

Fandom Sports Media Corp.

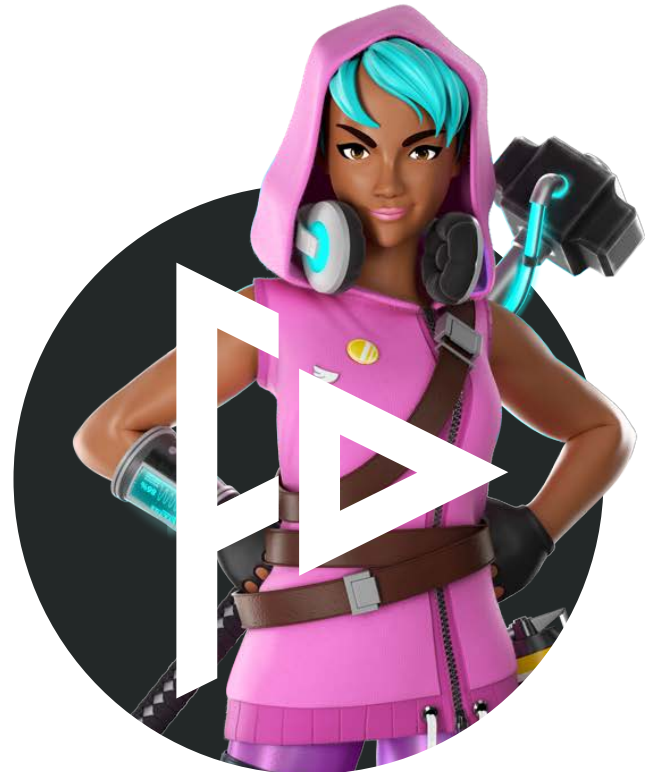
The Destination for Superfans. Globally.

(CSE: FDM)
(OTC: FDMSF)
(FRANKFURT: TQ43)

www.fandomsports.com

Coprorate Overview

June 2020



Disclaimer

This presentation contains forward-looking statements, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to future events or Fandom Sports Media Corp's future financial or operating performance. In some cases, you can identify forward-looking statements because they contain words such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "target," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these words or other similar terms or expressions that concern our expectations, strategy, plans or intentions. Forward-looking statements contained in this presentation include, but are not limited to, statements about:

- Fandom Sports Media Corp's ability to attract and retain users and increase the level of engagement of its users
- Fandom Sports Media Corp's ability to develop or acquire new products and services, improve its existing products and services and increase the value of its products and services
- Fandom Sports Media Corp's ability to attract advertisers to its platform and increase the amount that advertisers spend with Fandom Sports Media Corp
- Fandom Sports Media Corp's expectations regarding its user growth rate and the usage of its web and mobile products
- Fandom Sports Media Corp's ability to create and grow user monetization
- Fandom Sports Media Corp's ability to realize sales potentials
- The sufficiency of Fandom Sports Media Corp's cash and cash equivalents and cash generated from operations to meet its working capital and capital expenditure requirements

Fandom Sports Media Corp cautions you that the foregoing list may not contain all of the forward-looking statements made in this document. Fandom Sports Media Corp's actual results, performance or achievements could differ materially from those expressed in, or implied by, these forward-looking statements and, accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what benefits that Fandom Sports Media Corp's will derive therefrom.

Viewers/readers are cautioned that the foregoing list of factors is not exhaustive. All subsequent forward-looking statements, whether written or oral, attributable to Fandom Sports Media Corp or persons acting on its behalf are expressly qualified in their entirety by these cautionary statements. Furthermore, the forward-looking statements contained in this presentation are made as at the date of this presentation and Fandom Sports Media Corp does not undertake any obligation to update publicly or privately or to revise any of the included forward-looking statements, whether as a result of new information, future events or otherwise, except as may be required by applicable securities laws.

Risk factors include, but are not limited to:

- Changing market conditions
- The impact of competitive products and pricing
- Uncertainties related to future user behaviors and activity levels
- Service interruptions of third party providers that are necessary to operate the Fandom Sports Media Corp lines of business
- Uncertainties related to demands for Fandom Sports Media Corp's services
- Other risks detailed from time to time in the Company's ongoing quarterly and annual reporting
- Uncertainties related to public perception of marketing initiatives
- The establishment of corporate alliances
- Uncertainties related to future user registrations

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Mission Statement

The one and only platform for Superfans.

Fandom Esports is the premier agnostic fan engagement platform for Super Fans globally. By providing localized content and hyper-gamification, Fandom Sports is the go-to platform for Super Fans to connect and get rewarded.



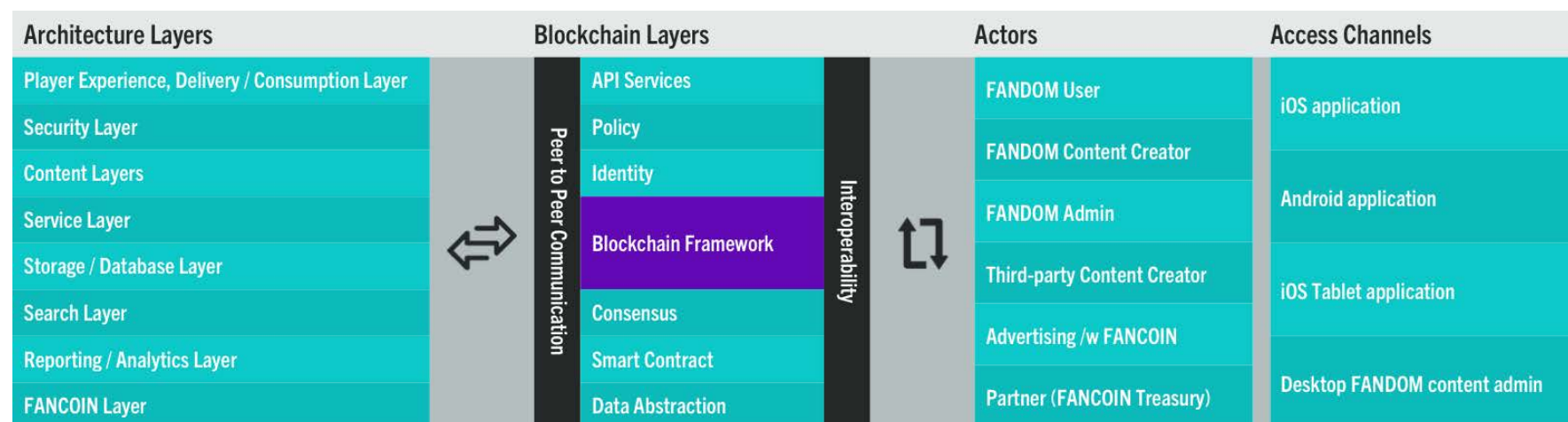
The Solution and the Change

Highly Configurable and Adaptable Multi-Tenant Solution

The core mobile product – is a cloud based, multi-tenancy enabled blockchain architecture available on android and iOS platforms. From a content management perspective, the proprietary blockchain design, enables the sequential storing of metadata that can be used to further understand the behaviour of players to continually improve upon the user experience. Consequently, the end goal is to attract users to become invested as “Players” to build their “Player Card,” while competing for rewards and prestige.

The platform enables applications to be operated in partnership with leading Esports themed brands, leagues and service providers within two verticals – Esports and iGaming. – from around the world by supplying ‘truly interactive sport entertainment’ to fans.

We see multiple partnership-based revenue streams across advertising brand sponsorships, curated content and white label app options on the blockchain sports entertainment platform.



What is Esports?

- ▶ Much like tennis and football, there are multiple games at the highest level of competition - including Fortnite, League of Legends, Counter-Strike, DOTA2, FIFA, etc.
- ▶ Professional gamers and influencers have built a global fan base through various streaming services such as Twitch, Mixer, YouTube, Facebook, Huya, Doyu and Bilibili
- ▶ Professional Esports teams mirror the structure of traditional sports teams - coaches, dieticians, psychologists, sponsors, merchandise, marketing, etc.
- ▶ Esports tournaments have sold-out the most prestigious stadiums in the world - such as Madison Square Garden, Arthur Ashe Stadium, & Barclays Center



Esports is a real sport, and people are going to figure it out, really, really, quick.

- Mark Cuban, Owner of the Dallas Mavericks (NBA Team)



Esports is competitive video gaming

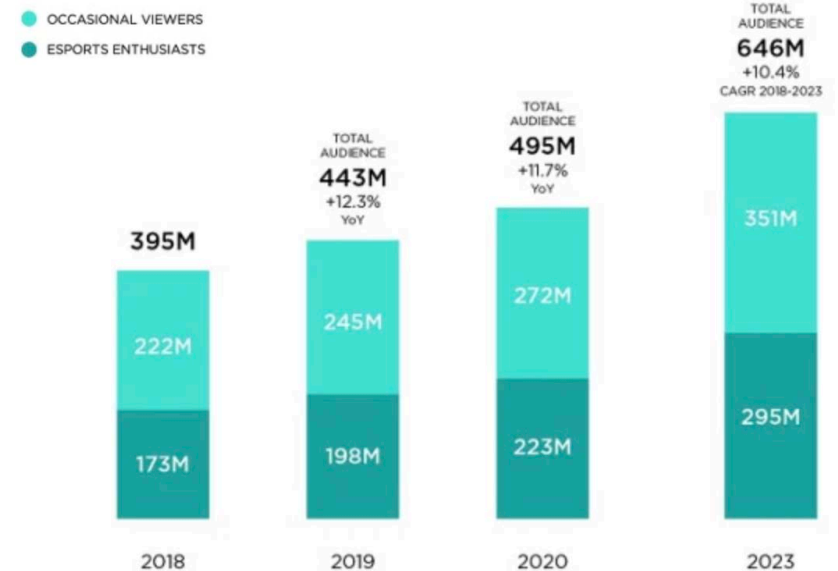
Why Now?

3-4h Content consumption per day

2.2B Gamers worldwide

~50% Gamers already watch Esports

Global Esports Audience Growth



Due to rounding, Esports Enthusiasts and Occasional Viewers do not add up to the total audience in 2020.

©Newzoo | 2020 Global Esports Market Report
newzoo.com/esportsreport

The Esports market has huge growth potential!

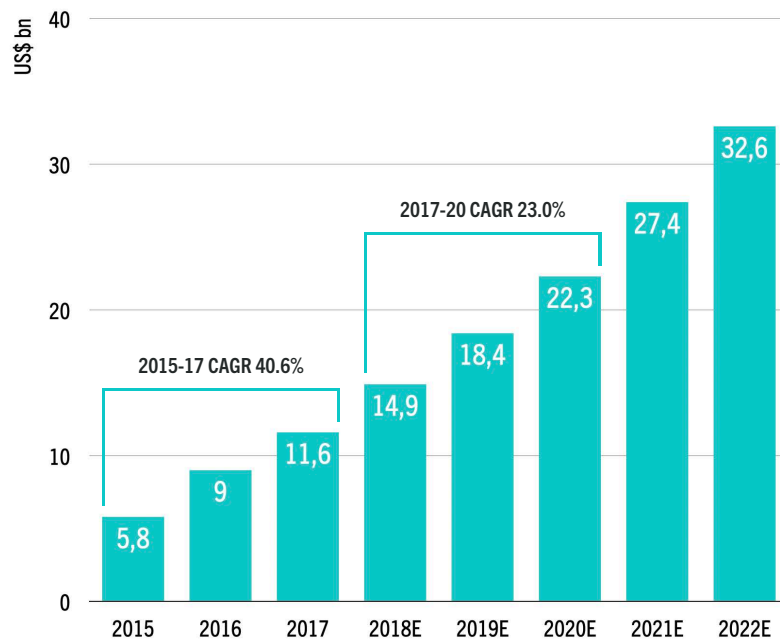
+\$1B
2019 Esports Revenues

+300%

+\$3B
2022 Esports Revenues

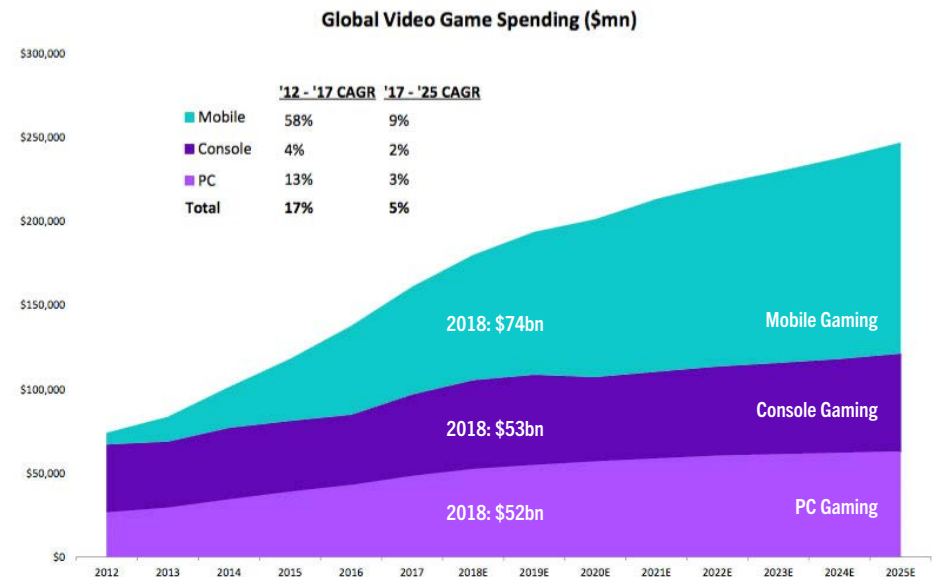
Market Size

Exhibit 40: The China Esports market is expected to grow at a CAGR of 23% from 2017-22E



Source: Frost & Sullivan

Video Games Now a \$180bn Global Business



Source: IDC, Morgan Stanley Research

Sports vs Esports

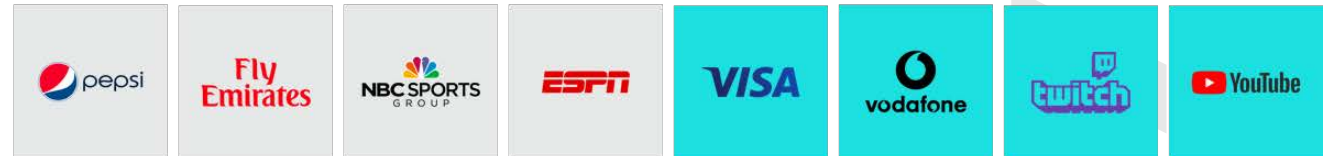
Players and Teams



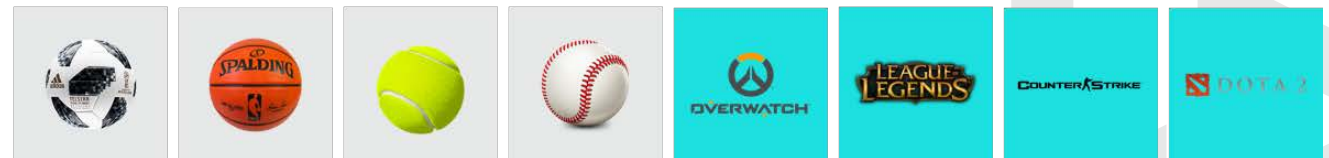
Tournaments and Leagues



Sponsors and Platforms

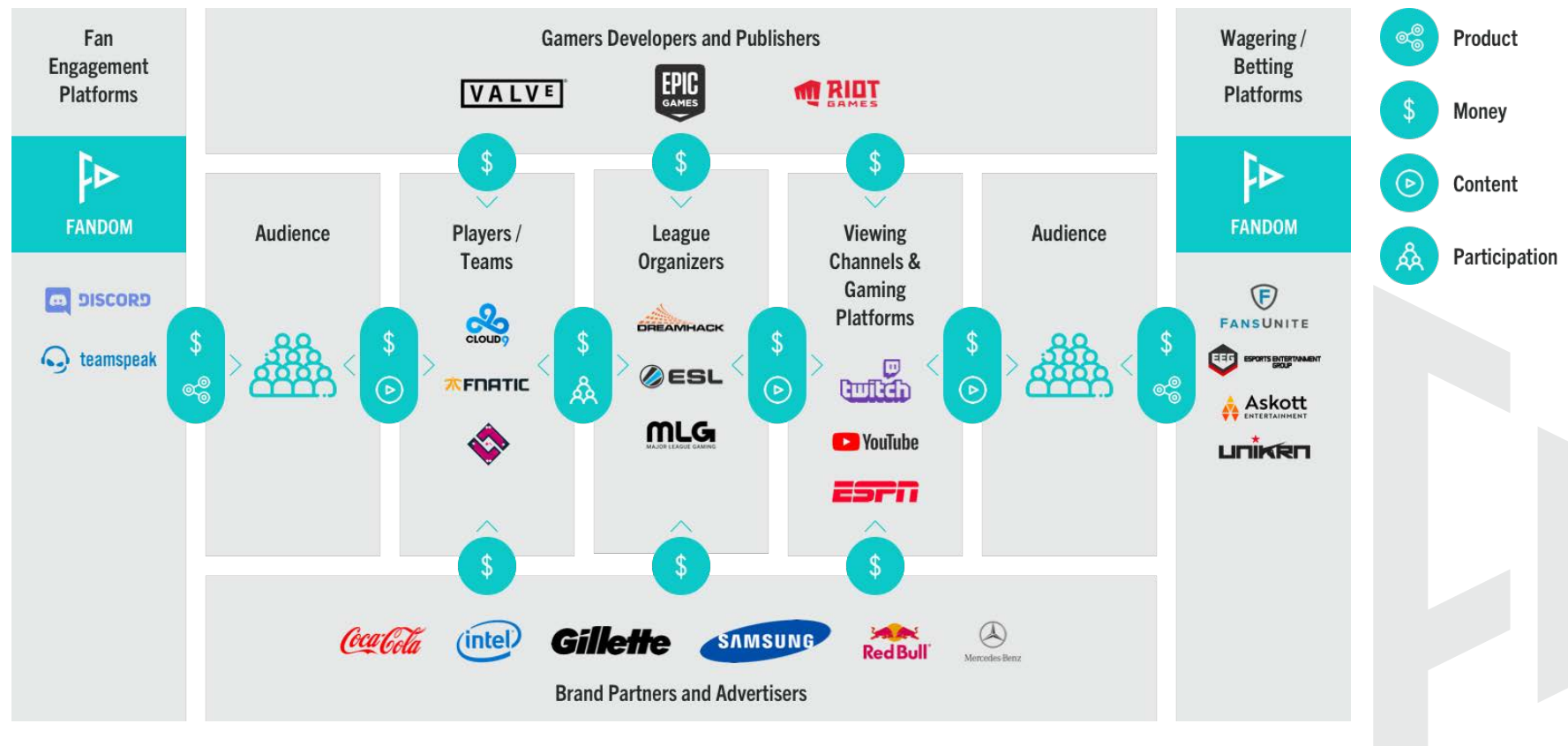


Games and Titles

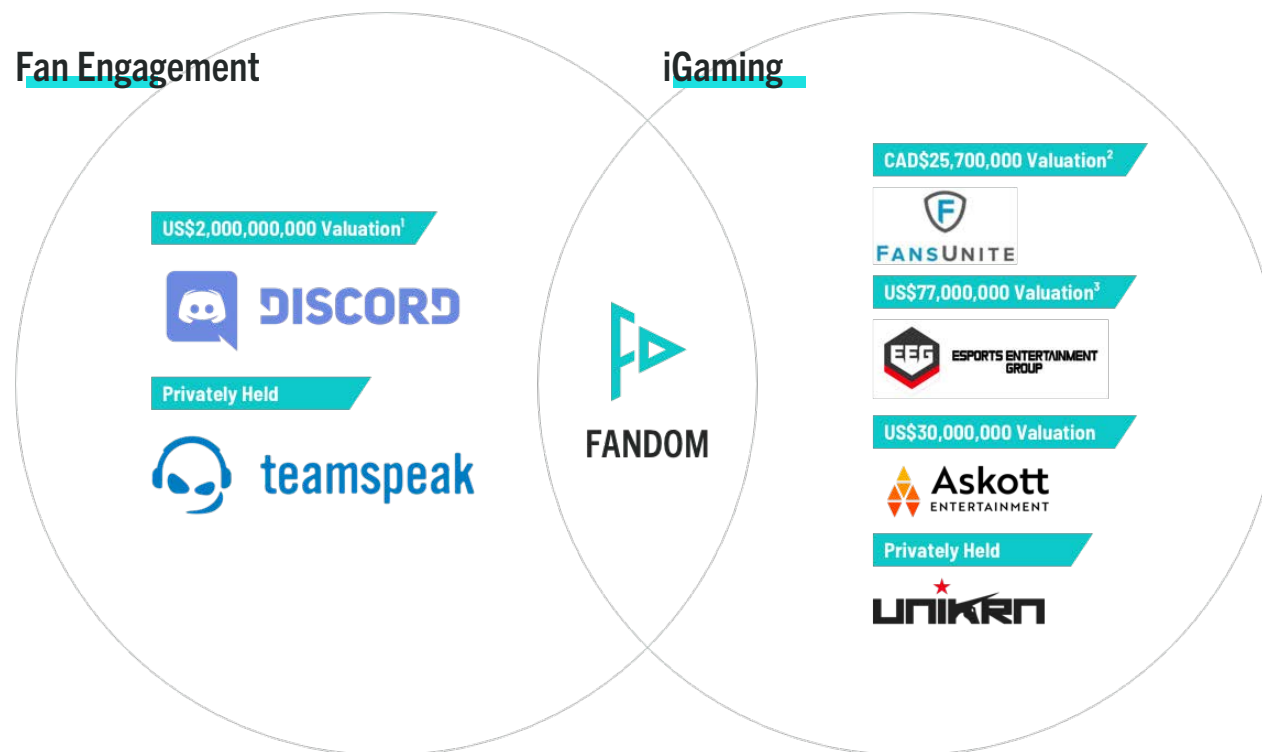


Esports Business Model

A Complex Ecosystem Has Developed... And It Continues To Evolve (Rapidly)



Unique and Proprietary Market Positioning



1) as of Dec 21, 2018 (<https://techcrunch.com/2018/12/21/gaming-chat-startup-discord-raises-150m-surpassing-2b-valuation/>)

2) as of June 1, 2020 (<https://www.stockwatch.com/Quote/Fundamentals?symbol=FANS®ion=C>)

3) as of June 1, 2020 (<https://www.stockwatch.com/Quote/Fundamentals?symbol=GMBL®ion=U>)

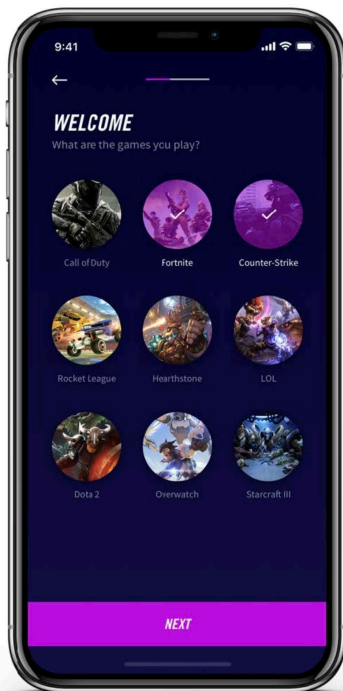
Across Multiple Games and Franchises



The App

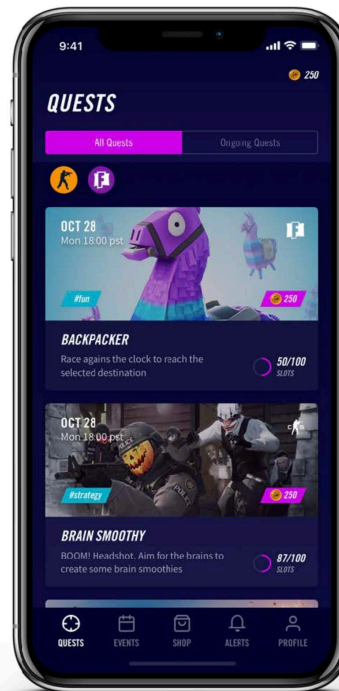
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Onboarding



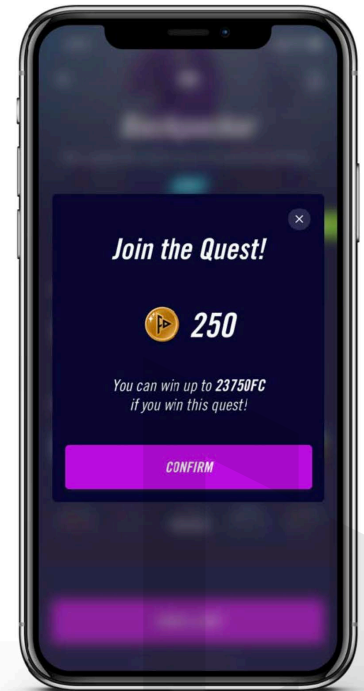
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Quest



3

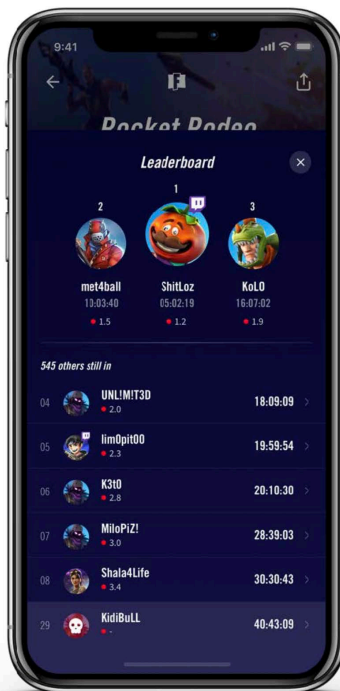
Quest Participation



The App

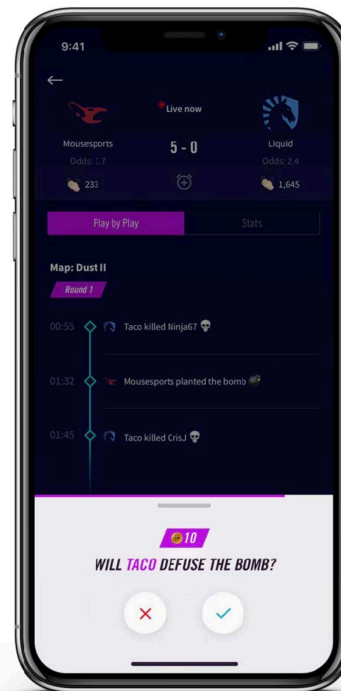
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Quest
Leaderboard



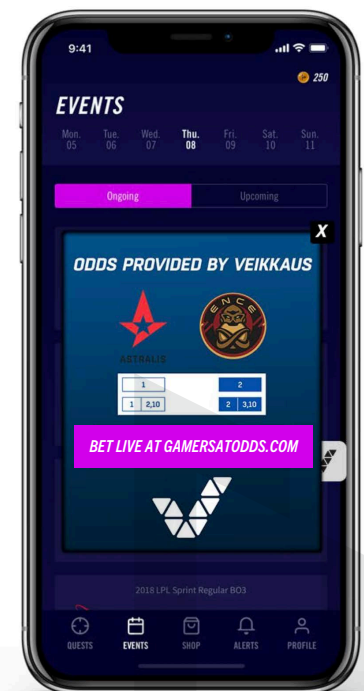
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Proprietary
Predictions



6

Real Odds
Predictions



Esports Monetization

Transparent Revenue Streams

1. Users will be able to earn Fancoins (TM) from viewing sponsored content, pre recorded ads and instream ads from global brand partners.
2. Streaming platforms will be able to whitelabel our proprietary micro-payments eco-system.
3. iGaming revenue will be driven by proprietary database and user-interface for in-game wagering.



Fandom Esports #IRL

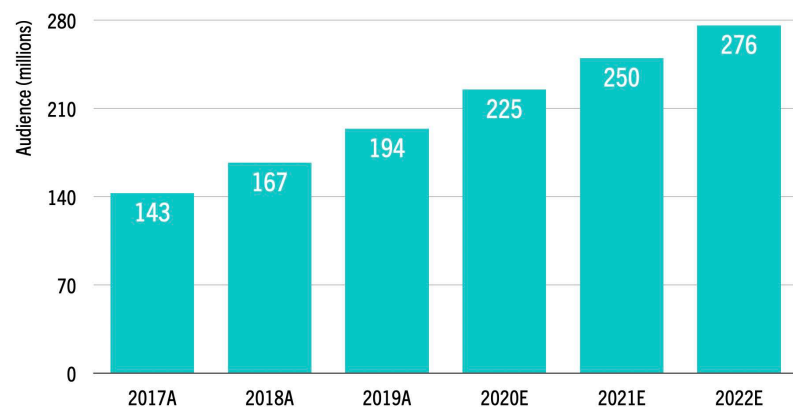
The Competition

Fandom Competitors		Modern User Interface and User Experience	Dynamic Gaming License	Online Rosters and Statistics	Esports Streaming
	 Fandom Esports	✓	✓	✓	✓
		✓	✓	✓	✓
		✓	✗	✓	✗
		✓	✗	✓	✗
		✓	✗	✗	✓
		✗	✓	✗	✗
		✗	✓	✗	✗
		✗	✓	✗	✗

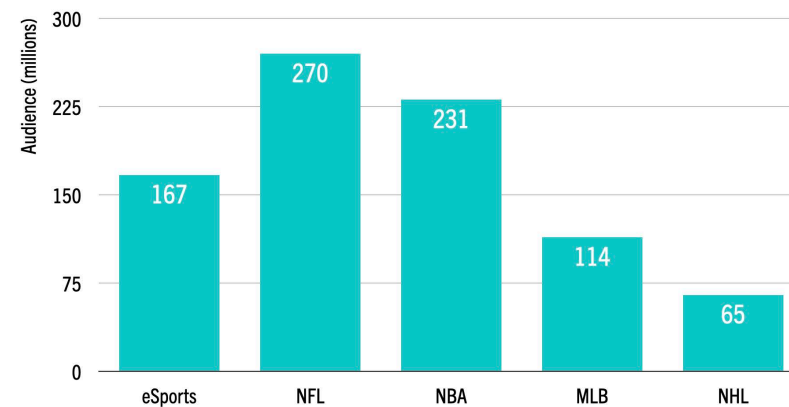
Why Esports

Esports audience growth

15% CAGR



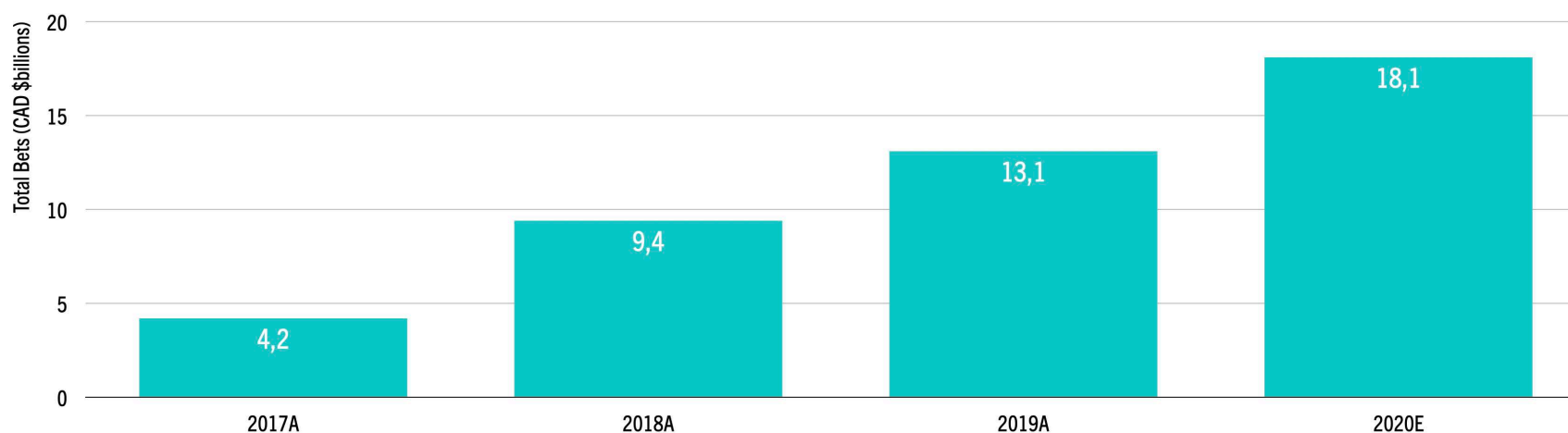
Esports audience compared to traditional sports audience



- ▶ Esports is mainstream globally: 18-25 year olds (Gen Z) watch more computer games than traditional sports
- ▶ In 2019, the Super Bowl had 98 million viewers worldwide; the League of Legends World Championships had 137 million (excluding China)

Why Esports Betting

The Global Esports Betting Market is Forecasted to Grow at a 44% 4-year CAGR



- ▶ Esports betting benefits from underlying industry trends, while remaining game and publisher agnostic and therefore immune to title-specific popularity shifts
- ▶ Esports betting is the single biggest category in esports today with revenue greater than the total non-publisher esports revenue
- ▶ Esports betting uses the same licencing and infrastructure as the existing traditional sports betting industry

Source: The State of Esports Betting, Odds Matrix, Research Report, May 2020; Goldman Sachs Global Investment Research, Nielsen, CBS, ESPN

Undervalued relative to trending peers



Askott Entertainment (Private)

Askott is a esports betting platform that also offers a B2B platform

The company has their iGaming platform, Chameleon, which offers fixed odds betting

Askott holds a Curaçao License

Pre-money valuation of ~\$30M

Askott has raised \$9.1M in total funding



FansUnite Entertainment (CSE: FANS)

Fans Unite Entertainment (CSE: FANS) operates a sportsbook and offers online sports betting, including esports, to the UK market

FansUnite listed on the CSE in May 2020

The company does not hold any licences and has completed the acquisition of McBookie, a leading provider of betting services in the UK

FansUnite has a valuation of CAD\$25,700,000 as of June 1, 2020



Esports Entertainment Group (NASDAQ:GMBL) ("EEG")

Esports Entertainment Group (NASDAQ: GMBL) ("EEG") is an esports betting platform which offers betting-exchange style wagering and professional esports events

The company listed on the NASDAQ in April 2020

EEG primarily holds a Curaçao License license (and a Malta licence for Pool Betting only) which is less dynamic than the Isle of Man license held by Luckbox

EEG has a valuation of US\$77,000,000 as of June 1, 2020



Unikrn (Private)

UNIKRN is a privately held sportsbook and offers online Esports betting and online casino globally

Market Capitalization: Private

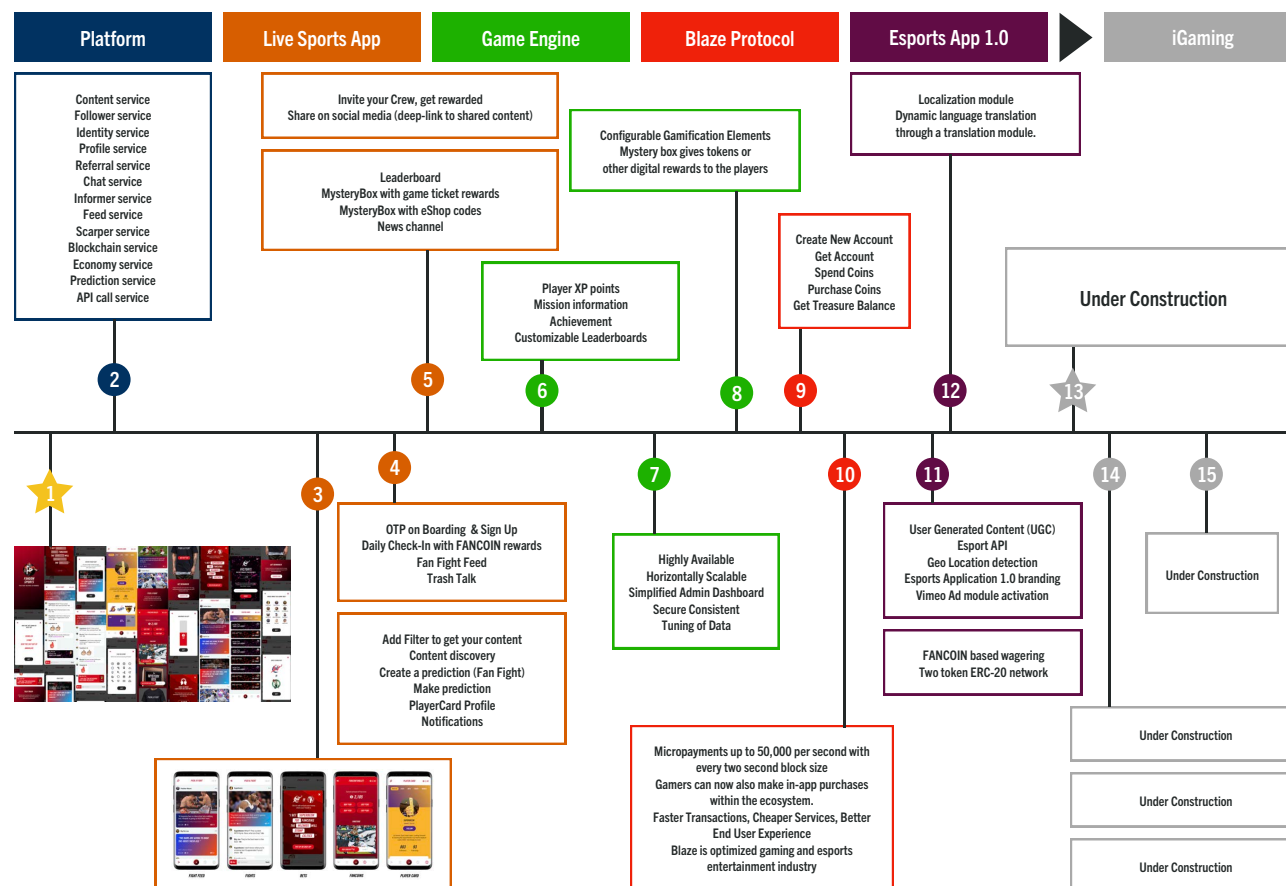
The company holds a license for the Isle of Man

UNIKRN raised US\$31,000,000 from a consortium led by Mark Cuban in 2017

Feature Roadmap

Key Features

- 1 **SAN DIEGO PRODUCT SPRINT**
- 2 **MICRO SERVICES ARCHITECTURE**
- 3 **PLAY, PREDICT. GET REWARDED.**
- 4 **FANCOIN WALLET, PREDICTIONS, NEWS FEED**
- 5 **SHARE, LEADERBOARD, MYSTERYBOX**
- 6 **XP, MISSIONS, ACHIEVEMENT, LEADERBOARD**
- 7 **GAME ENGINE SERVICE & ADMIN DASHBOARD**
- 8 **CONFIGURABLE MYSTERYBOX REWARDS**
- 9 **OTP ACTIVATED BLOCKCHAIN ID AND WALLET**
- 10 **MICROPAYMENT ECOSYSTEM**
- 11 **ESPORTS API, GEOLOCATION, ERC-20 TOKENS**
- 12 **LOCALIZATION MODULE**
- 13 **iGAMING SPECIFICATION SPRINT**
- 14 **UNIQUE BETTING FEATURE SET**
- 15 **LICENSED iGAMING SERVICE LAUNCH**



Current Cap Table

Shares Outstanding	31.213.539
Management & Insiders	~20%
Warrants Outstanding (Avg. Exercise Price \$0.14 Avg. life remaining 1 year)	7.172.400
Options Outstanding	2.740.000
Fully Diluted	41.125.939

Thank You!

David Vinokurov

Chief Executive Officer

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david@gamersatodds.com



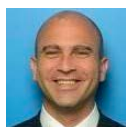
Appendix: Board Of Directors



MR. ZHENGQUAN (PHILIP) CHEN

CHAIRMAN OF THE BOARD

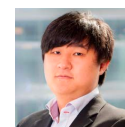
Mr. Chen is Managing Partner and Co-Founder of Dynaco Capital Inc., a financial advisory firm based in Toronto and associated with numerous North American and Asian venture capital and private equity funds and multibillion-dollar Chinese conglomerates. He works on transactions between Chinese firms and North American companies. Mr. Chen has a current and strong focus in the gaming sector. He has established significant association and affiliation with a number of esports brands in Asia.



MR. DAVID VINOKUROV

PRESIDENT & CEO, DIRECTOR

Mr. Vinokurov is an accomplished executive with more than 12 years of extensive business and corporate development experience from a variety of industries. Most recently, Mr. Vinokurov served in management consulting roles to a publicly traded social commerce company plus several fintech and blockchain-enabled payment companies. Mr. Vinokurov has directly contributed to the raising of tens of millions of dollars for startup and small-cap companies.



MR. JONSON SUN

DIRECTOR

Mr. Sun is the founder of GIC Merchant Bank Corp, which has diversified holdings across Canada, China, South Africa and UAE. He is a Co-Founder of Ilium Capital Corp, a financial holding company that oversees over a billion dollar in client assets through subsidiary and affiliates, and has raised C\$200M for private companies through its institutional network. Mr. Sun Co-Founded DanQ International Inc. a leading multi-family office platform in China, serving 30 top Chinese families with multi-billion dollars of assets under management.

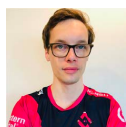
Appendix: Board Of Directors



MR. TRISTAN BRETT

DIRECTOR

Mr. Brett is a Principal Artist/Art director with Relic Entertainment - Sega, holds a strong portfolio of AAA titles and franchises. Prior to working at Relic Entertainment, he was employed by Electronic Arts for 10 years as a Lead Artist, Designer, Technical Artist and Concept Artist. Mr. Brett is an honors graduate from the Industrial Design program at Emily Carr University of Art and Design with over 25+ years of creative development experience in the video game industry. Tristan has worked on several other projects and portfolio pieces in his spare time ranging from graphic, web and industrial design to casual game concepts.



MR. KLAUS KAJETSKI

DIRECTOR

Mr. Kajetski is Middle East esports trailblazer Klaus Kajetski is the Founder of YaLLa Esports, one of the leading organizations in the Middle East and North Africa, and has been heavily involved in building the regional esports ecosystem. With 20 years of esports and gaming experience, the Finnish born and now Dubai based Klaus has grown YaLLa Esports to a globally recognized team with players and staff from multiple nationalities like the United Arab Emirates, Kingdom of Saudi Arabia, Egypt and Tunisia.



MR. SCOTT KEENEY

DIRECTOR

Mr. Keeney is recognized as one of the most influential figures in today's entertainment business by both Forbes & Billboard. In raw numbers, Scott Keeney aka DJ Skee has generated over one billion media impressions in under a decade, and has a network of over 1,000,000 social network followers. Beyond a thriving career as an entertainer, he also is the founder & CEO of Dash Radio, the biggest all original radio broadcast network in the world.

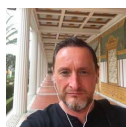
Appendix: Advisory Board



MR. YUANHUA FEI

MEMBER OF THE ADVISORY BOARD

Mr. Yuanhua Fei is the president and CEO of Gamefy, a leader in Esports in China, owned by Shanghai Oriental Pearl Group, which is a subsidiary of Shanghai Media Group. G-League, the most popular esports event created and owned by Gamefy attracts an audience of more than 100 million viewers in China every year. Prior to Gamefy, he was co-founder and VP at Shanghai Baizhilong IT company in Shanghai in 2015. Before that, Mr. Fei founded Shanghai Lejia Networks in 2011. He led a team that developed a series of games which were published by Tencent Games. He also worked as a director in charge of new products at Shanda Networks, one of the top 5 gaming companies in China from 2002 to 2004. Mr. Fei is connected closely with Chinese esports and Gaming and commands a high profile in this community.



MR. JOHN ARMSTRONG

MEMBER OF THE ADVISORY BOARD

Mr. Armstrong is recognized as a thought leader in the esports space. His focus in recent years has been on Esport, as he has worked as a bridge to endemic and non-endemic brands for esports organizations and companies to facilitate investment, sponsorship and general business synergies to monetize the all-ages esports vertical. Mr. Armstrong has over 25 years of experience in the tech industry and 20 years in the mobile content/games, video games, esports and gambling industries. Working with companies across sports and media he has collaborated on agreements with sports clubs including from the English Premier League to TV, Movie and Music Studios establishing expertise to define a state-of-the-art esports betting vertical.



MR. GUY BEN-DOV

MEMBER OF THE ADVISORY BOARD

Mr. Ben-Dov is an interactive entertainment executive and a serial media entrepreneur. He is working with startups as well as innovation teams in Fortune 500 companies to create, build and launch games and platforms. Over the years, he co-founded a leading game studio, Side-Kick games, working with leading brands such as Disney, Rovio and Lionsgate and In-game ad platform, DoubelFusion, working with Microsoft Xbox, Playstation and major game publishers. Mr. Ben-Dov also co-founded and volunteers as the Chairman of the Israeli game association, GamelS, helping both local startups and international technology companies to grow their business in Israel. Mr. Ben-Dov spent 4 years in Southern California developing a network of gaming industry leaders in Silicon Valley and LA.

Appendix: Advisory Board



MR. WIM STOCKS

MEMBER OF THE ADVISORY BOARD

Wim Stocks is CEO of WorldGaming & Collegiate StarLeague, A Division of Cineplex. Wim has been a progressive leader in the online gaming and esports businesses since 1990. From 2001 to 2006, Wim was Executive Vice President of the “new” Atari Inc. In 2006, Wim started an entrepreneurial online gaming publishing business named Elephant Entertainment, assuming the role of President and COO. In March 2008, the leading games publisher THQ purchased Elephant. In 2010, Wim was recruited to join the executive management team of Virgin Gaming (now WorldGaming) as Executive Vice President. In this role, Wim helped launch the company and platform in 2010, as well as developed strategic investor, technology, game publisher, retailer, and other brand partnerships. In April 2016, Wim was named CEO of WorldGaming & Collegiate StarLeague, which was acquired by Cineplex in the Fall of 2015, and is presently leading the esports business, strategy, programming initiatives, sponsorship/ partnership sales, and investor relations for the Company.



MR. NEIL DUFFY

MEMBER OF THE ADVISORY BOARD

Mr. Duffy is one of Esports most experienced deal makers and relationship managers. He has worked for over five years with many top brands, agencies and publishers to form leagues, custom tournaments, campaigns, media buys and sponsorships. Mr. Duffy is on the Board of Directors for Tiidal Gaming: Lazarus Esports, a leading esports team with top franchises across 13 different games. Mr. Duffy is former Executive Vice President, Operations of the EGames, a British government led initiative to bring Esports to the Olympics. The inaugural event held in August 2016 in Rio de Janeiro, Brazil with medals being awarded to top 3 competitors. Mr. Duffy is currently Chief Commercial Officer of World Gaming Network and Collegiate StarLeague where he has grown CSL to become the world's largest largest collegiate Esports league and tournament operator with participation by over 1800 university/college campuses across North America, 70,000+ student-gamers playing across 15 different games.

