



Gamers Live Here

**Investor Presentation
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MISSION

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



ENTHUSIAST IN THE MEDIA



CNN Interview: Richard Sherman & Menashe Kestenbaum, President of Enthusiast

[With people being forced to stay at home to prevent the spread of COVID-19, Enthusiast Gaming has seen a dramatic increase in the number](#)



[Phone Interview with Richard Sherman](#)



[Twitch Stream Aid 2020: NFL's Richard Sherman And Darius Slay Among Celebrities Playing 'Call Of Duty' For Coronavirus Relief](#)



[Toronto e-sports firm Enthusiast Gaming sees 40 per cent traffic surge in wake of COVID-19](#)



['Engaging Hardcore Gamers': Enthusiast Brings To Market The Biggest Community For Gaming, Esports](#)



[The DeanBeat: Esports pivots to digital because of the coronavirus](#)



[How a prominent B.C. family business created the biggest e-sports gaming network in North America](#)



INVESTMENT HIGHLIGHTS



- 01** Platform with global reach of over 200M avid gamers monthly
- 02** Capitalizing on the Social Revolution and changes in how Gen Z and Millennials consume content
- 03** Diverse asset mix of media, esports & entertainment, more touch points than any other gaming company
- 04** Robust monetization strategy with significant revenue / user growth opportunities
- 05** Experienced gaming, media and entertainment management team



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 their identity

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

THE IMPORTANCE OF 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 MEDIA AUDIENCE

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

MORE TOUCH POINTS 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.

SUPER GAMERS AT SCALE

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



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%

DON'T USE FACEBOOK

63%

ARE INFLUENCED BY ONLINE ADS
TO MAKE PURCHASE DECISIONS

4x

LIKELIHOOD OF A SUPER GAMER TO BE M18-49



ENTHUSIAST AUDIENCE DEMOGRAPHICS

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



MORE TOUCHPOINTS TO GAMERS

Our diverse platform of sticky communities engage with more gamers than any other gaming company. We offer a 360 degree approach across our integrated assets to reach “super gamers”

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 communities-organic, not paid for
- +160M monthly visitors across 100 websites and 900 YouTube channels monetized by ad revenue
- Proprietary adtech driving optimization / monetization
- Approx. 1Bn monthly page views

+

ESPORTS

- Luminosity Gaming, has the leading gaming influencers & content creators
- 7 teams owned and managed
- Overwatch team, Vancouver Titans; Call of Duty team: Seattle Surge
- Partnered with Canucks Sports and Entertainment

+

ENTERTAINMENT

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



REVENUE SYNERGIES

We provide custom, targeted marketing programs for advertisers trying to engage with the lucrative gamer demographic. Our diverse asset mix provides more touch points to gamers across multiple revenue streams and reaches more gamers than any other gaming company in North America

MEDIA

+

ESPORTS

+

EVENTS

Cross selling of sponsors across fully integrated advertising pillars

Media platform of 100 leading gaming communities & 900 YouTube Channels promotes Esports & Entertainment

Luminosity's pro teams and leading influencers are content engine for the media platform, increases both programmatic and direct ad revenue

Leverage media and esports, sponsors and venue relationships across platform to increase attendance at 30 live events globally



ENTERTAINMENT DIVISION



**THE 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



MR "FRESH" ASIAN
8.5M Followers



TORI PARENO
+500K Tik Tok followers



LG FORTNITE HOUSE
+10M Combined Followers





CELEBRITY SHAREHOLDERS & AMBASSADORS

Play in livestreams, appear at live activations, create unique content, 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 article from 09/26/2019. The headline reads: "Super Bowl champ Richard Sherman becomes shareholder in Enthusiast Gaming". The sub-headline says: "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." A video player is visible with a play button and a 7:45 duration.

DJ ZHU



3M

VIEWERS ON VIRTUAL LIVE CONCERT ON TWITCH

ABOUT:

GRAMMY Nominated music artist and one of the largest DJs in the world. Newest Luminosity content creator



GROWTH OPPORTUNITIES

01

INCREASE REVENUE PER USER

- Goal: Revenue per Viewer of \$0.40
- Q3 19- \$0.10 / Q4 19 - \$0.13 / Q1 20 - \$0.10 (seasonally high)

06

MERGERS + ACQUISITIONS

- Accretive acquisition strategy to scale and grow
- Strong pipeline of M&A targets

02

DIRECT SALES

- Drive revenue / viewer through direct relationships with brands and agencies
- 5x-20x increase in CPM (compared to programmatic)

05

EXPAND EG LIVE DIVISION

- Expand business, including virtual entertainment
- ~30 gaming events globally

03

SUBSCRIPTION MODEL GROWTH

- Currently ~100,000 paid subscribers ~C\$7.0M yearly recurring revenue
- Strategy and roll out plan to adopt subscription model across media network

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

04

ESPORTS ORGANIZATION VALUE APPRECIATION

- Increase value of our Luminosity esports organization



Q1 2020 FINANCIAL HIGHLIGHTS

KEY Q1 2020 FINANCIAL HIGHLIGHTS:

- Record Q1 total revenue of \$7.1 million, compared to \$10 million in Q4 2019 and \$6.3 million in Q3 2019 (pro forma)
- Q1 revenue exceeded management's expectations, driven by the media division outperforming despite the slower seasonality trend associated with the business in Q1
- Gross margin of 46%, compared to 34% in Q4 2019
- Page views increased 35% to 2.3 billion, compared to 1.7 billion in Q4 2019
- Strong cash position of \$11.5 million at quarter-end

COVID-19:

- Increase of 20% across media platform, 40% increase on some larger, key sites on platform
- Significant increase in paid for subscriptions across platform
- Decrease in advertising rates / CMP, the net increase in advertisements served is currently outweighing the decrease in advertising rates prices
- The company continues to monitor network stats



PER USER VALUE COMPARISON

Enthusiast is Significantly Undervalued Compared to Other Media Platforms

REDDIT

\$3B
Approx Valuation

330M
Users

\$9.09
Value Per User



TWITCH

\$1B*
Approx Valuation

100M
Users

\$10
Value Per User



DISCORD

\$2B
Approx Valuation

200M
Users

\$10
Value Per User



ENTHUSIAST GAMING

\$150M
Approx Valuation

200M
Users

\$0.75
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"



Alex Macdonald CFO

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



Steve Maida President Esports Director

Luminosity Founder, developed global
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	74,211,977
Warrants	4,521,235
Options	3,585,848
Convertible Debenture	2,970,297
Fully Diluted	85,289,357

As at May 14, 2020
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