



GameSquare

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

AUDIENCE METRICS

REACH

600_M

GLOBAL AUDIENCE
(EST 2023)

ENGAGEMENT

100_B

HOURS WATCHED
(2020)

MARKET METRICS

REVENUE

\$218_B

GAMING REVENUE
(EST 2023)

ESPORTS
INVESTMENT

\$8.1_B

DISCLOSED
(2020)

GAMESQUARE PORTFOLIO

AGENCIES

CODERED
EUROPE

GAMING COMMUNITY NETWORK
N. AMERICA

TEAMS

ZG GAMING
ASIA

R7
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



CLIENTS



TALENT



EVENTS



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



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

LEAGUE OF LEGENDS



CROSSFIRE



GROWTH STRATEGY

1

FOCUSED EXECUTION: Focus on growing the highly profitable digital media and agency businesses

2

SCALE ORGANICALLY: Bridging the gap between global brands and the gaming and esports communities

3

GROW PARTNERSHIPS: Expand partnerships and cross-selling opportunities in North America and Europe

4

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



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