



**INVESTOR PRESENTATION  
OCTOBER 2023**

Mobile Global Esports Inc.  
Nasdaq: MGAM

## CAUTIONARY NOTE

This presentation contains forward-looking statements. Forward-looking statements give our current expectations or forecasts of future events. You can identify these statements by the fact that they do not relate strictly to historical or current facts. Forward-looking statements involve risks and uncertainties and include statements regarding, among other things, our projected revenue growth and profitability, our growth strategies and opportunity, anticipated trends in our market and our anticipated needs for working capital. They are generally identifiable by use of the words “may,” “will,” “should,” “anticipate,” “estimate,” “plans,” “potential,” “projects,” “continuing,” “ongoing,” “expects,” “management believes,” “we believe,” “we intend” or the negative of these words or other variations on these words or comparable terminology. In particular, these include statements relating to future actions, prospective products, market acceptance, future performance, results of current and anticipated products, sales efforts, expenses, and the outcome.

These statements are based on our management’s expectations, beliefs and assumptions concerning future events affecting us, which in turn are based on currently available information. These assumptions could prove inaccurate. Although we believe that the estimates and projections reflected in the forward-looking statements are reasonable, our expectations may prove to be incorrect.



# THE OPPORTUNITY

## MOGO's Gateway to India's Booming Esports Market

In 2021, EY reported that India is poised to capture 10% of the global esports audience, reaching 725 million Indians (1).

Between 2023 and 2027, there will be roughly **142 Million** college-aged people in India.

By 2030, India is projected to have the **3<sup>rd</sup> highest GDP in the world.**

During this same period, consumer spending is projected to grow by **400%.**

“India’s consumer market projected to be the third largest by 2027.”  
- **CNBC**



1. Audience size reference is from the consulting firm, Activate. Activate Tech and Media Outlook, 2022.

# OUR HISTORY

2021 carve-out from Sports Industry of India, a 14-year-old company that is commercializing 12 university sports in India.

Esports introduced in 2016.

July 2022 IPO raised \$6.9 million and a subsequent PIPE deal raised an additional \$5.0 million in September 2022.



# MOGO & AI

MOGO's mission is to be the first mobile gaming company in India and South Asia for inspiring university/collegiate esports, providing student athletes with one of the biggest esports platforms. Our vision is to develop, organize, conduct, and monetize esports worldwide, starting with India and South Asia.

MOGO aims to create inter-university and open esports events in South Asia, leveraging the currently available cell phone technology and the future development and expansion of 5G. By organizing and facilitating competitive events in India and South Asia, MOGO promotes participation in global events like the CEX championships and develops esports-themed championship and event merchandise for university teams in India.



# AI ENHANCEMENT

AI can significantly enhance various aspects of esports, and MOGO can leverage AI in the following ways:

1. **Player performance analysis:** AI tools can analyze thousands of matches to determine the most effective strategies, helping teams gain a competitive edge.
2. **Content creation:** AI can be used to create more immersive and engaging content for viewers, such as personalized highlights, real-time statistics, and interactive experiences.
3. **Audience engagement:** AI can help improve audience engagement by providing personalized recommendations, targeted advertising, and interactive features during live streaming and esports events.
4. **Esports social wagering:** AI technology can transform esports betting by providing better insights and predictions based on historical data and real-time gameplay analysis.
5. **Broadcasting:** AI and machine learning can improve esports broadcasting by creating more engaging and tailored programs for viewers.
6. **Sponsorship and marketing:** AI systems can help esports teams and players find the right sponsors, while sponsors can find the right teams and players to support.
7. **Game development:** AI can make games more realistic, responsive, and adaptive, enhancing the overall gaming experience for players.

By integrating AI into these areas, MOGO will create a more engaging and competitive esports environment, attracting more players, viewers, and sponsors to our platform.



# ARTICLES TO READ

## **How is Artificial Intelligence Used in Esports and Gaming?**

[www.devteam.space/blog/ai-in-gaming/](http://www.devteam.space/blog/ai-in-gaming/)

## **The Lessons We Learn: AI in esports: How Artificial Intelligence is Shaping the World of Competitive Gaming**

[www.linkedin.com/pulse/lessons-we-learn-ai-esports-how-artificial-shaping-world-ghatak](http://www.linkedin.com/pulse/lessons-we-learn-ai-esports-how-artificial-shaping-world-ghatak)

## **How AI (Artificial Intelligence) Will Change the Future Of Gaming**

[www.blockchainmagazine.net/how-ai-artificial-intelligence-will-change-the-future-of-gaming/](http://www.blockchainmagazine.net/how-ai-artificial-intelligence-will-change-the-future-of-gaming/)

# MOGO'S EXCLUSIVE UNIVERSITY ESPORTS OPPORTUNITY IN INDIA

## LICENSING RIGHTS:

Exclusive rights to produce championship esports events for 118 Indian universities, all members of SII's athletic organization.

## AIU INVOLVEMENT:

Partnerships with the Association of Indian Universities (AIU), representing 854 out of 996 Indian universities.

## DURATION:

10-year agreement, with the option for renewal.

## RETENTION EXCELLENCE:

India boasts the highest adult game retention rate globally.

## MOBILE DOMINANCE:

Mobile gaming dominates the Indian market, representing 91% of the industry.

## EXPLOSIVE GROWTH:

Currently 507 million mobile gamers, expected to reach 725 million by 2025.

## VAST MARKET:

The university system in India boasts over 37 million students, primarily aged 18-24, tech-savvy, affluent enough for mobile phones, data, and game subscriptions, and active on social media.

## INCLUSIVITY:

Notably, 40% of gamers in India are women.

## ENGAGEMENT:

On average, gamers in India spend 8.5 hours per week playing.





# In September, we participated in two exciting events:

## UMANG MUMBAI FESTIVAL:

A gathering of 10,000 enthusiastic university students.

## NATIONAL UNIVERSITY ESPORTS CHAMPIONSHIP:

An integral component of a multi-sport spectacle, featuring basketball, volleyball, and kabaddi.

### Here's what you need to know about the esports championship:

- | A total of 111 teams registered while 80 were verified and battled it out in intense tryouts.
- | The final showdown will feature the top 16 teams, competing for the championship during the week of September 18.
- | We are proud to announce our collaboration with S8ul Esports and Skyesports for this prestigious competition.



# INVESTMENT IN GAME PLATFORM INNOVATION

## BETA TESTING:

Currently in the beta testing phase, collaborating with Infinity's professional teams in Latin America for real-world evaluation.

## PLATFORM FEATURES:

Our platform offers an array of features, including live streaming, social sharing, game exploration, statistical tracking, and e-commerce integration for ticketing, enhancements, and merchandise.

## ADVANCED TECHNOLOGY:

Incorporating our proprietary EVE data compression technology for optimal performance and user experience.

## STRATEGIC INVESTMENT:

Committed \$1.2 million in partnership with ZuCasa/Artemis.

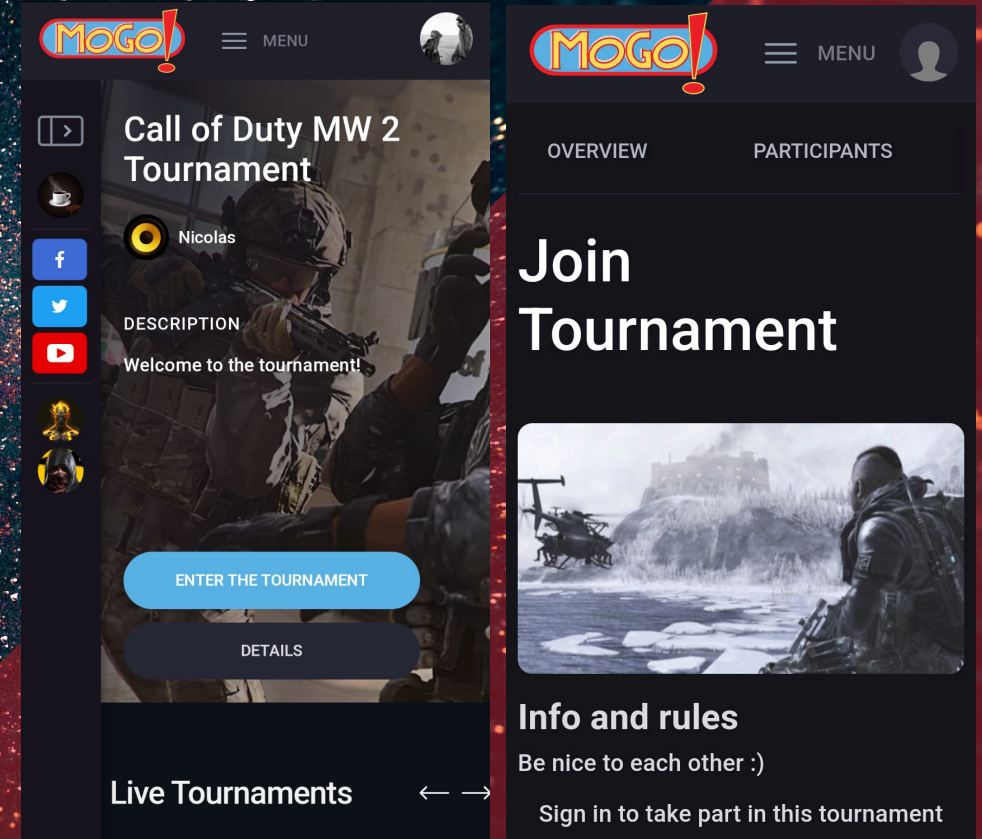
# GAME PLATFORM INNOVATION

## The Feature Advantage

- | Friendly & Official tournaments
- | Real watch parties (video, not just text chat)
- | Watch, play and chat with friends without leaving the platform
- | News and reviews

## The Tech Advantage

- | Compression technology reduces file size by 65%, which reduces streaming and storage costs
- | Smaller files improve latency and stability
- | Less impact from poor Wi-Fi, meaning we can reach a larger audience



# EMPOWERING ESPORTS ENGAGEMENT WITH CHALLENGE PLATFORM

MOGO acquired the rights to yobetme.com, a popular peer-to-peer social betting platform that gained significant user traction, peaking as one of the most downloaded apps in 2017.

This platform enables our users to create and track challenges.

The platform features AI prompts for added engagement.

No other platform offers this unique combination.



# SOCIAL WAGERING: MOGO'S RESPONSIBLE APPROACH

## **SOCIAL WAGERING PLATFORM**

MOGO offers a unique social wagering platform that operates differently from traditional betting services.

## **NOT THE HOUSE**

Unlike traditional gambling platforms, MOGO does not act as the house, ensuring a fair and balanced wagering experience.

## **RESPONSIBLE GAMING**

We prioritize responsible gaming by addressing concerns related to university students and underage individuals.



# STRATEGIC ALLIANCES

## INFINITY | An Esports Powerhouse

**EVENT:** MOGO co-produced the successful July Infinity Play event in Costa Rica.

**SCOPE:** Infinity ranks as the 3rd largest esports company across 11 markets in Latin America and Brazil.

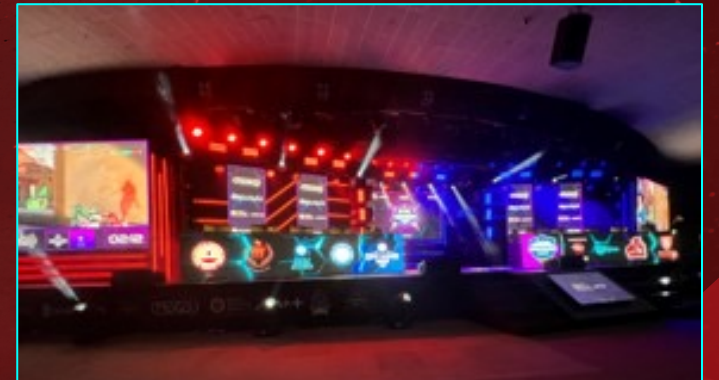
**ASSETS:** They boast 12 pro teams, 4 game centers, sponsors, production facilities, and a seasoned management team.



# STRATEGIC ALLIANCES

**SKYESPORTS** | Leading Esports Organizer

A part of JetSynthesis, the leading esports tournament organizer in South Asia. As a host of major tournaments, Skyesports is involved in production, content creation, media rights, LAN events and talent management. They are producing MOGO's university championship event in India.



# STRATEGIC ALLIANCES

## S8UL ESPORTS | Champions of Content

- | First Indian esports organization to win the highly-coveted Content Group of the Year award in 2022.
- | Won the Global Impact on Mobile Gaming award at the 2023 Mobies in Los Angeles.
- | Nominated - 2023 Esports Content Creator of the Year award (November, Las Vegas).
- | Nominated - 2023 Esports Personality of the Year award (November, Las Vegas).
- | The voice of gaming subculture in India.
- | 50 gaming creators who work the local trends and cultural twists.
- | 1.03 million subscribers.
- | Promoting the MOGO events as title sponsor, through social media and assisting with brand sponsorships.





# HARNESSING THE POWER OF DATA IN ESPORTS

**Seizing the Opportunity:** Revolutionizing esports with Data

**DATA TRANSFORMATION:** We're transforming esports through innovative data collection and commercialization.

**DATA'S INTRINSIC VALUE:** Data is more than just insights; it's a tangible asset for sale in the advertising marketplace.

**MONETIZATION WITH THE TRADE DESK:**  
We're capitalizing on this asset through programmatic advertising with The Trade Desk.

**VAST MARKET POTENTIAL:** With 51 million devices, we're tapping into a colossal market ripe with potential.



# KEY INVESTMENT HIGHLIGHTS

**DIVERSE ESPORTS PORTFOLIO:** With a focus on collegiate-level tournaments, MOGO offers a varied range of competitive esports events that cater to the interests of gamers, colleges, and brands.

**MARKET GROWTH POTENTIAL:** The Indian esports market is experiencing rapid growth, presenting a substantial opportunity for MOGO's significant share.

**INNOVATIVE BRAND PARTNERSHIPS:** MOGO's innovative game and challenge platforms, unique data offerings and exclusive university championship events offer brands new channels for exposure and market reach.



# CAPITAL STRUCTURE

Exchange	<b>NASDAQ</b>
Shares Outstanding	<b>20.42M</b>
Cash (USD – as of June 30, 2023)	<b>\$6.1M</b>
Debt	<b>\$0</b>
Current Share Price (USD – as of October 12, 2023)	<b>\$0.48</b>
Market Capitalization	<b>\$9.9M</b>





# CONTACT US

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