



GAMESQUARE

A global gaming & esports media company

CORPORATE PRESENTATION | JUNE 2021

CSE: **GSQ**

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DISCLAIMER

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A number of factors could cause actual results, performance or achievements to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements. Should one or more of these risks or uncertainties materialize, or should assumptions underlying the forward-looking statements prove incorrect, actual results, performance or achievements could vary materially from those expressed or implied by the forward-looking statements contained in this presentation. Readers should not place undue reliance on these forward-looking statements. Although the forward-looking statements contained in this presentation are based upon what the Company’s management currently believes to be reasonable assumptions, the Company cannot assure readers that actual results, performance or achievements will be consistent with these forward-looking statements. Except as required by law, the Company does not have any obligation to advise any person if it becomes aware of any inaccuracy in or omission from any forward-looking statement, nor does it intend, or assume any obligation, to update or revise these forward-looking statements to reflect new events or circumstances.



DISCLAIMER

NON-GAAP INFORMATION

EBITDA is a non-GAAP financial measures. The principal limitation of non-GAAP financial measures is that they reflect the exercise of judgments by management about which expense and revenue items are excluded or included in determining these non-GAAP financial measures. As such, the term EBITDA (earnings before interest, taxes, depreciation and amortization,) does not have any standardized meaning under GAAP and therefore may not be comparable to similar measures presented by other companies. Rather, these measures are provided as additional information to complement GAAP measures by providing a further understanding of operations from management's perspective. Unless otherwise indicated, all dollar references herein refer to Canadian dollars (C\$).

MARKET RESEARCH AND PUBLIC DATA

Market data and industry forecasts contained in this presentation have been obtained from industry publications, various publicly available sources and subscription-based reports as well as from management's good faith estimates, which are derived from management's knowledge of the industry and independent sources that management believes to be reliable. Industry publications, surveys and forecasts generally state that the information contained therein has been obtained from sources believed to be reliable. We have not independently verified any of the information from third-party sources nor have we ascertained the validity or accuracy of the underlying economic assumptions relied upon therein. The Company hereby disclaims any responsibility or liability whatsoever in respect of any third party sources of market and industry data or information.



GAMESQUARE TODAY

DIGITAL MEDIA & AGENCIES

ESPORTS ORGANIZATIONS



EUROPE

- Talent and influencer representation agency
- 75+ talent under contract
- Esports consultancy
- Clients: Bud Light, Nord VPN, US Polo Assn.
- 11+ million social followers across influencers



GAMING
COMMUNITY
NETWORK

NORTH AMERICA

- Digital media group creating bespoke campaigns and activations for brands
- Partnerships with 75+ web sites reaching 115+ million esports fans monthly
- Clients: Adidas, GEICO, Fox Sports, Subway



ASIA

- Crossfire franchise based in China
- Placed #1 and #2 in CF Mobile and Pro Leagues
- Revenue from league rev share sponsorship, and prizes
- Opportunities to expand partnerships and monetize content



SOUTH AMERICA

- League of Legends based in Mexico City
- Competed in 2020 World Championship
- Revenue from prizes, sponsorship and events
- LatAm is one of the fastest growing esports regions globally



GEICO



SUBWAY



* Represent select brands that GameSquare companies have performed work on behalf of



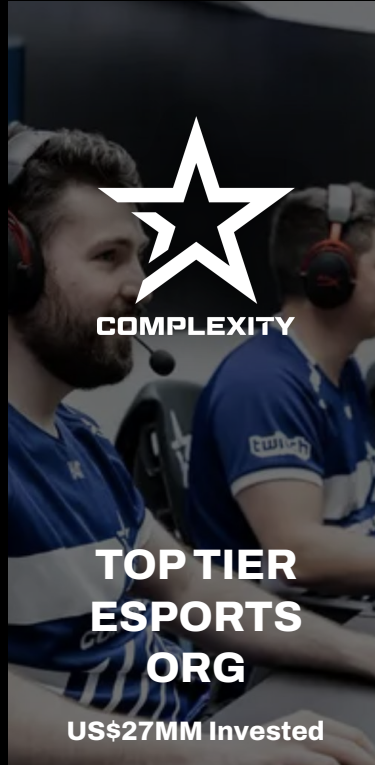
BUILDING A LEADING ESPORTS COMPANY



GAMESQUARE

**LEADING
DIGITAL MEDIA
GROUP**

150+ clients



COMPLEXITY

**TOP TIER
ESPORTS
ORG**

US\$27MM Invested



**DALLAS
COWBOYS**

**MOST
VALUABLE
SPORTS
FRANCHISE**



\$118MM

Market Cap

\$20MM

Cash on Hand

\$28MM

Illustrative 2022 Revenue



GAMESQUARE & COMPLEXITY MANAGEMENT



JUSTIN KENNA
CEO
GAMESQUARE



JAN NEUMEISTER
HEAD OF EUROPE,
GAMESQUARE



JASON LAKE
CEO,
COMPLEXITY GAMING



KEVIN WRIGHT
PRESIDENT,
GAMESQUARE



PAUL BOZOKI
CFO,
GAMESQUARE



KYLE BAUTISTA
COO,
COMPLEXITY GAMING



ACQUISITION OF COMPLEXITY

STRUCTURE

- All stock transaction
- Jerry Jones and John Goff invested additional US\$7.0 MM
- Complexity shareholders significant shareholders of GameSquare Esports

LEADERSHIP & GOVERNANCE

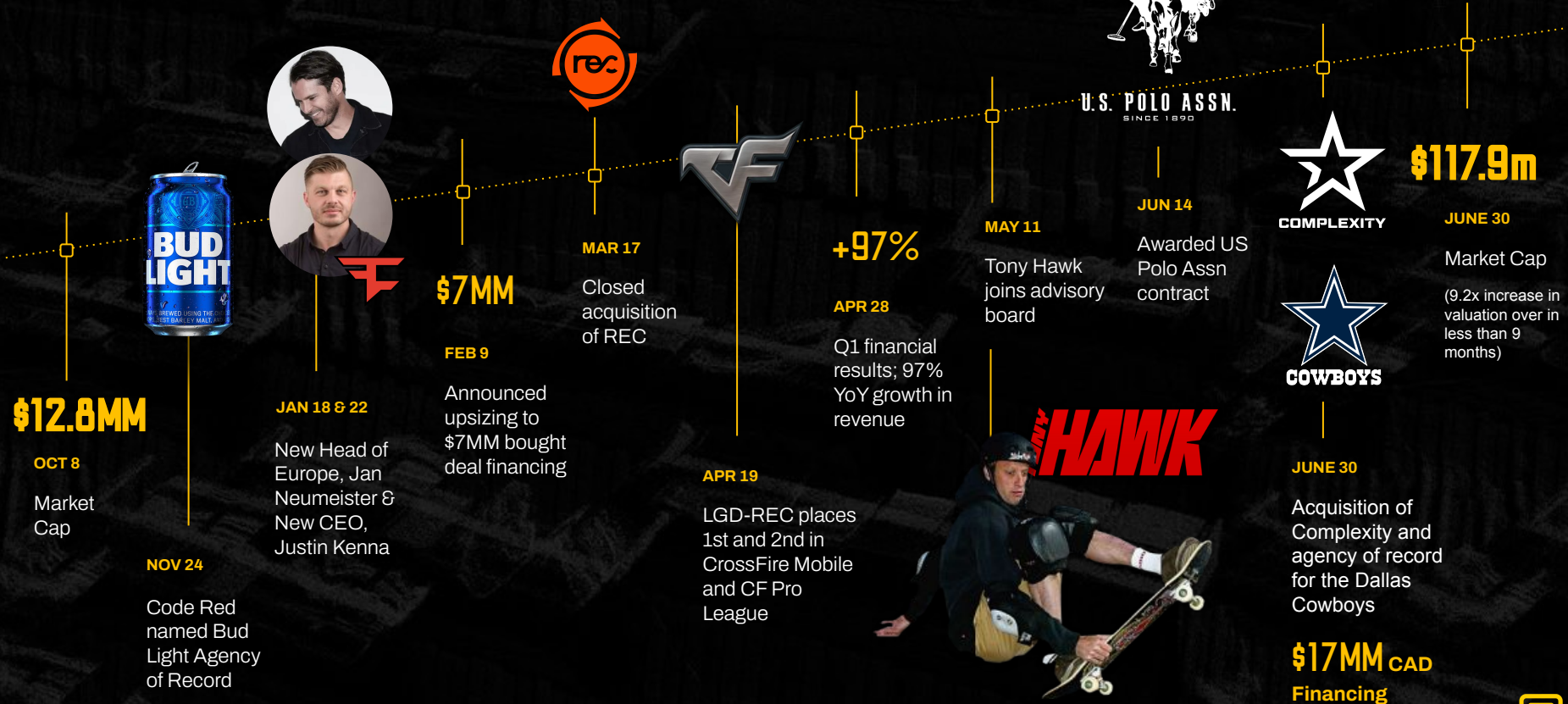
- Positioned to be a dominant esports organization
- Justin Kenna to continue as CEO of GameSquare
- Jason Lake (CEO) & Kyle Bautista (COO) will continue to manage Complexity
- Tom Walker, CFO of Dallas Cowboys, & Travis Goff, President of Goff Capital, expected to join board of directors

TIMING & APPROVALS

- Transaction was not subject to shareholder approval
- Closed in June 2021; the company will continue to operate as GameSquare
- Transaction expected to accelerate uplisting in Canada and pursuit of US listing

**Next generation
digital media and
entertainment
platform**

WHAT WE'VE DONE



OUR STRATEGIC PRIORITIES

01

CREATE COMPELLING CONTENT

02

OWN MORE VIEWERS

03

GROW BRAND RELATIONSHIPS

04

DEVELOP NEW REVENUE STREAMS

05

BUILD A GLOBAL ESPORTS ORG



ACQUISITION DELIVERS ON OUR CORE STRATEGY



+



01

CREATE COMPELLING CONTENT

Adds 70+ streaming talent including 20+ dedicated live streamers

Esports Awards nominated - *Through the Smoke* docuseries

High quality sponsored content (Miller Lite, GameStop, and Dairy MAX)

One of just four North American organizations with Twitch partnership

02

OWN MORE VIEWERS

Complexity generates 3.2 billion viewer minutes annually

3.4 MM unique viewers per month

Highly successful Twitch events, with up to 250,000 concurrent viewers

Race to World first among most watched events in gaming

03

GROW BRAND RELATIONSHIPS

Adds 8 teams expanding branding opportunities

Grows product offering for agency businesses

New access to collaborate with *Dallas Cowboys*

Sponsorship opportunities at exclusive, world class events hosted by Team Complexity

04

DEVELOP NEW REVENUE STREAMS

Opportunity to significantly grow merchandise business

Leverage new *Dallas Cowboys* relationship for incremental esports events

Enhance monetization of content, streamers and Complexity teams

Realize revenue opportunities at The Star, a world-class facility

05

BUILD A GLOBAL ESPORTS ORG

Adds world-class teams to GameSquare group of companies

Extend Complexity brand into new markets

Expand into new sports with monetization and path to profitability at top of mind

US\$5MM previously invested in completed Complexity HQ



HOW WE GROW COMPLEXITY



Content

Grow top tier streaming and content creators

Internal content development

COL x Cowboys collaborations



Media

Enhance & amplify content, streams, and events

Use 65MM MAU to drive engagement with COL

Develop custom and programmatic strategies to maximize reach



Marketing

Build COL brand reputation while bringing the cool factor

Renewed focus on social platforms

Grow audience to maximize reach and engagement



Sales

Leverage external sales for immediate sales growth

Monetize COL distribution channels

Build top-tier internal sales capabilities

Increase brand and sponsor funnel



Merchandise

New COL 'team' drop

Collabs with street wear brands, sports teams & world class apparel brands

Streamer x Player merch lines

Cowboys x COL merch collaborations

Create world class merch



COMPLEXITY ASSET OVERVIEW

AMERICA'S
TEAM



EXCLUSIVE TWITCH
PARTNERSHIP



EXCEPTIONAL
INVESTORS



TOP TIER
FACILITIES



WORLD-CLASS
TEAMS



BLUE CHIP
SPONSORS



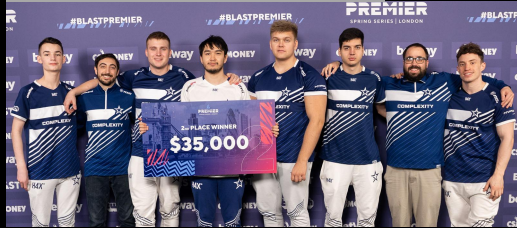
MAJOR
ESPORTS
EVENTS



WORLD CLASS TEAMS, EVENTS & PARTNERS

CSE: GSQ

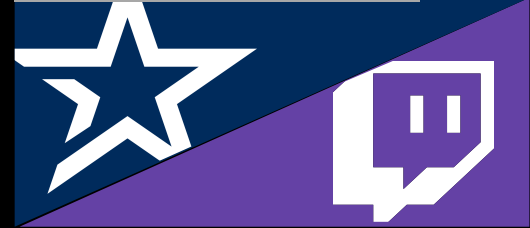
WORLD-CLASS TEAMS



MAJOR ESPORTS EVENTS



EXCLUSIVE PARTNERSHIPS



US\$4.7MM

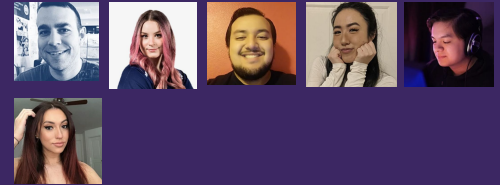
LIFETIME WINNINGS



3.2B

ANNUAL VIEWER MINUTES

STREAM TEAM



1 of 4

EXCLUSIVE PARTNERSHIPS



COMPLEXITY FACILITIES

Shared facilities with Dallas Cowboys attracts brands, fans and players



MULTI-YEAR ESPORTS & GAMING PARTNERSHIP



**DALLAS
COWBOYS**

AGENCY OF RECORD

AGREEMENT BETWEEN GAMESQUARE
& DALLAS COWBOYS

POTENTIAL COLLABORATIONS:

- Training Camp Access
- Cowboys Gaming Club
- Merchandise Collab
- Cowboys Players League



TOM WALKER & TRAVIS GOFF JOINING GAMESQUARE BOARD OF DIRECTORS



TOM WALKER

CFO DALLAS COWBOYS & JONES FAMILY OFFICE

Mr. Walker is the CFO of the Dallas Cowboys Football Club and for the Jones Family Office. He previously served at KPMG in various roles across income and transfer tax for high net worth individuals, international tax and legal for ultra high net worth individuals, and global risk for KPMG in North American and European offices.

Mr. Walker has been married since college and is the proud father of three children. Tom is a graduate of the Oklahoma State University.



TRAVIS GOFF

PRESIDENT GOFF CAPITAL

Mr. Goff is President of Goff Capital, Inc., the family office of John C. Goff, and manages its existing and prospective public and private investments.

He currently serves as a Board Member of Complexity Gaming, ProbablyMonsters, Alto, Wyre, Cascade Engineering Technologies, and Kilburn Media.

Travis previously served as a Board Member of the NASDAQ listed company Mid-Con Energy Partners.

COMPARABLE COMPANY ANALYSIS

(in C\$ millions)

	TEV	MKT CAP	TEV / REVENUE			CY22E / CY20E
			CY2020E	CY2021E	CY2022E	REV CAGR
Enthusiast Gaming Holdings ¹	813	860	11.2x	5.1x	4.0x	66%
PMML Corp. ²	161	181	nmf	33.3x	7.1x	nmf
OverActive Media Corp. ³	142	181	16.9x	11.4x	6.5x	62%
Average			14.0x	16.6x	5.9x	64%
Pro Forma GameSquare @\$0.40	73	88	8.2x	n/a	2.6x	78%

1. Pro forma for subsequent events as per the latest financials statements and the June 2021 equity offering
2. Per the investor presentation, shares outstanding includes the maximum (fully diluted) securities issuable of ~33 million options and ~51 million warrants outstanding
3. Priced at private placement issuance price of \$2.25

Note: As at June 21, 2021





APPENDIX





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GAMESQUARE.COM