



Esports Entertainment Group (OTCQB: GMBL)

September 24, 2019
Recent Price: \$0.41

Market Data

Fiscal Year	June
Industry	Esports
Market Cap	\$35.8M
Shares Outstanding	87.3M
Float	22.4M
Avg. Volume (90-day)	14,140

As of Sept. 24, 2019

Balance Sheet Snapshot

Cash ¹	\$0.4M
Debt ¹	\$0.0M

¹ As of March 31, 2019

esportsentertainmentgroup.com

Company Overview

Esports Entertainment Group (GMBL) is a licensed online-gambling company specializing in e-sports wagering and 18+ gaming. The Company offers bet-exchange-style wagering on e-sports events through a licensed, regulated, and secured platform to the global e-sports audience, currently excluding the US and EU, but with 2018 US SCOTUS decision, the market in the US could open rapidly. The Company also plans to offer global users the ability to participate in multi-player mobile and PC video-game tournaments for cash prizes. Esports Entertainment is led by a team of industry professionals and technical experts from the online-gambling and video-game industries.

Value Proposition

GMBL is in the early stages of a large market opportunity. The global e-sports market is the fastest-growing sports market in the world, with an estimated 385 million e-sports fans globally. Adidas, Under Armour, Nike and other major brands sponsor players, teams, and events, while media rights for events, which hit \$50 million in 2016, are expected to surpass \$250 million in 2019 as total global revenue tops \$1 billion. GMBL launched its VIE e-sports-wagering platform in 2018. Since launch, the Company has signed 190+ affiliate marketing partners, which should accelerate user acquisition and revenue growth. As an early mover in a large and rapidly expanding market, GMBL provides investors an opportunity for significant upside.

Investment Highlights

- **Bet-exchange style wagering platform**
 - Player-vs-player betting; GMBL earns fee win / lose, removing company risk (unlike traditional sports book)
 - Licensed, regulated, and secure platform
- **Rapid growth in esports market globally**
 - Industry topped \$900M in 2018 and is on pace to surpass \$1B in 2019
 - Media rights expected to surpass \$250M in 2019, up from \$50 million in 2016
- **Large network of affiliate marketing partnerships**
 - 300+ affiliates reaching nearly all esports fans globally
 - 190+ esports teams signed as affiliates
 - Partnerships include Dignitas (Harris Blitzer Sports & Entertainment, Epsilon, GOLeague, and more),
- **Online gambling market estimated at \$50 billion**
 - Esports wagering expected to exceed \$20 billion by 2020
 - May 2018 SCOTUS decision paves way for state legalized sports gambling across the US, a new market opportunity that could add billions to wagering projections
 - Americans place \$150 billion a year in illegal sports bets according to the American Gaming Association
- **Experienced management and technology team**
 - Chairman & CEO brings 10+ years online gambling experience
 - Chief Information Officer (CIO) is former Network Operations Manager for Activision Blizzard