



INVESTOR PRESENTATION

TSX: EGLX
NASDAQ: EGLX

MARCH 2022



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

EnthusiastGaming



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



EnthusiastGaming

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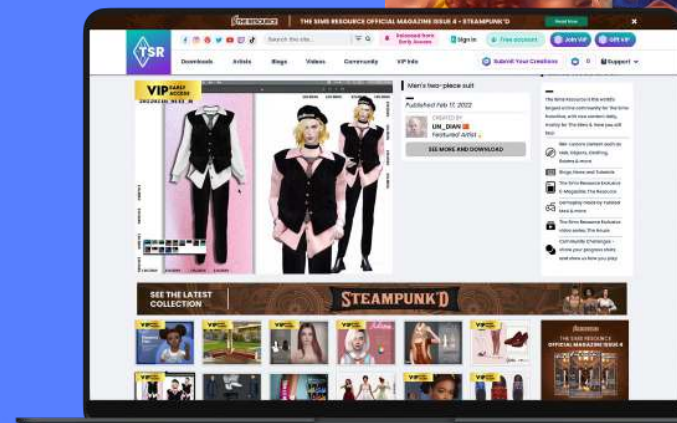
COMMUNITIES

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

U.GG



THE SIMS RESOURCE



GAME
KNOT



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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



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ADDICTING GAMES

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**

LITTLE BIG SNAKE



typewriter

mope.io



**BROWSER-BASED FPS
WITH NFT INTEGRATION**

ev.io

**EDUCATIONAL GAME, INTEGRATES
WITH CURRICULUM**



Math Games



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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



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CONTENT

In collaboration with our creators, we produce the most compelling long-form, short-form, video, and written content for gamers and esports fans

**RISEING
STARS**

LG
LUMINOSITY
ACADEMY

**LUMINOSITY
LIVE**
BY NAVY

TikTok
GAMERS
GREATEST TALENT

UPCOMER



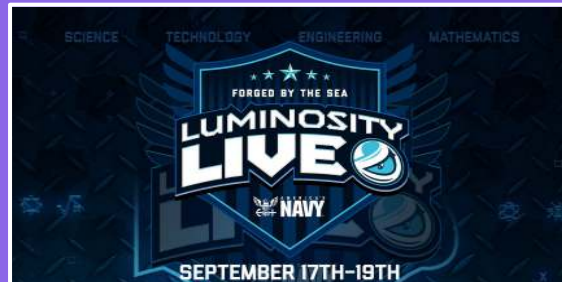
LUMINOSITY ACADEMY



SNAPCHAT PROPERTIES



RISEING STARS



LUMINOSITY LIVE

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)



SHIVFPS

XCHOCOBARS

XQC

NICKEH30

SOMMERSET



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CREATORS - CASE STUDY

SAMSUNG X NICKEH30



1.55MM

YOUTUBE IMPRESSIONS

2.3MM

SOCIAL IMPRESSIONS

17.1MM

STREAM IMPRESSIONS



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EXPERIENCES

POCKETGAMER



EGLX



COLDPLAY X ZHU



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

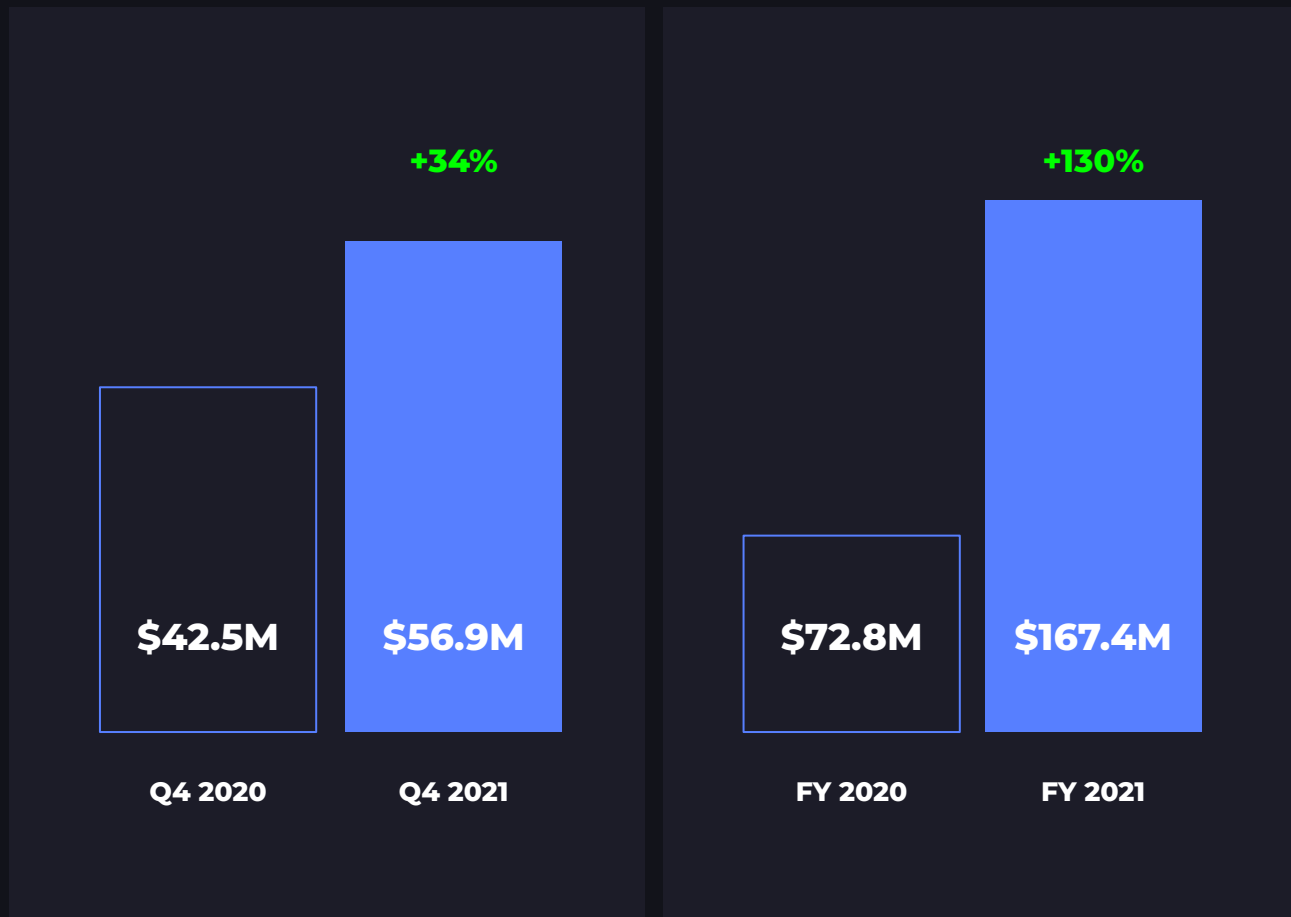
METaverse, NFT, CRYPTO



FINANCIAL DATA

REVENUE

(CAD 2020 vs 2021)



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)



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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

Common Shares Outstanding ("CSO")	133,549,269
Options	2,668,573
Restricted Share Units	2,455,697
Fully Diluted	138,673,539

ANALYST COVERAGE

Scotiabank	Jeff Fan
RBC	Drew McReynolds
Canaccord Genuity	Robert Young
Paradigm Capital	Corey Hammill
Haywood Securities	Neal Gilmer
B Riley Securities	Mike Crawford
Alliance Global Partners	Brian Kinstlinger
Colliers Securities	Derek Soderberg
H.C. Wainwright	Scott Buck



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