



GUILLD

JANUARY 2022

1

Fast growing esports brand & teams organisation
Competing in 5 major games

2

UK incorporated in 2019 and listed on the main market of the London Stock Exchange in October 2020

3

Major sponsorships now driving revenue growth following major investment and scale up of operations in 2021

4

Strong progress being made since IPO to executive long term growth strategy

5

Shares traded under OTC listing in US from 15 December 2021

6

Major investors including David Beckham



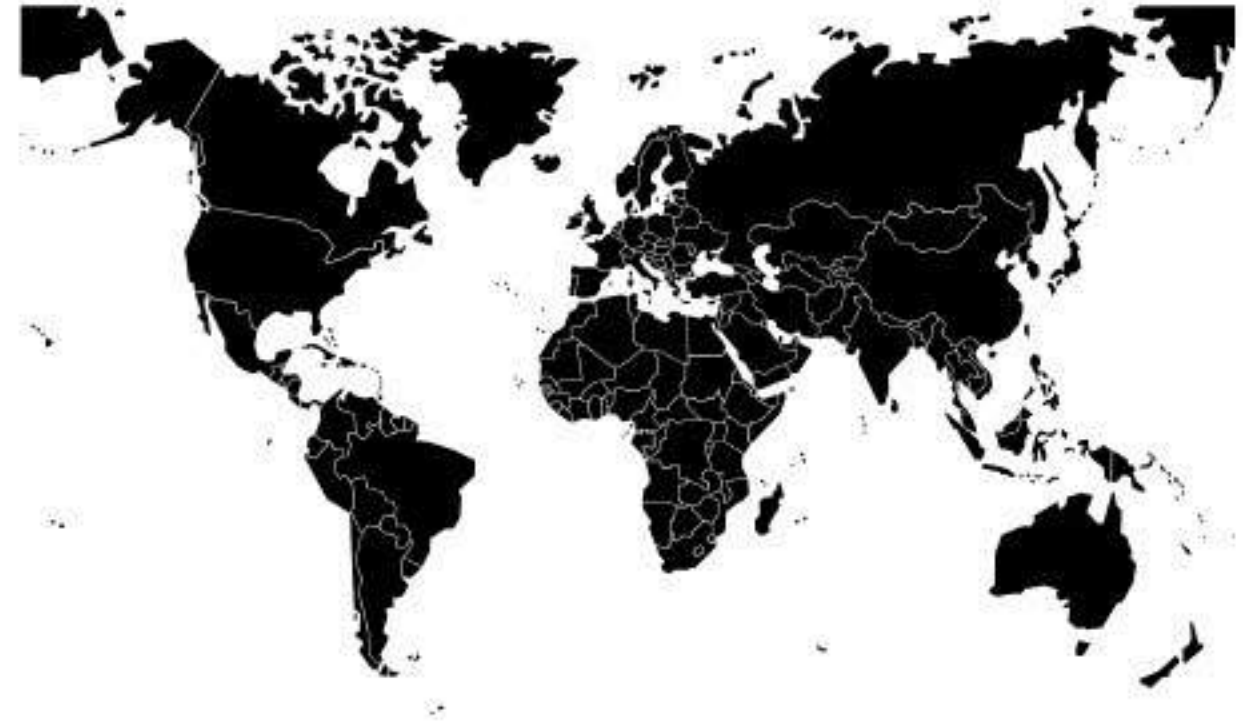
WE ARE GUILD

our mission

TO BECOME ONE OF THE TOP 5 ESPORTS
TEAMS WORLDWIDE



THE GLOBAL AUDIENCE



1 IN 3

PEOPLE ON THE
PLANET ARE GAMERS



>23%

OF PEOPLE AGED
16-34 IN EUROPE
FOLLOW GAMING
INFLUENCERS &
PERSONALITIES

Which is more than any other
sport or form
of entertainment.



30%

EXPECTED
ANNUAL GROWTH
OF THE WORLD'S
ESPORTS MARKET
OVER THE NEXT 5
YEARS

what does it look like?



\$1.1 B

2020 TOTAL GLOBAL
ESPORTS REVENUES
+15.7% YEAR ON YEAR

SOURCE: NEWZOO 2020 GLOBAL ESPORTS MARKET REPORT, YOUNG & RUBICAM (2021), NIELSEN (2020)



THE CONSUMER

what does the audience look like?



YOUNG AGE

Median Age: 32
73% = 16 - 34yo



EARLY ADOPTERS

Global Tech-savvy
Audience



UK

One of the leading gaming
markets in Europe - and
across
the globe



GLOBAL

Rapid Growth outside
of US + ASIA



TRUST

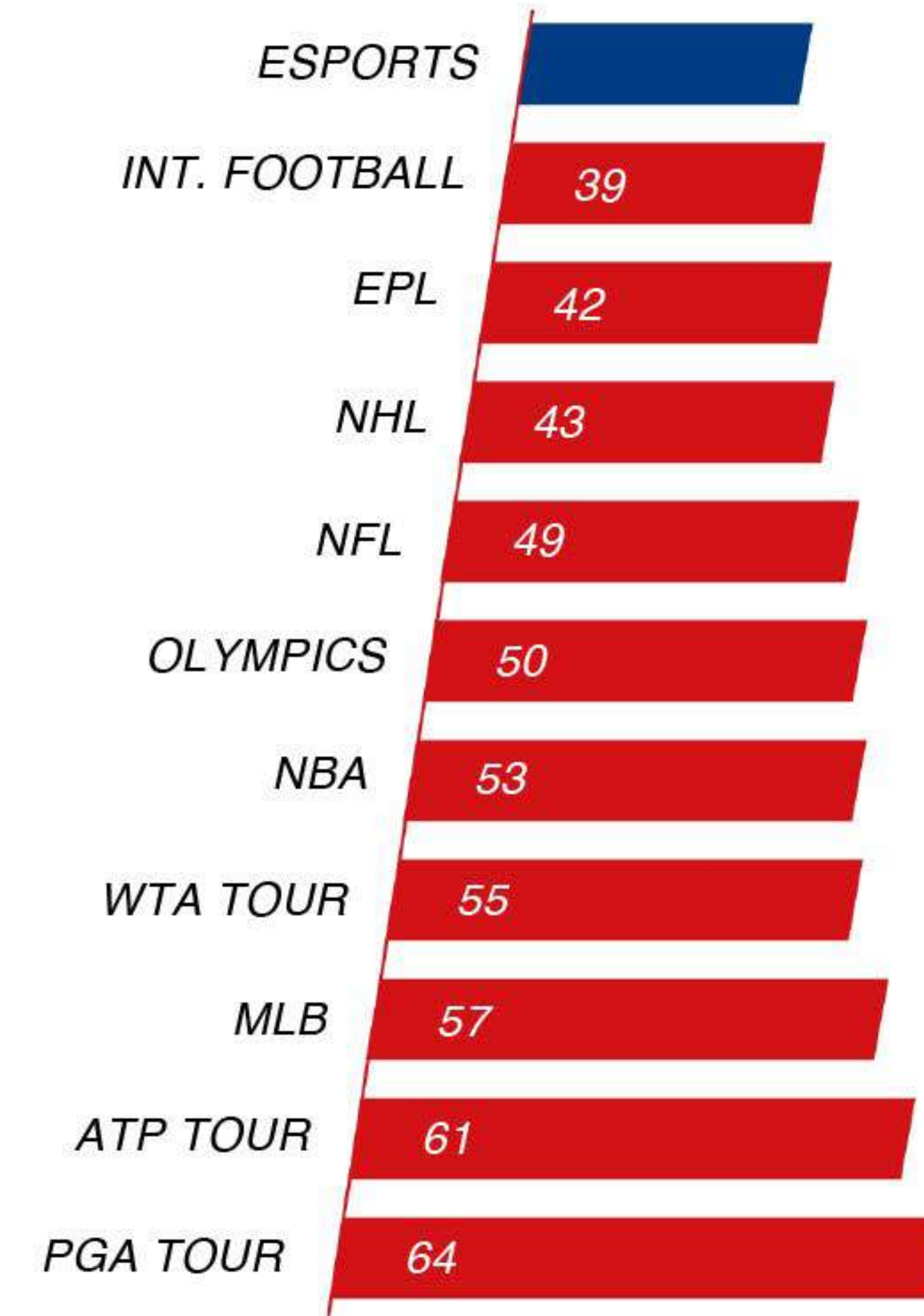
Young gamers are 57% more
likely to pay for a product
endorsed by someone they
trust



PURCHASING POWER

Over 70% of parents say their
children influence their
purchasing decisions

ESPORTS FAN AGE IS 13+ YEARS YOUNGER THAN TRADITIONAL SPORTS



SOURCE: LIMELIGHT, STATE OF ONLINE GAMING 2020 STUDY, NEWZOO 2021 GLOBAL ESPORTS MARKET REPORT, YOUNGOV (2021), NIELSEN (2020)

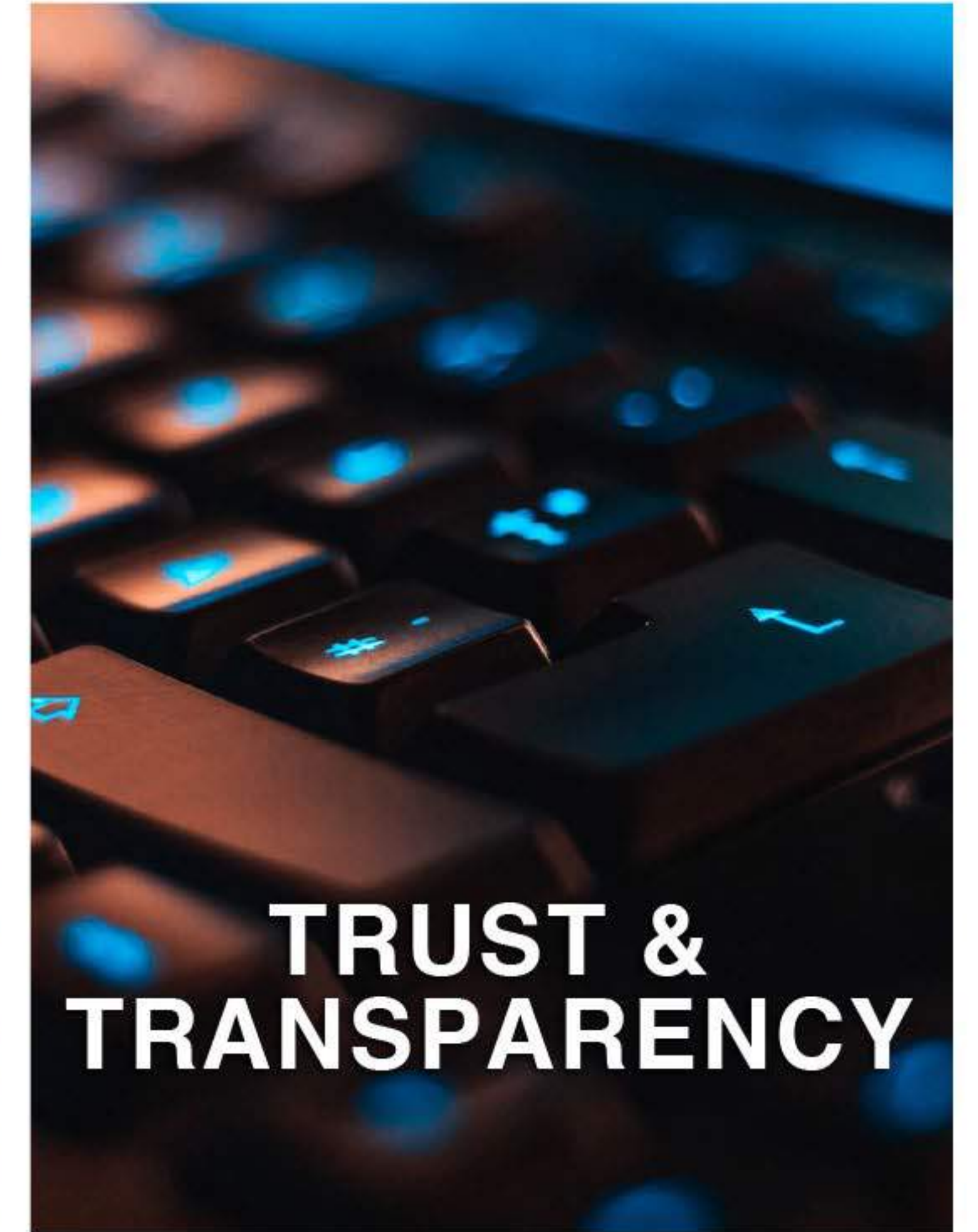
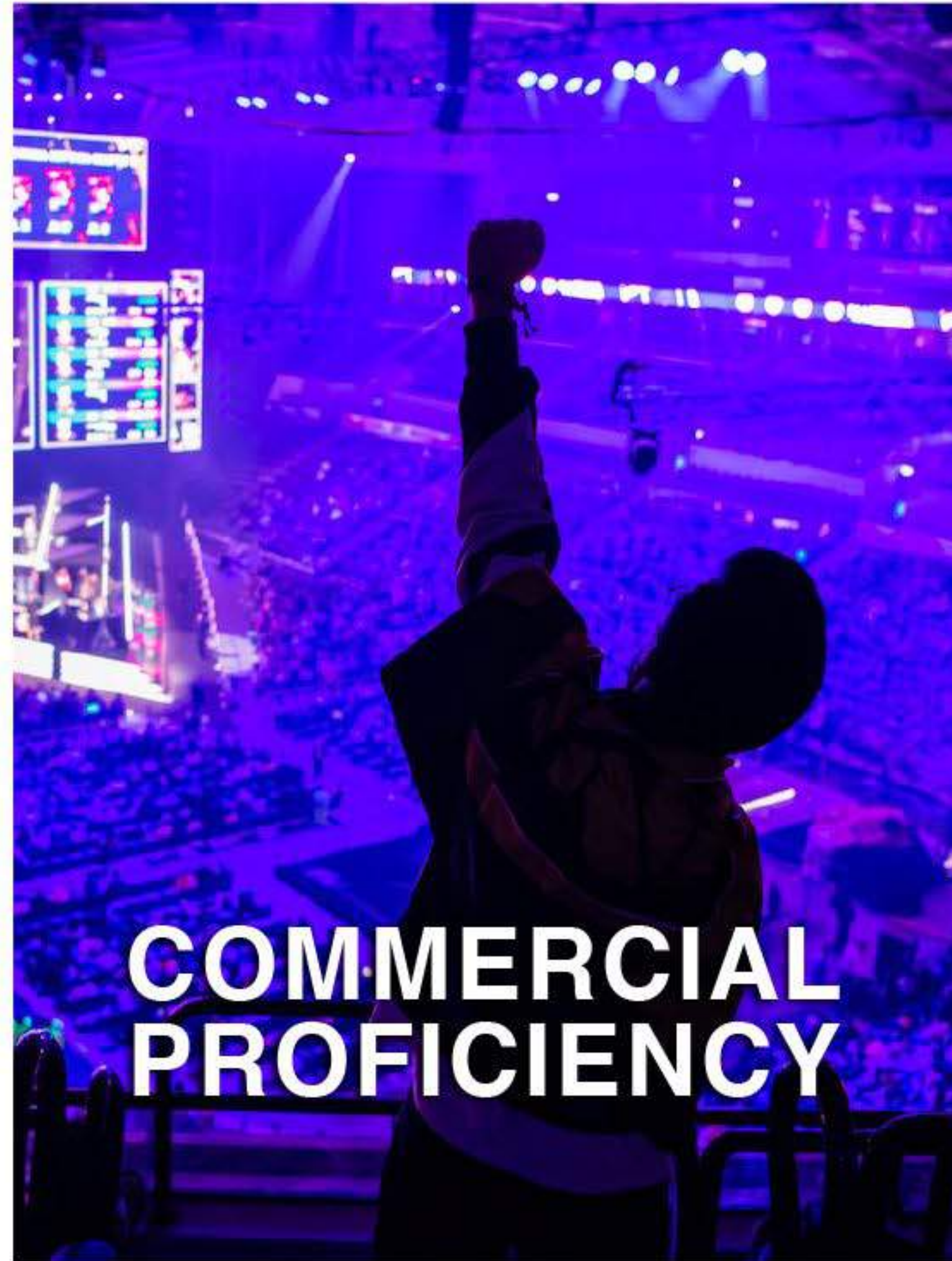
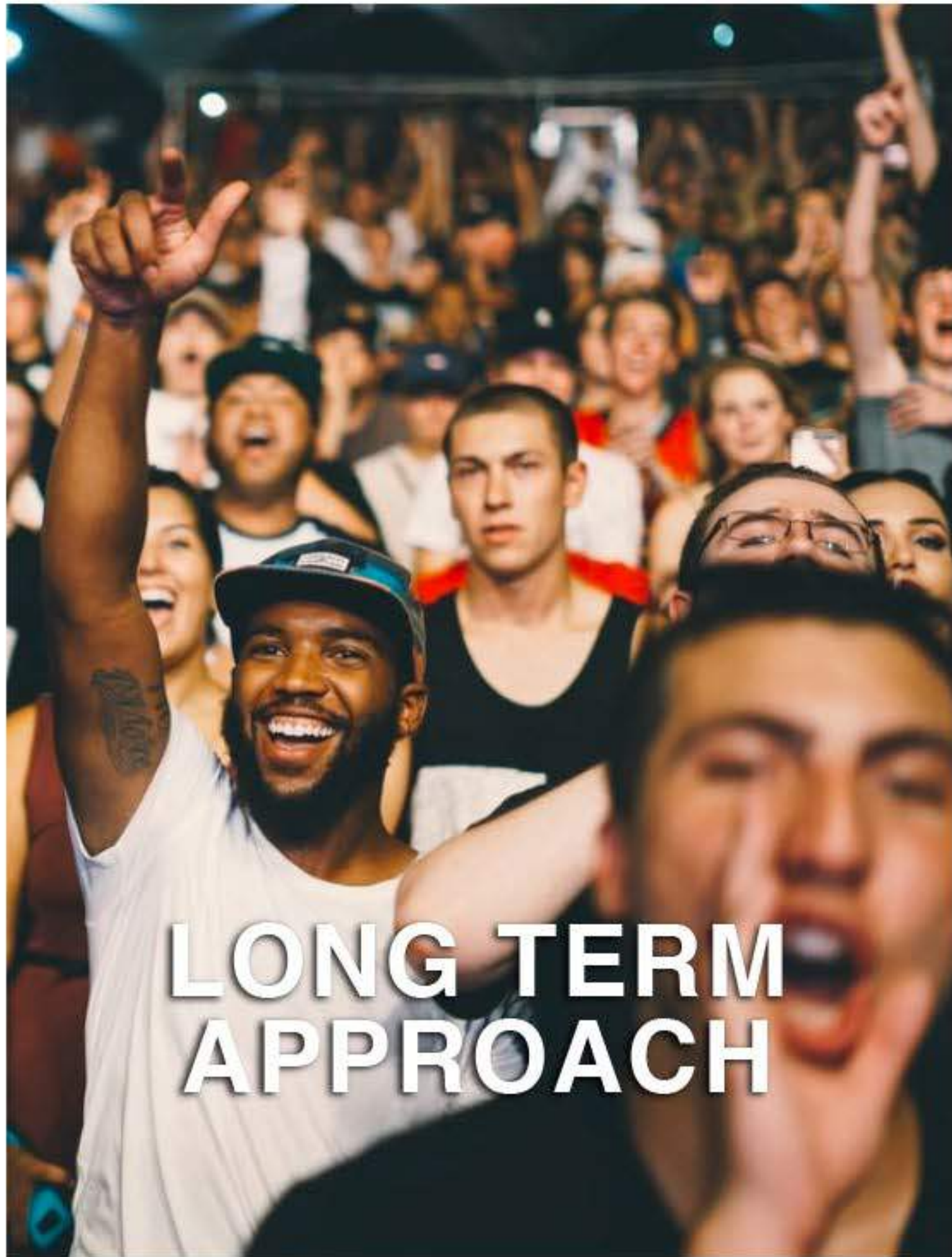
SOURCE: KPMG RESEARCH AND NIELSEN, IN 2020



ORGANISATIONS
(OR TEAMS) SIT AT
THE HEART OF
COMPETITIVE GAMING.



THE SKYROCKET NATURE OF ESPORTS HAS CREATED MISSING PIECES & GAPS ACROSS THE GAMING LANDSCAPE.



GUILD IS HERE TO RE-WRITE THE SCRIPT



OUR CORE PILLARS

solving the missing pieces



ESPORTS:
Compete in the biggest titles, fielding the best teams and developing the best pro's.

ENTERTAINMENT:
Create a global entertainment platform through our roster of creators - generating original, binge-worthy content, developed by Guild Studios.



LIFESTYLE: Inspired by the UK's prominent fashion and music scene, we integrate and develop these subcultures amongst our org across a range of lifestyle driven initiatives.



ACADEMY: An industry-first esports academy to discover, engage and empower grassroots gamers across the globe - creating a subscription revenue system and pro players for Guild.



HOW ARE WE WINNING?

IPO to-date

Delivered



To come

Trophies



Live events



Apparel



Live events



Partnerships



HQ



Academy Roadshow





**ONE OF
EUROPE'S
TOP TEAMS**

**21
PRO PLAYERS**

**6
PROFESSIONAL
TEAMS**

**5
GAMES**



SPONSORSHIPS ARE A KEY REVENUE DRIVER

Bitstamp

SUBWAY

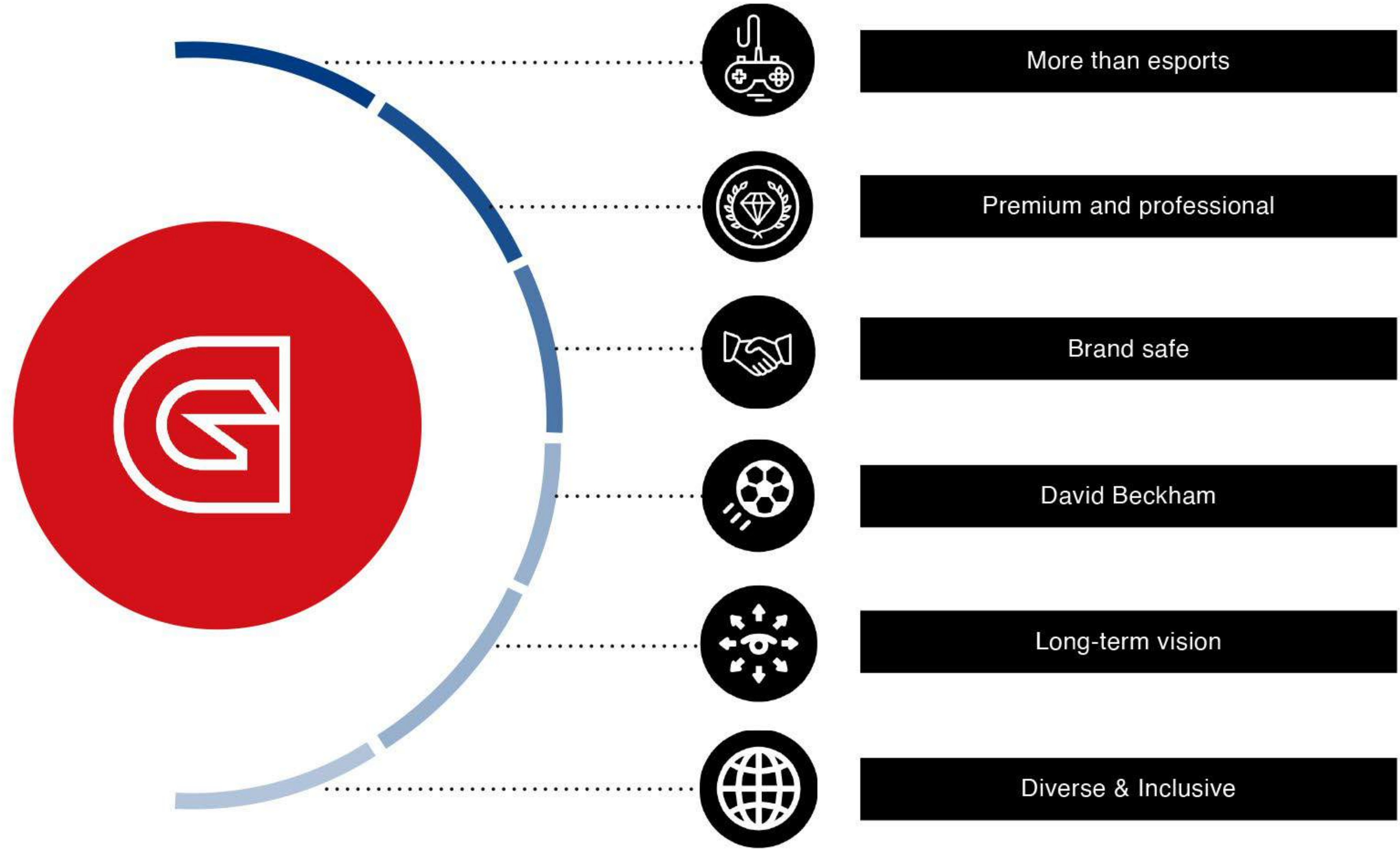
**SAMSUNG
Odyssey**

HYPERS



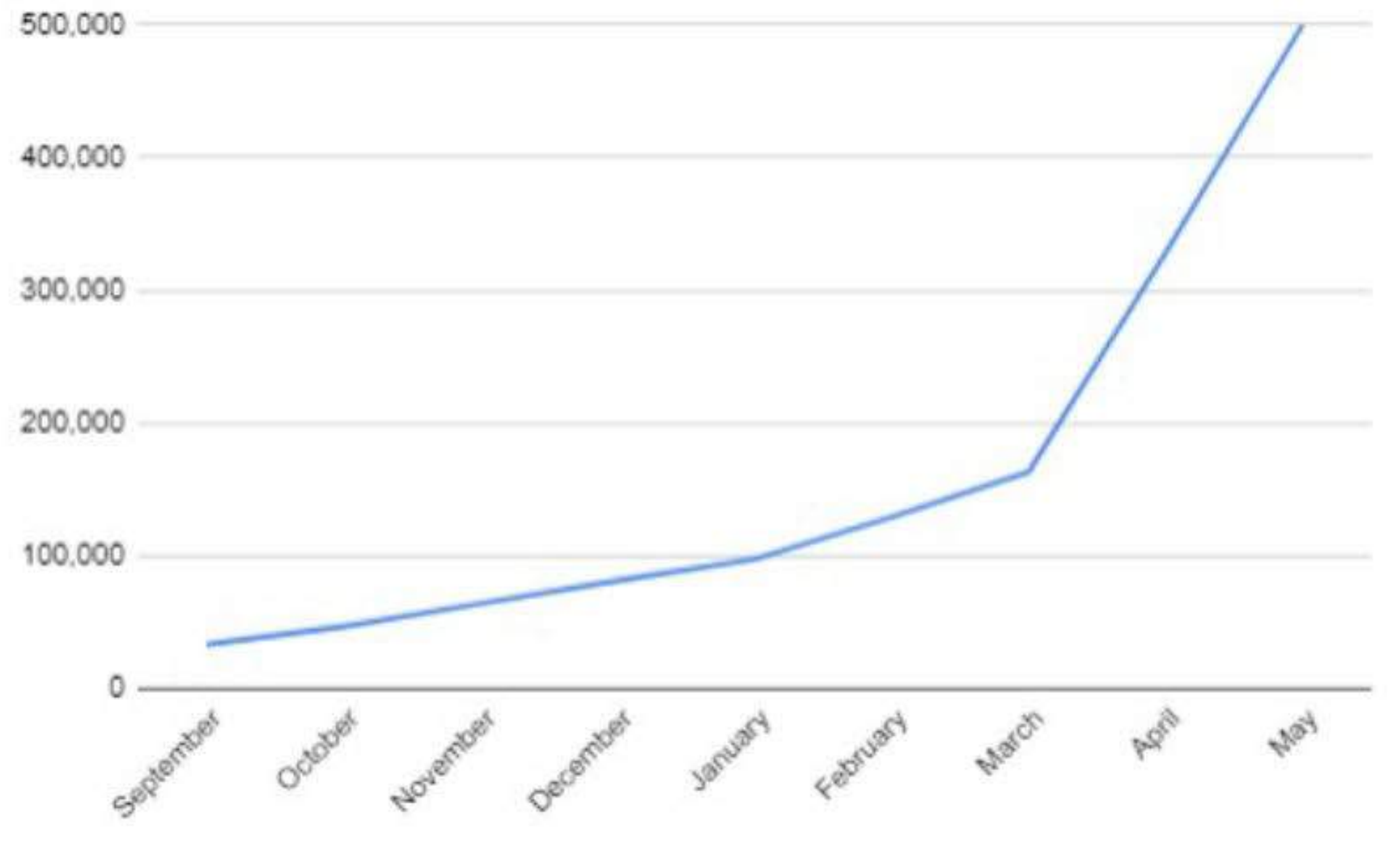
SPONSORSHIPS

why are we attractive for brands?

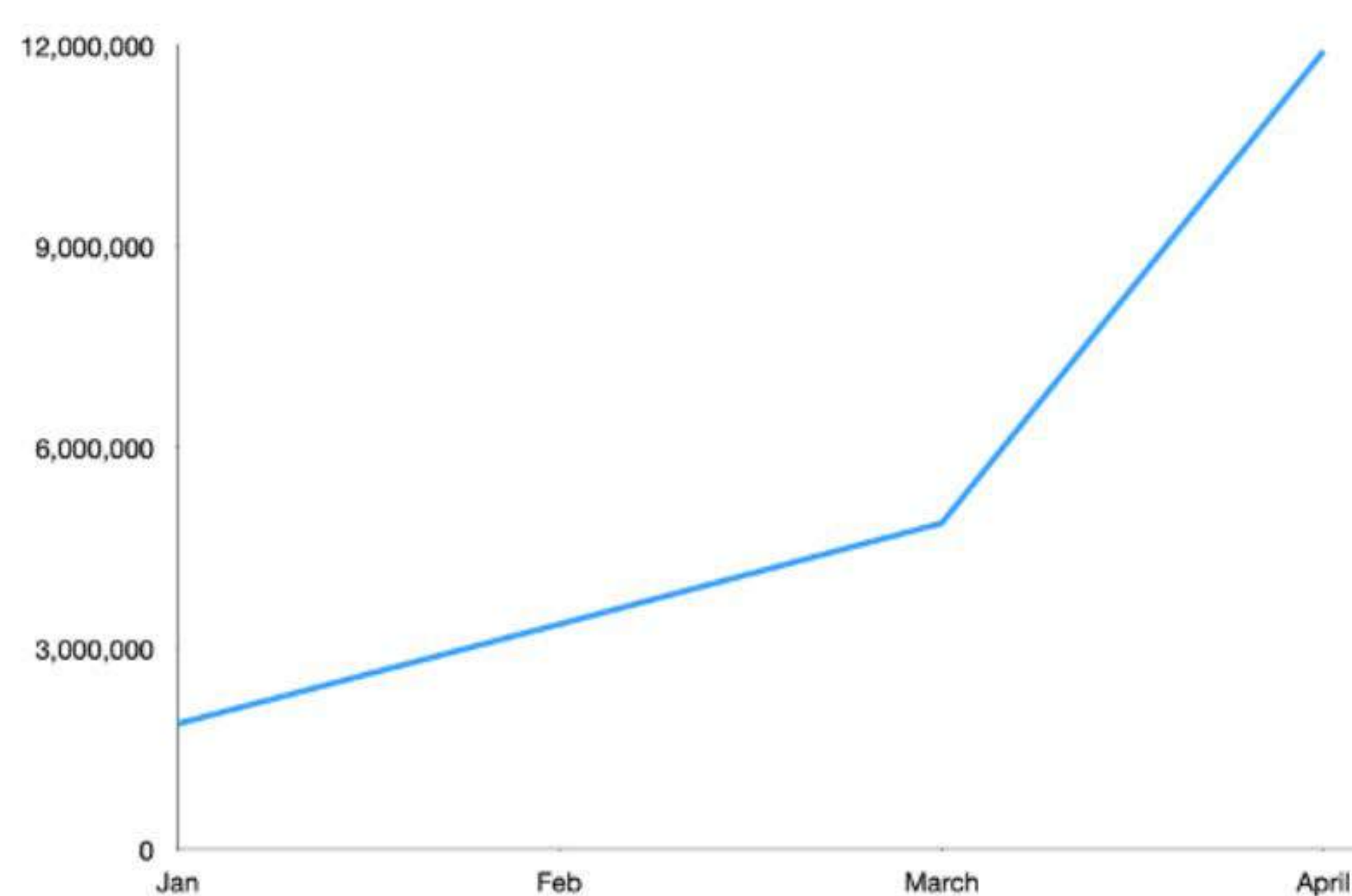


A REACH OF OVER

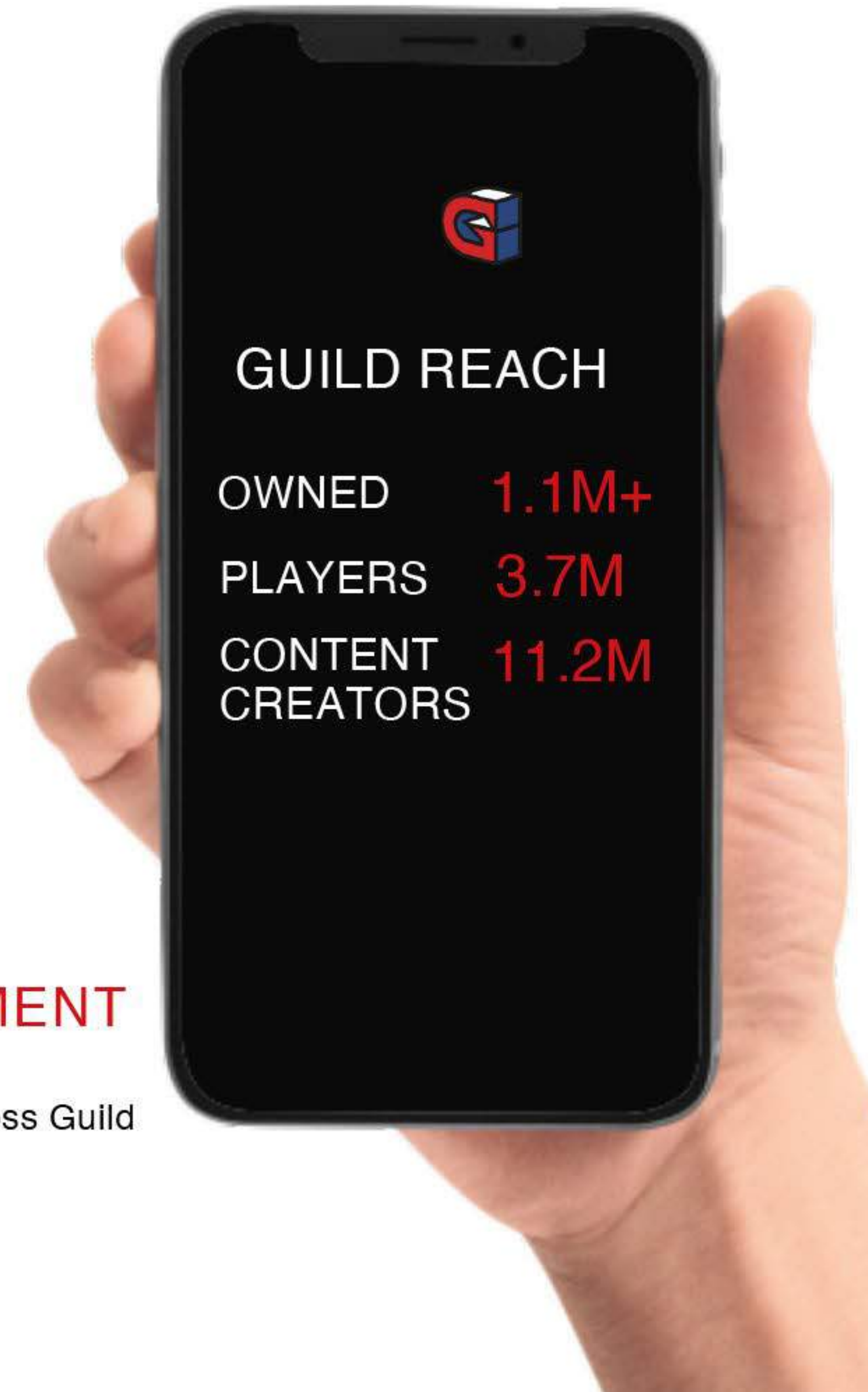
16 MILLION
ACROSS GUILD OWNED, PLAYERS AND CONTENT CREATOR CHANNELS



GUILD OWNED & SOCIAL FOLLOWING



GUILD MEMBER NETWORK SOCIAL FOLLOWING



7 MILLION IMPRESSIONS
per week on Guild channels alone

13%

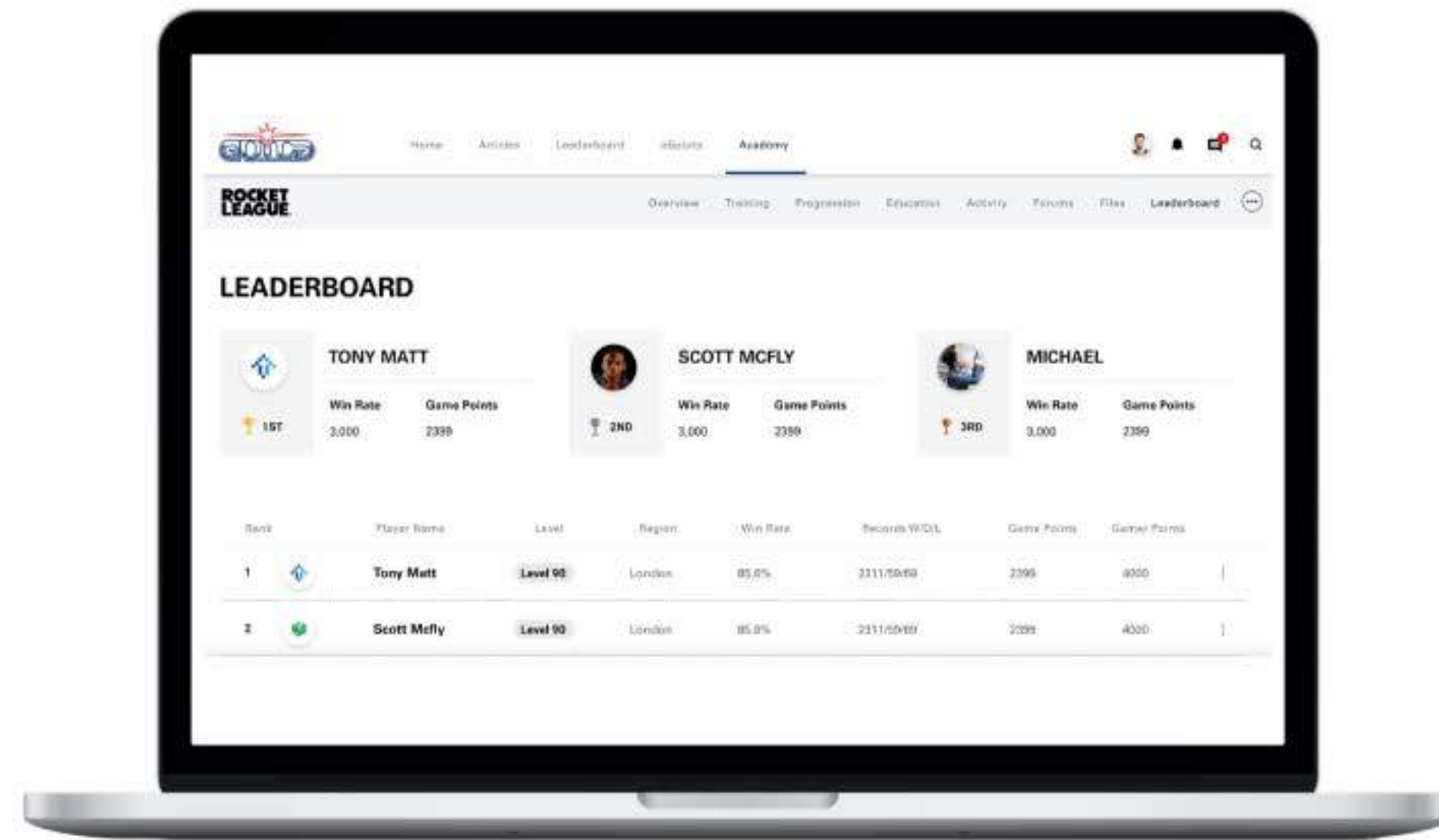
FOLLOWER GROWTH
week on week for Guild channels

7%

ENGAGEMENT RATE
and growing across Guild channels



MAY 2021



The Digital Platform

The launch of our digital academy will see our digital portal go live. Proprietary training system integrated with our tournament platform, creating a unique digital product that is truly scalable for global reach

JAN 2022



Education Drive

There is strong appetite for Guild's Academy offering to work with schools and colleges throughout the UK and we have partnered with 10 schools for 2022

MAY 2022



HQ Opening

Our centre of excellence based in Shoreditch, East London will house our first physical Academy and will allow us to scout and develop the very best path-to-pro system



IT SHOULD COME AS NO SURPRISE
THAT **DAVID BECKHAM** IS THE
CO-OWNER OF GUILD ESPORTS

TRANSCENDS US FROM ESPORTS TO THE
MAINSTREAM

A TRUSTED GLOBAL ICON

A DEMONSTRATION OF ACADEMY SUCCESS

SHARES OUR CORE VALUES & BELIEFS

A GLOBAL FASHION ICON

SUPPORTS OUR LONG-TERM VISION



SUMMARY

- Esports is bigger than film and music sectors combined & growing faster
- Guild has one of the fastest growing audience on the planet
- Sponsorship revenue now driving growth
- Well capitalised and gaining momentum
- Investors gain exposure to esports opportunity through LSE and OTC listing



“FASTEST GROWING ESPORTS
BRAND ON THE PLANET”

GEEIQ - 2020



THANK YOU & QUESTIONS



APPENDIX



ESPORTS IS COMPETITIVE GAMING.

SOURCE: NEWZOO 2020 GLOBAL ESPORTS MARKET REPORT, YOUNG & RUBICAM (2021), NIelsen (2020)



WHAT'S HAPPENING IN ESPORTS?

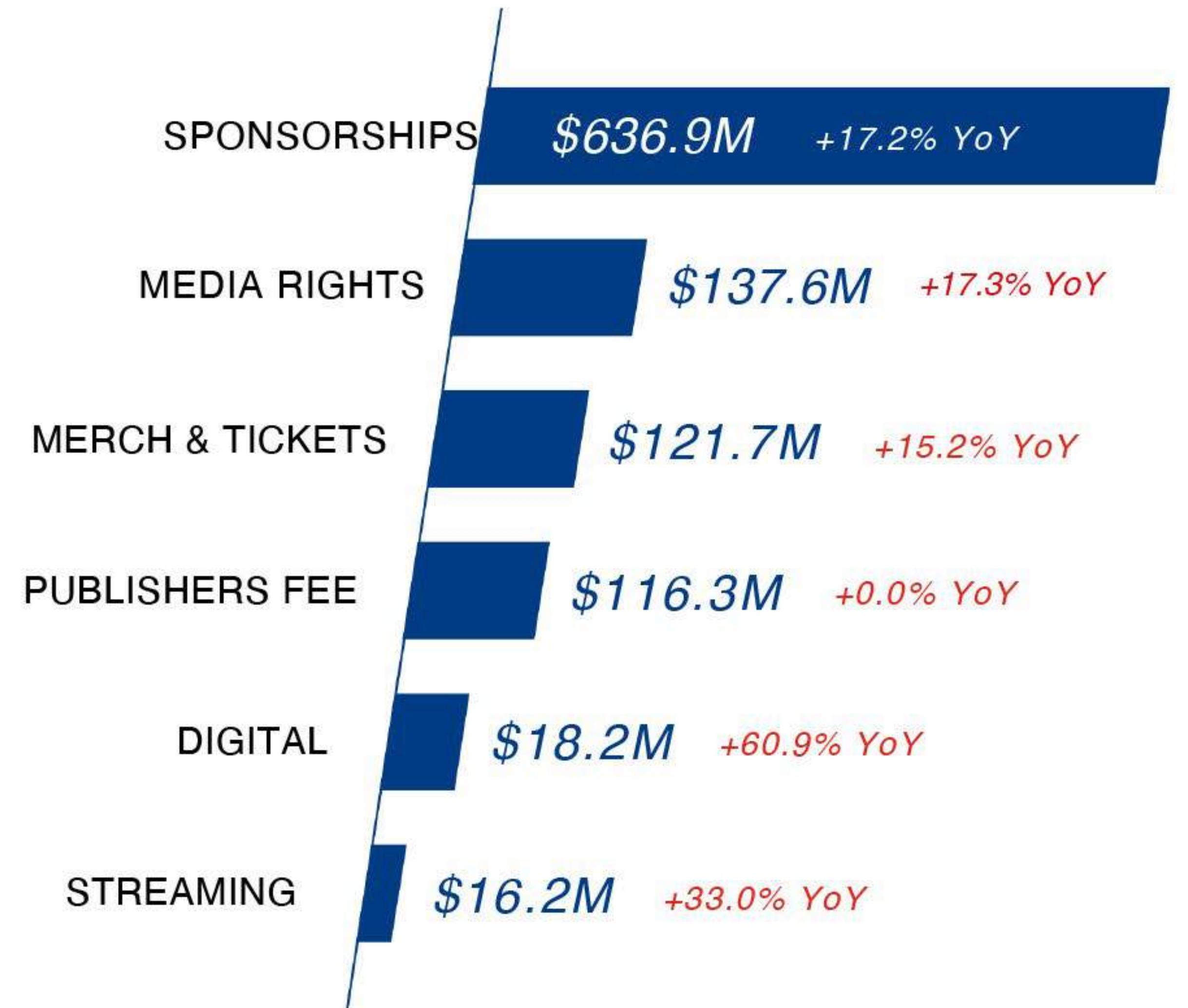
INCLUDING YEAR-ON-YEAR GROWTH

\$1.1BN

2020 TOTAL GLOBAL ESPORTS REVENUES +15.7% YEAR ON YEAR

SOURCE: NEWZOO 2020 GLOBAL ESPORTS MARKET REPORT

the fastest growing sport on the planet












OVER 40 MILLION
PEOPLE IN THE UK
CONSIDER
THEMSELVES TO
BE ACTIVE
GAMERS.

SOURCE: NEWZOO 2020 GLOBAL ESPORTS MARKET REPORT, YUGOV (2021), NIELSEN (2020)



COMPETITOR LANDSCAPE

top ten most valued esports orgs

Org	Value (\$M)	Estimated Revenue(\$M)	No. Of Gaming Titles	No. Of Brand Partners
 TSM	410	45	10	5
 Cloud9	350	30	11	11
 Team Liquid	310	28	16	10
 FaZe Clan	305	40	8	6
 100 Thieves	190	16	4	9
 Gen.G	185	14	6	12
 G2 Esports	175	19	7	16
 NRG Esports	155	20	6	16
 T1	150	15	8	12





GUILD

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