OUR MISSION

We are an integrated entertainment company for gamers and esports fans. We connect the world's gamers through our communities, content, creators, and experiences.
ENTHUSIAST GAMING

AT A GLANCE

Enthusiast Gaming is one of the largest vertically-integrated gaming media companies in the world

300M+
MONTHLY VIEWERS(1)

40B
2021 TOTAL CONTENT VIEWS

550+
INFLUENCERS

220k+
PAYING SUBSCRIBERS

$167M
2021 REVENUE(4)

20M+
YOUTUBE SUBSCRIBERS

7
PROFESSIONAL ESPORTS TEAMS

50
GLOBAL VIRTUAL + LIVE EVENTS

34%
Q4 2021 YOY REVENUE GROWTH(2)

69%
Q4 2021 YOY GROSS PROFIT GROWTH(3)

---

(1) Google Analytics, October 2021; Comscore, October 2021 and publicly available social media channels.
(2) Represents year over year growth for the three months ended December 31, 2021, as compared to the three months ended December 31, 2020.
(3) Represents year over year growth for the year ended December 31, 2021, as compared to the year ended December 31, 2020.
(4) Canadian Dollars
COMMUNITIES
CONTENT
CREATORS
EXPERIENCES

300M+
MONTHLY VIEWERS

1000+
YOUTUBE CHANNELS

100+
GAMING WEBSITES
COMMUNITIES

We buy, build, and monetize video game fan communities, where Gen Z/Millennial gamers and esports fans come together to connect, consume, and create content.
COMMUNITIES - CASE STUDY

ESSIE X THE SIMS RESOURCE

1.57MM
TOTAL IMPRESSIONS
FROM THE SIMS RESOURCE

157K
TOTAL IMPRESSIONS
FROM INFLUENCER ADVOCACY

94%
VIDEO COMPLETION RATE
FROM YOUTUBE MEDIA
With 1500+ games, Addicting Games is one of the most recognizable developers/hosts of casual and mobile games. That’s why Barstool Sports once referred to AddictingGames.com as “The Greatest Website of All Time.”
ADDICTING GAMES - CASE STUDY

ADDICTING GAMES X HUT 8

EV.IO
BROWSER-BASED FIRST-PERSON SHOOTER

NFT
INTEGRATION FOR PLAYERS

CRYPTO
CUSTOM CONTENT, CUSTOM SKINS + TOURNAMENTS

VIDEO CURRENTLY BEING FINALIZED
In collaboration with our creators, we produce the most compelling long-form, short-form, video, and written content for gamers and esports fans.
CREATORS

Enthusiast Gaming is the home for gamers and content creators, and the home of Luminosity Gaming, the most watched esports and creator organization on Twitch with a social following of 145m globally (Nielsen)
CREATORS - CASE STUDY

SAMSUNG X NICKEH30

1.55MM
YOUTUBE IMPRESSIONS

2.3MM
SOCIAL IMPRESSIONS

17.1MM
STREAM IMPRESSIONS
With more than 50 live and virtual events, Enthusiast Gaming’s offerings include the Pocket Gamer Connects global conference series for the mobile games industry, Canada’s largest gaming expo (EGLX), and virtual events such as the Coldplay/DJ Zhu release party hosted live on Twitch.
WE ARE THE FAN EXPERIENCE

Our proprietary flywheel offers unparalleled points of connection to Gen Zs and Millennials, creating more engagement and monetization opportunities.
UNPARALLELED MONETIZATION OPPORTUNITIES

- **ADVERTISING**
  - Programmatic, Direct Sales
- **SUBSCRIPTIONS**
  - Data-Driven Social Platform
- **EXPERIENCES**
  - Sponsorships, Ticket Sales
- **ECOMMERCE**
  - In-App/In-Game Purchases, Merch
- **PREMIUM CONTENT**
  - Licensing, Sponsorship
- **WEB 3.0**
  - Metaverse, NFT, Crypto
FINANCIAL DATA

REVENUE
(CAD 2020 vs 2021)

Q4 2020: $42.5M
Q4 2021: $56.9M
FY 2020: $72.8M
FY 2021: $167.4M

+$34% Q4 2020 vs 2021
+$130% FY 2020 vs 2021
FINANCIAL DATA
QUARTERLY GROSS PROFIT
(CAD MILLIONS)
FINANCIAL DATA

SUBSCRIBER GROWTH
(PAID SUBSCRIBERS, THOUSANDS (000), AS AT END OF PERIOD)

FINANCIAL DATA

DIRECT SALES GROWTH
(CAD MILLIONS)
CAPITAL STRUCTURE

SHARE PRICE: **C$3.72/US$2.94**
MARKET CAP: ~**C$0.4BN/US$0.3BN**
INSIDER HOLDINGS: ~**9% OF CSO**

Data as of December 31st, 2021

<table>
<thead>
<tr>
<th>Common Shares Outstanding (&quot;CSO&quot;)</th>
<th>133,549,269</th>
</tr>
</thead>
<tbody>
<tr>
<td>Options</td>
<td>2,668,573</td>
</tr>
<tr>
<td>Restricted Share Units</td>
<td>2,455,697</td>
</tr>
<tr>
<td><strong>Fully Diluted</strong></td>
<td>138,673,539</td>
</tr>
</tbody>
</table>

ANALYST COVERAGE

<table>
<thead>
<tr>
<th>Analyst Firm</th>
<th>Analyst Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotiabank</td>
<td>Jeff Fan</td>
</tr>
<tr>
<td>RBC</td>
<td>Drew McReynolds</td>
</tr>
<tr>
<td>Canaccord Genuity</td>
<td>Robert Young</td>
</tr>
<tr>
<td>Paradigm Capital</td>
<td>Corey Hammill</td>
</tr>
<tr>
<td>Haywood Securities</td>
<td>Neal Gilmer</td>
</tr>
<tr>
<td>B Riley Securities</td>
<td>Mike Crawford</td>
</tr>
<tr>
<td>Colliers Securities</td>
<td>Derek Soderberg</td>
</tr>
<tr>
<td>H.C. Wainwright</td>
<td>Scott Buck</td>
</tr>
</tbody>
</table>
This presentation is for information purposes only and does not constitute an offer to sell or a solicitation of an offer to buy securities. The information contained herein has been prepared for the purpose of providing interested parties with general information to assist them in their evaluation of Enthusiast Gaming Holdings Inc. ("Enthusiast Gaming" or the "Company") and this presentation should not be used for any other purpose.

Under no circumstances may the contents of this presentation be reproduced, in whole or in part, in any form or forwarded or further redistributed to any other person. Any forwarding, distribution or reproduction of this document in whole or in part is unauthorized. By accepting and reviewing this document, you acknowledge and agree (i) to maintain the confidentiality of this document and the information contained herein, and (ii) to protect such information in the same manner you protect your own confidential information, which shall be at least a reasonable standard of care. Enthusiast Gaming has not authorized anyone to provide additional or different information. In this presentation all amounts are in Canadian dollars unless stated otherwise.

The delivery of this presentation, at any time, will not imply that the information contained herein is correct as of any time subsequent to the date set forth on the cover page hereof or the date at which such information is expressed to be stated, as applicable, and, except as may be required by applicable law, Enthusiast Gaming is under no obligation to update any of the information contained herein (including forward looking statements and forward looking information) or to inform the recipient of any matters of which it becomes aware that may affect any matter referred to in this presentation (including, but not limited to, any error or omission which may become apparent after this presentation has been prepared).

This presentation contains “forward-looking statements” (also known as “forward-looking information” within the meaning of applicable Canadian securities laws). Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based on current expectations, assumptions, and analyses made by us, including expectations and assumptions concerning: interest and foreign exchange rates; capital efficiencies, cost saving and synergies; growth and growth rates; the success in the esports and media industry; and Enthusiast Gaming’s growth plans. While Enthusiast Gaming considers these assumptions to be reasonable, based on information currently available, they may prove to be incorrect. Forward-looking statements appear in a number of places throughout this presentation and can be identified by the use of words, such as “anticipates,” or “believes,” “budget,” “estimates,” “expects,” or “is expected,” “forecasts,” “intends,” “plans,” “scheduled,” or variations of such words and phrases or statements that certain actions, events or results “may,” “might,” “will,” “would,” “could,” “should,” “continue,” or be taken, occur or be achieved. These forward-looking statements relate to, among other things, our future financial performance, financial condition, liquidity, levels of activity, performance, prospects, growth, goals or achievements, the growth and revenues of the esports industry, the sources of revenues and future operations, potential financial opportunity of the addressable markets, or other future events.

Forward-looking statements do not take into account the effect that transactions or non-recurring or other special items announced or occurring after the statements are made have on our business. In addition, forward-looking statements necessarily involve known and unknown risks that could affect actual results, including, without limitation, related risks associated with general economic conditions; adverse industry events; and future legislative, tax and regulatory developments. Readers are cautioned that the foregoing list is not exhaustive and that such risks and uncertainties could have a material adverse effect on the operations and financial condition of Enthusiast Gaming. Forward-looking statements are based on current estimates and beliefs and involve a number of risks and uncertainties. There can be no assurance that actual results will match expectations. Therefore, undue reliance should not be placed on forward-looking statements.