



Gamers Live Here

**Investor Presentation
March 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


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How a prominent B.C. family business created the biggest e-sports gaming network in North America

What the Aquilinis discovered was that e-sports had evolved from a niche hobby to a significant industry



The Aegis of Champions trophy is displayed on the stage in front of the team Liquid logo on Day 3 of The International 2018 Dota 2 Championships at Rogers Arena in Vancouver. and Toronto City Images

 JULIUS MELNYK
February 3, 2020

Electronic sports, a competitive event involving video games that is often considered the province of millennials, has caught the attention of the Aquilinis, one of British Columbia's most prominent business families.

In e-sports, competitors from different leagues or teams, often geographically-based, similar to traditional sports leagues, compete with each other in video

“ 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
- +160M 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.
Statista 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



SYPHERPK

+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.

The screenshot shows a Bloomberg News article. At the top, it says "BNN Bloomberg". Below that, it lists "TECHNOLOGY | PURSUITS" and "Richard Sherman | San Francisco 49ers | NFL". The date and time are "09/26/2019 - 4:45 PM EDT". The main headline is "Super Bowl champ Richard Sherman becomes shareholder in Enthusiast Gaming". There is a video player thumbnail showing Richard Sherman with a play button and "Now Showing 7:45". The article text below 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."



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

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

**GROWING OUR FAN
BASE TO
INCREASE OUR
CUSTOMER BASE**

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

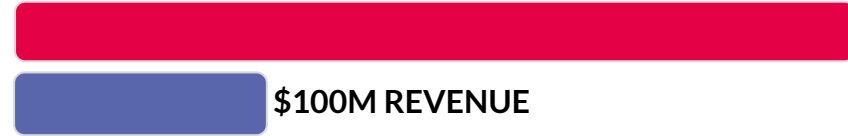
Users

.30

Revenue Per User

\$9.09

Value Per User



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





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
Fully Diluted	86,426,365

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

TSX: EGLX
FSE: 2AV
OTCQB: ENGMF

Current Share Price: \$1.40

Market Cap: ~\$120M *(fully diluted)*

Insider Holdings: ~27%



THANK YOU!

JULIA BECKER

HEAD OF INVESTOR RELATIONS

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TSX: EGLX

OTC: ENGMF

FSE: 2AV