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

300M+
MONTHLY VIEWERS\(^{(1)}\)

21.3B
YTD 1H 2022 TOTAL CONTENT VIEWS

550+
INFLUENCERS

258k+
PAYING SUBSCRIBERS

$198.6M
LTM Q2 2022 REVENUE\(^{(4)}\)

20M+
YOUTUBE SUBSCRIBERS

7
PROFESSIONAL ESPORTS TEAMS

50
GLOBAL VIRTUAL + LIVE EVENTS

38%
Q2 2022 YOY REVENUE GROWTH\(^{(2)}\)

91%
Q2 2022 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 June 30, 2022, as compared to the three months ended June 30, 2021.

\(^{(3)}\) Represents year over year growth for the three months ended June 30, 2022, as compared to the three months ended June 30, 2021.

\(^{(4)}\) Last twelve months in 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
H&R Block successfully raised the awareness of their young target audience (The Do It Yourselfer) across our YouTube Video Network.

We partnered with Nielsen DAR to track how well we performed.

**INCREDIBLE PERFORMANCE**

- **93%+** VCR
- **95%+** VIEWABILITY
COMMUNITIES - CASE STUDY

P&G

Utilizing our YouTube channels drove awareness among Gen Z and Millennial gamers of P&G’s Bounty brand

Lowest Cost per reach partner

Repeat business with P&G
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”.

BROWSER-BASED FPS WITH NFT INTEGRATION

EDUCATIONAL GAME, INTEGRATES WITH CURRICULUM
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.
CONTENT - CASE STUDY

LEGO x LUMINOSITY ACADEMY

LEGO tapped into Luminosity talent to inspire and engage next gen esports creators with a mentorship program.

Increase awareness of LEGO Technic and maintain current fans via their passion for cars and engineering.
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

STATE FARM

State Farm drove authentic engagement within the gaming community through neighborly-inspired livestreams.
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, 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 Q2 2022 vs 2021)

Q2 2021: $37.1M
Q2 2022: $51.1M
LTM Q2 2021: $141.2M
LTM Q2 2022: $198.6M

+38%
+41%
FINANCIAL DATA
QUARTERLY GROSS PROFIT (CAD MILLIONS)
FINANCIAL DATA

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

FINANCIAL DATA

DIRECT SALES GROWTH
(CAD MILLIONS)
## CAPITAL STRUCTURE

<table>
<thead>
<tr>
<th>Common Shares Outstanding (“CSO”)</th>
<th>149,939,193</th>
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<tbody>
<tr>
<td>Options</td>
<td>5,347,809</td>
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<tr>
<td>Restricted Share Units</td>
<td>4,352,183</td>
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<tr>
<td>Fully Diluted</td>
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</table>

**SHARE PRICE:** C$2.55/US$1.98  
**MARKET CAP:** ~C$0.38BN/~US$0.3BN  
**INSIDER HOLDINGS:** ~7.6% OF CSO  
Data as of June 30, 2022

### ANALYST COVERAGE

<table>
<thead>
<tr>
<th>Company</th>
<th>Analyst</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scotiabank</td>
<td>Jeff Fan</td>
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<tr>
<td>RBC</td>
<td>Drew McReynolds</td>
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<tr>
<td>Canaccord Genuity</td>
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<td>Paradigm Capital</td>
<td>Alexandra Ricci</td>
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<tr>
<td>Haywood Securities</td>
<td>Neal Gilmer</td>
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<tr>
<td>B Riley Securities</td>
<td>Mike Crawford</td>
</tr>
<tr>
<td>H.C. Wainwright</td>
<td>Scott Buck</td>
</tr>
</tbody>
</table>
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