



# The Largest Gaming Media Platform in North America

Investor Presentation  
February 2021

TSX: EGLX  
OTC: ENGMF  
FSE: 2AV  
NASDAQ: COMING SOON

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# Mission

We are building a world of communities where video gamers connect and engage



# Investment Highlights

Currently trading on TSX/OTC and expecting NASDAQ listing in Q1 21

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- 1** Platform with global reach of over **300M gamers monthly** – A “Top 100” Internet Property in the United States
- 2** **Building the social network for gamers** capitalizing on the “social revolution” and changes in how **Gen Zs and Millennials** consume content
- 3** **~\$110 million proforma revenue (2019)**. Robust monetization strategy with significant revenue / user growth opportunities
- 4** **More touchpoints to young people than any other gaming company** through diverse asset mix of media, esports & entertainment
- 5** **Robust first-person data set of highly lucrative demographic**. Engaged, loyal communities of gamers
- 6** Video game industry currently at \$160B, **expected to grow to \$305B by 2025**

# Enthusiast Gaming: Owning the Fan Experience

We own the fan experience from the moment the video game controller is put down:

**Example:**  
**Take a Call of Duty Fan**

After playing online with a few friends, the fans journey begins with Enthusiast Gaming.

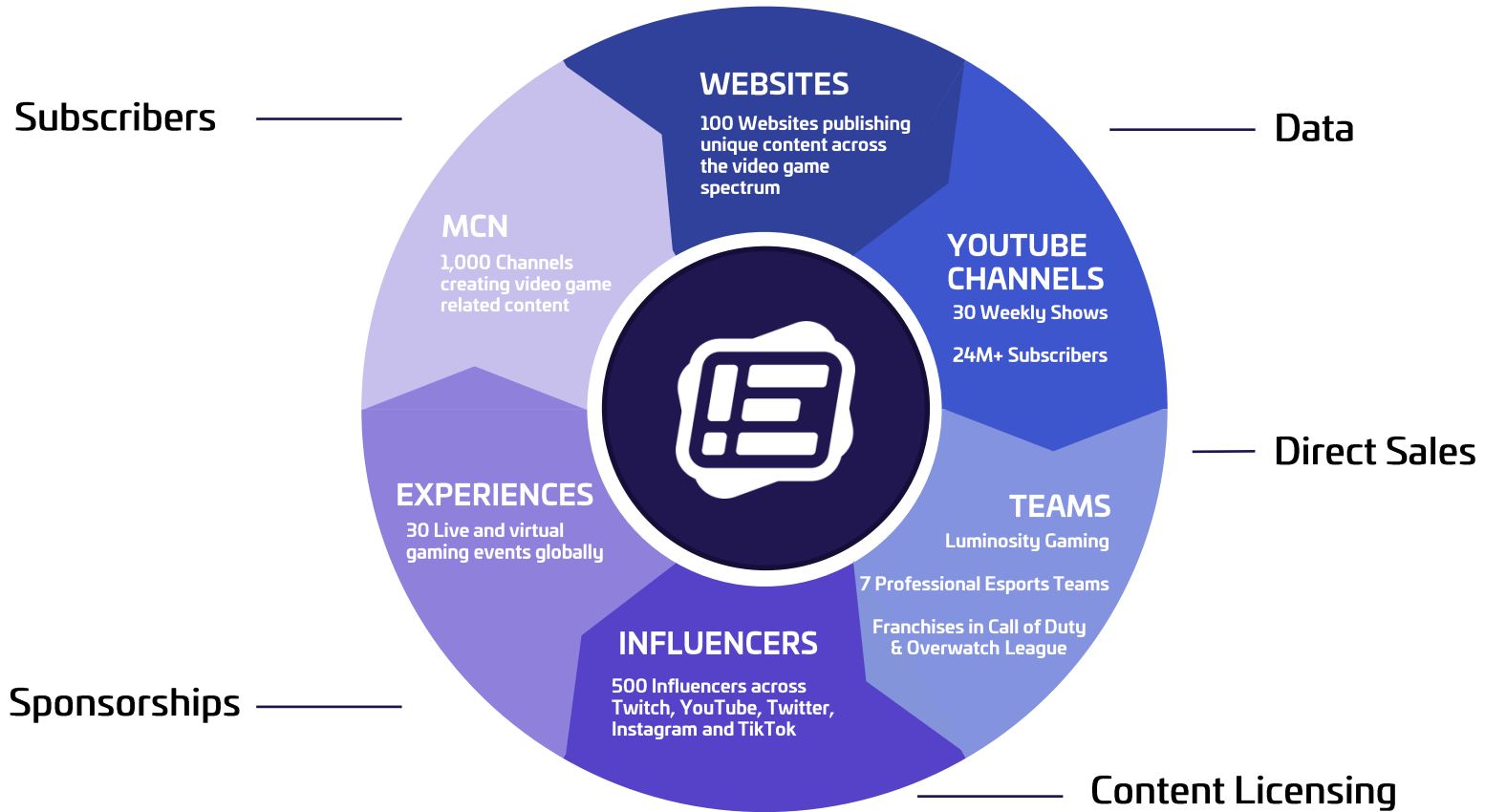
They can:

- 1) Read an article or join a forum on one of our Websites
- 2) Watch a YouTube video on one of our Channels
- 3) Follow our Call of Duty team – The Seattle Surge
- 4) Watch live streamed content from one of our Influencers on our Twitch Channel
- 5) Attend a live or virtual event to connect with other Call of Duty fans and custom activations like tournaments, merchandise, player and celebrities
- 6) Watch other gaming content from our library of 1,000 You Tube Channels

The fan experience takes them through the Enthusiast Gaming Ecosystem offering more points of connection than any other gaming company. This creates stickiness and enhanced engagement on the platform. We own the fan experience!









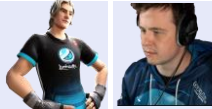
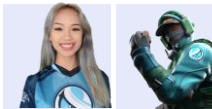



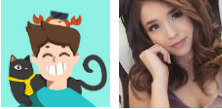
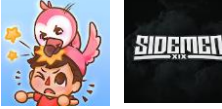

# Enthusiast Gaming: Owning the Fan Experience



# Our Competitive Advantage

We engage with fans on all platforms that meet their gaming habits vs competition which only engages on one.

## Competition

Websites	YouTube Channels	Luminosity Gaming	Influencers	Experiences	MCN
<p>100 Sites 1B Views</p> 	<p><b>W1SECRACK</b></p>  <p><b>Mr.Beast</b> <b>Preston</b></p> 	<p>Leading global esports organization and valuable content engine</p> <p>70M fans</p>   	<p>Top Twitch &amp; YouTube Streamers</p> <p>500 Influencers &amp; Content Creators</p>  <p>xQc Muselk</p>  <p>Tori Fresh</p> 	<p><b>EGLX</b> Largest Expo in Canada</p> <p>30,000 Delegates</p> <p>5.6M Viewers Online</p> <p><b>POCKET GAMER</b> Largest B2B mobile game event in Europe</p>  	<p>1,000 YouTube Channels 3.2B Views</p>  <p>Denis Pokimane</p>  <p>Flamingo Sidemen</p> 

**Today: 300M Monthly Gamers Engaging On At Least One Platform  
Tomorrow: Create the Social Network Where Gamers Will Engage on Multiple Platforms and increase Value/User**



# Lucrative Audience Profile



- 1** All organic traffic, \$0 spent on SEO and \$0 Cost of Acquisition
- 2** 70% Gen Z and Millennial cohort. Gen Z represents \$7T (%1.2T in US) in global income in 2020, expected to rise to \$33T in 2030 or 37% of global income
- 3** COPPA compliant (Children's Online Privacy Protection Act)
- 4** Audience size: Verified audience on Web/YouTube in US: 65M / UK: 11M or 20% of the population + millions more fans on social media and following our esports and entertainment content
- 5** Walled Garden and Brand Safe

# Foundational Pillars



## Engagement

**Reach of 300M gamers monthly and growing**

**Sticky, recurring audience**

**Purely organic – no SEO**

## Content

**Large UGC base (user generated content), over 100k paying subscribers for premium content and content distribution deals with Snapchat, Facebook, TikTok, Samsung**

## Talent

**500+ influencers amongst the most well know celebrities among Gen Z and Millennials. Fastest growing segment of the advertising market**

## Ad Tech

**Investing in tech and optimization tools and software to raise CPMs**

## Data

**Creating robust first-party data set**

# “SUPER GAMERS”



Who is an Enthusiast Gamer? It's Gen Zs and Millennials which represent 50% of the US population!

**65%** Spend 15+ Hours Per Week Gaming

**48%** DO NOT USE Facebook

**4X** Likelihood Of A Super Gamer To Be M18-49

**67%** Buy 7+ Games Per Year

**63%** Are Influenced By Online Ads To Make Purchase Decisions

**75%** DO NOT WATCH TV!

**61%** Prefer esports to traditional sports

**50%** Of the US population that is Gen Z or Millennial

**80%** Watch esports

**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

# 3-Year Growth Strategy



## Phase 1

Build Scale / Own the Fan Experience

- Hardest step to complete
- Began in 2015 and today reach 300M gamers

ARPU: ~\$0.40

300M gamers @ \$0.40  
ARPU = \$120M pro forma  
revenue

## Phase 2

Monetize through Advertising

- Optimize CPM
- More Direct Selling

ARPU: ~\$1.00

## Phase 3

Sell Content

- Subscriptions (Today have 115K Paying Subs)
- Licensing (Already License to SNAP, Samsung)

ARPU: ~\$1.50

## Phase 4

Turn Userbase into Marketplace

- Commerce
- App Store

ARPU: ~\$2.00

## Phase 5

Connect Uses to Marketplace + Social Network

ARPU: ~\$3.00

2020

2021

2022

2023

# 2021: Focus on Phase 2



## Monetizing the Base

Incremental shifts in CPMs lead to outsized impact on Income Statement

### 1) Optimize CPMs (Value Per Advertising Impression)

- At beginning of 2019, audience monetized nearly 100% programmatic – low CPMs
- A 10% lift in programmatic CPMs has a + ~\$10M annual impact on revenue
- 24-month target is to lift CPMs by 50%+

### 2) Direct Sales

- Direct sales team activated in Q1 2020 with 3 sellers
- Results to date: Q1 2020 - \$60k. Q2 2020 - \$600k. Q3 - Expected > \$1M
- Currently < 2% of impressions filled through direct sales, but contributing significantly higher % of overall advertising revenue mix
- 12-month target of 5% mix of total direct vs programmatic to have estimated +~\$20M annual impact on revenue
- Long term targeting 25%+ mix

# Brand Partners



We create custom, unique advertising, experiential and influencer campaigns for our brand partners to help them speak to and engage with over 300 million gamers monthly



# Key Management & Directors



**Francesco Aquilini**  
Chairman

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



**Adrian Montgomery**  
CEO & Director

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



**Alex Macdonald**  
CFO

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



**Menashe Kestenbaum**  
President & Director

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

# Capital Structure

TSX: EGLX  
FSE: 2AV  
OTCQB: ENGMF  
NASDAQ: COMING SOON

## CAP TABLE

<b>Shares</b>	<b>103,109,346</b>
<b>Warrants</b>	<b>4,301,990</b>
<b>Options</b>	<b>3,451,135</b>
<b>Convertible Debenture</b>	<b>2,970,297</b>
<b>Fully Diluted</b>	<b>113,832,768</b>

*As at September 30, 2020*

Current Share Price: ~\$6.00  
Market Cap: ~\$675M (fully diluted)  
Insider Holdings: ~30%

*All \$ Figures in CAD*

Analyst Coverage	
Canaccord Genuity	<i>Robert Young</i>
Paradigm Capital	<i>Corey Hammill</i>
Haywood Securities	<i>Neal Gilmer</i>
B Riley Securities	<i>Mike Crawford</i>
Alliance Global Partners	<i>Brian Kinstlinger</i>
Colliers Securities	<i>Derek Soderberg</i>





# THANK YOU!

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