



**GAMESQUARE**

# **A global gaming & esports media company**

CORPORATE PRESENTATION | NOVEMBER 2021

CSE: **GSQ**

## DISCLAIMER

This presentation of GameSquare Esports Inc. (“GameSquare” or the “Company”) is for information only and shall not constitute an offer to buy, sell, issue or subscribe for, or the solicitation of an offer to buy, sell or issue, or subscribe for any securities. The information contained herein 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. The Company disclaims and excludes 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. Readers should consult with their own professional advisors regarding their particular circumstances. The information contained in this presentation is not directed to persons or entities resident in the United States and does not constitute an offer or solicitation by anyone in the United States or in any other jurisdiction in which such an offer or solicitation is not authorized or to any person to whom it is unlawful to make such an offer or solicitation, unless otherwise exempt from United States securities legislation.

THE SECURITIES DESCRIBED IN THE PRESENTATION HAVE NOT BEEN, AND WILL NOT BE, REGISTERED UNDER THE U.S. SECURITIES ACT OF 1933 (THE “SECURITIES ACT”), OR THE SECURITIES LAWS OF ANY STATE OF THE U.S. AND THE SECURITIES MAY NOT BE OFFERED OR SOLD WITHIN THE U.S., EXCEPT PURSUANT TO AN EXEMPTION FROM, OR IN A TRANSACTION NOT SUBJECT TO, THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT AND APPLICABLE STATE OR LOCAL SECURITIES LAWS.

## FORWARD-LOOKING STATEMENTS

Certain statements in this presentation are “forward-looking statements” or “forward-looking information” under applicable securities legislation. Such forward-looking statements or information are used in this presentation for the purpose of providing information about management’s current expectations and plans relating to the future development of the Company’s business. Any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions or future events or performance (often, but not always using words or phrases such as “expect”, “seek”, “endeavor”, “anticipate”, “plan”, “estimate”, “believe”, “intend”, or stating that certain actions, events or results may, could, would, might or will occur or be taken, or achieved) are not statements of historical fact and may be “forward-looking statements”. Forward-looking statements or information in this presentation include, but are not limited to, statements or information with respect to the Proposed Transaction, leadership and governance, timing and approvals, the Offering, strategic priorities, anticipated performance of the Company’s operations and the Company’s business strategy, objectives and expected revenues.

Forward-looking statements or information are based on expectations, estimates and projections at the time the statements are made and involve significant known and unknown risks, uncertainties and assumptions which could cause actual results or events to differ materially from those presently anticipated including the ability of the Company to close the Proposed Transaction and the Offering and its timing, the anticipated benefits of the Proposed Transaction, the ability of the Company to obtain future financings on acceptable terms, the Company’s future objectives and strategies and ability to achieve those objectives, the Company’s size and position in the industry and potential growth strategy, proposed acquisitions and general business, economic, competitive, political and social uncertainties including the impact of the COVID-19 pandemic.



## DISCLAIMER

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.

### FUTURE ORIENTED FINANCIAL INFORMATION

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.

### NON-GAAP INFORMATION

EBITDA is a non-GAAP financial measure. 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

TMarket 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 MANAGEMENT



**JUSTIN KENNA**  
CEO, GAMESQUARE



**PAUL BOZOKI**  
CFO, GAMESQUARE



**KEVIN WRIGHT**  
PRESIDENT, GAMESQUARE



**JAN NEUMEISTER**  
HEAD OF EUROPE, GAMESQUARE



**SEAN HORVATH**  
CRO, GAMESQUARE



# GAMESQUARE TODAY

## DIGITAL MEDIA & AGENCIES



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

### CUT + SEW

### NORTH AMERICA

- Branding and go to market consultancy
- Experience with professional athlete brand building in gaming
- Juju Smith Schuster, Josh Hart, etc..
- Clients: HyperX, MLB, Final Four, and others



### EUROPE

- Talent & influencer representation agency
- Clients: Bud Light, Nord VPN, US Polo Assn.
- 11+ million social followers across influencers

## ESPORTS ORGANIZATIONS



### NORTH AMERICA

- 18 years of excellence in esports
- 140+ championships in over 30 titles
- State-of-the-art performance training center and studio facilities
- First of its kind and industry leading partnership with Dallas Cowboys



### INTERNATIONAL

- Crossfire franchise based in China
- League of Legends based in Mexico City
- Earn revenue from league rev share, sponsorship, and prizes
- Opportunities to expand partnerships and monetize content



GEICO



SUBWAY



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



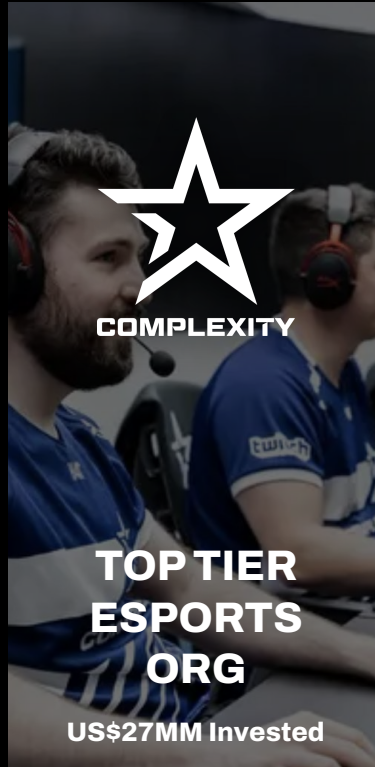
# BUILDING A LEADING ESPORTS COMPANY



**GAMESQUARE**

**LEADING  
DIGITAL MEDIA  
GROUP**

150+ clients



**COMPLEXITY**

**TOP TIER  
ESPORTS  
ORG**

US\$27MM Invested



**DALLAS  
COWBOYS**

**MOST  
VALUABLE  
SPORTS  
FRANCHISE**



**\$102MM**

Market Cap

**\$13MM**

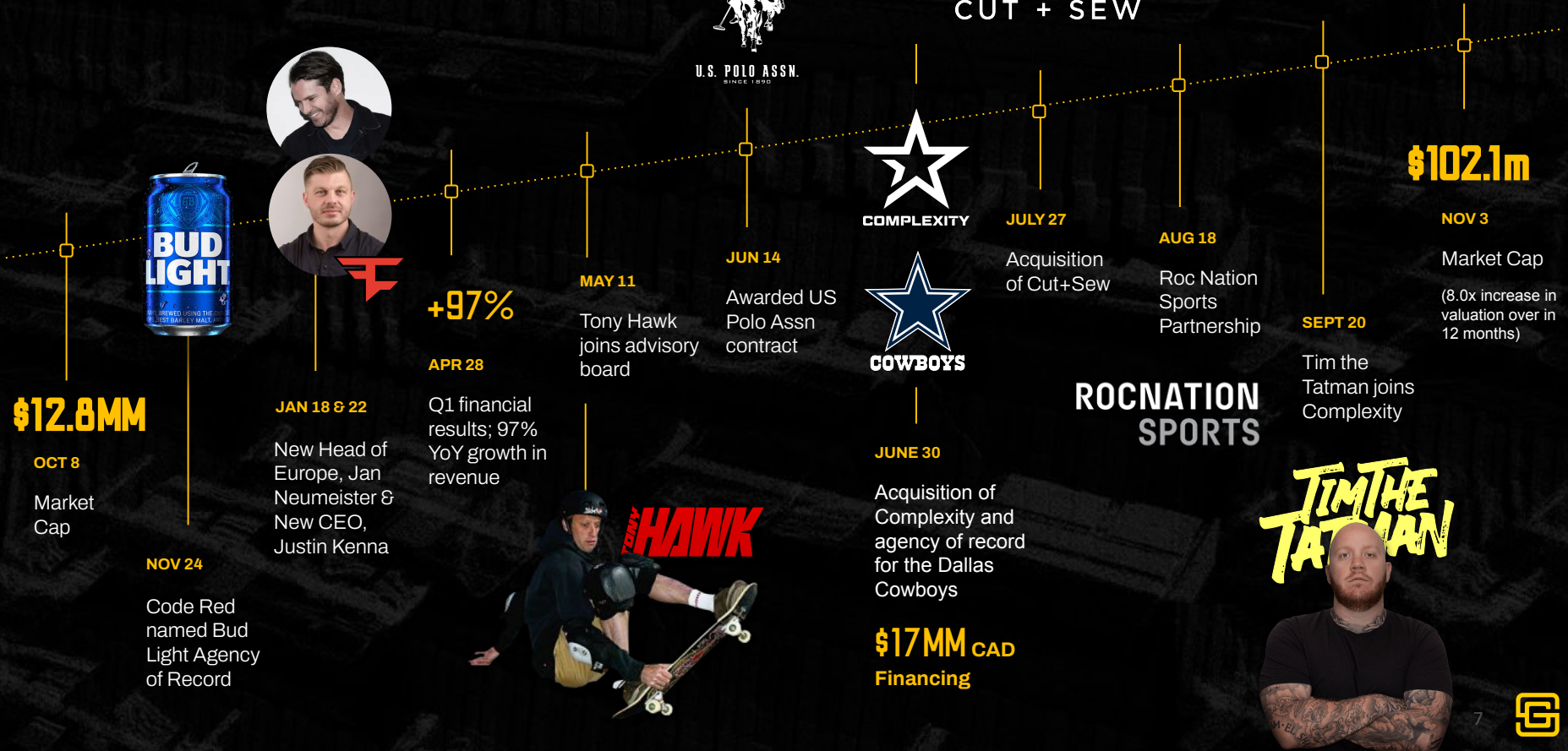
Cash on Hand

**\$28MM**

Illustrative 2022 Revenue



# WHAT WE'VE DONE





# GAMESQUARE PROGRESS

PRO ATHLETES & CELEBRITIES



WORLD-CLASS STREAMING TALENT



GROWING AWARENESS



NEW REVENUE STREAMS



SMART TEAM EXPANSION

BLUE CHIP BRANDS

GOVERNANCE & UPCOMING CATALYSTS



# 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**





# DELIVERING 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

# DIGITAL AGENCIES SERVING ESPORTS, SPORTS, AND ENTERTAINMENT



GAMING  
COMMUNITY  
NETWORK

CUT + SEW





# MULTI-YEAR ESPORTS & GAMING PARTNERSHIPS

## DALLAS COWBOYS

### AGENCY OF RECORD

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



CUT + SEW



## ROCINATION SPORTS

### EXCLUSIVE PARTNERSHIP

- Create Athlete-Centric Strategies
- Access to Athlete / Gamers
- Gaming Content Production
- First Major Activation With Uplive



# COMPLEXITY ASSET OVERVIEW

AMERICA'S  
TEAM



EXCLUSIVE TWITCH  
PARTNERSHIP



EXCEPTIONAL  
INVESTORS



TOP TIER  
FACILITIES



WORLD-CLASS  
TEAMS



BLUE CHIP  
SPONSORS



MAJOR  
ESPORTS  
EVENTS





# COMPLEXITY FACILITIES

Shared facilities with Dallas Cowboys attracts brands, fans and players



# TOM WALKER & TRAVIS GOFF JOINED 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**

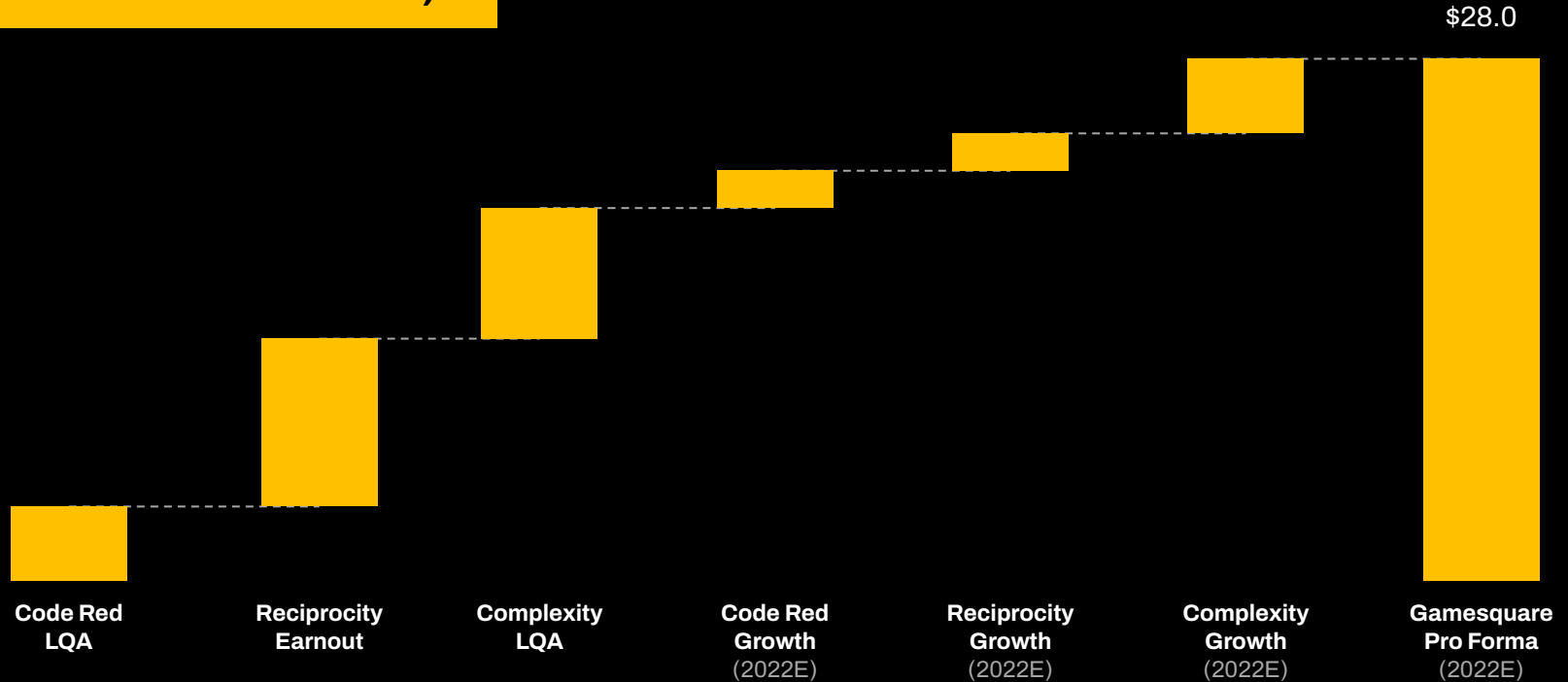
**PRESIDENT GOFF CAPITAL**

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.

## 2022E PRO FORMA GROUP FINANCIALS (illustrative & unaudited)



Note: Based on USD/CAD 1.22; Complexity LQA based on Q3 2021; Code Red LQA as of August 30, 2021, Reciprocity earn out to March 18, 2022, Complexity LQA as of August 30, 2021





GAMESQUARE

CSE: **GSQ**

GAMESQUARE.COM