



2021 AGM Q&A

Business strategy

Key performance indicators in the 2020 Annual Report (pg. 5) shows impressive growth in your fanbase. How do you plan to measure fan engagement of the existing Guild community?

On a weekly basis we measure engagement levels on all of our channels (e.g. interactions, average minute audience, returning visitors) against our digital content, ensuring we continue to be aligned with our audience's expectations. Our digital media acquisition strategy prioritises growth whilst also targeting high quality users in the desired markets for Guild and our sponsors. Alongside engagement metrics, we look for positive sentiment amongst our community and positive levels of interaction from our fanbase.

How do you anticipate your audience to grow over the next year?

We anticipate strong growth in our total viewership figures across the Guild branded network. This is expected to be driven by:

- Targeted recruitment of leading and emerging pro-players
- Hiring more content creators with a large and growing audience
- Significant increase in unique content and game-play programming
- Continued success in major esports tournaments
- Launch of the Guild academy in Q2 2021
- Strong support from David Beckham, the Guild ambassador who regularly promotes the Guild brand through his 125 million+ followers on social media and one of the world's most influential sports icons

What is the current pipeline of sponsorships?

We have already announced three major sponsorship deals since our IPO, being a fintech business (whose name has not yet been launched), HyperX in the gaming peripheral sector and Subway, in the global quick service restaurant market. Our pipeline of potential new sponsors remains strong and we are attracting increasing interest from a range and number of brand owners and advertisers who are keen to gain access to our audience. As a result, we are in dialogue with a significant number of potential sponsors and will announce any material progress as necessary. David Beckham, as a successful entrepreneur in the sports industry has high level access to many advertisers and sponsors, thereby introducing Guild to new revenue generating opportunities.

When do you anticipate publicly announcing the name of Guild's first sponsor (the financial technology company)? Will the launch event be in the UK?

We have held back from unveiling the identity of our first major sponsor at their request as they wish to make a big splash of their brand launch at a major international venue that may or may not be in the UK. We will announce their name after they have given us the green light for their launch plans, which will partly depend on travel conditions.

Microsoft/343 Industries are reported to be setting up a Halo Esports league for the launch of Halo Infinite. Would this be an area that Guild might participate in?

We constantly evaluate entering new esports games with a view to expanding our audience and catering to the game titles that matter most. We already participate in four major esports games: FIFA, Fortnite, Rocket League and Valorant. It is likely we will enter more games where it makes economic sense for us to do so. Bear in mind that an entry into some competitive leagues can involve a major upfront investment, so we have to prudently assess such costs versus potential returns arising from such a move.

What is Guild Esports' plan to participate in Asian esports tournaments and sign Asian gamers to the roster?

Asia is a major consumer of esports and a new audience opportunity, so it has to be part of our long-term growth strategy. At present, we are focused on PC-based games whereas mobile games are particularly popular and growing rapidly in Asia. We will therefore have to assess our opportunities in Asia carefully before making any investment in that region. We will also seek to leverage David Beckham's huge following on Asian focused social media platforms, such as Weibo.

Esports market

What proportion of the prize money won from tournaments go to Guild as revenue?

Typically between 80% and 90% of the prize money accrues to the players and the balance comes to Guild. This is in line with the industry norms and we strongly believe that prize money provides a big incentive for players to perform well. The more successful Guild players are, the more popular and sought-after the Guild brand will be with esports fans and gamers.

Can you discuss the trends that you have seen start, or accelerate, during the past 12 months and are they beneficial to Guild?

Esports is one of the fastest growing leisure activities in the world and some major tournaments attract bigger audiences than traditional sports events such as Wimbledon (tennis) and the US Open (golf). The pandemic has helped to accelerate its popularity; whereas other sports activities have been constrained, esports has continued using online gameplay.

There is also greater media interest in esports; for example, BBC Sport has recently provided coverage of Rocket League tournaments. Long term, we expect media rights revenues to emerge as an important contributor to the revenues of esports teams.

The growing public interest in esports is also attracting the attention of a wide range of brand advertisers who wish to connect with its young but hard-to-reach audience. According to Newzoo, revenues generated by esports increased from US\$130 million in 2012 to US\$950.6 million in 2019, and is estimated to reach US\$1.59 billion by 2023.

The Guild Academy

What is the Guild Academy and what are your plans for it?

The Guild Academy is an online portal and physical athlete-development system that has been closely modelled on the success of the Premier League and inspired by David Beckham, who has been actively involved in its creation and development. It is aimed at fostering a worldwide grassroots fan-base for Guild, attract talented gamers at an early stage from anywhere in the world and to scout for and mentor budding pro-players who wish to realise their dreams.

The online platform will provide a world-class and proprietary training system for gamers from basic to expert level and use a holistic approach to their development, including coaching and guidance on nutrition, exercise and psychological support to hone their potential. This will enable talented athletes to improve their skills on the path to a professional career.

Our headquarters, which will incorporate formal academy premises, will house our coaches and also provide technology support for our content creators. Pro-players will also be able to compete in tournaments from here as needed. Top academy players will also have access to these facilities to achieve their goals. Importantly, the Academy site will also serve as a beacon for our fans.

We envisage the scale and quality of the online and physical academy resources to set the gold standard in the esports industry and enable Guild to stand out from the crowd.

The Guild Academy will be launched in the second quarter of 2021 and updates on our plans will be provided in due course.

Please explain how you intend to commercialise the academy system?

Our aim is to create a flourishing grassroots following that will expand our fanbase globally, provide a growing pool of talent at an early stage and establish a sustainable asset base of players for the Company. The academy system will bring in a young player base and nurture them over a prolonged period of time - which allows for sustained exposure to the Guild brand and its sponsors. The scale and quality of our academy system will be much greater than any other esports team organisation, and this vision is already being recognised by major sponsors such as Subway. In the medium to long term, we will introduce other revenue generating opportunities surrounding the Guild Academy.

Do you envisage athletes from Guild's academy being 'sold' or transferred to other clubs as in other sports such as football – which could benefit Guild in the long term?

Yes! This is part of the long-term goal and business model behind our academy system and intended to establish a large talent pool and player assets, which will create shareholder value and brand equity.

Has or will Guild consider the implications of a report by the London Legacy Development Corporation to develop an esports gaming cluster based at the Olympic Park in London, UK?

We are fully aware of this proposal and are seeking further information about the plans.

Merchandise & Apparel

How often do you anticipate launching new season clothing merchandise for Guild per year?

Our merchandising strategy is still at an early stage and continues to evolve in the light of the overall market conditions. We have already launched an inaugural range of products and follow-up lines of merchandising are being planned for late May. Using exclusive and limited edition drops on an opportunistic basis to create demand for the Guild brand is part of the merchandising mix. In addition, we also plan to collaborate with our leading content creators to curate new lines that bridge their followers with Guild's fanbase and our brand values. At present, we have not committed to a specific number of seasonal or limited edition drops per year.

Roughly how much time has Fergus Purcell committed to the Company in terms of overseeing the design of all apparel etc?

Fergus Purcell designed and launched the iconic Guild logo which is featured on all of our products. We will continue to work with him, as well as other compelling designers, depending on our target audience and the style requirements of each range.

Other

Does the Company plan to add more video content on the investor relations section of its website to enhance understanding of its business, strategy and industry trends?

We will continue to assess the best forms of communications and plan to use corporate videos and presentations as part of this package.

Post Covid-19, will you offer an office tour so investors can speak to senior management, some of your team, and perhaps some of the players/content creators that Guild has hired?

We expect to provide interested shareholders with opportunities to interact with senior management, including a possible tour of our London headquarters and the academy facilities after these premises are launched in the second half of 2021.