



INVESTOR PRESENTATION

TSX: EGLX
NASDAQ: EGLX

AUG 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⁾

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

U.GG



THE SIMS RESOURCE



GAME
KNOT

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



**H&R
BLOCK®**

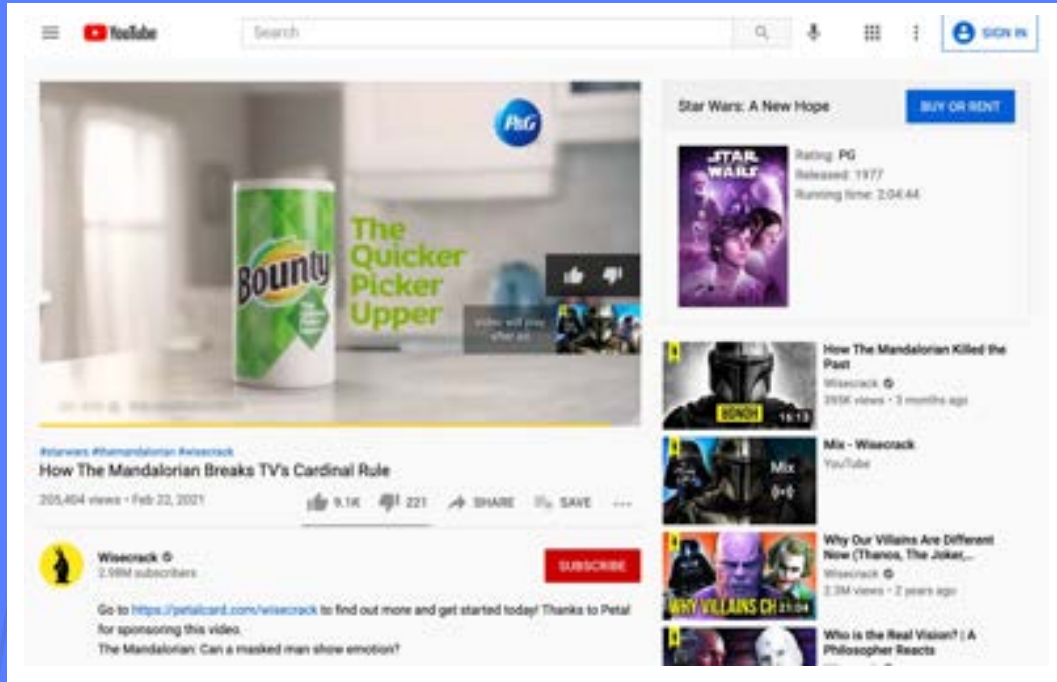
H&R Block successfully raised the awareness of their young target audience (The Do It Yourselfer) across our YouTube Video Network

We partnered with Nielsen DAR to track how well we performed

**INCREDIBLE
PERFORMANCE**

93%+
VCR

95%+
VIEWABILITY



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".

**ADDICTING
GAMES**

**LITTLE
BIG SHAKE**



typeracer

mope.io

GET IT ON
Google Play

Download on the
App Store

**BROWSER-BASED FPS
WITH NFT INTEGRATION**

ev.io

**EDUCATIONAL GAME, INTEGRATES
WITH CURRICULUM**



Math Games

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**

CONTENT

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



RISING
STARS



LUMINOSITY ACADEMY



RISING STARS



SNAPCHAT PROPERTIES



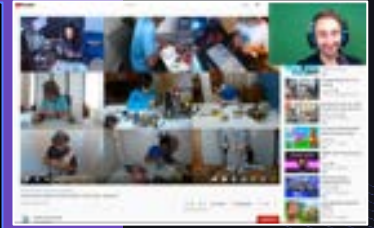
LUMINOSITY LIVE



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)



SHIVFPS

XCHOCOBARS

XQC

NICKEH30



STATE FARM



State Farm drove authentic engagement within the gaming community through neighborly-inspired livestreams

SAMSUNG X NICKEH30



1.55MM

YOUTUBE IMPRESSIONS

2.3MM

SOCIAL IMPRESSIONS

17.1MM

STREAM IMPRESSIONS



EXPERIENCES

POCKET GAMER



EGLX



COLDPLAY X ZHU



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

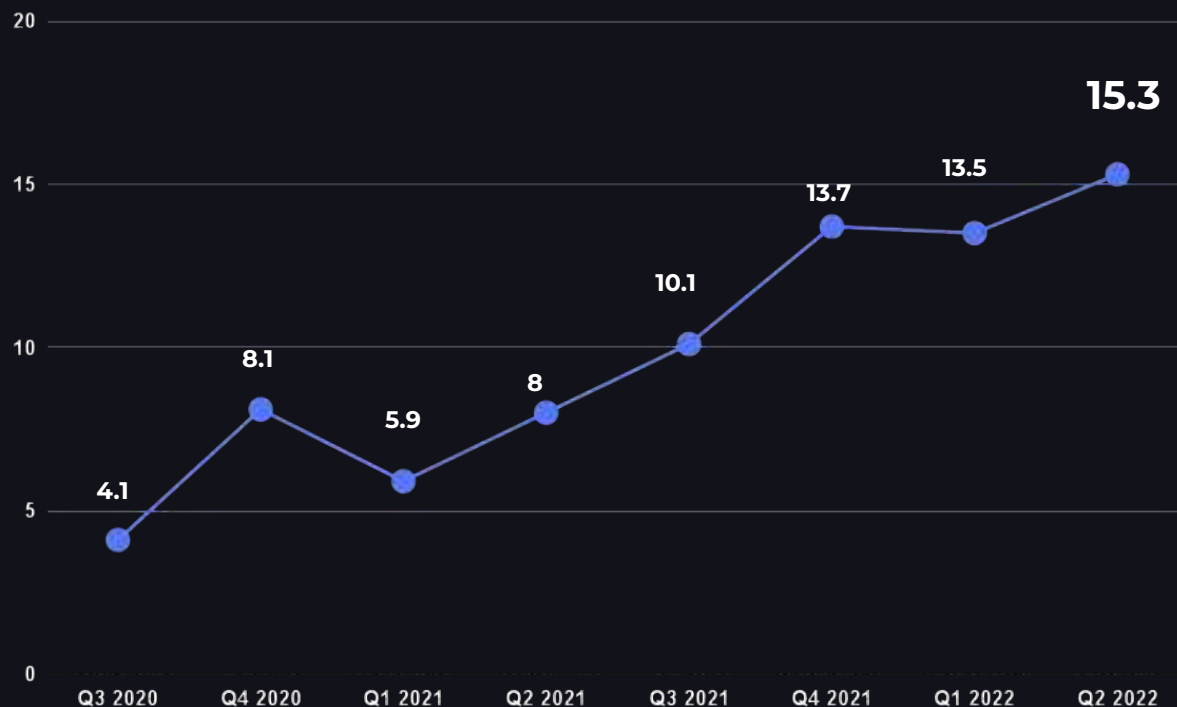
REVENUE

(CAD Q2 2022 vs 2021)



FINANCIAL DATA

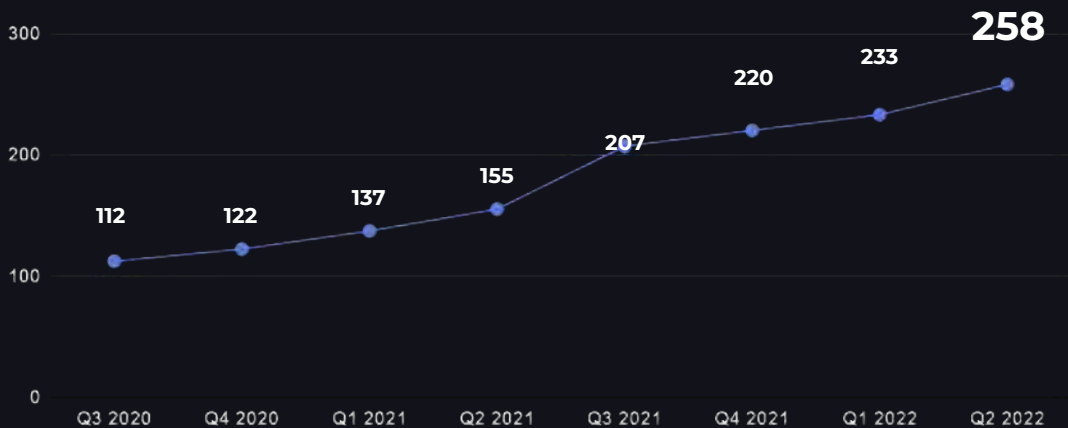
**QUARTERLY
GROSS PROFIT**
(CAD MILLIONS)



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\$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

Common Shares Outstanding (“CSO”)	149,939,193
Options	5,347,809
Restricted Share Units	4,352,183
Fully Diluted	159,639,185

ANALYST COVERAGE

Scotiabank	Jeff Fan
RBC	Drew McReynolds
Canaccord Genuity	Robert Young
Paradigm Capital	Alexandra Ricci
Haywood Securities	Neal Gilmer
B Riley Securities	Mike Crawford
H.C. Wainwright	Scott Buck



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