



London-Based Esports Org | Co-Owned By David Beckham | Listed On The London Stock Exchange In 2020 (GILD)

Private and Confidential

DISCLAIMER

The information contained in these slides and the accompanying verbal presentation (together, the Presentation) has been prepared by Guild Esports PLC (Company). This Presentation has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000 (FSMA). If any person is in any doubt as to the contents of this Presentation, they should seek independent advice from a person who is authorised for the purposes of FSMA and who specialises in advising in investments of this kind. The information contained in this Presentation does not purport to cover all matters that may be relevant for the purposes of considering whether or not to make any investment and is not intended to provide, and should not be relied upon, for accounting, legal or tax advice. You are encouraged to seek individual advice from your personal, financial, legal, tax and other advisers before making any investment or financial decisions subscribing for or purchasing any securities.

This Presentation is for distribution in or from the UK only to persons authorised or exempted within the meaning of those expressions under FSMA 2000 or any order made under it or to those persons to whom these slides may be lawfully distributed pursuant to the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (Financial Promotion Order) as amended, including Investment Professionals as defined in article 19(5) and high net worth entities as defined in article 49(2) of the Financial Promotion Order. Persons who do not fall within any of these definitions should not rely on these slides nor take any action upon them, but should return them immediately to either Zeus Capital Limited or Tennyson Securities.

This Presentation does not constitute a prospectus or listing particulars relating to the Company; it has not been approved by the Financial Conduct Authority, nor does it constitute or form part of any offer, invitation, inducement or commitment to, sell, issue, or any solicitation of any such offer or invitation to subscribe for, underwrite or buy, any shares in the Company or any of its affiliates to any person in any jurisdiction, nor shall it nor any part of it, nor the fact of its distribution form the basis of, or be relied on in connection with, or act as any inducement to enter into any contract or investment decision in relation to it.

The Presentation and any further information made available to any recipient, either verbally or in writing, is being supplied to you solely for your information and may not be reproduced, redistributed or passed to any other person or published in whole or in part for any purpose at anytime. By accepting receipt of this Presentation, you agree to be bound by the limitations and restrictions set in this Presentation.

No representation or warranty, express or implied, is made or given by or on behalf of the Company or any of their respective agents, affiliates, representatives, advisers, employees or its directors or any other person as to the accuracy, completeness or fairness of the information or opinions contained in this document and no responsibility or liability is accepted by any person for any loss however arising from any use of, or reliance on, or in connection with, this document or its contents or otherwise arising in connection therewith. Notwithstanding this, nothing in this paragraph shall exclude liability for any such representation or warranty made fraudulently.

Zeus Capital Limited (as Broker), which is regulated by the Financial Conduct Authority, is advising the Company and no-one else (whether or not a recipient of these slides) and will not be responsible to anyone, other than the Company, for providing the protections afforded to customers of Zeus Capital Limited, nor for providing advice in relation to this Presentation. Tennyson Securities (a trading name of Shard Capital Partners LLP) (as Broker), which is regulated by the Financial Conduct Authority, is advising the Company and no-one else (whether or not a recipient of these slides) and will not be responsible to anyone, other than the Company, for providing the protections afforded to customers of Tennyson Securities, nor for providing advice in relation to this Presentation.

Certain statements in the Presentation are forward-looking statements, and the Presentation itself has been based upon a number of assumptions, forecasts and projections of the Company which by their nature are forward looking. Forward-looking statements are typically identified by the use of forward-looking terminology such as believes, expects, may, will, could, should, intends, estimates, potential, anticipate, plans or assumes, or similar expressions, or by discussions of strategy that involve risk and uncertainties. By their nature, forward-looking statements, assumptions, forecasts and projections involve a number of risks and uncertainties, and in some cases are based on estimates and incomplete information, that could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements or by the Presentation as a whole. These risks and uncertainties, and the impact they have on the assumptions, forecasts and projections contained in the Presentation, could adversely affect the outcome and financial effects of the plans and events described in the Presentation.

The distribution of this document in certain jurisdictions may be restricted by law and therefore persons into whose possession this document comes should inform themselves about and observe any such requirements or restrictions. Any such distribution could result in a violation of the law of such jurisdictions. Neither this Presentation nor any copy of it may be taken or transmitted into or distributed in Canada, Australia, Japan, South Africa or the Republic of Ireland, or any other jurisdiction which prohibits such taking in, transmission or distribution, or to any person resident in such jurisdictions (including corporations or other entities organised under the laws of such jurisdictions, or branches or agencies of such corporations or entities outside of those jurisdictions) except in compliance with applicable securities laws. Any failure to comply with this restriction may constitute a violation of national securities laws.





Private and Confidential



Jasmine Skee

CEO



Nick Westwood

SVP Creative & Strategy



Luke Jones

Director of Esports & Gaming





AUDIENCE FOCUSSED
MULTI-REVENUE STRUCTURE
GAME CHANGING ATTITUDE
INVESTED PARTNERS
LEADING ESPORTS ORG IN EUROPE





**£14.6 MILLION TOTAL VALUE
IN SECURED SPONSORSHIPS
IN 2 YEARS...**

sky

SUBWAY

Coca-Cola

SAMSUNG





WHAT WE HAVE IMPLEMENTED

SKY DEAL SIGNED FOR 3 YEARS

**DAVID BECKHAM
DEAL RENEGOTIATED**

WE REPLACED £7.5MIL WITH 20% REVENUE SHARE

COST CUTTING

FROM £7.8M TO £5.3M IN ONE YEAR



SENIOR MANAGEMENT TEAM



Jasmine Skee

CEO



Clare Jarvis

CFO



Nick Westwood

SVP Creative & Strategy



Matthew Charles

Director of Operations



Luke Jones

Director of Esports and Gaming



Rory Moran

Commercial Director



Ellen Topley

Head of Brand & Campaigns



Anna Clayton

Head of Production



Roland Tiffany

Head of Creative



Georgia Morison

Head of Events





PREMIER PARTNER



Sky Broadband

Official WiFi & Broadband Partner, HQ
Naming Rights Partner & Shirt Partner

MAIN PARTNERS



Bitstamp

Cryptocurrency Exchange
Partner & Shirt Partner

Subway

Official QSR Partner
& Shirt Partner

**Main
Partner 03**
TBC

**Main
Partner 04**
TBC

OFFICIAL PARTNERS



Coca-Cola
Official Soft
Drinks &
Beverages
Partner

Hyperice
Official
Recovery
Technology
Partner

Samsung Display
Official Monitor
Partner

Samsung TV
Official TV
Partner

Razer
Official
Gaming Chair

**Official
Partner 07**
TBC

**Official
Partner 08**
TBC

NEW SECTOR PRIORITIES

- Betting
- Consumer Goods / FMCG
- Financial Services
- Automotive
- Apparel
- Technology
- Travel

**PARTNER
ROSTER**



GAMING AUDIENCE IS NOW COMPETING WITH FOOTBALL



RUGBY
400M

NFL
410M

BASEBALL
500M

ESPORTS
577M*

BASKETBALL
2.4BN

CRICKET
2.5BN

GAMING
3BN*

FOOTBALL
3.5BN



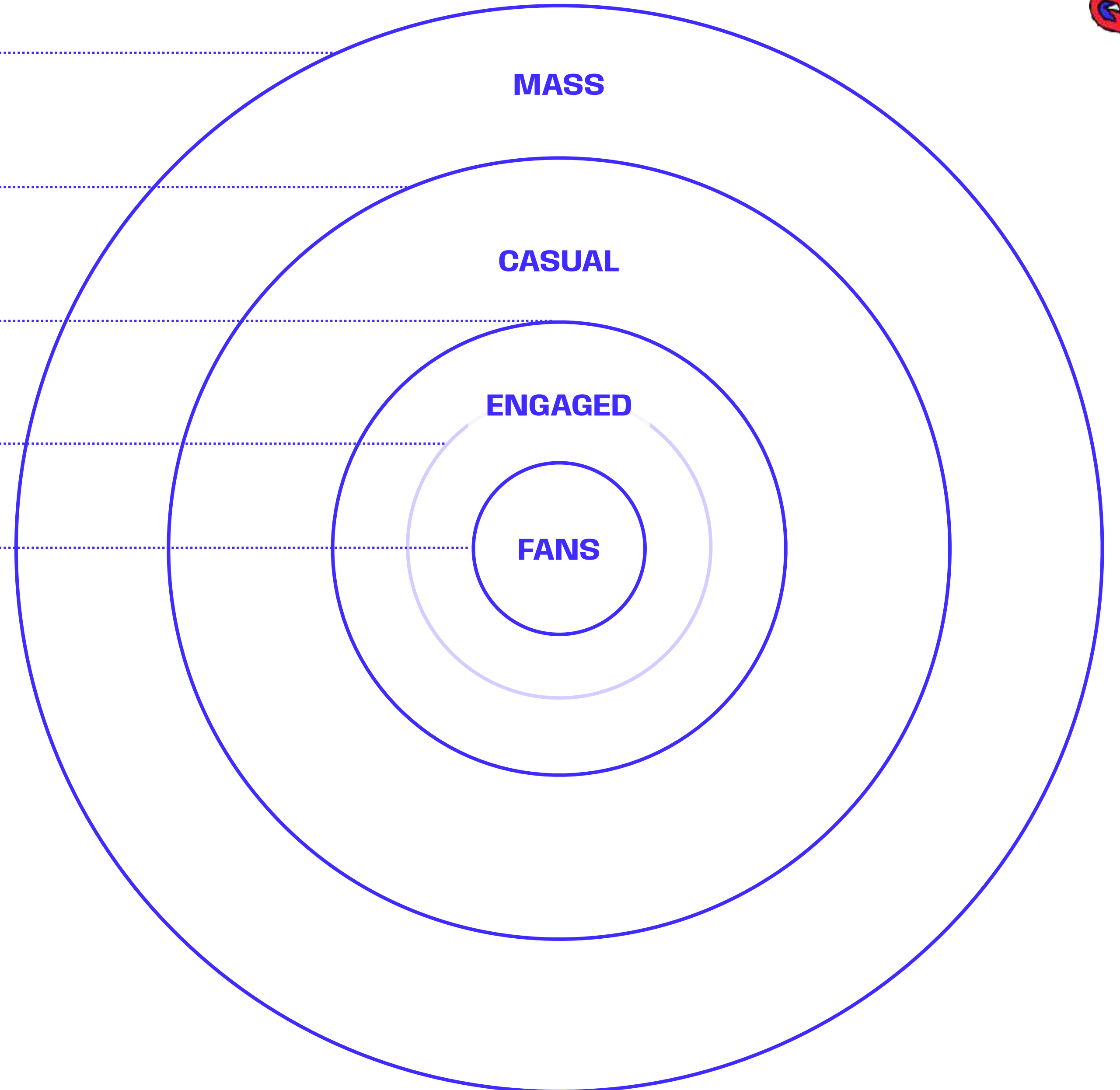
**OUR FOCUS IS
ON AUDIENCE
GROWTH AND
BEING GLOBALLY
RELEVANT**

FIFA 23

FORTNITE



VALORANT





9 TOURNAMENTS WON



135M SOCIAL MEDIA FOLLOWERS*



WE OPENED OUR HQ IN THE HEART OF SHOREDITCH LONDON JUNE 2022



IN LESS THAN TWO YEARS WE HAVE BECOME A WELL RESPECTED AND RECOGNISED ESPORTS TEAM

TITLE SPECIFIC ACHIEVEMENTS



Nico: eChampions League Winner & eWorld Cup Finalist.

David: Top 4 eLaLiga & Top12 eChampions League

Team: Fifa Global Series Winners



Anas: Winner Gamers 8, Consistent top 20 FNCS placements, Winner Mr. Beast \$1M Tournament

Hen: 3x FNCS Winner (2021/2022)



Current Rank: 10th

4th in World Prize Winnings (2022)

Winners: RLCS Spring Regional 3



Top 6 Globally

1st Place VCT EMEA

x3 2nd Place VCT EMEA



PHASE ONE - 2020-2022

WORLD RENOWNED LEADERSHIP

Leveraging partnership with David Beckham and DB Ventures to secure global and regional, not just domestic deals

ROCKET-FUELLED ESPORTS GROWTH

£4M in prize money split between players and Guild
Global event finalists in ALL of our titles
Winners of 9 major tournaments

WORLD CLASS HEADQUARTERS

Development of 10,000sq ft esports HQ in Shoreditch, London
Secured HQ naming rights partner
Secured Academy space partner

DELIVERING £14.6 MILLION TOTAL VALUE IN SPONSORSHIP REVENUES IN FIRST 24 MONTHS AS A PLC

AUDIENCE

TEAMS

STUDIOS

GROWTH AREAS



**SPONSORSHIP &
OWN IP CREATION**

GUILD STUDIOS & HQ

GUILD COLLEGE

**WE WILL
DIVERSIFY
OUR
REVENUE
PORTFOLIO**



**START YOUR
CAREER IN
BRANDING
SPONSORSHIP
MANAGEMENT
PRODUCTION
DESIGN
ESPORTS**



Tier 1 - Ownership
DAVID BECKHAM

Tier 2 - Guild Ambassador
X2 CULTURAL ICONS*

Tier 3 - Gaming Partners
WIDER TALENT POOL



TALENT APPROACH



Gaming is endemic in all cultural outposts - it is the glue that binds people together in the way that music did in the 70s to the 90s. Guild will work with labels, talent agencies, activation companies and media businesses to develop a network for our sponsors and future partners to connect with audiences through gaming.

*Example of the type of talent we would like to talk to. Subject to negotiating a binding contract, which is not guaranteed.



LEADERS IN AI TRAINING

Guild has entered into a development agreement with GERFORD, the market leader in AI athlete tracking, to be a first mover in utilising new AI technologies to discover, develop and harness pro esports players.

Data driven performance analysis is vital for development of players, and AI technology has the ability to assess players without the subjective opinions of coaches.

We see incredible potential value through:

- ❖ Discovering world-class players at entry level
- ❖ Developing our pros into self-regulated champions
- ❖ Understanding in-game performance and utilising obtained data on a proprietary level
- ❖ Developing professional and educational curriculums such as intake censorship for licensing and sale
- ❖ Servicing the wider esports industry from teams to everyday gamers





WE HAVE MOVED INTO CSGO!

Our TEAMS department has worked hard to build commercial focus around new team selection. From March 2023 we will be involved in the rapid growth of **Women's CSGO** scene with a full roster competing professionally.

This has opened up the betting sector in our sponsorship categories.

We will...

- ❖ Explore the opportunity for a men's team
- ❖ Add CSGO focussed members of our coaching team
- ❖ Integrate CSGO into our AI and data tool development
- ❖ Create a new UK only competition and unique IP to drive further sponsorship opportunities / activation



\$24.1BN

Esports betting
market size 2028

\$9.7BN

Esports betting
market size 2021



LET'S GO RACING...

Guild's leadership team have been instrumental in the growth of SIM and Virtual Racing as an esport - both directly delivering events for F1 and FormulaE and running Red Bull Racing, a world championship winning SIM team.

Guild is exploring a move into SIM racing via the Guild SIM School.

- ❖ Utilises a bespoke space in the Guild HQ
- ❖ Permanent SIM rigs available to the public
- ❖ Driver discovery and development programmes
- ❖ A new vertical in sponsorship
- ❖ Development of Guild Racing & SIM School
- ❖ Partnerships in discussion with racing teams to act as feeder program



A NEW HOME FOR ESPORTS CONTENT

In the last six months Guild Esports have hired new team members who have delivered and been responsible for some of the biggest gaming and sports events and activations in Europe.

Stage one of the new Guild Studios is complete, delivering in excess of six figures of deals in month one. This arm of Guild will continue to be a rapid growth area that services brands and media owners. Phase two is about being able to become a broadcast solutions partner for gaming and media owners via:

- ❖ Live event development and delivery
- ❖ Live esports production
- ❖ Gaming entertainment series IP development and production
- ❖ Increased output across Guild O&O channels and expansion of our channel reach and network
- ❖ Direct content relationships with publishers

Our London HQ is a perfect solution for partners in the UK and wider EMEA and NA markets. We propose installing permanent broadcasting equipment to increase our offering, revenues and, in time, margins for Guild Studios.

FINANCIAL HIGHLIGHTS



	Yr Sept 21 (£m)	Yr Sept 22 (£m)	Change (%)
Revenues	1.9	4.5	+ 137
Gross profit	1.1	2.8	+ 155
Total lifetime value of signed sponsorships	3.9	14.6	+ 274
Pre-tax loss	8.82	8.75	-1

CURRENT YEAR OUTLOOK*

Sponsorship revenue run rate estimated at £5m

Annual operating cost base reduced by £2.5m

The pipeline of potential sponsorship deals remains strong

*As announced previously on 31 January 2023



SUMMARY

- UK based esports and gaming business with a LSE main market listing
- Providing exposure to one of the fastest-growing sports & entertainment segments globally
- Delivering strong revenue growth driven by a world-class sponsorship base & adding new revenues streams
- Our esports teams are among the best in Europe [9 major tournament wins so far]
- A start-up investment programme to create a solid foundation for long term growth is behind us
- Our cost base is being managed tightly as we focus on generating shareholder value



ANY QUESTIONS?



**LET'S WIN
TOGETHER**

Contact

Jasmine Skee – CEO

jasmine@guildesports.com



ESPORTS AUDIENCE IS NOW COMPETING WITH TRADITIONAL SPORTS



RUGBY

NFL

BASEBALL

ESPORTS

BASKETBALL

CRICKET

FOOTBALL

400M

410M

500M

577M*

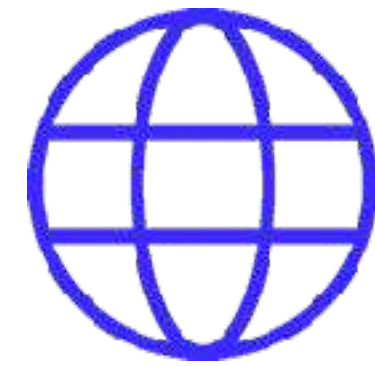
2.4BN

2.5BN

3.5BN

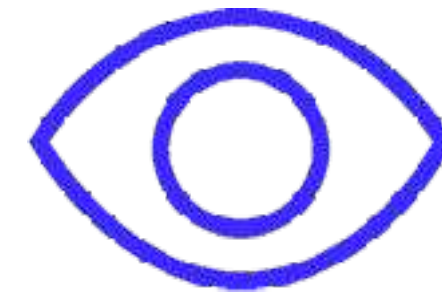


ESPORTS IS GROWING ON A SCALE UNLIKE ANY OTHER SPORT



1 IN 3

People on the planet are gamers*¹



>33%

Of people aged 16-34 in Europe follow gaming influencers & personalities*²

more than any other sport or form of entertainment.



21.9%

Esports Market is expected to reach USD 12,494.3 million by 2030 (a compound annual growth rate of 21.9% from 2022 to 2030)*³



£4.7BN

In 2022, the gaming industry accounted for £4.7bn of sales in the UK - more than the film, television or music industries*⁴