

# GAMESQUARE

**We connect  
fans, brands,  
creators, and  
publishers.**

NASDAQ: GAME



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## CURRENCY

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



# THE OPPORTUNITY

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

**\$250-500B**

**Growth of Global Creator Economy**

*Source: Goldman Sachs Research*

**3+ BILLION**

**Gamers in the World**

*PC/ Console/ Mobile*

**TIGHT STRUCTURE**

**Key investors include Jerry Jones  
and Goff Families**



# GAMESQUARE MARKET TRENDS AND TAM

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

\$180

**12% CAGR**

\$284

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

\$211

**13% CAGR**

\$342

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

\$2.1

**28% CAGR**

\$5.5

**\$230B+ TAM**  
GLOBAL GAMING MARKET

**60-65%**  
REVENUE ACTIVITY THROUGH INFLUENCERS

**10-15%**  
REVENUE SPEND ON  
MARKETING

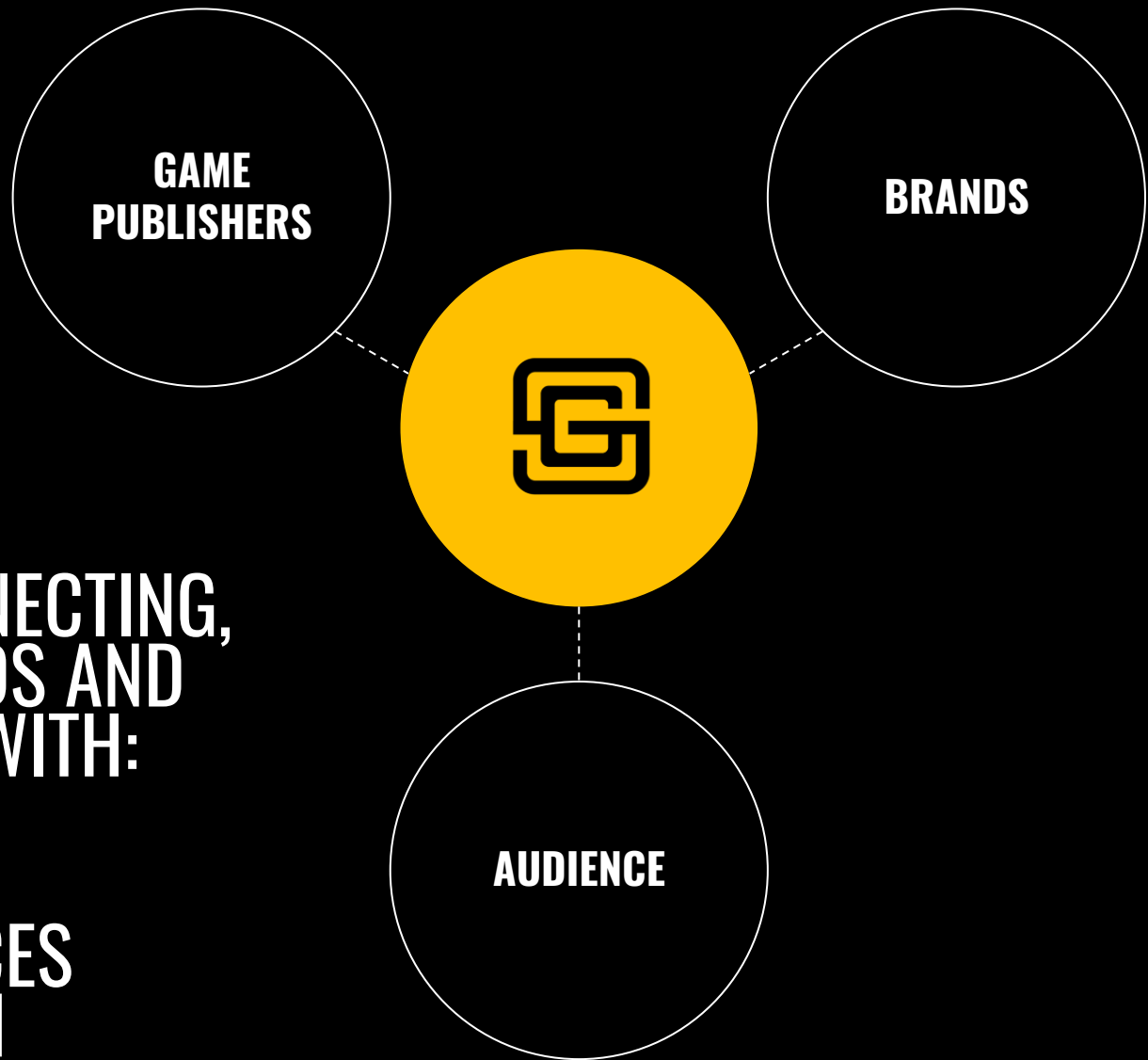
**\$23-35B**  
TARGET

Sources: Newzoo, eMarketer, Grand View Research

**GAMESQUARE**

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

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



# GAMESQUARE



## End to end Creative Services

Content  
Strategy  
In-game builds  
Media + Placement  
Experiential

## Powered By Proprietary Tech

Live Streaming Data  
Influencer Marketing  
Managed services

## Amplified By World Class Talent and IP

Content + IP  
FaZe Esports



# Creative Services

Your full service creative team, rooted in gaming and internet culture.

The majority of today's internet trends started in gaming. Our native gaming roots have allowed us to think about the consumer landscape differently, constantly navigating new platforms, weaving in cohesive messaging from interactive experiences to static content, to IRL experiences, and every other touchpoint.

## Cohesive Campaigns for Scattered Attention:

At any given moment, today's consumer can be simultaneously playing a game on a PC, scrolling a variety of social apps on their phone, communicating with friends on Discord, shopping in another window, and interacting live with their favorite streamer. With attention so scattered, our strategic approach brings consistent messaging to meet consumers in each one of those experiences in a way that is native to that platform.



## Content for the internet generation

We help you tell your brand story and authentically tap into gaming culture with bespoke end-to-end content services.

- Long / Short-form
- Live broadcasts
- Scripted
- Photo
- Design

## In Game Activations

Building world class experiences in today's top gaming platforms.

- Custom builds
- Guerilla integration
- In-game placement

## IRL Experiences

Full service event and creative production services.

- Custom fabrication
- Concept development
- Retail pop ups
- Event production
- Tradeshow

## Consumer Product

Full service product development capabilities.

- Strategic design and development
- Fulfillment
- Store management

## Influencer Procurement

Sourcing and activation of influencers for any strategy or timeline.

- Sourcing and contracting
- Deliverable management
- Tracking and optimization

## Media Placement

Meet gamers where they watch, browse, connect, and play with a dynamic approach built for a multi-screen audience.

# Powered by Proprietary Tech

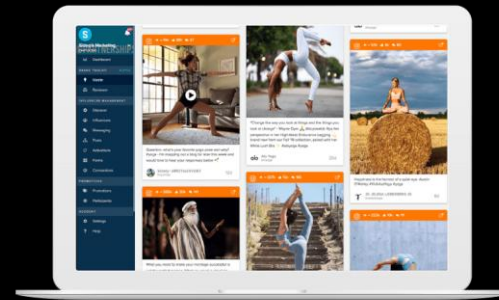
## Your Universal Planning Tool

Industry-Leading data analytics platform & reporting focused on **influencer marketing and sponsorship measurement**.



## Your Influencer Marketing Hub

Identify the right influencers for your campaign, communicate directly, and measure your results... **all in one place.**



## HANDS ON SUPPORT TO MAKE SENSE OF YOUR DATA

### DATA ANALYTICS FOR LIVE GAMING ACTIVATIONS

Browse millions of streaming channels globally, to discover gaming creators, report on campaigns and benchmark against competitors.

### THE INDUSTRY STANDARD FOR LIVE STREAM MEASUREMENT

Reference both past and live data to make the most informed decisions. Compare and contrast metrics, time frames, and results all in one product.

### UNPARALLELED ACCESS TO GRANULAR DATA IN REAL TIME

Measure the ebbs and flow of an audience at a minute level granularity. Optimize content by understanding the full context of a livestream.

## LAY THE FOUNDATION AND FIND THE RIGHT CREATORS

### DISCOVERY

Launch Smartsearch to identify the right creators from a robust 40M+ Influencer database

### COLLAB

Effortlessly scale ambassador programs and communicate directly with creators

### REPORTING

Get concise reporting, measuring your top performers for continued optimization

### INTEGRATION

Seamlessly integrate with your backend system through custom APIs and affiliate tools



# FaZe esports



**35**  
PROS

**12**  
TITLES

**16**  
COUNTRIES

**50+**  
CHAMPIONSHIPS



## The Most Recognizable Global Esports Brand

SOCIAL PRESENCE



**221K** FOLLOWERS  
/FAZEESPORTS



**31K** FOLLOWERS  
/FAZE.UPDATE



**844K** FOLLOWERS  
/@FAZEGAMING



**53K** SUBSCRIBERS  
/@FAZEESPORTS

**16M** FaZe Esports Aggregate Following  
(across all O&O, teams, & players)

**47M** FaZe Esports 2023 Hours Watched  
(via Stream Hatchet)

BRANDS WE'VE  
WORKED WITH



Wix.com



MoonPay

RESPAWN

Champion

verizon



GFUEL  
ENERGY FORMULA

DOORDASH



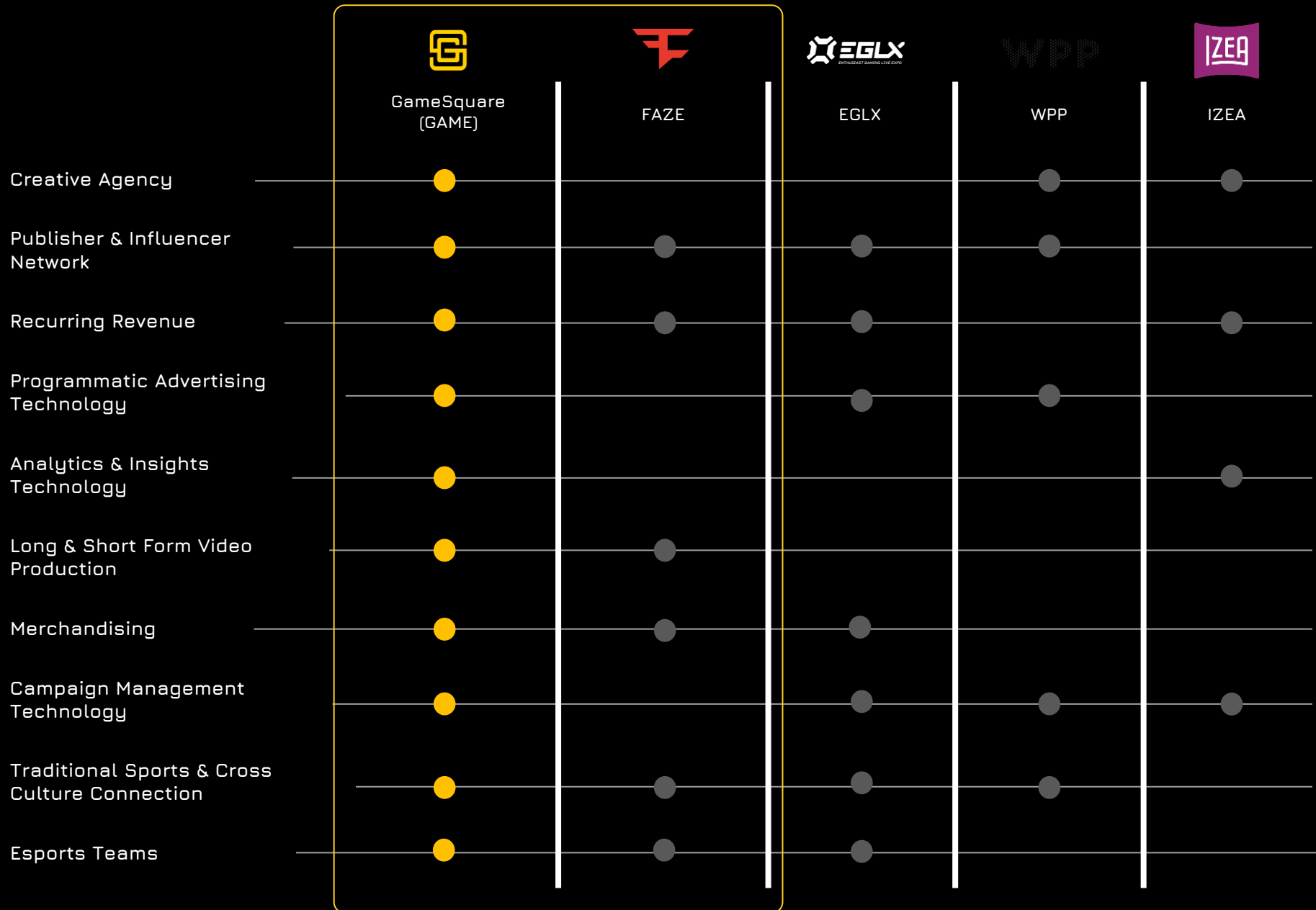
SLAM

htc

NISSAN



# 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

## HARDWARE & PERIPHERALS

## CONSUMER BRANDS

## MEDIA & ENTERTAINMENT

## APPAREL & LIFESTYLE BRANDS



Lenovo



Warner Media

Meta



StockX

NRG

Tencent



ROC NATION



Fanatics

NYXL



KRAFTON



Newsweek



benefit  
SAN FRANCISCO



## REASONS TO INVEST

# TIGHT CAPITAL STRUCTURE WITH HIGH INSIDER OWNERSHIP



ALL VALUES \$USD AS OF MARCH 31, 2025,  
UNLESS OTHERWISE INDICATED

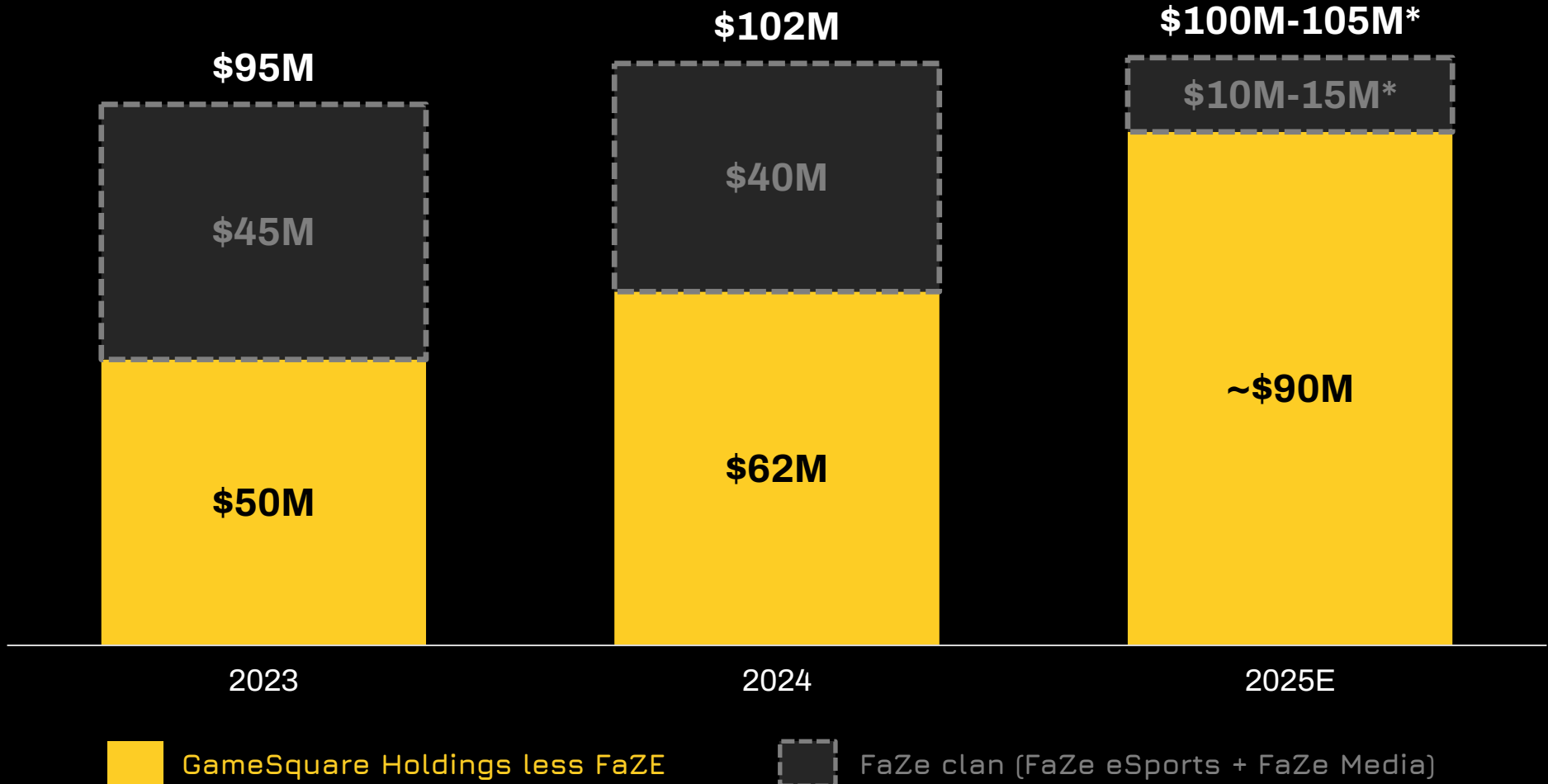
PRICE (5/22/25)	\$0.78
52-WEEK HIGH (5/22/25)	\$1.43
52-WEEK LOW (5/22/25)	\$0.50
SHARES I&O (5/14/25)	38.9M
MARKET CAP (5/22/25)	\$30.4M
OPTIONS + RSUs OUTSTANDING	3.3M
WARRANTS OUTSTANDING	2.0M
SHARES UNDERLYING CONVERTIBLE DEBT (5/22/25)	0.3M
FULLY DILUTED SHARES OUTSTANDING (5/22/25)	44.4M
CASH	\$4.7M
TOTAL DEBT (PRINCIPAL + ACCRUED UNPAID INTEREST)	\$4.1M
INSIDER OWNERSHIP	22%



# POSITIONED FOR PROFITABLE GROWTH

Amounts shown represent pro forma results including GSQ Esports, Engine and FaZe\*

**+40-50%  
YoY Growth  
Excluding FaZe**  
2024-2025E



Adjusted EBITDA defined as EBITDA adjusted to exclude extraordinary items, non-recurring items and other non-cash items, including, but not limited to (i) share based compensation expense, (ii) transaction costs related to merger and acquisition activities, (iii) arbitration settlement reserves and other non-recurring legal settlement expenses, (iv) restructuring costs, primarily comprised of employee severance resulting from integration of acquired businesses, (v) impairment of goodwill and intangible assets, (vi) gains and losses on extinguishment of debt, (vii) change in fair value of assets and liabilities adjusted to fair value on a quarterly basis, (viii) gains and losses from discontinued operations, and (ix) Net income (loss) attributable to non-controlling interest

\*2025E guidance does not include Q1 results or Q2-Q4 projections of FaZe Media, which was disposed of on April 1, 2025

# EXPERIENCED AND DRIVEN LEADERSHIP

## MANAGEMENT TEAM



**JUSTIN KENNA**  
CEO



**LOU SCHWARTZ**  
PRESIDENT



**MIKE MUNOZ**  
CFO



**MATT EHRENS**  
CTO



**TYLER "Ninja" BLEVINS**  
CIO



**JOHN WILK**  
GENERAL COUNSEL

## PROVEN BOARD MEMBERS



**TOM WALKER**  
CFO DALLAS COWBOYS &  
JONES FAMILY OFFICE



**TRAVIS GOFF**  
PRESIDENT GOFF CAPITAL



**JUSTIN KENNA**  
CEO



**LOU SCHWARTZ**  
CHAIRMAN



**JEREMI GORMAN**  
NETFLIX PRESIDENT,  
WORLDWIDE ADVERTISING



**STU PORTER**  
CEO, DENHAM CAPITAL



**NICK LEWIN**  
CROWN PREDATOR



**PAUL HAMILTON**  
ATLANTA ESPORTS VENTURES

## KEY INVESTORS



**JERRY JONES**  
OWNER, PRESIDENT & GM  
DALLAS COWBOYS, NFL



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

# THANK YOU

GAMESQUARE

JUSTIN KENNA, CEO  
JUSTIN@GAMESQUARE.COM

LOU SCHWARTZ, PRESIDENT  
LOU@GAMESQUARE.COM



IT'S  
ALL  
ABOUT  
THE  
GAME



NASDAQ: GAME



## RECENT CASE STUDIES



# NINJA NEW YEARS EVE

## STRATEGY, CONTENT, EVENT PRODUCTION, TALENT IP, DEVELOPMENT.

### OVERVIEW:

Zoned and Ninja partnered to host a six hour New Year's Eve multicast livestream featuring some of the biggest talent on the internet! The event was a massive success, the talent participating in the event had rave reviews and the community loved the content! We showed a new way to celebrate NYE, authentic to gaming culture.

### OUR APPROACH:

- We built custom programming for the event, working with team Ninja on each segment and building out a full ROS
- We creative directed the event and developed a bespoke logo that will live on for future NNYE events! Creative direction included stream assets, social assets, set design, and merchandise
- We brought in talent relevant to Ninja's audience to help promote and participate in the event
- The event was able to sell sponsorships to massive brands such as Domino's and State Farm.

### RESULTS

- Talent on set and the audience at home had great positive sentiment. We are gearing up for year two right now!

**186M**

Total Event Impressions

**119K**

Hours Watched

**29K**

Total Peak CCV





## RECENT CASE STUDIES



# SCOPELY

## INFLUENCER DISCOVERY, MANAGEMENT, AND CAMPAIGN EVALUATION ACROSS PUBLISHING IP

### OVERVIEW:

Scopely has grown its creator programs for Monopoly GO and Stumble Guys to span across the globe and into several different live streaming and social media platforms. Their team needed a streamlined solution to discover emerging talent, onboard selected creators, manage campaigns, and quickly and accurately measure success + attribution.

### OUR APPROACH:

- Sideqik's best-in-class CRM was deployed to vet influencers on a global scale and ensure that the programs were able to target the proper audiences (demographics, location, etc.) Once onboarded, Scopely's team has been able to use Sideqik as a one stop solution to execute the complex workflows stemming from seasonal/ongoing campaigns
- Stream Hatchet developed custom and recurring reporting to measure the results of its creators' live-streaming content. The insights help Scopely to evaluate its paid content strategy KPIs across multiple regions and platforms to give its team actionable insights into rewarding creators and developing future campaigns

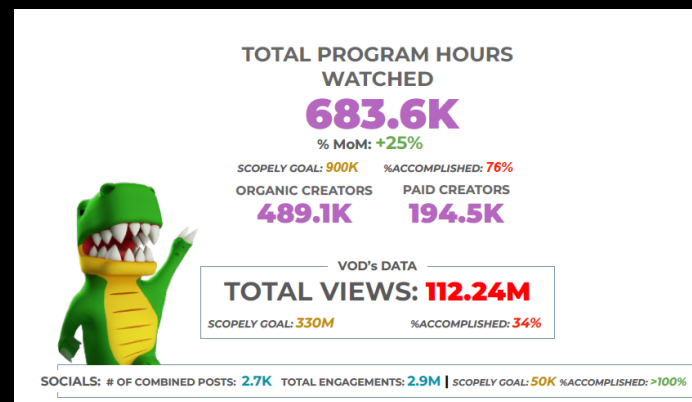
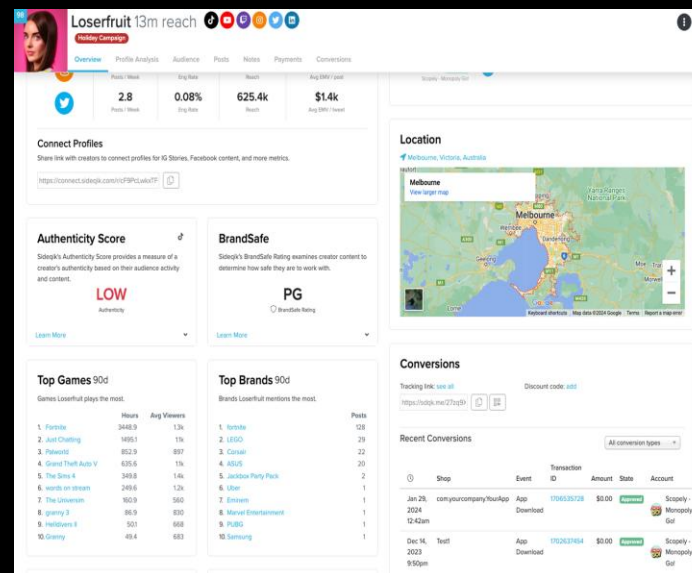
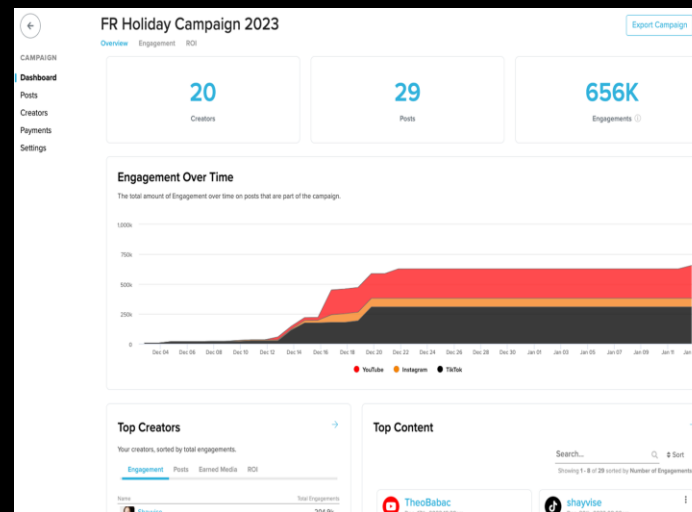
### RESULTS



**\$97M**  
EARNED MEDIA VALUE  
FROM  
SPONSORED POSTS



**600K+**  
MONTHLY PROGRAM  
HOURS WATCHED



# VALUE CHAIN OVERLAP PRESENTS A SWEET SPOT

GAMESQUARE'S END TO END SOLUTION ALREADY DELIVERS A MARKET LEADING COMPETITIVE ADVANTAGE

