

Strategic Treasury

Unlocking Long-Term Value

w/ DIALECTIC

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CURRENCY

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

GAMESQUARE

We connect fans,
brands, creators,
and publishers.



GAMESQUARE



COMMUNITY

Consumers aren't just data points in broad demographics—they're individuals, shaped by deep-rooted communities with their own nuances. We go beyond surface-level insights to understand what truly drives them—their passions, interests, and values. By immersing ourselves in their world, we craft messaging that speaks with them, not at them.



CULTURE

We're internet-native, fluent in the fast-moving digital landscape. Instead of reacting to trends, we anticipate them—tapping into emerging subcultures and shifting conversations before they go mainstream. This allows us to shape narratives, keeping brands ahead of what's next rather than playing catch-up.



CREATIVITY

We blend cultural insight, community understanding, and creative expertise to craft work that truly resonates. By tapping into what matters most to audiences, we create executions that feel authentic, relevant, and built for lasting impact.

GAMESQUARE



Creative agency bridging the gap between gaming and mainstream pop culture



Full service experiential capabilities bridging IRL and URL experiences



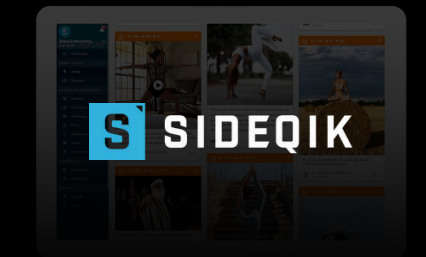
Multidisciplinary content studio specializing in youth and popular culture



End to end consumer products development



The premiere measurement tool of the gaming and esports industry



Creator platform to discover, connect, manage and measure



UK based agency working with publishers and brands



The most recognized esports organization in the world



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Our Mission

To steward our digital treasury with the same cultural intelligence, strategic rigor, and long-term vision that defines GameSquare.

We're leveraging sophisticated crypto infrastructure to generate yield and build lasting value beyond market trends.

GSQ + Dialectic

A strategic partnership

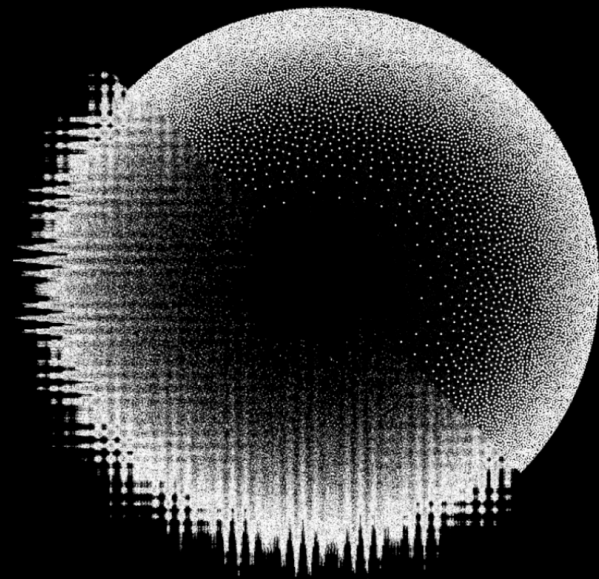
GameSquare has partnered with Dialectic, a leading crypto-native asset manager, to implement a forward looking treasury strategy.

Dialectic's platform offers the technical sophistication, security, and automation needed to manage a modern treasury at scale:

Securely hold and
manage crypto assets

Generate real yield
on-chain

Align with the digital
finance evolution



More Than Holding ETH:

A Smarter Treasury Strategy

This isn't a 'buy and hope' ETH position, it's an active, yield-driven strategy.

We're generating real returns through sophisticated, risk-managed strategies leveraging Dialectic's automated infrastructure.



Earn 8-14% ETH-denominated yield, not reliant on market movement.



Harvest, compound, and redeploy yield using sophisticated risk-management infrastructure.

Our treasury is working harder, without taking on unnecessary directional risk.

How Our Dialectic Treasury Works

An automated investment process

Scouting & Due Diligence

Identify farms and measure yielding opportunities.

Then manually review code, and conduct product due diligence & risk analysis

Risk Scoring + Sizing

Assign risk score to the opportunity based on our risk database and due diligence.

Then calculate optimal position sizing for best risk-adjusted return.

Deployment

Positions are deployed via:



Compounding & Monitoring

Positions are compounded to maximize portfolio return, with 24/7 automated monitoring on covered positions.

Withdrawals

Automated withdrawals for risk management or rebalancing.

Pre-Deployment

Post-Deployment

Layers of Principal Protection

Our partnership with Dialectic ensures capital preservation is prioritized through a multi-layered risk framework:

Insurance

Covering outlier and black swan events

Automation

Real-time proactive and reactive automation suite

Diversification

Optimising portfolio allocation to minimise concentration risk

Due Diligence

Understanding and scoring the specific risks of each pool

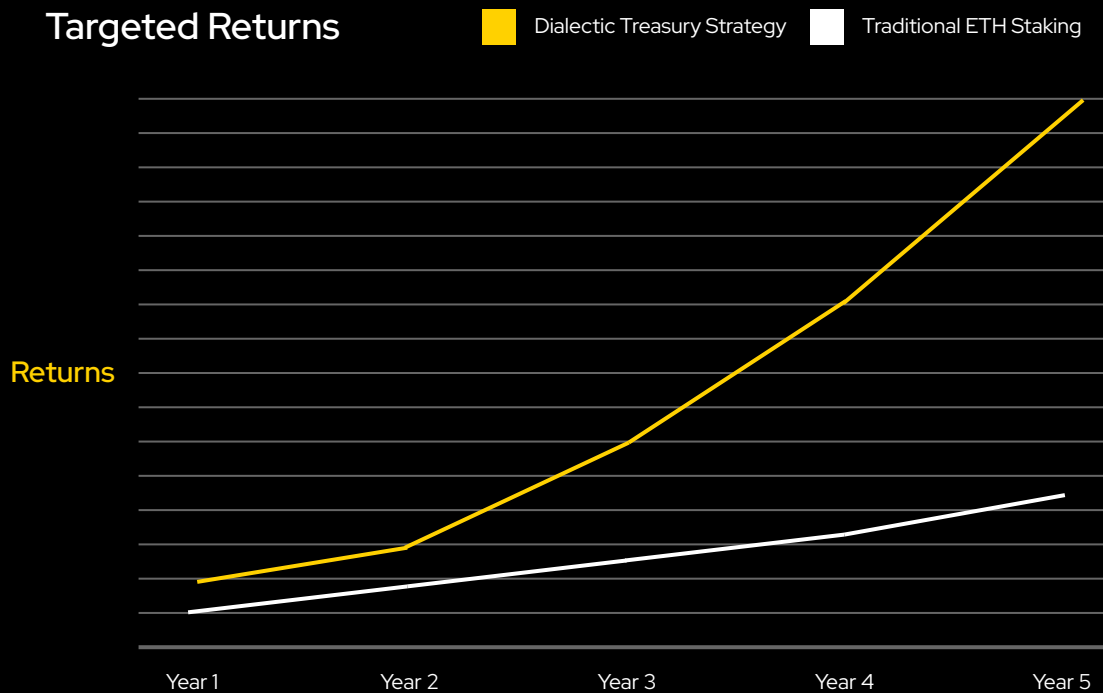
We're Not Just Holding, We're Trading Smarter

Many companies "hold" digital assets, but GSQ is **optimizing** them.

Through Dialectic's structured strategies, we generate ETH-based returns that outperform passive holdings.

A strategy that targets compounded, high-yield returns.

Targeted Returns



**Illustrative Data*



A Strategy That Matches Our DNA

GameSquare isn't just adjacent to youth culture, we're embedded in it - speaking the language of Gen Z and the digitally native generation.

And now, more than ever, crypto is youth culture.

By aligning our treasury strategy with Dialectic, we're now walking the walk, not just speaking the language.

Cultural Shift

Gen Z sees crypto as identity, autonomy, and access.

Concepts like digital ownership, decentralization, and community are part of how young people navigate the world.

Creating Culture

ETH is the new foundation of how culture is created, traded, and verified.

It's not just technology anymore, it's the platform for cultural innovation.

Reflection of Values

Our treasury is a reflection of the same values we build for: innovation, creativity, and cultural fluency.

We're not chasing trends, we're investing in the systems our audience is already living in.

GSQ x Dialectic

Our forward-looking investment infrastructure



Performance

This strategy allows our treasury to work: earning yield, participating in governance, and supporting ecosystem growth.

This is capital with utility, not just a passive position.

Durability

We're investing in infrastructure, reflecting where the world is going, not where it's been.

Credibility

We don't rely on a single asset or strategy.

Our crypto holdings are deployed across secure, automated protocols to generate high-yield returns.

Thank You



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NASDAQ:GAME