

NASDAQ: **GAME** TSXV: **GAME** CSE: **GSQ** OTCQB: **GMSQF**



GAMESQUARE

ONE TEAM, HYPER-FOCUSED EXPERTISE ON
CONNECTING BRANDS WITH GAMING FANS & YOUTH CULTURE



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DISCLAIMER

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In addition, the estimates of revenues and gross margin 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 of 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 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 revenue and gross margin may differ materially from the guidance provided in this presentation including as a result of the Transaction. 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. Neither GameSquare nor Engine Gaming has 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 and Engine hereby disclaim 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.



END-TO-END MODERN MEDIA PLATFORM

GameSquare is a Complete End-to-End Digital Media Platform Connecting Global Brands with Gaming and Youth Culture Audiences



MEDIA & AGENCIES



Creative and strategy agency bridging the gap between gaming and pop culture.

European talent agency in gaming, represents over 70+ influencers with 11 million+ social followers.

Esports and Gaming marketing and media agency providing Fortune 500 brands and top tier solutions with a monthly reach of 245 million+.

GAMING & ESPORTS



Leading, 20 year old esports company competing in 9 of the top global gaming titles.

105 million+ aggregate followers across some of largest creators and competitors in the world.

Industry-defining relationship with the Dallas Cowboys, including state of the art performance facilities.

CREATIVE SERVICES



Mission Supply creates merchandise and consumer product design.

Fourth Frame Studios is a full-service studio creating bespoke short and long form programming.

TECHNOLOGY/SAAS



Real-time analytics measuring 20+ social media and live-streaming services.

Connecting brands to 60 million+ content creators globally.

Hosting and distributing digital content to 10 million+ monthly unique visitors.

SUMMARY OF TERMS

Transaction Overview	<ul style="list-style-type: none"> • Announced December 8, 2022. • GameSquare shareholders expect to own approximately 60% of the combined Company, and Engine holders expect to own approximately 40%. • Resulting Company to be named GameSquare, Inc.
Expected Corporate Structure	<ul style="list-style-type: none"> • Transaction Ratio: 0.0826x. • Shares Outstanding Post: approximately 42.3 million shares. • Ticker Symbol; NASDAQ: GAME TSXV: GAME.
Management, Board of Directors Key Shareholder Support	<ul style="list-style-type: none"> • Justin Kenna, Chief Executive Officer. • Lou Schwartz, President of Technology/SaaS Assets. • Board to Include: Justin Kenna, Travis Goff, Lou Schwartz, Tom Walker, Tom Rogers (Executive Chairman), Jeremi Gorman, and Stu Porter. • Jerry Jones, owner of the Dallas Cowboys and John Goff, Chairman/Founder of Goff Capital, Inc. continue to show their tremendous shareholder support.
Required Approvals	<ul style="list-style-type: none"> • GameSquare shareholder approval. • Engine Gaming & Media shareholder approval. • Canadian and US securities and regulatory approvals.

Expected Close in Q1, 2023



STRATEGIC RATIONALE: GAMESQUARE & ENGINE GAMING

Accelerate Growth and Path to Profitability

- TTM revenue of approximately \$70 million with diversified revenues from SaaS, Advertising, Agency, Content Production, Consumer Product Design, and Teams.
- End-to-End platform creates meaningful cost synergies, as well as margin and revenue expansion leading to expected accelerated path to profitability.

End-to-End Platform Enhances Cross Sell Opportunities

- GameSquare provides award winning content and experiences, as well as a media and influencer network of 220 million+.
- Engine provides market leading data, analytics, and advertising technology with an advertising network reach of 130 million+.
- Combined Company will provide the first true end-to-end digital media platform built for global brands to reach gaming and youth audiences
- Scaled reach across; influencers, esports, traditional sports, publisher and advertising networks.

Major Industry Tailwinds & Consumer Transitions

- Hours watched on live-streaming gaming platforms has increased to 34 billion+ annually, a 50%+ CAGR since 2017¹.
- U.S. Digital Advertising Spending is expected to increase to \$342B in 2025, a 13% CAGR from 2014.
- Brand investment into gaming is expected to grow to \$2.3B in 2025, a 19% CAGR from 2021⁴.
- Esports viewership increased year-over-year by 50%+ in 2022², with 60% of viewers between ages of 16 to 35³.

Brands Challenged to Transition

- Advertisers struggle to reach younger audience, which are fragmented across numerous platforms and communities.
- Brands are eager for a scaled solution to reach millennial and gen z audiences across all platforms and communities with a single point of contact to maximize operating and capital efficiency.

1. Stream Hatchet: Annual Reports

2. Stream Hatchet: Q3'22 Video Game Streaming Trends

3. Demand Sage: 38+ eSports Statistics for 2023

4. NewZoo: Global Esports & Live Streaming Market Report



BUSINESS OVERVIEW

Combining award winning media with market leading technology, delivering unparalleled end-to-end solutions for brands to connect with gaming audiences and youth culture

Media & Agency

**Content Creator,
Influencer, and Teams
Network**

Creative Services


GAMESQUARE

 **ENGINE**
GAMING+MEDIA

**Content Analytics
Technology**

**Programmatic
Advertising Technology**

**Influencer Relationship
Management Technology**



 CUT + SEW
ZONED



CODERED

**MISSION
SUPPLY
Co.**



 **STREAM**
HATCHET

 **SIDEQIK**

GAMESQUARE MARKET TRENDS AND TAM

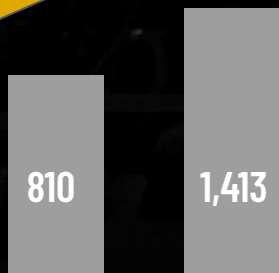


GAMESQUARE

Global Esports & Gaming Audience Viewers

(Millions, USD)

15% CAGR



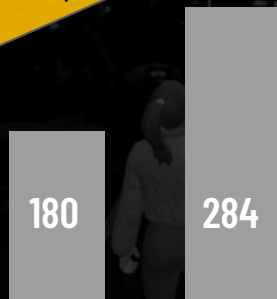
2021

2025

Global Video Game Market

(Billions, USD)

12% CAGR



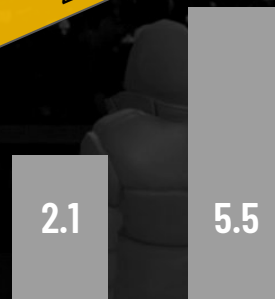
2021

2025

U.S. Influencer Marketing Platform Market Size

(Billions, USD)

28% CAGR



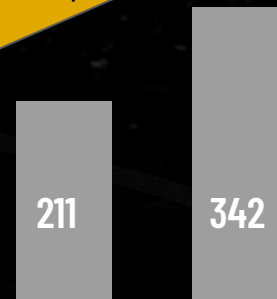
2021

2025

U.S. Digital Advertising Spending

(Billions, USD)

13% CAGR



2021

2025

MISSION

Connecting global brands with gaming audiences and youth culture.



290+
MILLION

**ONE OF THE LARGEST
AUDIENCES IN GAMING***

* 175 million aggregate followers & 115 million monthly active users

END-TO-END MODERN MEDIA PLATFORM

Unprecedented combination, monetizing brands through SaaS licenses, brand partnerships, consulting services, programmatic advertising, consumer product sales, and content development.

MEDIA & AGENCY

- Award winning strategy and marketing activations.
- Media network with 245 million+ monthly uniques.
- Global talent network with 11 million+ social followers.

11

TECHNOLOGY & SaaS

- Real-time analytics across 20+ media platforms.
- End-to-End campaign management solutions.
- Content distribution through social media, live-streaming, web, mobile app, and OTT.



INFLUENCERS & GAMING

- Influencer network with 105 million+ aggregate followers.
- Industry-defining relationship with the Dallas Cowboys.
- Competitive esports teams in 9 of the top global titles.

CREATIVE SERVICES

- Merchandising and consumer product design.
- Premium Short and Long form content development studio.
- Web3 expertise and capabilities.

OUR MARKET DIFFERENTIATION

01

Robust end-to-end media solutions connecting brands with fans.

02

Reach expanded through scaled influencer and advertising network.

03

Proprietary analytics, insights, and measurement technology.

04

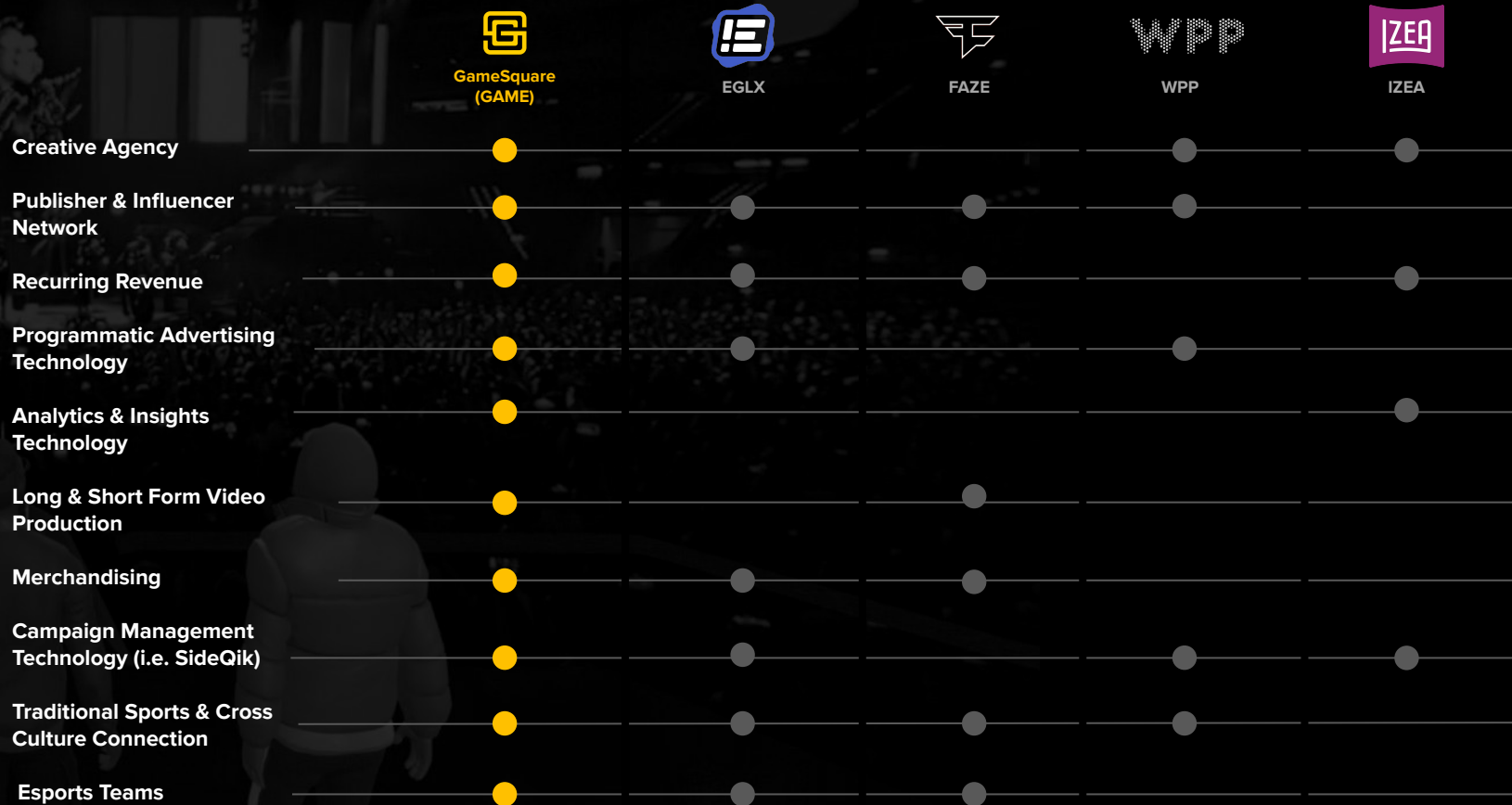
Experienced management team and industry leading talent.

05

Critical intersection of gaming, sports, and youth culture.



UNIQUE AND DIFFERENTIATED PLATFORM



EXPANSIVE CLIENT BASE

GAME PUBLISHERS



HARDWARE & PERIPHERALS



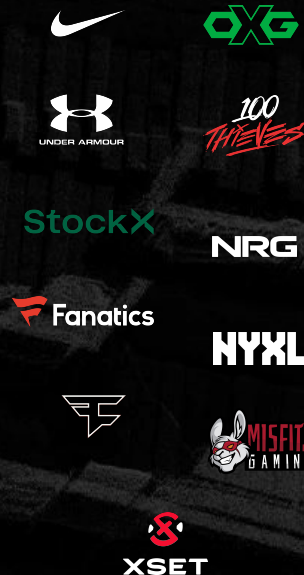
CONSUMER BRANDS



MEDIA & ENTERTAINMENT



APPAREL & LIFESTYLE BRANDS



BRAND FUNNEL: START TO FINISH

Proven funnel to attract and execute large scale media activations.
Maximizing revenue opportunities and expanding margins.

BRAND ENGAGED

Centralized salesforce offering GameSquare's full-service platform.

CAMPAIGN STRATEGY

Distinguished, go-to-market strategy and planning team.

PRODUCTION & EXPERIENCES

Award winning digital and in-person events.

ACTIVATE

Large influencer and digital publisher networks.

AMPLIFY

Extend beyond Owned & Operated networks through technology enabled social media, live-streaming, and advertising platforms.

ANALYTICS & OPTIMIZATION

Unparalleled analytics across all media channels providing measurement and actionable insights.









CASE STUDIES / MiO

Kraft Heinz- July to September 2022

GameSquare partnered with water hydration product, MiO, to bring 100 influencers into a unique, never-before-seen Fortnite challenge featuring unique talent and an entertaining live stream broadcast, all of which was amplified through the GCN Media network for maximum brand impact.









INFLUENCER	PRODUCTION	AMPLIFICATION
 <p>Influencer sourcing and management for duration of campaign.</p>	 <p>Live production and promotional recaps for social media content.</p>	 <p>Promotion and scale through sponsored posts and GCN Media.</p>
<p>Combined capabilities creates more services, generating more sales, and keeping more profits per campaign</p>		
 <p>Influencer qualification, brand safety scoring and scaled management.</p>	 <p>Measurement and overall sentiment study of program.</p>	 <p>Advertorial hosting through digital publisher network and further media scaling.</p>

CASE STUDIES / TYSON FOODS

Tyson Foods- September to November 2022

With an all-star lineup of Complexity gaming talent and Complexity Stars, GameSquare produced an unforgettable brand activation featuring top athletes eating their favorite chicken meals and playing their favorite games.



INFLUENCER	PRODUCTION	AMPLIFICATION
 <p>Influencer sourcing and management for duration of campaign, including athletes through Complexity Stars.</p>	 <p>Produced and edited four episodes featuring five different athletes.</p>	 <p>Promotion and scale through sponsored posts and GCN Media.</p>
<p>Combined capabilities creates more services, generating more sales, and keeping more profits per campaign</p>		
 <p>Organic posting measurement and reporting.</p>	 <p>Measurement and overall sentiment study of program.</p>	 <p>Advertorial hosting through digital publisher network and further media scaling.</p>

CASE STUDY / HYPERX

HyperX - Multi-Year Partnership

GameSquare's multi-year partnership with HyperX, a consumer peripherals brand owned by Hewlett-Packard (HP), includes a full range of services to position the brand as a leader within youth culture, including brand strategy, premium content development, product design, influencer management, and affiliate sales technology.



STRATEGY	CONTENT CREATION
 <p>Agency of record, leading brand strategy for all content and IP development.</p>	 <p>Working with their internal team, Fourth Frame helped lead the creative, produced, filmed, and edited all campaign related HyperX content.</p>
<p>Strategy, content creation, influencer management, and social commerce technology across HyperX's portfolio of products</p>	
MERCHANDISE	INFLUENCER MANAGEMENT
 <p>Designed and produced a limited edition apparel capsule.</p>	 <p>Affiliate and influencer discovery and management technology platform across all social and live-streaming platforms globally.</p>

REVENUE & PATH TO PROFITABILITY

DIVERSIFIED REVENUE CONTRIBUTION: SaaS, Advertising, Agency, Content Production, Consumer Product Design, and Teams

GameSquare Guidance and Engine TTM Revenue

 **\$45 - 50M**¹

GameSquare 2023 Guidance is \$45 million - \$50 million, and Gross Margins of 35 - 40%

\$86.8M - 91.8M²

 **\$41.8M**³

Engine does not provide guidance

PATH TO PROFITABILITY

Accelerate Path to Profitability

GameSquare current standalone 2023 guidance expects back half of 2023 profitability.

End-to-end platform provides additional revenue opportunities with new and existing customers with expanded margin profile.

GameSquare expected to benefit from significant operating leverage, meaningful revenue growth, and meaningful cost synergies.

1. GameSquare 2023 Guidance

2. Reflective of GameSquare 2023 guide in addition to GAME FY Revenue

3. Actual 2022 revenue as Engine's fiscal year end is Aug 31st



GAMESQUARE MANAGEMENT



JUSTIN KENNA
CEO



LOU SCHWARTZ
PRESIDENT



SEAN HORVATH
CRO



PAOLO DIPASQUALE
CSO



TYLER "Ninja" BLEVINS
CHIEF INNOVATION OFFICER



MIKE MUNOZ
CFO



BEE YANCEY
HEAD OF PARTNERSHIPS



JASON LAKE
HEAD OF ESPORTS

THE ICONIC

SPACESHIP



mediacom

MINDSHARE



MADISON + VINE



KEY INVESTORS & BOARD MEMBERS



JERRY JONES

OWNER, PRESIDENT & GM
DALLAS COWBOYS, NFL

Jerry Jones' stewardship of the Dallas Cowboys has brought unprecedented results and success to one of the world's most popular sports entities. His three-decade long journey reached a rare pinnacle with his selection for induction into the Pro Football Hall of Fame as a member of the 2017 class of enshrinees. Jones became the 15th owner in history to earn a bust in Canton.

Jones was selected as one of the 100 Greatest Living Business Minds in commemoration of Forbes magazine's 100th year anniversary in 2017. In that same year, he was also recognized for his career contributions to sports in America by being named the 2017 recipient of the Sports Business Journal's Lifetime Achievement Award. USA Today designated Jones as No. 1 on its list of the 100 Most Important People in the NFL in July of 2016.



JOHN C. GOFF

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

Mr. Goff is a private investor based in Fort Worth, Texas. John invests in a variety of public and private industries, through his family office, Goff Capital, which he founded in 2009.

John co-founded Crescent Real Estate in the early 1990's. Under his leadership as Vice Chairman and CEO, Crescent grew from approximately \$500 million at its IPO to \$6.5 billion upon its sale to Morgan Stanley in August 2007.

John serves as Chairman of the Board for Crescent Real Estate, as well as Contango Oil & Gas Company, a publicly traded independent oil & gas producer.

He is a Legend in the North Texas Real Estate, Dallas Business and the Fort Worth Business Halls of Fame, and a 2020 Inductee to the Texas Business Hall of Fame.



TRAVIS GOFF

PRESIDENT GOFF CAPITAL
GAMESQUARE DIRECTOR

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 GameSquare Esports, 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.



TOM WALKER

CFO DALLAS COWBOYS &
JONES FAMILY OFFICE
GAMESQUARE DIRECTOR

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.



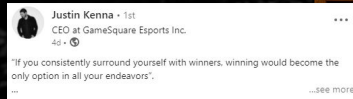
JEREMI GORMAN

NETFLIX PRESIDENT,
WORLDWIDE ADVERTISING

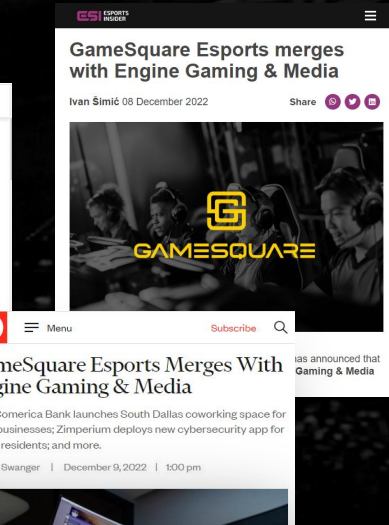
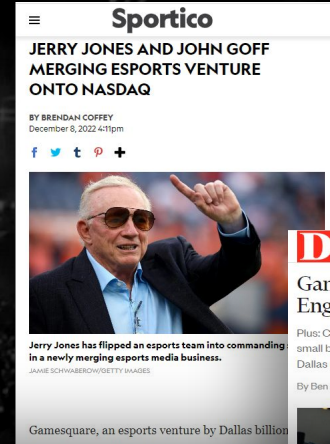
Jeremi is an experienced Sr. Executive in the media business, where she has spent her career, first on the client side at Monster.com, and then in various business leadership positions at Yahoo!, Amazon, and Snap Inc., where she was the Chief Business Officer from 2018 - 2022.

Ms. Gorman joined Netflix as the President of Worldwide Advertising in September of 2022. The team is responsible for the Ad Supported tier, and her team's remit at Netflix is inclusive of sales and sales operations, advertising product, measurement strategy, and go-to-market plans for this tier.

PRESS & COVERAGE POST ANNOUNCEMENT



Dec. 2022 Fox Business Interview



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\$GAME ON!



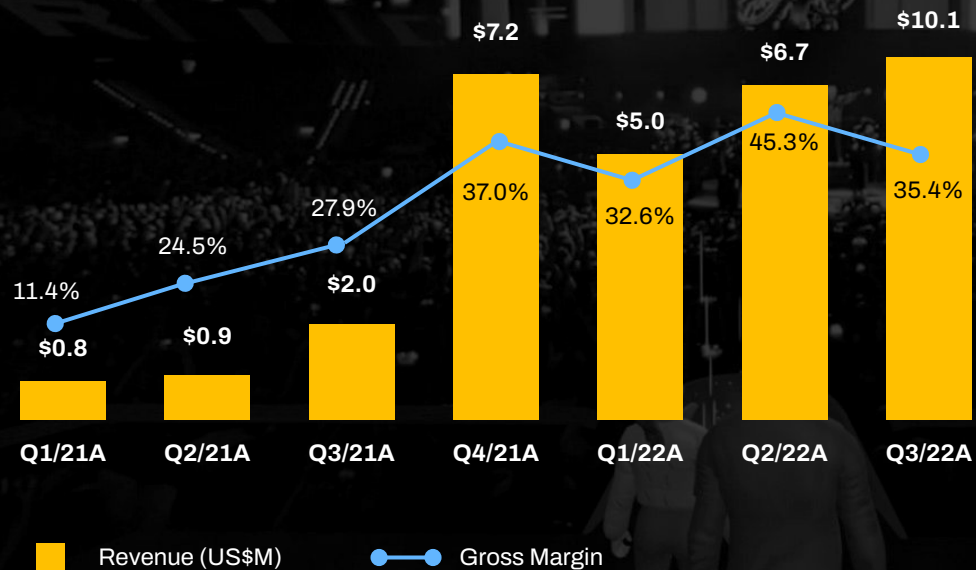
GAMESQUARE



APPENDIX

GSQ STANDALONE FINANCIALS

(illustrative & unaudited)



Guidance

2022E
\$27.5-\$30M

Revenue Guidance
(USD\$ 2022E)

**As reported, 9 months revenue
is \$21.8M & 37.8% GM*

2023E
\$45-\$50M

Revenue Guidance
(USD\$ 2023E)

35-40% Gross Margin
Issued October 27

Note: Q1 is seasonally slower for higher margin digital media group growing to seasonally strongest Q4; the Company changed its presentation currency to USD in Q1/22



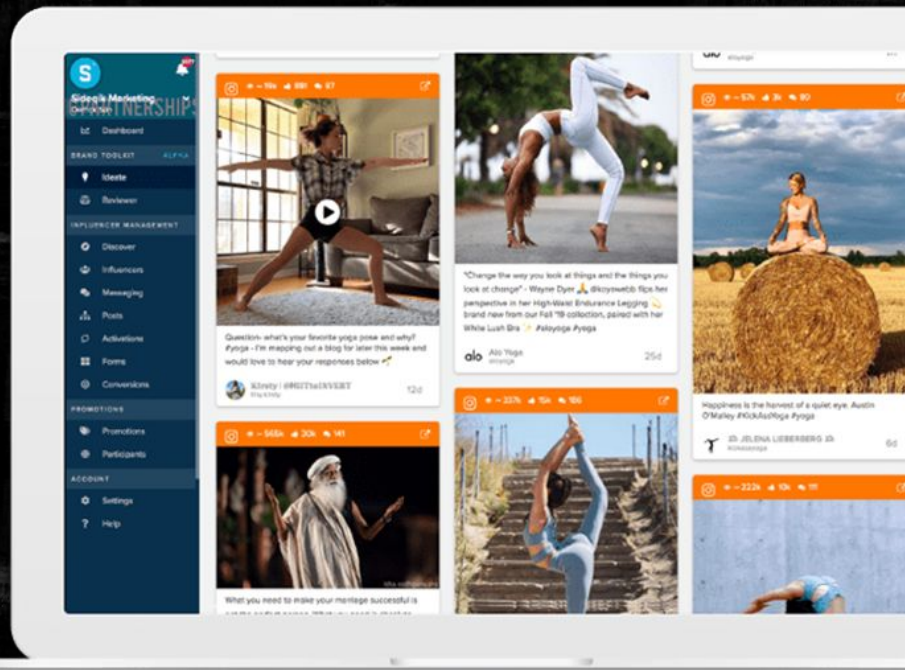
INFLUENCER MARKETING / CONTENT CREATOR ANALYTICS



Market innovating creator relationship management (CRM) platform powering brands' and agencies' influencer activations.

End-to-end influencer campaign management platform providing marketers with creator discovery, messaging, payment and social commerce tools to reach curated demographics across all major platforms.

Generating revenue through a combination of Software-as-a-service revenue, as well as participating in the economics of campaigns running through on the Sideqik platform.



GAMING & LIVE STREAMING ANALYTICS



Stream Hatchet

The global market leader in live video game and esports streaming analytics

- Aggregating billions of consumer viewership data points across 15+ live-streaming platforms globally
- Detailed audience analytics and influencer insights supporting marketers with go-to-market insights and IP owners with media valuation
- AI powered image recognition software enabling brands to further optimize their investment into the gaming and esports content category



TOP GAMES Q1 2022 & RANK CHANGE VS Q4 2021

BY HOURS WATCHED | ON TWITCH, YOUTUBE GAMING, AND FACEBOOK GAMING

	Grand Theft Auto V	534M
	League of Legends	517M
	Valorant	322M ↑2
	Apex Legends	252M ↑7
	Fortnite	247M ↑5
	Elden Ring	226M (NEW)
	Lost Ark	205M (NEW)
	Minecraft	185M ↓5
	Garena Free Fire	179M ↓3
	CS:GO	179M ↓2

REPORT BY STREAM HATCHET 8

PROGRAMMATIC ADVERTISING & CONTENT MANAGER



Frankly Media

Premium programmatic advertising and content management solutions for legacy broadcasters and media publishers

Programmatic and premium direct digital advertising sales on behalf of broadcasters and multi-channel publishers.

1,200+ radio, TV and print media brands, including **Newsweek** and **Vice Media**; TV affiliates of **NBC, CBS, FOX and ABC**, with large radio station groups such as **Cumulus**; sports and esports media outlets such as **VSIN** and **Esports Media Inc.**

