORD-CUTTERS

VISITORS TO ENTHUSIAST GAMING ARE

**74%**

MORE LIKELY TO BE CORD CUTTERS THAN AVERAGE INTERNET USERS

## PURCHASE BEHAVIOR

**81%**

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

Source: Quantcast

**70%**

HAVE A HIGH PROPENSITY TO BUY ELECTRONICS ONLINE



# LIVE EVENTS



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

**2,500**  
INDUSTRY  
DELEGATES

**+100**  
SPONSORS

CORPORATE PARTICIPANTS:



**THE LARGEST VIDEO GAMING EXPO IN  
CANADA**

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

**+200**  
EXHIBITORS

**5.6M**  
VIEWERS ONLINE

Enthusiast's esports division, **Luminosity Gaming**, is a leading global esports organization and valuable content engine for Enthusiast's platform

**Leverage Luminosity's esports assets to create VIP experiences and engaging content**

**50+**

ESPORTS & GAMING  
INFLUENCERS

**7**

PROFESSIONAL  
ESPORTS TEAMS

**60M**

SOCIAL MEDIA FANS



**LUMINOSITY MERCHANDISE**



**SYIPHERPK**

+8M Followers



**TORI PARENO**

Newest LG Streamer  
150K followers



**SCEPTIC**

2.3M Followers



**LG FORTNITE HOUSE**

+10M Combined Followers





# 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.

**BNN**  
Bloomberg

TECHNOLOGY | PURSUITS |

Richard Sherman |

San Francisco 49ers | NFL

09/26/2019 - 4:45 PM EDT

**Super Bowl champ Richard Sherman becomes shareholder in Enthusiast Gaming**

Now Showing 7:45

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.



# 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)

03

## SUBSCRIPTION MODEL GROWTH

Currently 70,000 paid subscribers  
Approx \$3.0M recurring revenue

## GROWING OUR FAN BASE TO INCREASE OUR CUSTOMER BASE

05

## EXPAND EG LIVE DIVISION

Expand events business across North America and globally

04

## ESPORTS ORGANIZATION VALUE APPRECIATION

Increase value of our Luminosity esports organization





# 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



330M USERS

## TWITCH

**\$1B\***

Approx Valuation

**100M**

Users

**-4**

Bottom Line Revenue

**\$10**

Value Per User



100M USERS

\$14M REVENUE

## DISCORD

**\$2B**

Approx Valuation

**200M**

Users

**ZERO**

Revenue Per User

**\$10**

Value Per User



200M USERS

\$0 REVENUE

## ENTHUSIAST GAMING

**\$200M**

Approx Valuation

**200M**

Users

**.11**

Revenue Per User

**\$1.00**

Value Per User



200M USERS

\$22M REVENUE



# KEY MANAGEMENT & DIRECTORS



**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



# 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: EGLX**  
**FSE: 2AV**  
**OTCQB: ENGMF**

Current Share Price: \$2.00

**Market Cap: ~\$175M** *(fully diluted)*

**Insider Holdings: ~27%**





# THANK YOU!

**JULIA BECKER**

HEAD OF INVESTOR RELATIONS

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TSX: EGLX

OTC: ENGMF

FSE: 2AV