



INVESTOR PRESENTATION
MARCH 2022

FORWARD-LOOKING STATEMENTS

Certain statements in this presentation constitute “forward-looking statements” within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended. Any statements that refer to expectations or other characterizations of future events, circumstances or results are forward-looking statements. You can also identify these statements by use of the words “may,” “will,” “should,” “plans,” “explores,” “expects,” “anticipates,” “continues,” “estimates,” “projects,” “intends,” and similar expressions. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to the overall strength and growth opportunities in the esports industry, changes in consumer demand for the company’s services and the games the company licenses, changes in the competitive environment for the company’s technologies, services and products, and changes in the price of streaming services, licensing fees, and network infrastructure, hosting and maintenance. Given these uncertainties, you should not place undue reliance on these forward-looking statements. The views expressed herein are those of management and are based on currently available information. Estimates and projections contained herein have been prepared by management and involve significant elements of subjective judgment and analysis and are based on certain assumptions. No representation nor warranty, expressed or implied, is made as to the accuracy or completeness of the information contained in this presentation and nothing contained herein is, or shall be relied upon as a promise or representation, whether as to the past or the future.

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Additional risks and uncertainties that could affect our financial results are included in the section titled “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” in our Annual Report on Form 10-K for the year ended December 31, 2020 and other filings that we make from time to time with the Securities and Exchange Commission which, once filed, are available on the SEC’s website at www.sec.gov.

We build and operate metaverse worlds
and content networks empowering creators,
energizing players and entertaining fans.

The **Rocketship** to the metaverse.



THE MEGA TRENDS

1

The **supremacy of the metaverse** enabling self-expression, community and commerce.

2

The **explosion of self-produced content** fueled by creator economies.

3

The forever **upending of the traditional ad model** as the world has known it.



GENERATION Z

This generation exists in one blended life that lives between the digital & physical.

81% of GenZ say **gaming** is their favorite activity.


73% of GenZ watch **68 videos** per day.

74% of U.S. **parents game** with their kids.

The metaverse is their playground and our launchpad to create 'phygital' connections.

OUR AUDIENCE

We know what it takes to win in the metaverse because this is where we live.



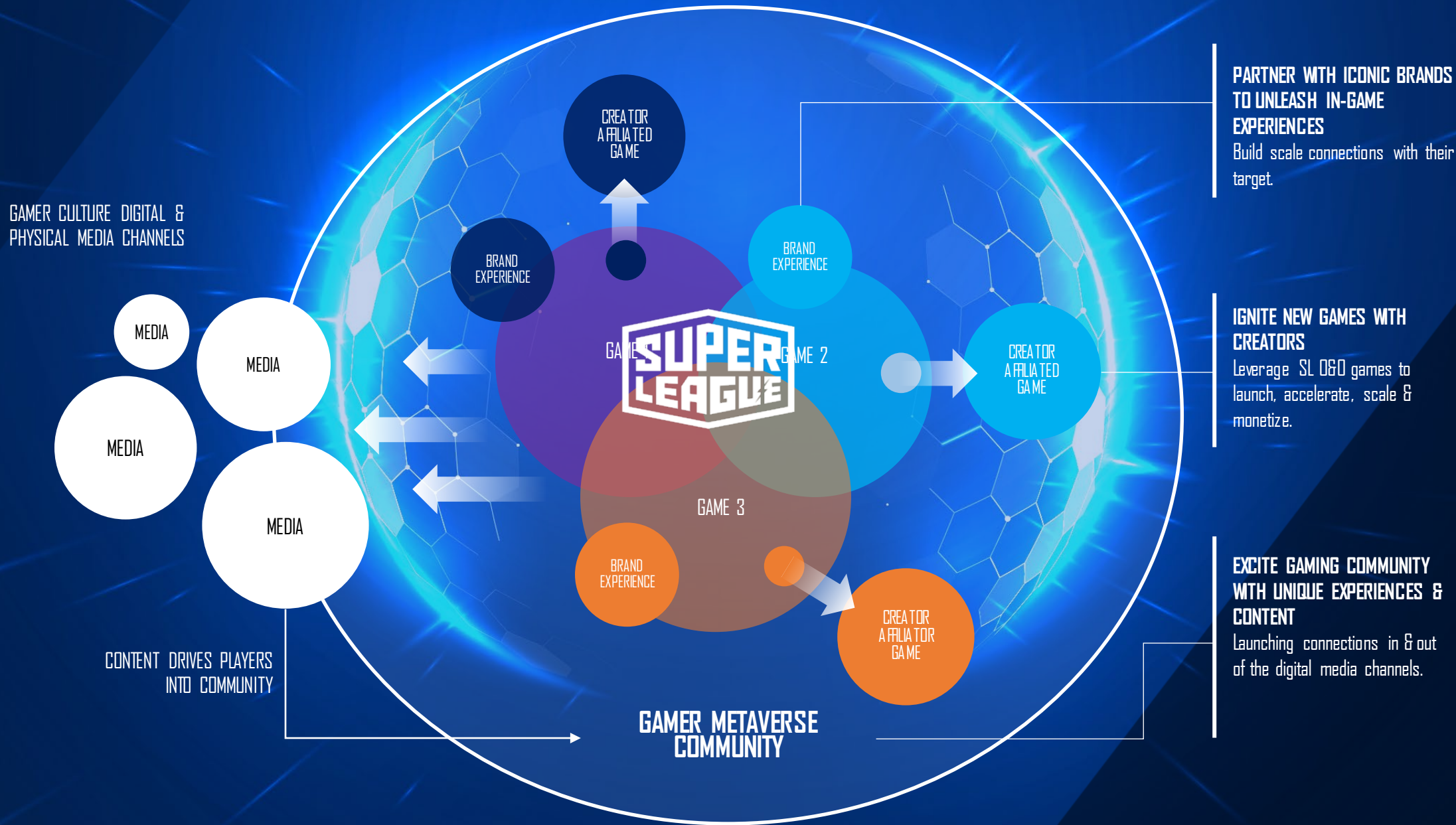
Our metaverse O&O, Minehut, is the **largest Minecraft server farm in NA** and 3rd largest in the world – one of the only companies operating at scale in both Minecraft & Roblox.

75MM unique monthly players in metaverse games

+11BN views across all social & digital platforms

150+ metaverse gaming worlds

THE SUPER LEAGUE UNIVERSE



HOW WE MONETIZE

1

INNOVATIVE ADVERTISING

Direct, network sales in-game and in-stream
COPPA compliant, kidSAFE
Analytics Suite

High quality, ad-block proof advertising inventory enabling brands to deeply engage with hard to reach gamers.

2

DIRECT TO CONSUMER

In-game micro transactions
Monthly subscription
Ad-free upgrades

Exclusive access to young gamers through an established, high-performing marketplace with recurring revenue predictability.

3

CONTENT & TECHNOLOGY

Content partnerships
Content syndication
Product & broadcasting

Strong margin esports partnerships and syndication deals leveraging derivative content with emerging tech licensing opportunities.

islands **ROBLOX**

Everyone's favorite starfish, Patrick Star, had his very own Roblox activation in partnership with Super League Gaming and Roblox Islands to celebrate the premiere of The Patrick Star Show. Running from July 2nd - to July 13th, *Patrick Star's Family Adventure* featured a special section of the game themed around the show, a custom scavenger hunt, and exclusive island souvenirs. Additional Roblox elements included a digital billboards campaign across Super League's partner Roblox ad network and influencer amplification.

Through July 12th, the program delivered HUGE results:

CUSTOM ROBLOX ISLANDS ACTIVATION PERFORMANCE ROBLOX AD NETWORK PERFORMANCE

Total visits to the game: 53.2 million

Total visits to Patrick Star area: 15.6 million

Total unique users in the game: 5.6 million

Total event completions: 1.2 million

Total impressions: 3.5 million

Total reach: 337,000

Total frequency: 7.76

Total exposure time: 510 days

Sum of gameplay time in Patrick Star event area: 163.9 years

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IN-GAME
CPM

SOME OF OUR PARTNERS

We are proud to have established ourselves as a "gold standard" producer of branded metaverse and gaming content campaigns and programs - multi-faceted sponsorships for top global brands and game publishers.

NETFLIX



SONY



SAMSUNG



Tencent 腾讯



T Mobile

HOW WE GROW

- 1 Deepen our metaverse moat to grow audience and exclusive, high margin inventory
- 2 Grow a material creator-economy to drive high quality users and expanded reach
- 3 Build a scalable ad platform to accelerate revenue and margin growth
- 4 Deliver on 2021's inorganic strategy and identify new, accretive opportunities
- 5 Flow more dollars to the bottom-line to drive sustainable share price improvement

OUR TEAM



Ann Hand, CEO & President [Meet Ann](#)



Matt Edelman, Chief Commercial Officer [Meet Matt](#)



David Steigelfest, Chief Platform Officer [Meet David](#)



Mike Wann, Chief Sales & Strategy Officer [Meet Mike](#)



Clayton Haynes, Chief Financial Officer [Meet Clayton](#)

We take you to
a universe where
you can **be anything!**

