



GAMELANCER
MEDIA CORP.

August 2023

COMPANY OVERVIEW

Gamelancer Media Corp. (the “Company”) is a leading digital media and entertainment company that offers creative and curated content to some of the world's largest brands, including [Samsung, Disney, and ESPN](#), among others. With a robust library of content and over [2 billion monthly video views across 66 owned-and-operated channels](#), Gamelancer is at the forefront of the media-production, entertainment, and distribution industry.

Our current subscribers are mainly located in the USA, Canada, UK, and Australia, with a substantial following of [over 42 million followers across TikTok, Instagram, Snapchat and Threads](#). We specialize in providing advanced user data analytics, which enables us to curate content that resonates with the Gen Z & Millennial communities. This approach has enabled us to offer brands unparalleled access to one of the largest media inventories on TikTok.

In addition to our privately-owned broadcasts, [we also monetize across our Snapchat Discover channels](#) with monthly recurring revenue in partnership with Snapchat. With our premium digital real estate, including the [@gaming](#) username on all major social media networks, we believe that we are poised to continue on our growth trajectory by helping brands connect with their desired demographic.

At Gamelancer, we take pride in our ability to deliver relevant and engaging content that resonates with our audience. Our focus on data analytics, creativity, and curation enables us to provide exceptional value to both our business and brand partners. We are focused on the continued growth of Gamelancer and look forward to continuing to push boundaries and set new industry standards.

TSX:GMNG | OTCQB:GAMGF | FRA:P93

COMPANY HIGHLIGHTS



TikTok



Snapchat



Dubit

1

Strong & Engaged User Base Across Largest Global Gaming Network

- Gamelancer Media has built one of the [world's largest social media networks](#) focused on Millennials and Gen Z users
- Engagement across [42 million followers & subscribers](#), with users averaging [~95 minutes](#) each day across channels
- [Engagement rate across its TikTok channels are 14.7%](#), representing some of the highest rates globally for its channel size¹

2

Strong Competitive Position

- [Strategic Business Partnerships with TikTok, Snapchat & Dubit](#) (Globally renowned UK gaming developer)
- Due to the Company's ownership of distribution channels relative to competitors, [Gamelancer Media wins contracts from brand partners](#) by providing competitively priced campaigns while boosting engagement and driving sales

3

Robust Unit Economics

- One of the [largest media inventories on social media platforms](#)² and [strong monetization opportunities](#) results in a robust and predictable financial profile anchored by [strong recurring revenues](#) and compelling margins

4

Strong Financial Profile

- Attractive expected revenue growth of ~142% in 2023E (projected revenue of \$8.6M) and ~109% in 2024E (projected revenue of ~\$18M), driven by [continued adoption in Gamelancer's pipeline of direct media platform offerings](#)
- [Visible path to profitability](#) given high operating leverage and expected ~35% reduction in total expenses

5

Strong Management Track-Record & Alignment

- Company management team and board has a [proven track-record of success and extensive experience in media/digital media technology, sports, gaming, and esports](#)
- Each member of the Executive team has a track record of entrepreneurial success, driving growth & development at Gamelancer

1. Gamelancer TikTok channels have an average engagement rate of 14.7% (May 2023), substantially higher than TikTok's average engagement rate of 4.25%. Source: 27 TikTok stats marketers need to know in 2023, Sprout Social, 2023.

2. Gamelancer inventory includes an average of 590 posts per month on TikTok (December 2022-May 2023)

3. Forecasted Fiscal Year 2023 revenue consists of a 28% increase in Snap over-the-top revenues and 201% increase in Direct Media revenues. Snap over-the-top revenue forecast is based upon past quarter performance and anticipated increase in the number of shows/episodes. Revenue growth projections are also supported by plans for hiring additional Sales Executives. There can be no assurance that these projections will be achieved.

LEADERSHIP TEAM

Max Desmarais

President

Jon Dwyer

Chief Executive Officer

Mike Cotton

Chief Business Officer

Pooja Sharma

Chief Financial Officer

Razvan Romanescu

Chief Strategy Officer

Darren Lopes

Chief Product Officer

Zak Longo

Chief Content Officer

Kristopher Mychasiw

Head of Global Partnerships

Gopal Patel

VP Operations

Gamelancer Studios powered by **JoyBox Media**

Sam Park

Chief Marketing Officer

Kamar Burke

Chief Creative Officer



WE REACH THE UNREACHABLE

WE CONNECT YOU TO A YOUNG, DIVERSE AUDIENCE THAT IS EXTREMELY DIFFICULT TO REACH

WE TAP INTO THEIR PASSION FOR GAMING, WHICH IS WOVEN INTO MANY ASPECTS OF POP CULTURE – SPORTS, MUSIC AND ENTERTAINMENT



81% OF GEN Z & 77% OF MILLENNIALS PLAY VIDEO GAMES

LESS TRADITIONAL TV

Gamers watch 97% less traditional TV and 78% have cut the cord altogether



GAMING OVER SPORTS

61% of Gen Z prefer gaming to traditional sports

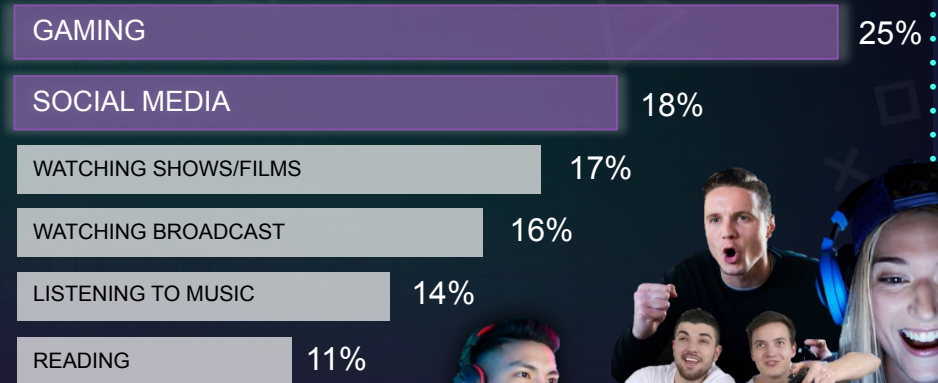


INCOGNITO

93% delete cookies, use private browsers and block ads



GEN Z SPENDS 43% OF THEIR LEISURE TIME GAMING AND ON SOCIAL MEDIA



YOUR COMPLETE SOLUTION



CONTENT CREATION



DISTRIBUTION

We make your brand relevant to a young audience

And amplify your message to our network



50+ Content Creators
66 Owned & Operated Channels including
[@gaming](#) and [@gamer](#)

Strategy, Creative & Production



AMPLIFY ACROSS OUR NETWORK

WE ARE THE GATEWAY TO ONE OF THE LARGEST AND FASTEST GROWING GEN Z & MILLENNIAL AUDIENCES ON SOCIAL MEDIA



42 MILLION
FOLLOWERS

42% Growth YOY



2 BILLION
MONTHLY VIDEO VIEWS



34.1 MILLION



5.8 MILLION



1.8 MILLION



One of the
Largest media
Inventories on
TikTok



Distribution
+
Bespoke, UGC, &
immersive
Content

BRANDS WE WORK WITH



SAMSUNG



GAUEL



BUSINESS PARTNERS



TikTok



Snapchat



Gaming Developer



Female Network



GAMELANCER

MEDIA CORP.

DISTRIBUTION ONLY REVENUE STREAM

JoyBox

PRODUCTION + DISTRIBUTION REVENUE STREAM

PRODUCTION ONLY REVENUE STREAM



66 CHANNEL OWNED & OPERATED SOCIAL MEDIA NETWORK

JOYBOX IS A WHOLLY OWNED GAMELANCER MEDIA SUBSIDIARY NETWORK

Primary Revenue Stream

+34.1 Million Followers & Subscribers
12 Channels

Secondary Revenue Stream

+5.7 Million Subscribers
51 Channels

Intermittent Revenue Stream

+1.8 Million Followers
3 Channels

*Threads followers = 239K+

Creator Network

Partnering with creators to produce and scale revenue generating content & leveraging our relationships with platforms to give creators access to monetization opportunities through brand engagements

Production for Brands

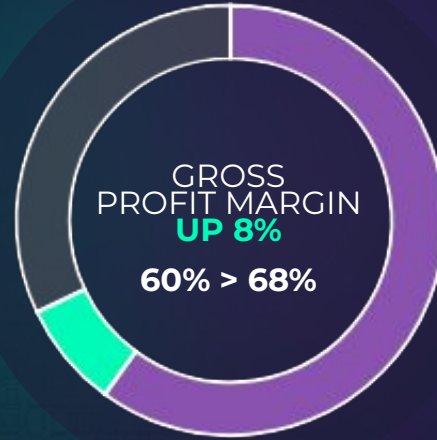
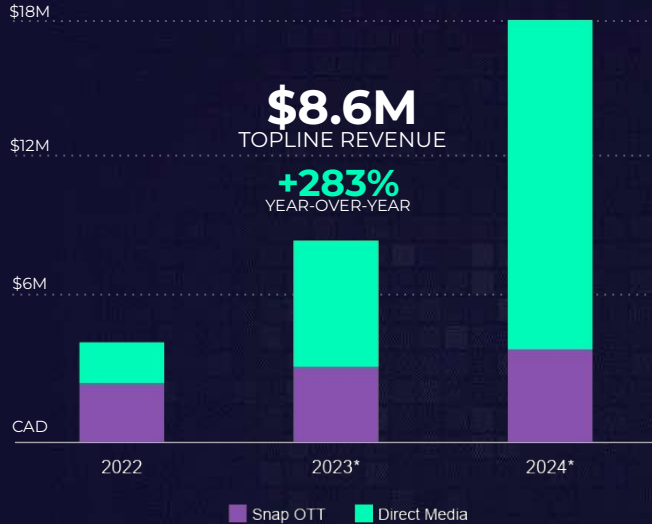
Partnering with brands to create custom short and long-form video content to be hosted on their brand networks & websites.

EXAMPLE:

THORN - founded by Ashton Kutcher & Demi Moore to fight human trafficking and teach youth how to be safe online

Users spend an average of 95 minutes a day on Gamelancer channels

PATH TO PROFITABILITY



↓ **35%** REDUCTION IN TOTAL EXPENSES

PROJECTED EBITA POSITIVE PROFITABILITY IN 2023

FY2023 Revenues forecasted to be \$8.6M which consists of a 28% increase in snap OTT revenues and 201% increase in Direct Media. Snap OTT revenues are estimated based upon past quarter performance and increasing the number of shows/episodes.

Direct Media revenues are forecasted by reviewing existing IOs in place with customers, sales pipeline and individual targets for Sales Executives.

COGS are forecasted based on reviewing historical costs and having more defined structure with production and talent costs.

Operating expenses - almost all categories seeing a reduction due to cost containment exercises of ensuring the Company is operating lean. The company used FY2022 as a basis to review ongoing costs and eliminate any one-off expenses and any there were no longer applicable.



GAMELANCER
MEDIA CORP.

THANK YOU!

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TSX:GMNG | OTCQB:GAMGF | FRA:P93



Appendix Our Work



Bringing The Finals Centerstage

To drive viewership of the Stanley Cup Finals, we tapped into NHL superstars Trevor Zegras and the Hughes brothers to create original content centered around gaming.

With 45 posts posted across our network for the duration of the Finals along with a strategic paid plan behind the content, we positioned ESPN and the NHL at the forefront of one of the largest entertainment mediums; gaming.

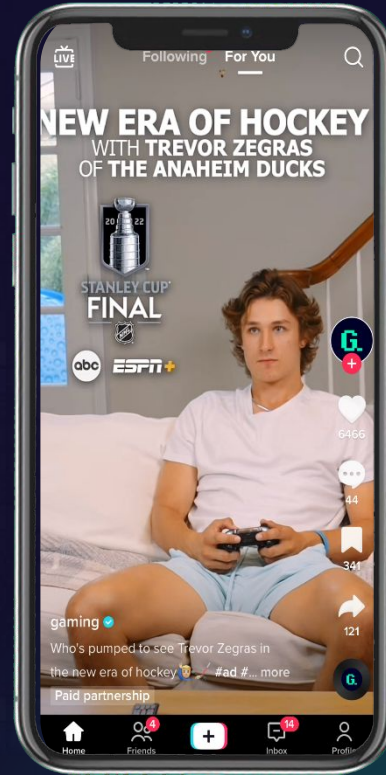
KEY METRICS:

Total Posts
45

Video Views
8.9M

Total Likes
88K

Total Impressions
19.2M





Generating Hype around College Football on ESPN

ESPN leaned on Gamelancer to promote the NCAA Labour Day Weekend Games.

We partnered with Miami Dolphins Linebacker, Jaelan Phillips to capture unique and entertaining content.

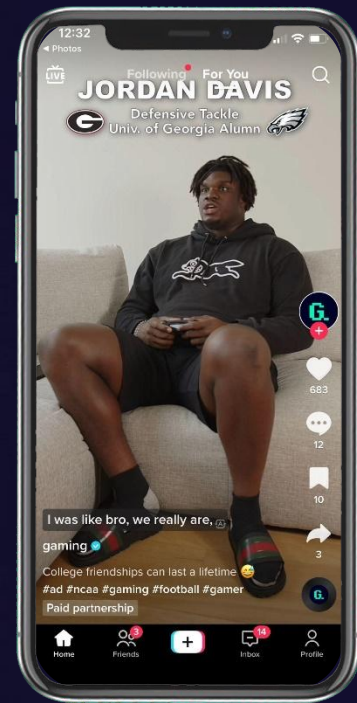
With 10 posts across our network, we successfully generated awareness to millions of diverse viewers.

KEY METRICS:

Total Posts
10

Video Views
6.3M

Total Likes
84.6K





Placing Monday Night Football in the Spotlight

We teamed up with Disney/ESPN to generate awareness around NFL Monday Night Football.

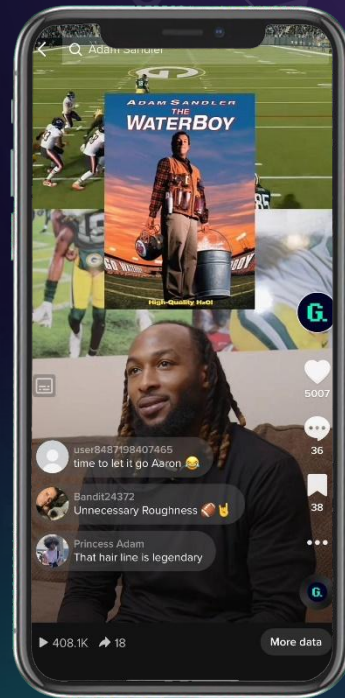
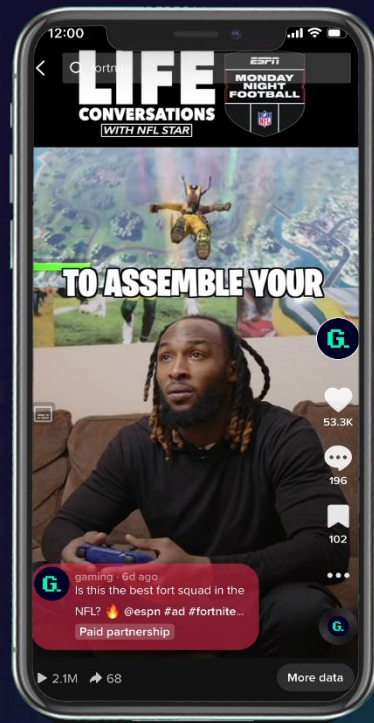
Reaching millions of people, our content showcased inside stories of some of the biggest and most relevant NFL athletes to drive subscribers to ESPN+.

KEY METRICS:

Total Posts
13

Video Views
3.6M

Total Likes
70K





Financial Literacy

RBC challenged Gamelancer Studios to find a unique way to bring financial literacy to the forefront of Gen Z media.

Money plays a big role in our dating lives, so we wanted to provide Gen Zs with the opportunity to discuss their experiences with money and dating.

We set young people up on blind dates where money was the topic of conversation, and packaged it into a series of videos.

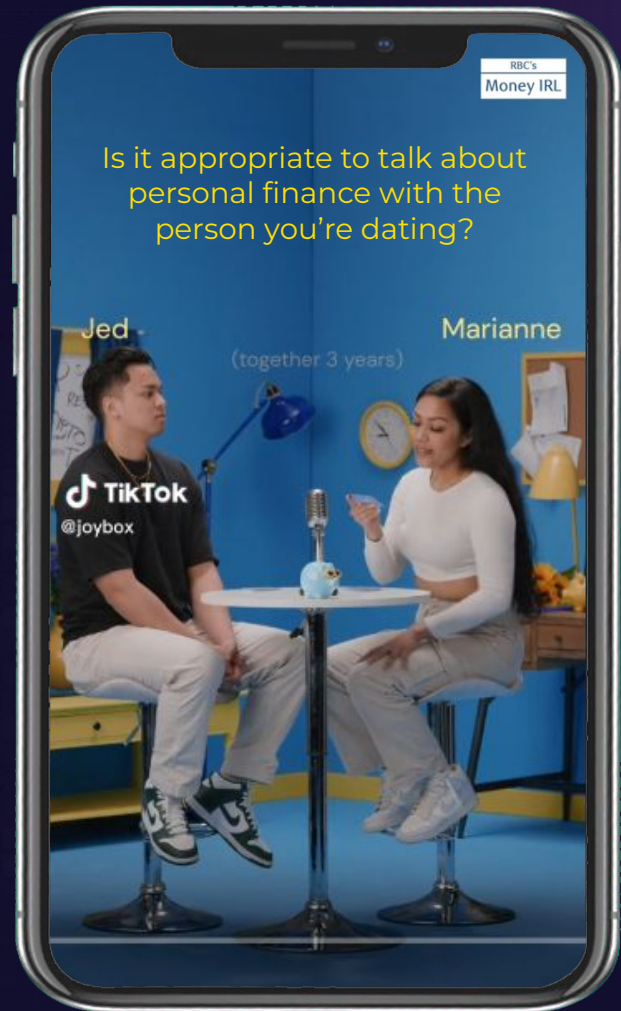
KEY METRICS:

Views
10M+

Likes
300K

Comments
4K

Shares
800



SAMSUNG

Connecting Friends & Family

Gamelancer teamed up with Samsung and prominent personalities across 5 verticals to produce content and creative for Samsung's Connectivity campaign.

Tapping into stars like Fred VanVleet of the Raptors, Gamelancer helped Samsung create and execute one of their most impactful social campaigns of the year.

KEY METRICS:

Total Impressions
3.7M

Total Views
3.5M

Total Likes
245K



GFUEL®

ENERGY FORMULA

Growing G FUEL TikTok Growth Strategy

GFUEL was getting started on TikTok and Gamelancer helped them breakthrough.

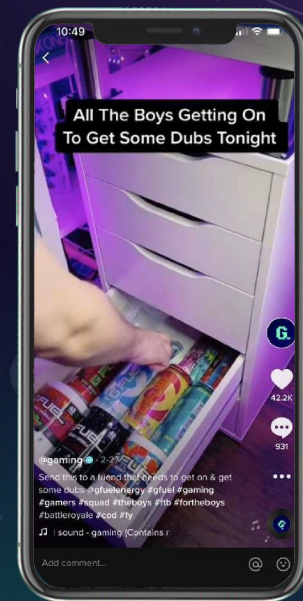
We collaborated with 25 creators from our influencer network to create user-generated content. The creator videos, which showcased them enjoying G FUEL products, were a huge success!

KEY METRICS:

Total Posts
20

Video Views
49M+

Total Likes
3M+





Making Celsius the top Gaming drink

We partnered with Celsius to promote their brand to a new audience. The goal was to increase awareness and highlight the benefits of their product.

With 50 social media placements, 10 original content posts and amplification through the Gamelancer network, Celsius reached an audience of millions.

KEY METRICS:

Total Posts
50

Video Views
10.1M

Total Likes
303K

