

Fandom Sports Media Corp.

The Destination for Superfans. Globally.

(CSE: FDM)

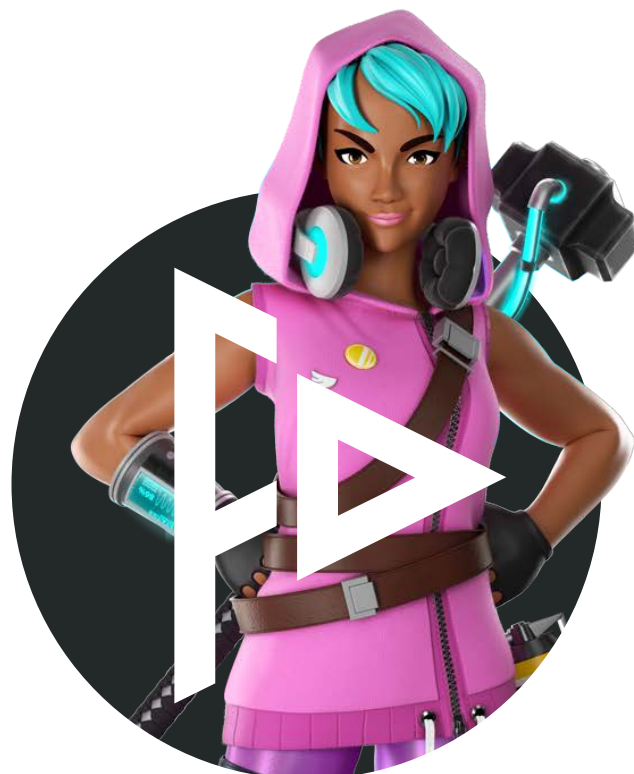
(OTC: FDMSF)

(FRANKFURT: TQ43)

www.fandomsports.com

Corporate 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.



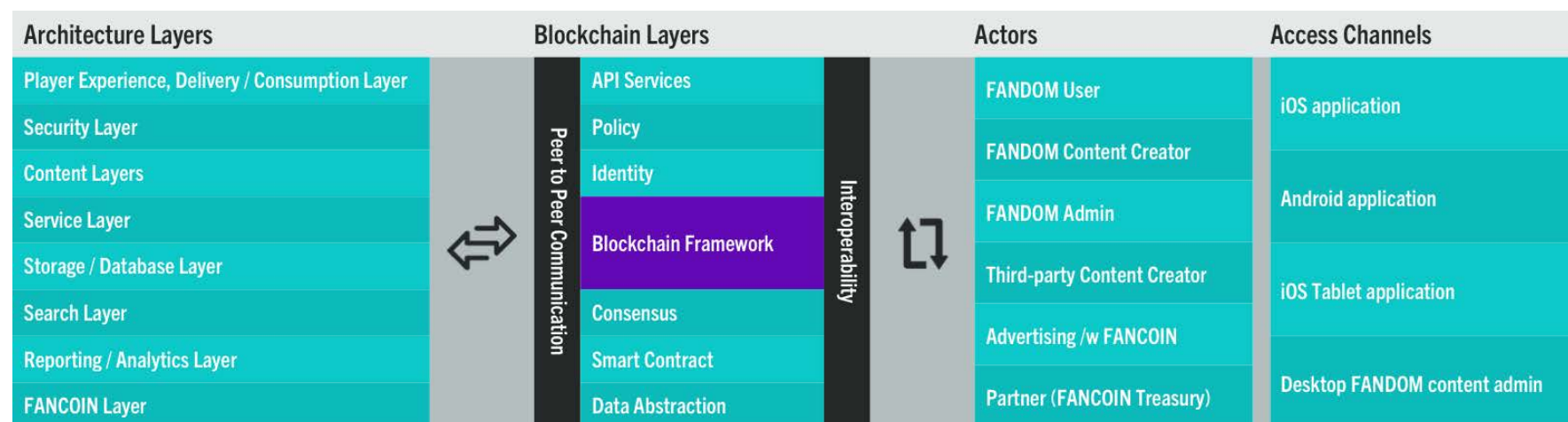
The Solution and the Change

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

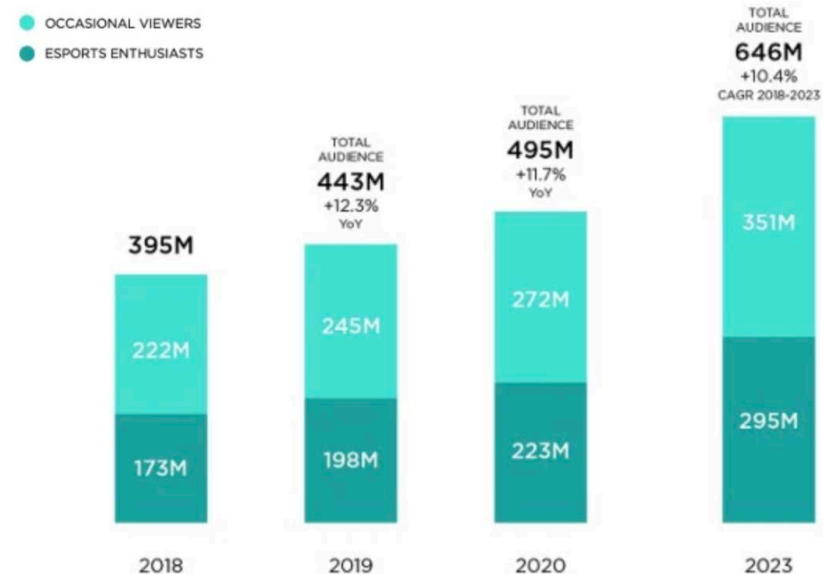
Why Now?

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!

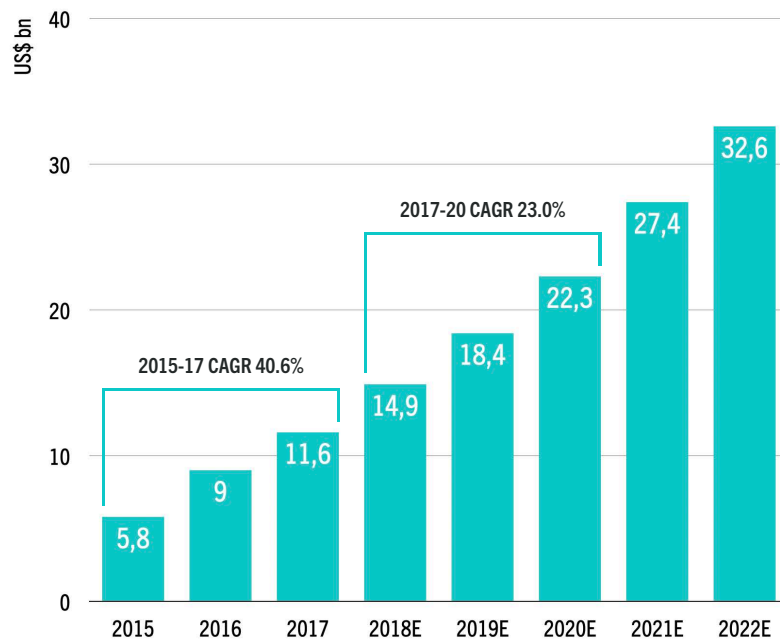
+\$1B
2019 Esports Revenues

+300%

+\$3B
2022 Esports Revenues

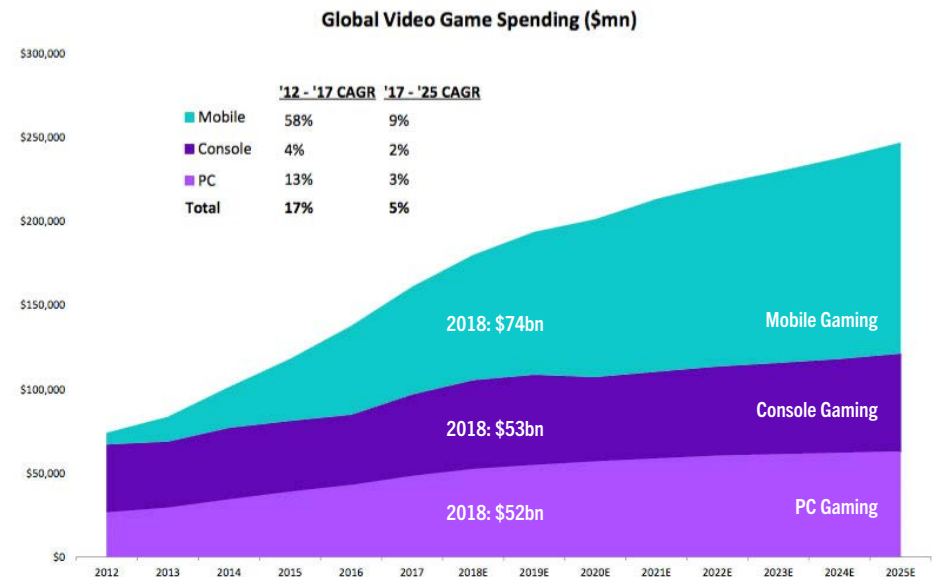
Market Size

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

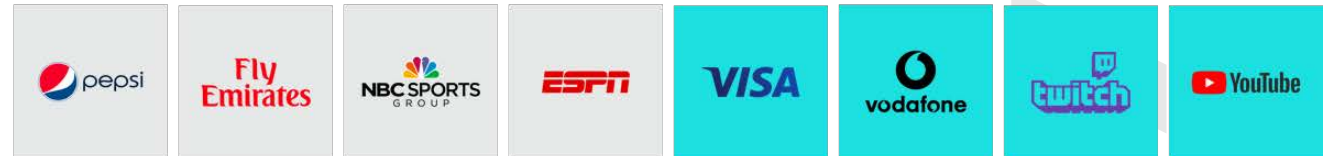
Players and Teams



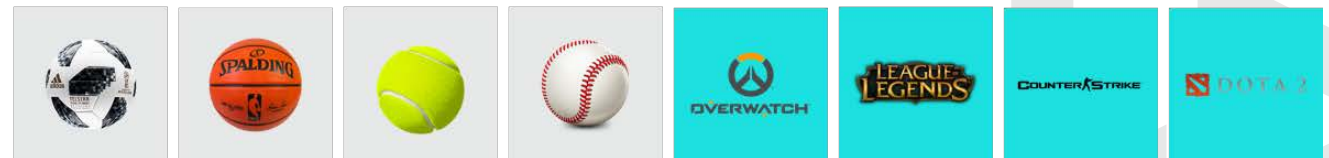
Tournaments and Leagues



Sponsors and Platforms

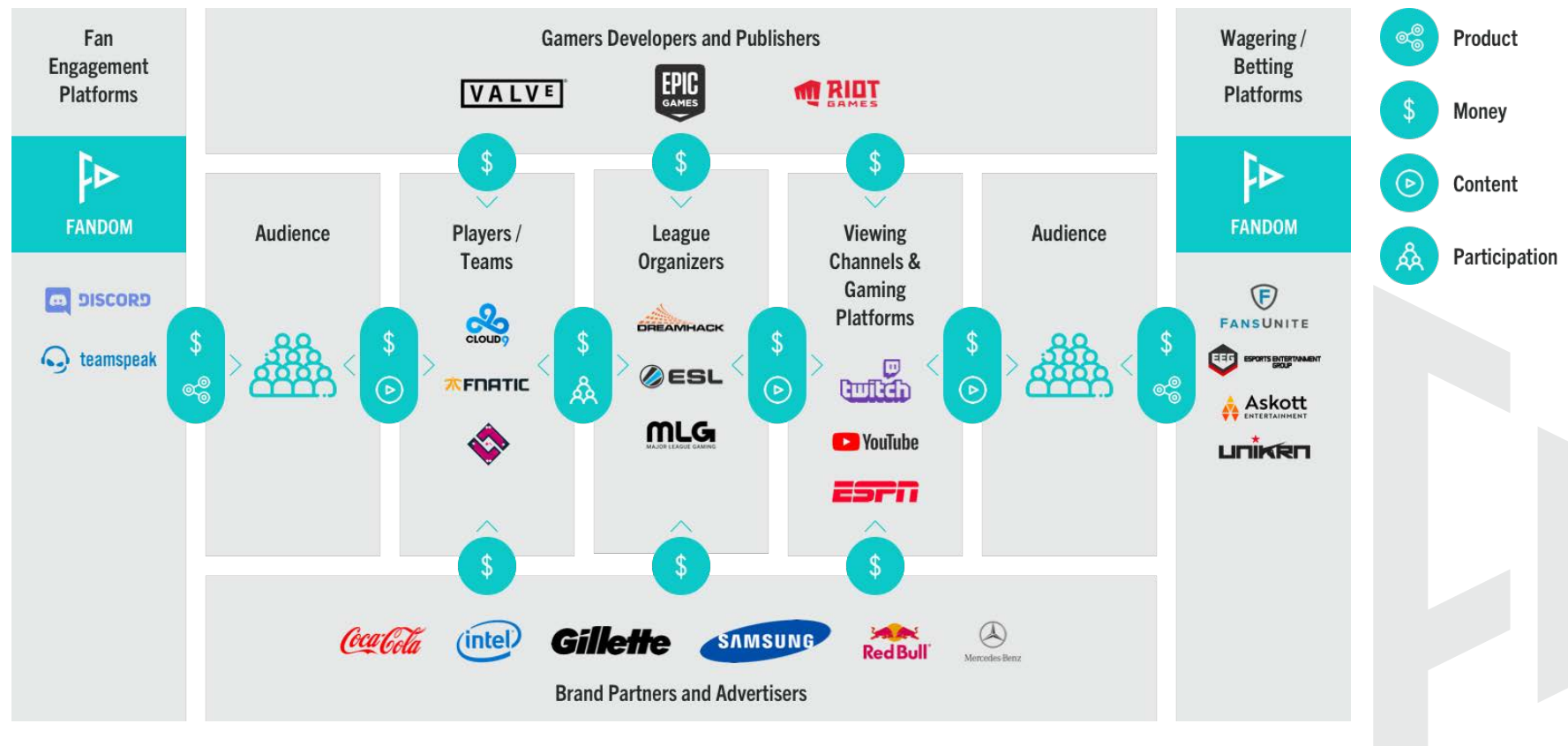


Games and Titles

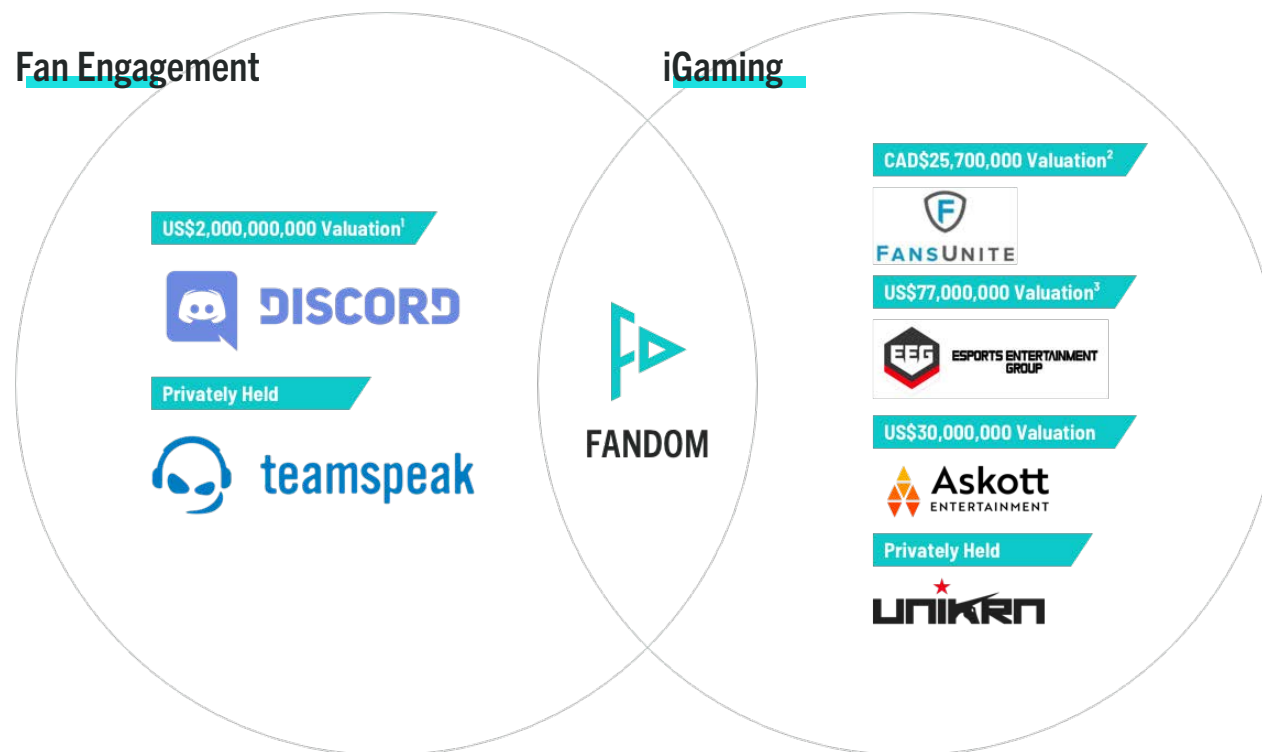


Esports Business Model

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>)

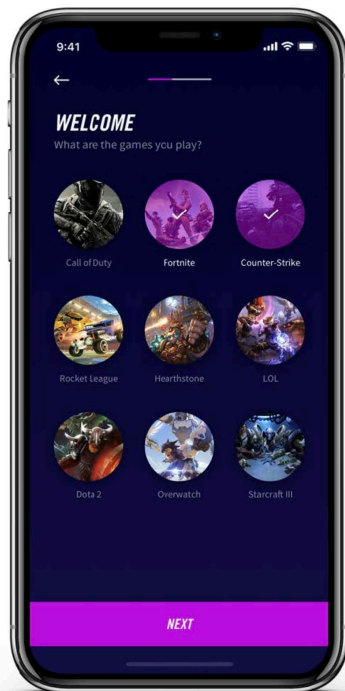
Across Multiple Games and Franchises



The App

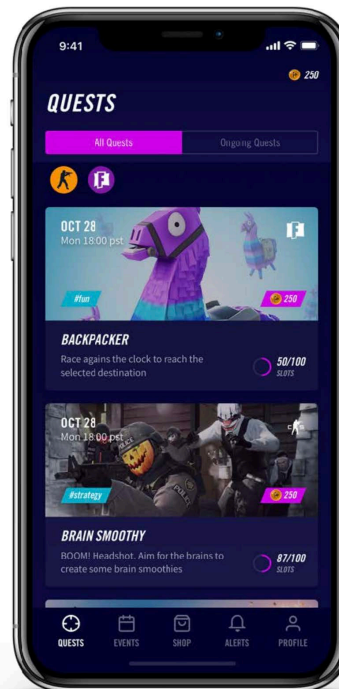
1

Onboarding



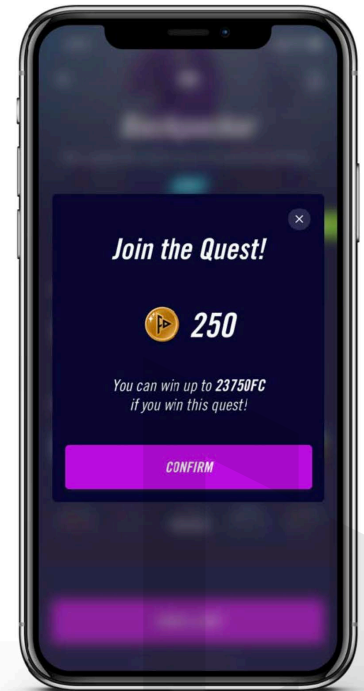
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Quest



3

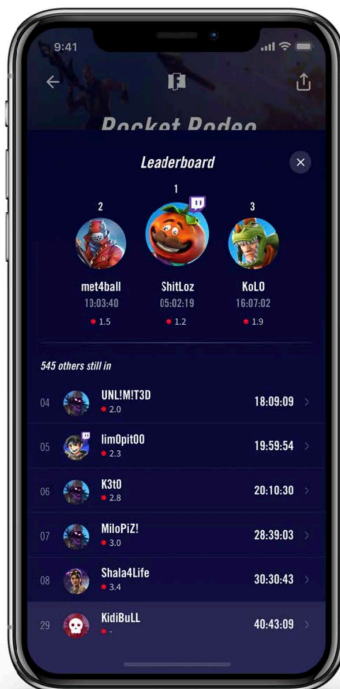
Quest Participation



The App

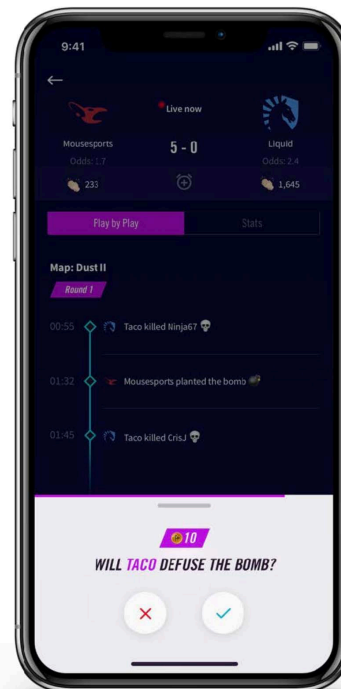
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Quest
Leaderboard



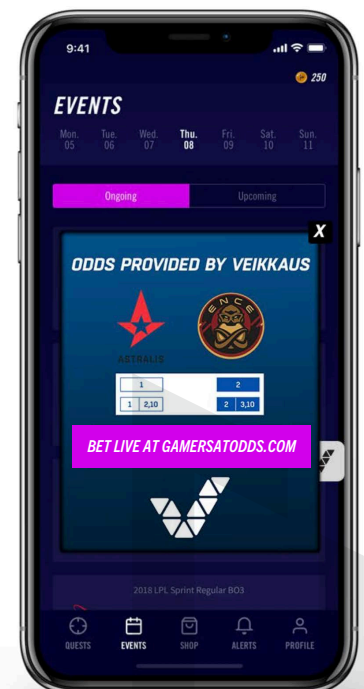
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Proprietary
Predictions



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

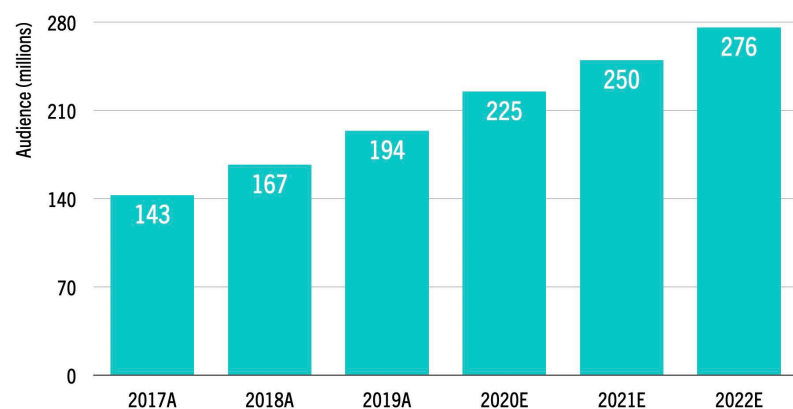
Fandom Competitors		Modern User Interface and User Experience	Dynamic Gaming License	Online Rosters and Statistics	Esports Streaming
	 Fandom Esports	✓	✓	✓	✓
		✓	✓	✓	✓
		✓	✗	✓	✗
		✓	✗	✓	✗
		✓	✗	✗	✓
		✗	✓	✗	✗
		✗	✓	✗	✗
		✗	✓	✗	✗



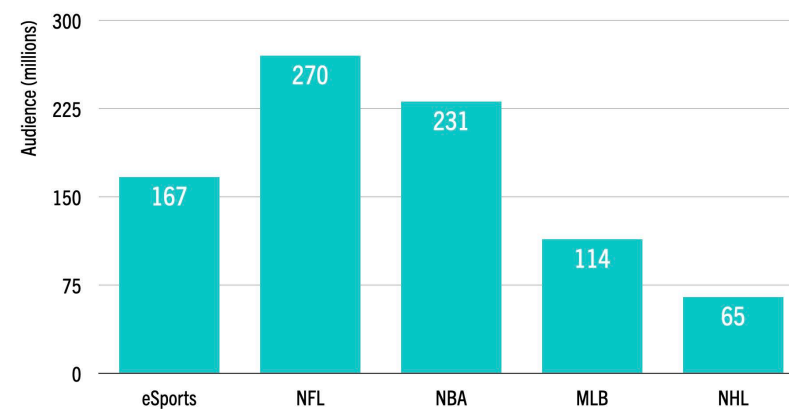
Why Esports

Esports audience growth

15% CAGR



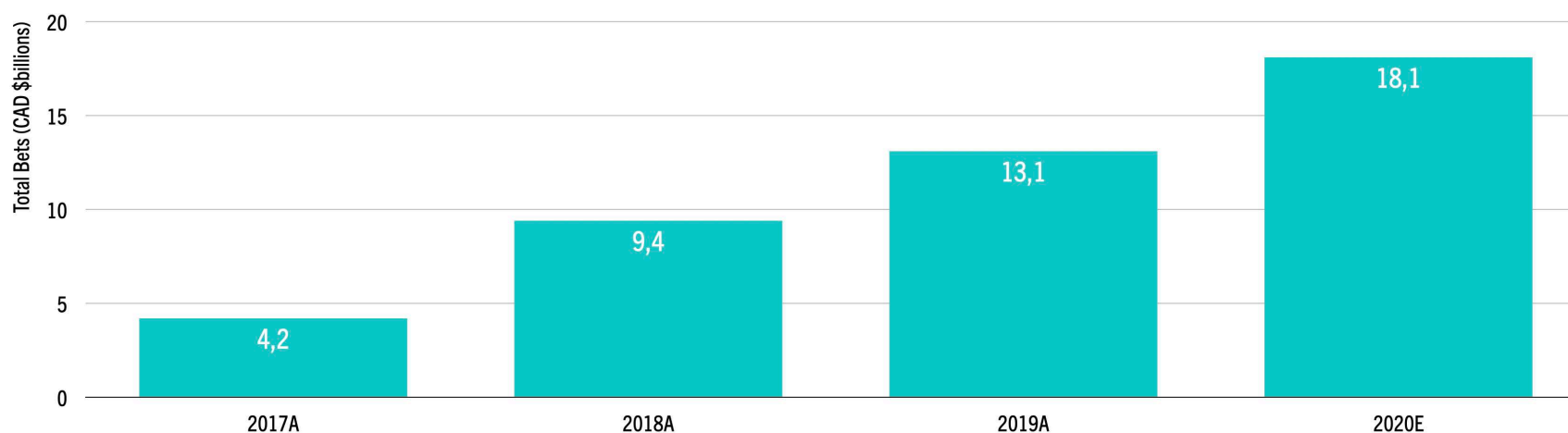
Esports audience compared to traditional sports audience



- ▶ 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

Team with a proven background

Combination of skills across Esports, iGaming, Technology and capital markets.

Executive Team



David Vinokurov

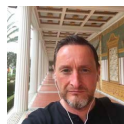
President & CEO

Advisory Board



Mr Yuanhua Fei

CEO Gamefy,
China Esports Advisor



John Armstrong

Esports Betting Advisor



Guy Ben-dov

Games Advisor,
Co-Founder GamelS

Board of Directors



Philip Chen

Chairman Of The Board



Scott Keeney

Founder Dash Radio



Klaus Kajetski

Founder YaLLa Esports



Tristan Brett

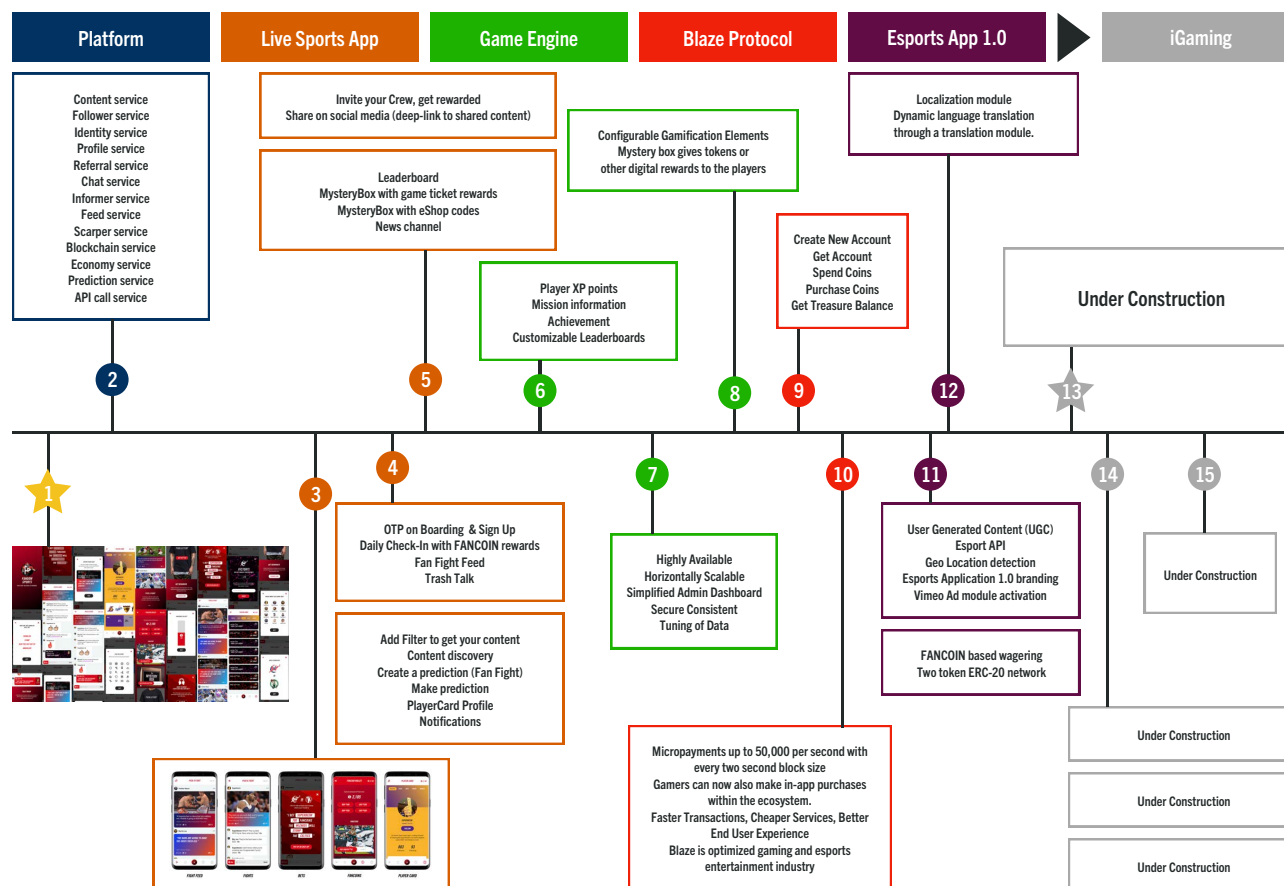
Director, Co-Founder



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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