

A GLOBAL GAMING & ESPORTS MEDIA COMPANY

CSE: GSQ

CORPORATE PRESENTATION

APRIL 2021



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GAMESQUARE MANAGEMENT





JUSTIN KENNA CEO

Experienced executive in gaming, esports and media. Former CFO at FaZe Clan. Previously at Madison + Vine, Goldman Sachs, Deloitte, and Ernst & Young and belongs to the Institute of Chartered Accountants



PAUL BOZOKI CFO

Experienced finance executive with 25 years of experience in finance, accounting and tax. More than 10 years serving as CFO of various public companies listed on the TSX and TSXV.



KEVIN WRIGHT PRESIDENT

Experienced finance professional in technology and gaming sectors. Previously with Canaccord Genuity, Macquarie and corporate strategy at Rogers Communications



JAN NEUMEISTER HEAD OF EUROPEAN OPERATIONS
Leader in digital marketing and global partnerships

in esports and entertainment. Previously with FaZe Clan, Manchester City FC, Mediacom, and WPP's MindShare



INVESTMENT HIGHLIGHTS

01

Global media company bridging the gap between global brands and the gaming and esports communities

02

Experienced management leading one of the only firms focusing exclusively on the gaming and esports audience for advertisers; significant experience in new and traditional media to implement differentiated strategies

03

Growing a mix of media, agency and team assets in esports and entertainment with a focus on cash flow

04

Client roster and pipeline includes top tier global brands such as Bud Light, Fox Sports, Cox Communications, GEICO and Chipotle

05

Significant opportunity for accretive acquisitions



ESPORTS INDUSTRY



GAMESQUARE PORTFOLIO





EUROPE



N. AMERICA

TEAMS



ASIA



S. AMERICA





BRIDGING THE GAP: BRANDS TO FANS























GLOBAL BRANDS

Brands are dramatically increasing spend committed to esports

Esports is a new marketing channel

LEADING AGENCIES

Bridging the gap between brands and gaming communities

Creating outstanding content and campaigns for clients

DISTRIBUTION NETWORKS

Distribution of content using digital, web, influencers and traditional media based on campaign strategy

Authenticity is a differentiator



THE *AUTHENTIC* ESPORTS AGENCY



- 75 Influencers, Players & On-Screen Talent Represented
- Esports consultancy serving brands and organizations
- Connecting brands with influencer network

CLIENTS TALENT EVENTS VALVE PGL AMD Bethesda GFINITY ESPORTS MOUSTIVARIANS DEEAMHACK FACEST FACEST



Esports Supporting Agency of the Year Esports Caster of the Year

Esports Host of the Year

Five nominations in three categories



GCN: FULL SERVICE; HUGE REACH

GCN'S GAMING AND ESPORTS NETWORK

- Bespoke, custom creative campaigns for global brands
- Data-driven, proprietary and affiliate global distribution network
- Proprietary technology enables live-streaming ads at low cost and high resolution

65+

MILLION

Monthly Unique Views

115+

MILLION

Unique Users Globally

75

WEBSITES

Esports Online Properties





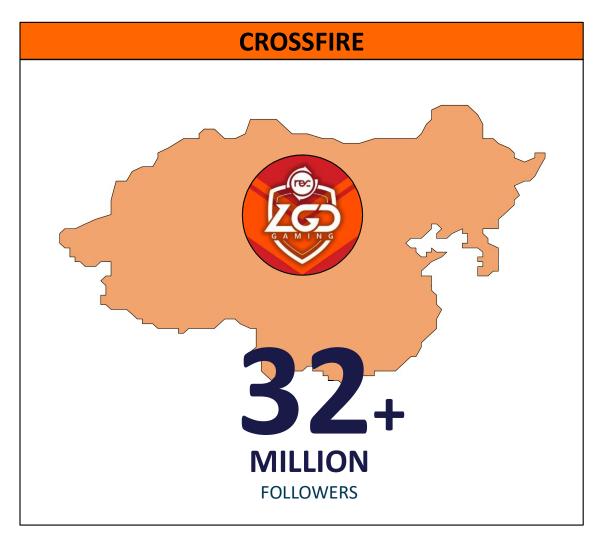






GLOBAL ESPORTS FRANCHISES





Note: Reciprocity owns 40% of R7 and 49% of the LGD

GROWTH STRATEGY

- focused EXECUTION: Focus on growing the highly profitable digital media and agency businesses
- SCALE ORGANICALLY: Bridging the gap between global brands and the gaming and esports communities
- GROW PARTNERSHIPS: Expand partnerships and cross-selling opportunities in North America and Europe
- M&A: Complementary growth using opportunistic, accretive M&A







APPENDIX

GAMESQUARE DIRECTORS





CRAIG ARMITAGE DIRECTOR

25 years experience in capital markets advisory, communications and investor relations. Craig is a cofounder of LodeRock Advisors and previously with The Equicom Group and IA Clarington



JUSTIN KENNA CEO & DIRECTOR

Experienced executive in gaming, esports and media. Former CFO FaZe Clan. Previously at Madison + Vine, Goldman Sachs, Deloitte, and Ernst & Young



PAUL LEBREUX DIRECTOR

30 years experience as a leading international tax expert and businessman. Paul is a partner in the Globacor Group of Companies and a partner at Moodys Tax Law LLP.



KEVIN WRIGHT PRESIDENT & DIRECTOR

Experienced finance professional in technology and gaming sectors. Previously with Canaccord Genuity, Macquarie and corporate strategy at Rogers Communications



NEIL SAID CHAIRMAN

20 years experience as a corporate securities lawyer for public companies in Canada and abroad. Neil previously practiced law at Osler, Hoskin & Harcourt LLP



