



GAMESQUARE

NASDAQ: GAME

**CONNECTING BRANDS
WITH GAMING FANS
AND YOUTH CULTURE**

DISCLAIMER

This presentation is provided for information purposes only and should not be considered as an offer to purchase or a recommendation to purchase, sell or hold any securities of GameSquare Holdings, Inc. ("GameSquare").

The information contained in this document is subject to change without notice and is based on publicly available information, internally developed data and other sources. Where any opinion or belief is expressed in this presentation, it is based on the assumptions and limitations mentioned herein and is an expression of present opinion or belief only. No warranties or representations can be made as to the origin, validity, accuracy, completeness, currency or reliability of the information. GameSquare and its respective shareholders, affiliates, representatives, directors, offices, employees, advisers or agents disclaim and exclude all liability (to the extent permitted by law), for losses, claims, damages, demands, costs and expenses of whatever nature arising in any way out of or in connection with the information in this presentation, its accuracy, completeness or by reason of reliance by any person on any of it. This presentation should not be construed as legal, financial or tax advice to any person, as each person's circumstances are different. In addition, this presentation does not purport to be all-inclusive or to contain all of the information relevant to or a fully analysis of GameSquare. Readers should consult with their own professional advisors regarding their particular circumstances.

FORWARD-LOOKING STATEMENTS

This presentation contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable Canadian and United States securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this presentation. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this presentation, forward-looking statements relate, among other things, to GameSquare's future performance and revenue; continued growth and path to profitability; GameSquare's ability to execute its business plans; and the future potential and performance of the business sectors in which GameSquare operates, the market size of the U.S and global influencer marketing platform and U.S. and global digital advertising spending. These forward-looking statements are provided only to provide information currently available to GameSquare and are not intended to serve as and must not be relied on by any investor as, a guarantee, assurance or definitive statement of fact or probability. Forward-looking statements are necessarily based upon a number of estimates and assumptions which include, but are not limited to: GameSquare's ability to grow its business and being able to execute on its business plan, being able to complete and successfully integrate acquisitions, being able to recognize and capitalize on opportunities and continuing to attract qualified personnel to support its development requirements. These assumptions, while believed to be reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: GameSquare's ability to achieve its objectives, successfully execute its growth strategy, obtain future financings or complete offerings on acceptable terms, leverage its portfolio across entertainment and media platforms, depend on the combined entity's key personnel, and successfully respond to general business, economic, competitive, political and social uncertainties including impact of the COVID-19 pandemic and any variants.

These risk factors are not intended to represent a complete list of the factors that could affect GameSquare, which are discussed in greater detail in GameSquare's most recent MD&A. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this presentation. GameSquare assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law. Investors are cautioned that this presentation may not be accurate or complete and should not be relied upon, and that trading in the securities of GameSquare should be considered highly speculative.

In addition, the estimates of revenues, gross margin or other financial metrics contained herein may be considered "future oriented financial information" or "financial outlooks" (collectively, "FOFI") within meaning of applicable securities legislation. FOFI has been prepared by GameSquare's management to provide an outlook on GameSquare's activities. GameSquare believes that the prospective financial information has been prepared on a reasonable basis, reflecting management's best estimates and judgments, and represents, to the management's current knowledge and opinion, GameSquare's course of action. The reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. FOFI, as with forward-looking statements generally, are, without limitation, based on assumptions and subject to the risks set out above. GameSquare's actual financial position and results of operations may differ materially from management's current expectations and, as a result, GameSquare's future revenue, gross margin and other financial metrics presented herein may differ materially from the guidance provided in this presentation. Except as required by law, GameSquare assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

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. GameSquare has not independently verified the data obtained from these sources and they cannot assure you of the data's accuracy or completeness. This data is subject to change. GameSquare hereby disclaims any responsibility or liability whatsoever in respect of any third-party sources of market and industry data or information.

CURRENCY

Unless otherwise indicated, all dollar references are to U.S. dollars.



OUR HISTORY

Our history is short but we've moved at the speed of the ever-evolving gaming landscape to assemble the most complete roster of talent, services, and influence in the industry... **And we're just getting started**

2021

GAMESQUARE



MISSION
SUPPLY
Co.



ZONED



COMPLEXITY

ASSEMBLING THE TEAM

2021

Strategic assemblance of service-based businesses with hyper focused expertise

2021



COWBOYS

2021

Structured a partnership with the biggest sports franchise in the world

2022



TTT TAILGATE

2022

Signed TTT and assembled the largest creator event ever hosted.

2023



NINJA CIO

2023

Brought in the most recognizable gaming personality in history as our Chief Innovation Officer

2023



NASDAQ MERGER

2023

Merged with Engine Media to land \$GAME on NASDAQ and expand our data and tech suite

OUR HISTORY



AND IN 2024...

WE ACQUIRED THE MOST RECOGNIZABLE GAMING BRAND IN THE WORLD.

500+

MILLION ACROSS FAZE + TALENT SOCIALS

WE COMMAND

38%

OF ALL ESPORTS ENGAGEMENT



How the Gaming, Streaming, Content-Creating Giant FAZE CLAN Is Redefining What It Means to Be a team

By ROHAN NADKARNI

Photo: @james... FRONT: BRONNY JAMES and KYLER MURRAY... BACK: NICKMERC'S, SWAGG, RUB and TEMPERRR... Photograph by Jeffrey A. Soltar Los Angeles, April 8

GAMESQUARE MARKET TRENDS AND TAM

GLOBAL VIDEO GAME MARKET
(Billions, USD, 2021-2025)



U.S. DIGITAL ADVERTISING SPENDING
(Billions, USD, 2021-2025)



U.S. INFLUENCER MARKETING
PLATFORM MARKET
(Billions, USD, 2021-2025)



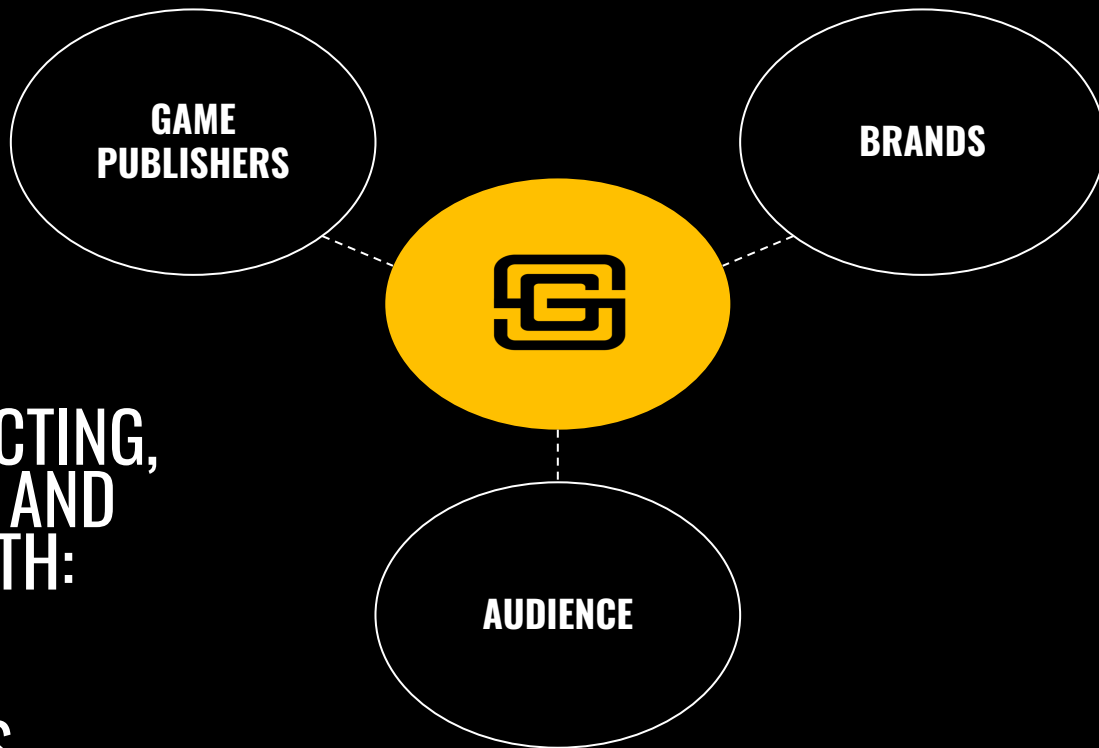
Sources: Newzoo, eMarketer, Grand View Research



GAMESQUARE

**IS THE BRIDGE CONNECTING,
PUBLISHERS, BRANDS AND
YOUTH AUDIENCES WITH:**

- **MARKETING TECH**
- **CREATIVE SERVICES**
- **OWNED IP**



REVENUE TRACKS

GAMESQUARE

Channel	Acquisitions	(%)
k3soju	89	-38.2%
shroud	74	-17.8%
Ce	25	303.2%
TF	141	78.5%
Lunatic	122	-17.0%
Majin	12	2.8%
Facade	12	2.8%
keanelol	136	195.7%
Delt4Forc3	148	311.1%
BarcaGamer	80	3.9%
JimRsNg	33	74.8%
7	35	77.8%

SOFTWARE AS A SERVICE

- Live Streaming Data
- Influencer Marketing
- Managed Services

FULL SERVICE CREATIVE AGENCY

- Content + Campaigns
- Strategy
- Media + Placement

OWNED AND OPERATED IP

- Content + IP
- FaZe Media/ Content
- Esports teams

TRENDS AND OPPORTUNITIES

GAMESQUARE

2023 CATEGORY REVENUE: **\$10M**
(Serving 8/10 Largest Global Game Publishers)

- **Leading Data & Insights Platform**
- **Influencer Management & Marketing**
- **Managed Services**

OPPORTUNITY

Data- Informed Creative:

We've successfully built consumer-facing product that utilizes our proprietary tech platforms to work cross functionally with our creative capabilities, leading to long-term retainer opportunities with multiple touchpoints in the GameSquare ecosystem.

Managed Services:

We've recently rolled out managed services with our product suite, making it easier than ever for consumers to access and make use of their data. We've seen this managed services product result in long term relationships on the SAAS side, and create new opportunities on our creative services side.

SOFTWARE AS A SERVICE

Channel	Acquisitions	(%)
k3soju	89	-38.2%
shroud	74	-17.8%
Ceasar	25	303.2%
TFG	141	78.5%
LuisOrtizenba2	122	-17.0%
MajinPhil	137	-2.8%
Facadarp_	123	
keanelol	136	195.7%
Delt4Forc3	148	311.1%
BarcaGamer	80	3.9%
JimRsNg	33	-76.8%
8 TdesoFTime	85	66.7%

GAMESQUARE

2023 CATEGORY REVENUE: \$32M

- Content + Campaigns
- Strategy
- Media + Placement

OPPORTUNITY

Expanded Publisher Relationships:

We've continued to expand publisher relationships with major players like EPIC Games, resulting in direct scope opportunities and making us the preferred partner for their in game brand activations.

UEFN and In Game Opportunities:

We have been behind some of the most successful branded UEFN maps in Fortnite with clients like PRIME energy, Coca Cola, Six Flags, MasterCard and McDonalds. With proven success, we've continued to double down on this space.

Scope Expansion Opportunities with retainer clients:

We've fostered retainer clients such as Jack in the Box, Converse, and more for multiple years and now seeing scope expansion opportunities that bleed outside of gaming into mainstream youth and pop culture.

Live Stream as a service:

Streamers are becoming the new A-list celebrities and more and more brands are looking for an always-on live stream strategy. We've productized this offering to operate like a standalone social agency.



FULL SERVICE
CREATIVE AGENCY

RECENT CASE STUDIES



SAMSUNG

PRIME

WORLD BUILDING

PRIME, COCA COLA, SAMSUNG, ETC
STRATEGY, CONTENT, TALENT, GAME DEVELOPMENT

OVERVIEW:

Zoned has worked with a series of iconic brands to create immersive experiences in Fortnite and Roblox. We do everything from game development, to the marketing strategy of these games, even the content production of the trailers you see here.

OUR APPROACH:

- Zoned worked with Prime to launch a Fortnite experience to celebrate their new flavor launching, "Cherry Freeze". We build the game within a popular genre of UEFN experiences and it surged to the top with some of the most popular maps on the platform.
- Coca Cola and Six Flags wanted to create an experience that built off an IRL experience they were hosting, we create a game that allowed fans to explore and speed along roller coaster rails!
- Samsung wanted to market their new phone with a gamified experience so we baked the product into our world, hosted a challenge, and tied the game to a trend in the culture that made it feel organic.
- MasterCard wanted to add a gaming element to their environment cause that was being promoted in tangent to their Grammy's experience. We created a speedrun game that had a forest grow as you ran further!

RESULTS

- Each client has different goals when it comes to their world building projects, below are some of our favorite moments!
 - Prime map reached as high as the 7th most popular game in the Fortnite Ecosystem
 - Prime, MasterCard, and Samsung were all selected by Epic to highlight on their discovery platform increasing plays for our clients



TRENDS AND OPPORTUNITIES

GAME SQUARE

2023 CATEGORY REVENUE: \$56M

- Content + IP
- FaZe Media/ Content
- Esports teams

OPPORTUNITY

We now own the most sought after inventory in gaming:

With the recent addition of FaZe Clan, we've added the most recognizable name in gaming and youth culture. This addition opens up even more new owned IP opportunities across media, events, merchandise and more.

A market-proven and predictable playbook:

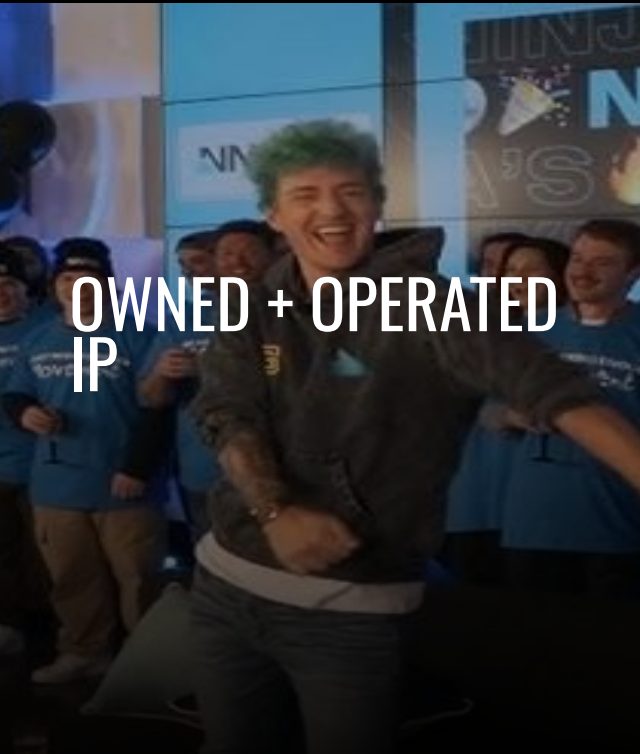
We've now executed some of the biggest events and talent-centric IP in the space. With proof of success with IP like Ninja NYE, TTT Tailgate, FaZe Arcade and more, we're seeing increased market demand and early interest.

New IP and Inventory:

With our new expanded reach, we're entering the market with more inventory extending beyond the FaZe and GameSquare brands. We're leveraging our reach and influence to launch new content initiatives, standalone lifestyle streetwear brands and more.

Leading the charge with esports growth:

Putting FaZe esports at the forefront of the international esports conversation. Identifying new frontiers internationally like the esports world cup, and domestically with the International Olympic Committee. We're actively adding thought leadership opportunities and standing up new esports initiatives to lead this category.



OWNED + OPERATED
IP

RECENT CASE STUDIES

FAZE DTC

FaZe's Dual Revenue Model Generating Over \$75 Million in Licensed Products

FaZe has generated nearly \$75M in gross co-branded product revenue (2022-2023) with brand partners who license the FaZe marks... the backbone of this strategy is selling cobranded products at Retail.

Ghost FaZe Pop was **#1 selling new energy drink at 7-Eleven in 2023**

Nike x FaZe LeBron NXXT Gen was the **top selling basketball shoe in the world** in March 2023 (70K units sold)

The Totino's x FaZe Buffalo Chicken Pizza Rolls were Totino's **top selling cobranded product in 10 years**

Partnership with popular toy company Zuru for a series of blasters that have sold **1+ million units** to date across major retailers such as Target.

SteelSeries co-branded peripherals, including headsets, keyboards, mice, and mousepads, at Best Buy nearly sold out in the first 4 months.



GAMESQUARE

A COLLECTION OF BRANDS, TALENT AND IP SHAPING GAMING CULTURE.

Our roster boasts not only the biggest creators in gaming, but also the biggest brands. Our talent and brands have transcended gaming and are the new face of pop culture in the digital age. We work with our talent to develop unforgettable fan experiences, and leverage our in house capabilities and technology to continuously blend gaming and mainstream pop culture.

750M+

AGGREGATE FOLLOWING

116M+

MONTHLY ACTIVE

UNIQUE VIEWERS

185+

CREATORS,
PLAYERS, &
ATHLETES



THE OPPORTUNITY

Youth culture is hard to find, yet we know how to locate

We operate at the intersection of traditional Sports, Gaming & Esports

\$23-35B

Targeted Global Market Opportunity

3 BILLION

Gamers in the World

PC/ Console/ Mobile

TIGHT STRUCTURE

Key investors include Jerry Jones and Goff Families



REASONS TO INVEST

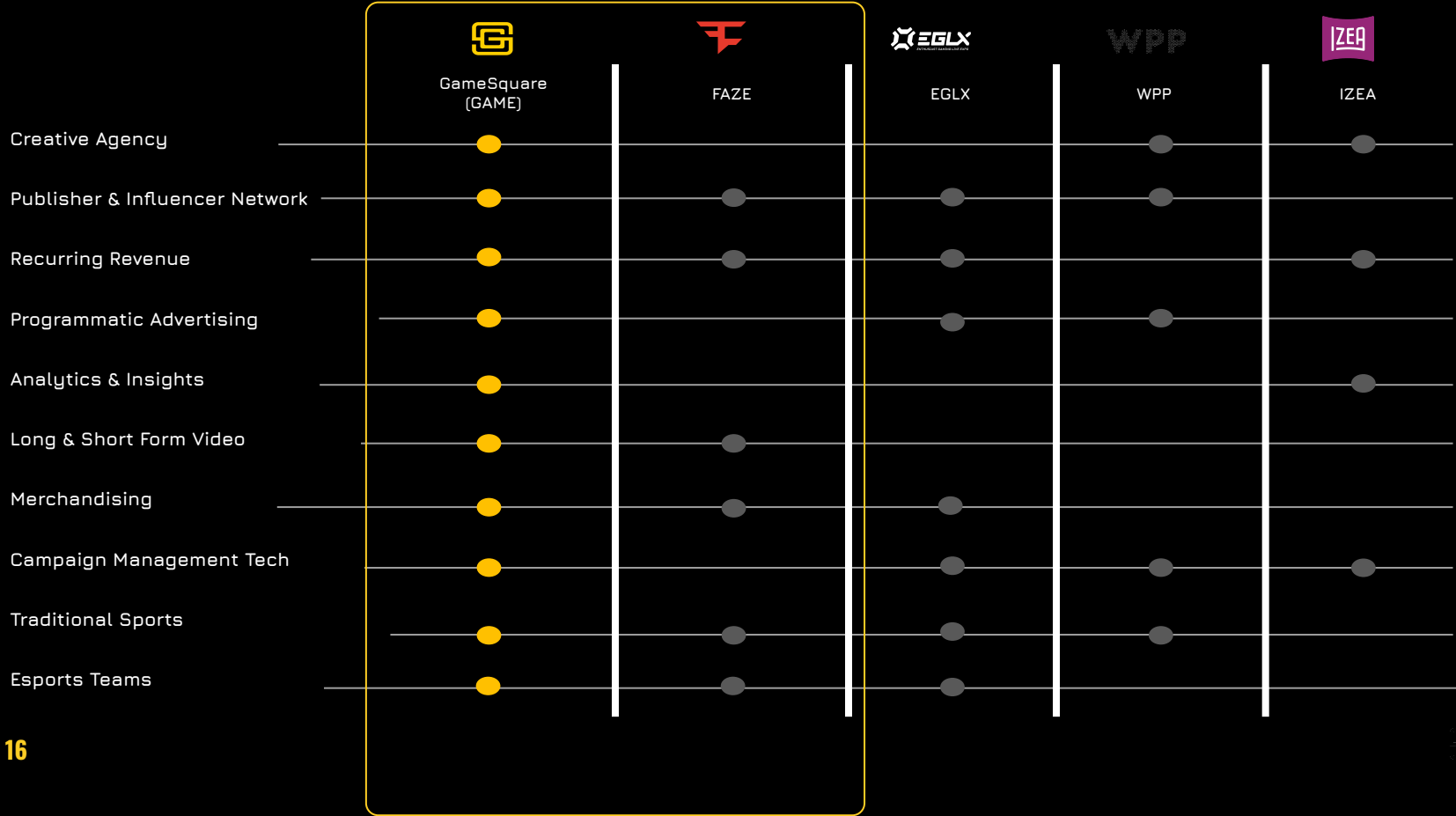
TIGHT CAPITAL STRUCTURE WITH HIGH INSIDER OWNERSHIP

ALL VALUES \$USD AS OF AUGUST 31, 2024,
UNLESS OTHERWISE INDICATED

PRICE	\$1.04
52-WEEK HIGH	\$2.66
52-WEEK LOW	\$0.98
SHARES I&O	31.2M
OPTIONS WAEP	1.8M \$7.69
WARRANTS WAEP	2.4M \$32.65

FULLY DILUTED SHARES	38.0M
MARKET CAP	\$32.5M
CASH (JUNE 30, 2024)	\$14.0M
DEBT (MATURES END 2025)	\$6.95M
ENTERPRISE VALUE	\$39.5M
INSIDERS OWN	31.0%

WHY WE WIN – UNIQUE AND DIFFERENTIATED PLATFORM



BRANDS ARE GROWING INSIDE OUR PLATFORM

Global Customer Relationships and Diverse End Markets
 Massive Opportunity for Organic Growth through Cross Pollination

GAME PUBLISHERS



Tencent



KRAFTON



HARDWARE & PERIPHERALS

Lenovo



CONSUMER BRANDS



benefit

MEDIA & ENTERTAINMENT

Warner Media



ROCNATION



Newsweek

APPAREL & LIFESTYLE BRANDS



StockX

NRG



NYXL



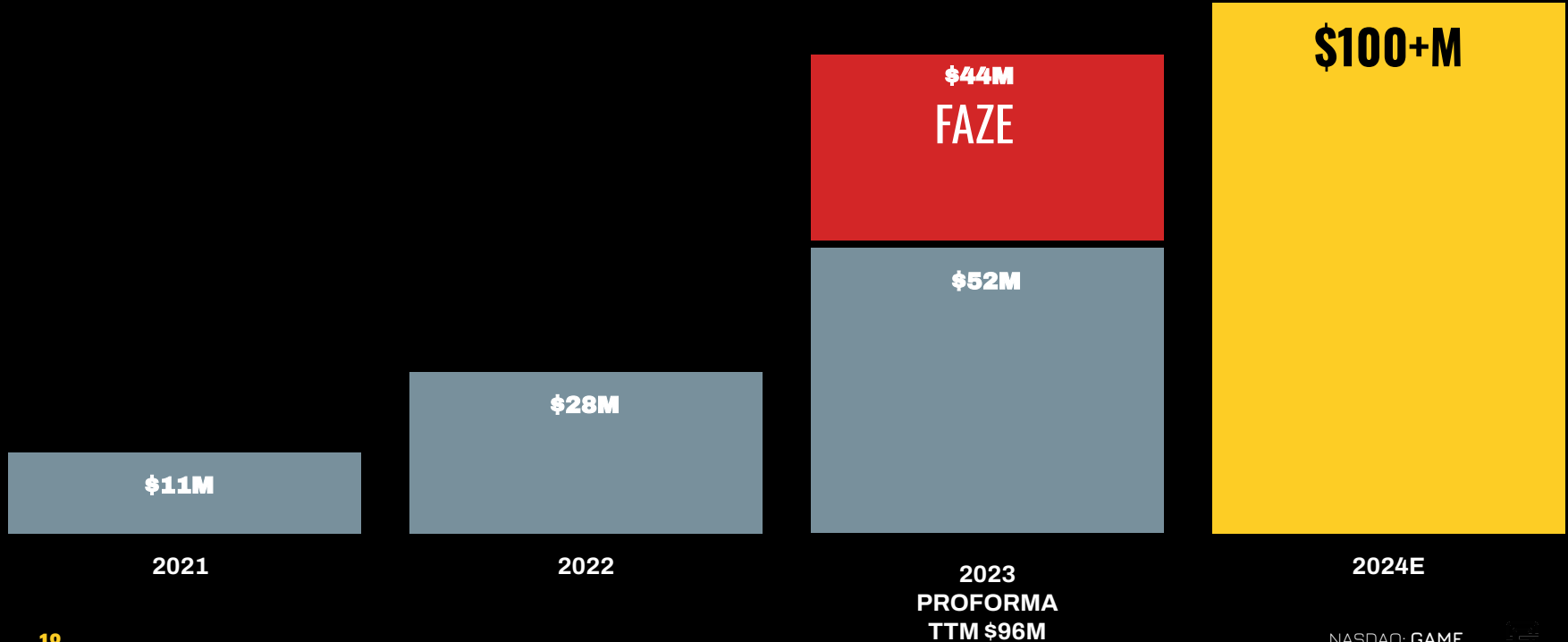
NASDAQ: GAME



GAMESQUARE CONSOLIDATED FINANCIALS

STRONG GROWTH SHOULD ACCELERATE

REVENUE GUIDANCE 2024 - \$100M+



EXPERIENCED AND DRIVEN MANAGEMENT TEAM



JUSTIN KENNA
CEO



LOU SCHWARTZ
PRESIDENT



MIKE MUNOZ
CFO



MATT EHRENS
CTO



TYLER "Ninja" BLEVINS
CIO



JOHN WILK
GENERAL COUNSEL



TOM WALKER
CFO DALLAS COWBOYS &
JONES FAMILY OFFICE



JEREMI GORMAN
NETFLIX PRESIDENT,
WORLDWIDE ADVERTISING



TRAVIS GOFF
PRESIDENT GOFF CAPITAL



STU PORTER
CEO, DENHAM CAPITAL



JUSTIN KENNA
CEO



NICK LEWIN
CROWN PREDATOR



LOU SCHWARTZ
CHAIRMAN



PAUL HAMILTON
ATLANTA ESPORTS VENTURES

PROVEN BOARD MEMBERS

KEY INVESTORS



JERRY JONES
OWNER, PRESIDENT & GM
DALLAS COWBOYS, NFL



JOHN C. GOFF
FOUNDER GOFF CAPITAL
CEO CRESCENT REAL ESTATE,
CHAIRMAN CONTANGO OIL & GAS



—

IT'S
ALL
ABOUT
THE
GAME

THANK

YOU

GAMESQUARE

LOU SCHWARTZ, PRESIDENT
LOU@GAMESQUARE.COM

