

GAMEON

THE EMERGING STANDARD FOR GAMIFICATION

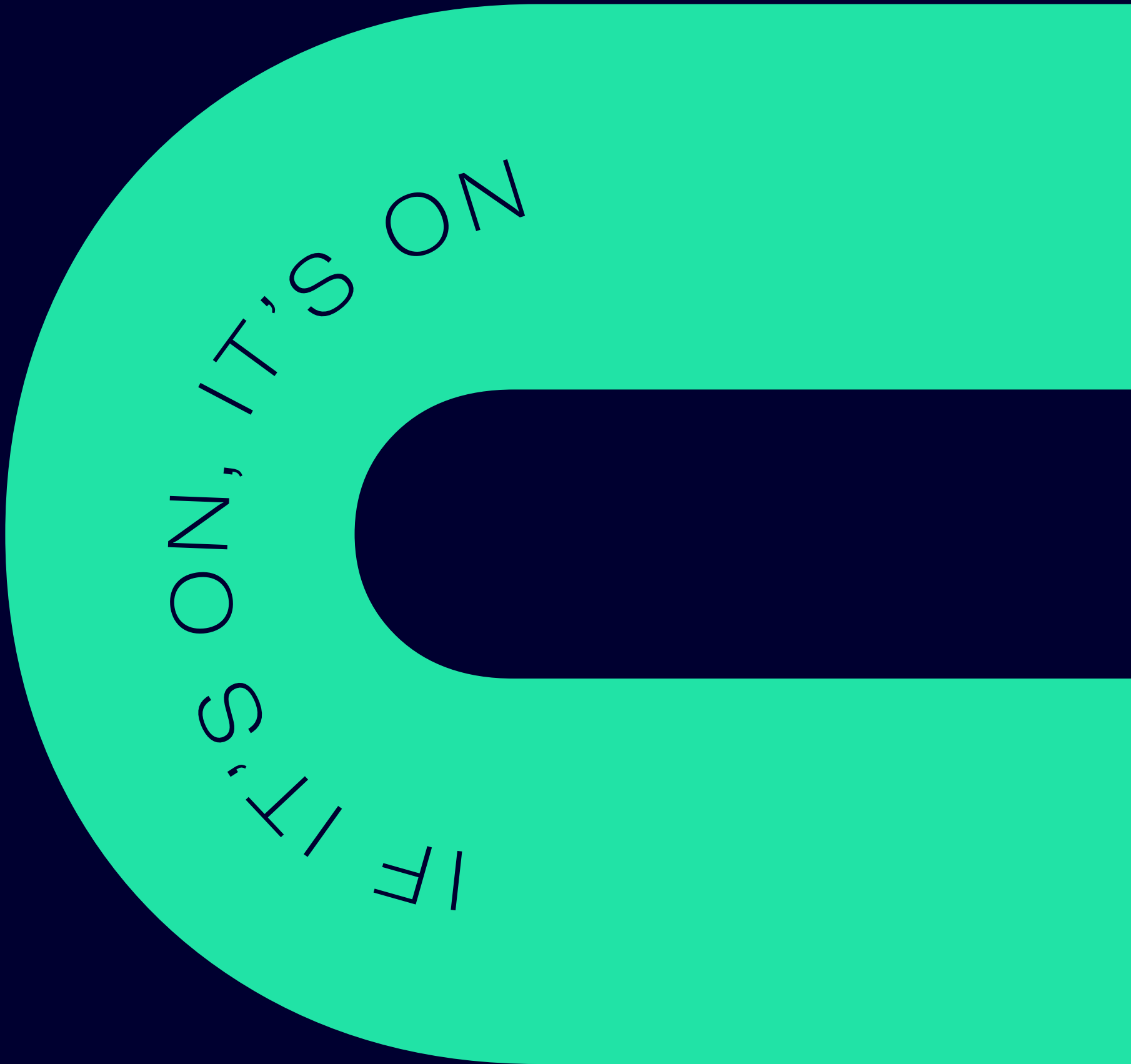
(CSE:GET | OTC:GMETF | FSE:9E7)

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WHY INVEST IN GAMEON?

The video gaming industry has been extremely successful, has introduced new pricing and business models and is now significantly bigger than the TV advertising and recorded music industry (**\$167bn vs, \$96bn TV and \$21bn for music**), the high level of interaction, revenue potential and immersive nature of gaming is very attractive. To monetise this many verticals are now looking to use gaming or gamification to drive audience interaction, connectivity and loyalty. This creates a significant opportunity for GameOn.

Gamification of traditional TV is an emerging and exciting growth market. This will build on the success of in play sports betting, as an example, to drive customer loyalty and interaction in a demographic which is traditionally not engaged by traditional TV. In younger demographics the social media interaction on the second screen is the entertainment, where they use platforms such as TikTok, YouTube, Twitch and Snapchat to interact around other content. Traditional TV rights owners pressured by these new platforms are looking for tools to drive customer engagement, loyalty and revenues.

GameOn is a predictive gaming company that sells its technology (B2B) to enable its customers to drive audience interaction, loyalty and revenue.





GameOn, with an extremely strong management team Chaired by the Grand Theft Auto creator and Take-Two Interactive board member, J Moses, is using its technology to enable content owners including TV channels and sports rights-owners to connect these audiences using predictive gaming powered by programmatic technology.



Chief Product Officer, Santi Jaramillo, is the mastermind behind NBA Top Shot at Dapper Labs, which rose to stardom with the success of the huge NFT trend. Prior to this Jaramillo spent 10 years building the FIFA video game franchise at EA Sports. GameOn is out of the Victory Square Technologies stable, looking to build on the major success of FansUnite.

GameOn has just signed an important deal with MX Player. The free to play game will be available to MX Player's large and diverse user base for both domestic and international cricket matches. Cricket is the world's second most watched game with 2.5bn global viewers in total. MX Player has 280m MAU (Monthly Active Users). Cricket is the by far the most popular game in India and the IPL is one of the most popular sporting contests in the world. This game is expected to generate annual revenues for GameOn in excess of \$1m.

GameOn has a number of other important potential partnerships in the pipeline with discussions with global leading players in sports, reality TV, devices and news. GameOn ran a successful pilot with NBCUniversal around the gamification of The Real Housewives, which drove substantial audience interactions. There are ongoing discussion across TV and Sports in many geographies.



GameOn is a highly innovative company. and is set to announce new products in new areas.

The business model is highly attractive with a license and revenue share (or royalty model), this will have similar high gross margins to those seen in the highly rated software space, a space where EV/Sales multiples average 15X.

From revenue perspective it is early days but GameOn expects revenues to scale fast from \$400k in 2021 to low to mid \$20m in 2025. Given the company would expect to make \$1m+ per game this puts that in context, i.e. only needs 20 successful games to achieve this.

GAMEON GAMEON

BUSINESS OVERVIEW

GameOn is a predictive gaming company that sells its technology (B2B) to enable its customers to drive audience interaction, loyalty and revenue. GameOn supercharges sports and entertainment content with predictive gaming. GameOn's technology programmatically writes questions, results answers and distributes prizes with no additional effort for their partners, allowing them to focus on the content while GameOn drives engagement on mobile and TV screens.

The majority of fan engagement products in sports and entertainment fail to capitalize on the potential of the technology. By simply creating off-the-shelf products or limiting the engagement to a single action, most companies providing fan engagement tools are failing to maximize the potential that technology offers. As a result, fans and brand partners see these executions as just another cash grab that do not provide value or real engagement.

GameOn, by creating immersive, authentic and rewarding experiences, enables the biggest and most-watched sports and entertainment rights-owners with the world's most innovative gamification technologies. The vision behind this is using predictive gaming to re-imagine fan engagement and content consumption.

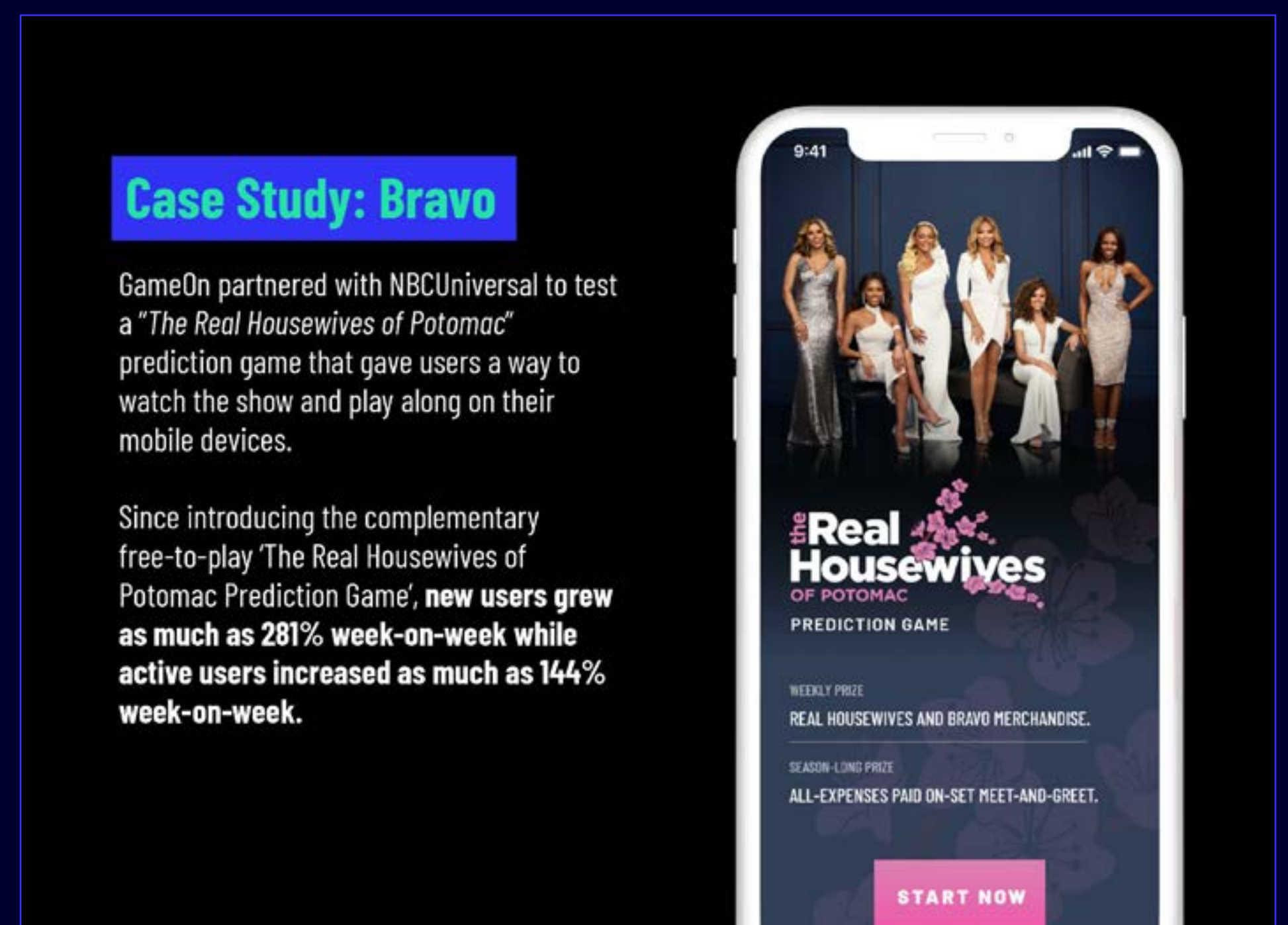
GameOn has successfully leveraged its founder's passion and experience in sports, media and gaming to give it a unique competitive advantage.

GameOn is a B2B business that sells white label products to rights-owners in the sports and entertainment markets globally. GameOn's products and solutions that are 100% programmatic, requiring no additional effort by internal teams, and are engineered to drive partner KPIs. This creates authentic experiences that allow fans to meaningfully engage with the content they love, while facilitating fun competition and community driven by innovative gamification layers.

GameOn's products enable reach and engagement with fans that push the boundaries of innovation and drive bottom line, putting partners at the forefront of their industries.



As a recent example to demonstrate this GameOn partnered with NBCUniversal to test a The Real Housewives of Potomac prediction game that gave users a way to watch the show and play along on their mobile devices. Since introducing the complementary free-to-play ‘The Real Housewives of Potomac Prediction Game’, new users grew as much as 281% week-on-week while active users increased as much as 144% week-on-week.



In addition, GameOn has distributed prediction games to homes and bars around the U.S. through partnerships with broadcasters and OTT platforms.

BUSINESS MODEL

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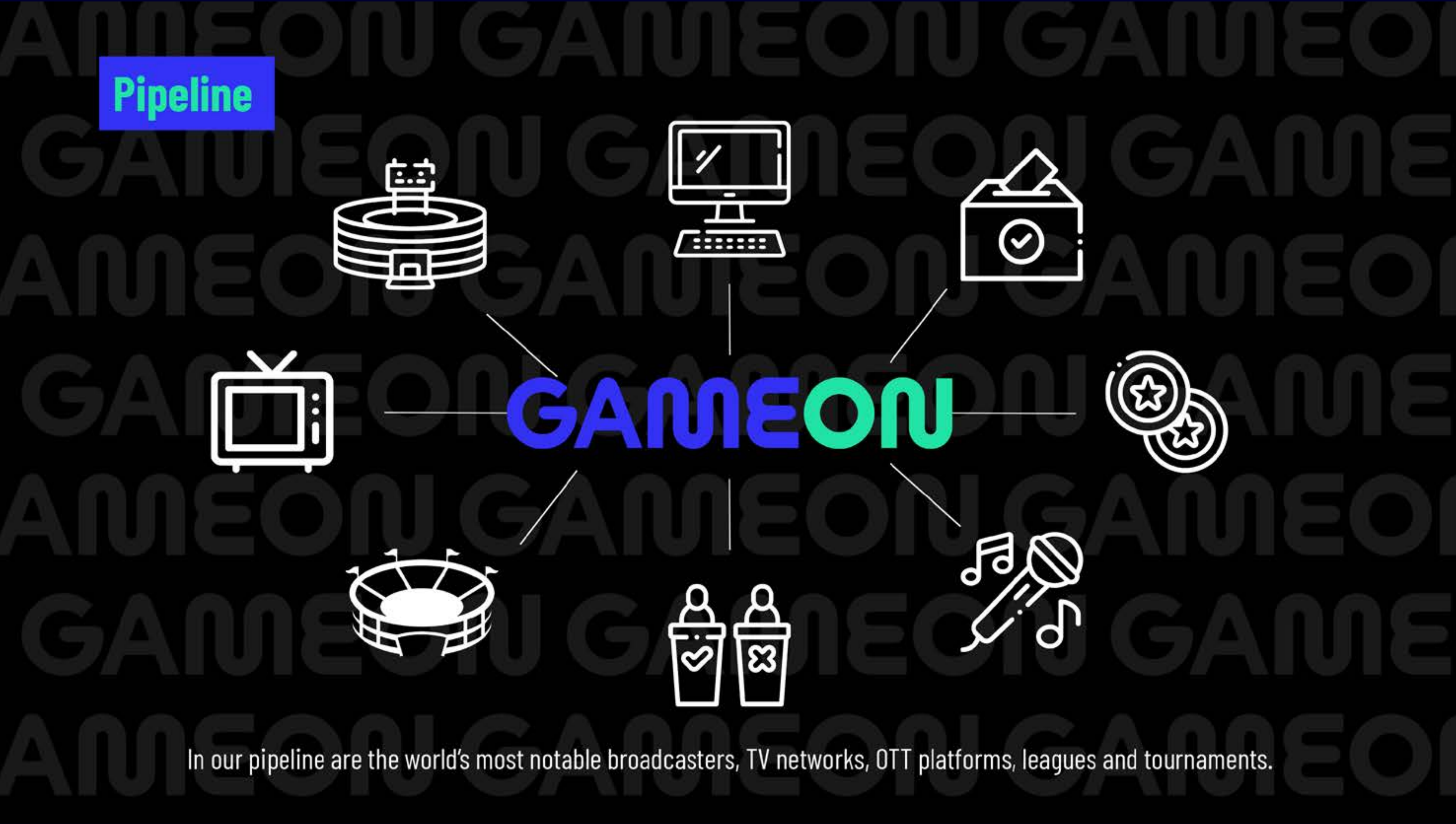
GameOn charges upfront license fees from partners to license their predictive gaming technology. In addition, they share upside in revenue generated from programmatic advertising, brand partners or sales. This generates recurring revenue from period to period, typically by season or annually. This is often up to 50% of the customer revenue and should generate as much as seven-figures per game per partner.

PARTNERSHIPS

GameOn has just signed an important license deal with MX Player. The free-to-play game will be available to MX Player’s large and diverse user base for both domestic and international cricket matches. Cricket is the world’s second most watched game with 2.5bn global viewers in total. MX Player has 280m MAU (Monthly Active Users). Cricket is the by far the most popular game in India and the IPL is one of the most popular sporting contests in the world. This game is expected to generate revenues for GameOn in excess of \$1m.

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EXHIBIT PIPELINE

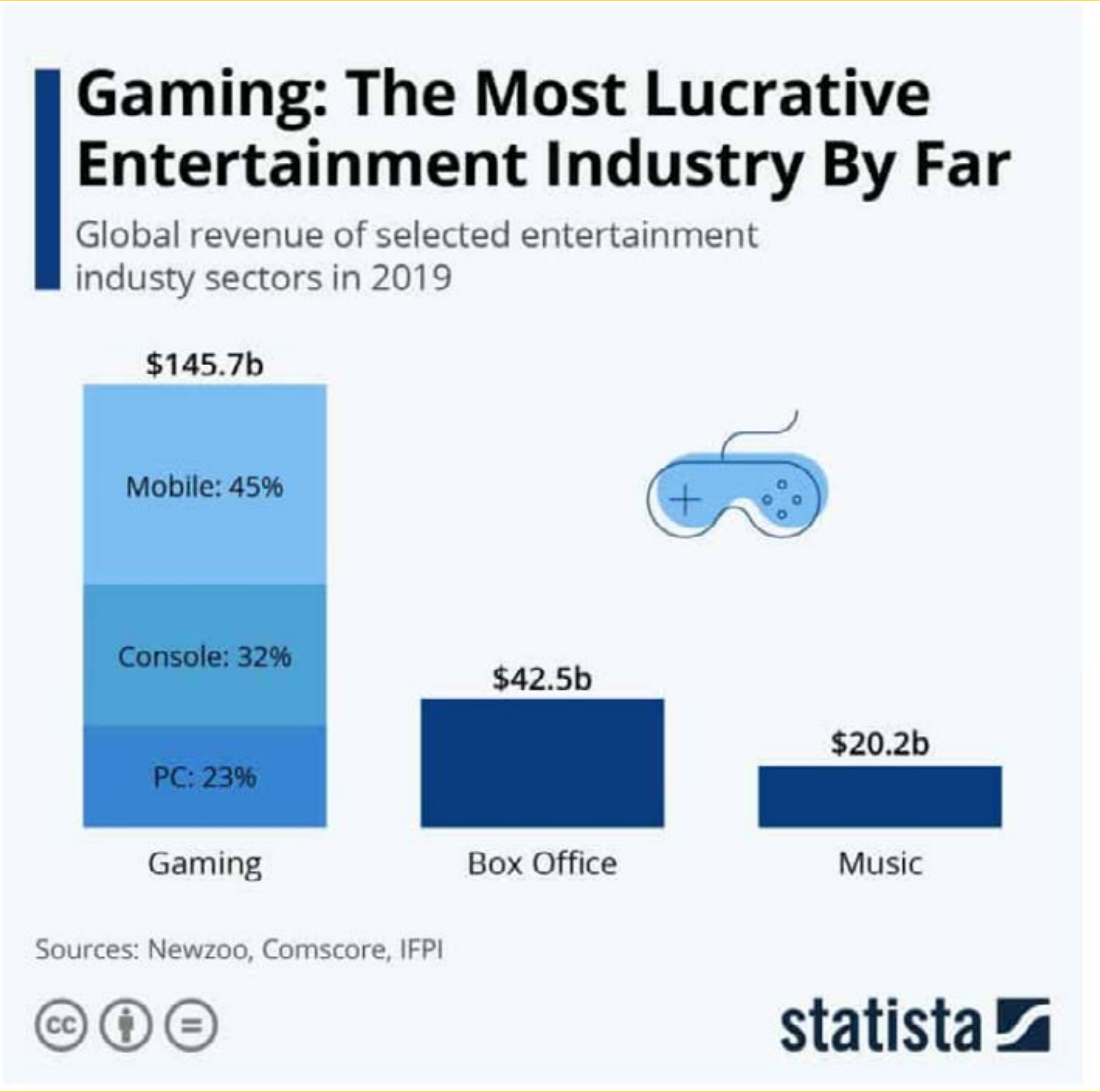


MARKET GROWTH

According to Research and Markets the global gamification market was \$10.19 billion in 2020 and expected to reach USD 38.42 billion by 2026 and grow at a CAGR of 25.10% over the forecast period (2021 - 2026).

Gaming is big business. If we look at the Video Gaming industry this is a \$167bn market globally according to Grandview Research in 2020 and is expected to grow at a CAGR of 8.2%. Of this the US accounts for about \$65Bn. The global TV adverting market was estimated to be \$96bn in 2020.

The following exhibit exemplifies this point:

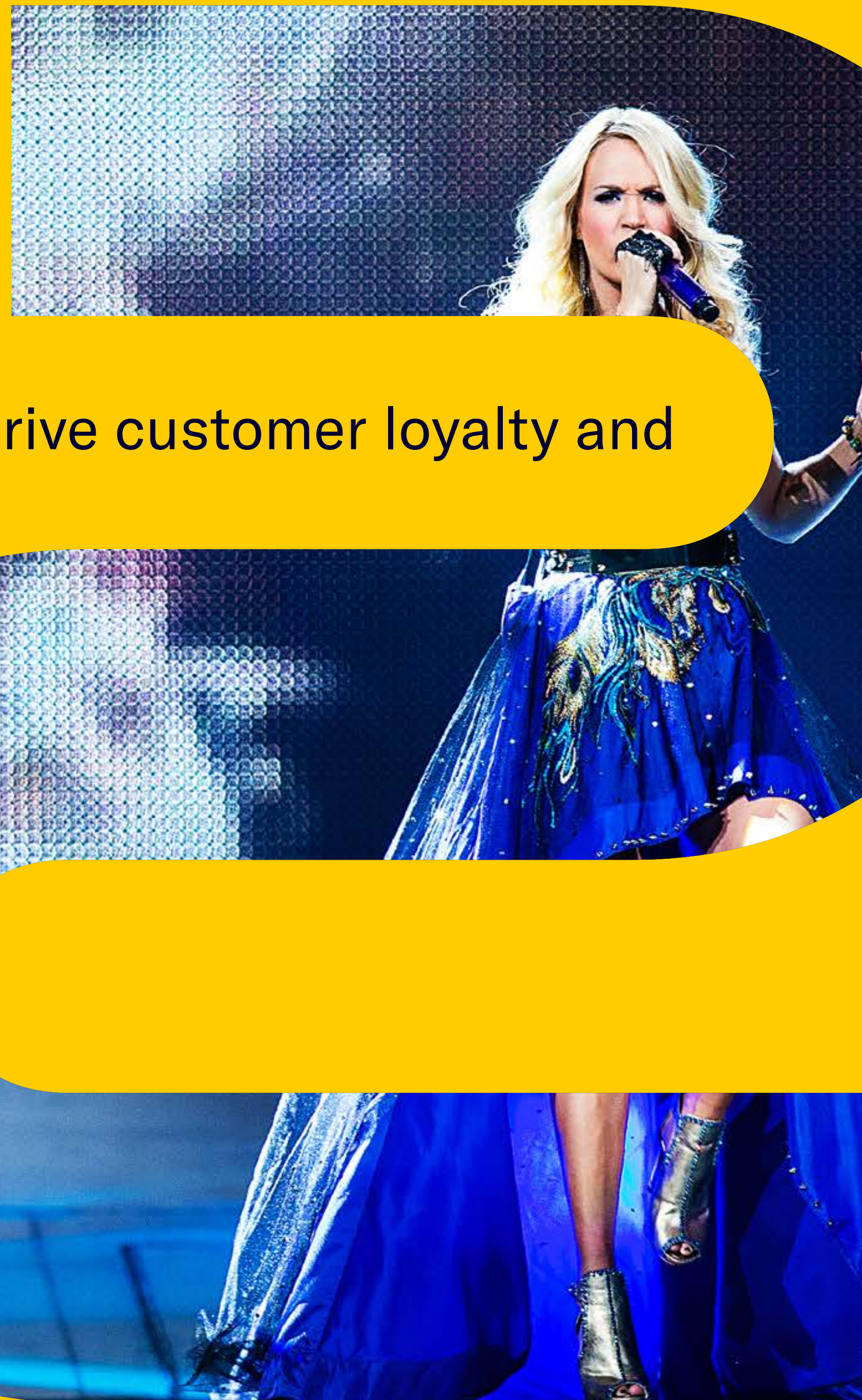


The video gaming industry has been extremely successful and has introduced new pricing and business models and is now significantly bigger than the music industry (\$167bn vs \$21bn), the high level of interaction, revenue potential and immersive nature of gaming is very attractive. To monetise this many verticals are now looking to use gaming or gamification to drive audience interaction, connectivity and loyalty.

Gamification of traditional TV is an emerging and exciting growth market.

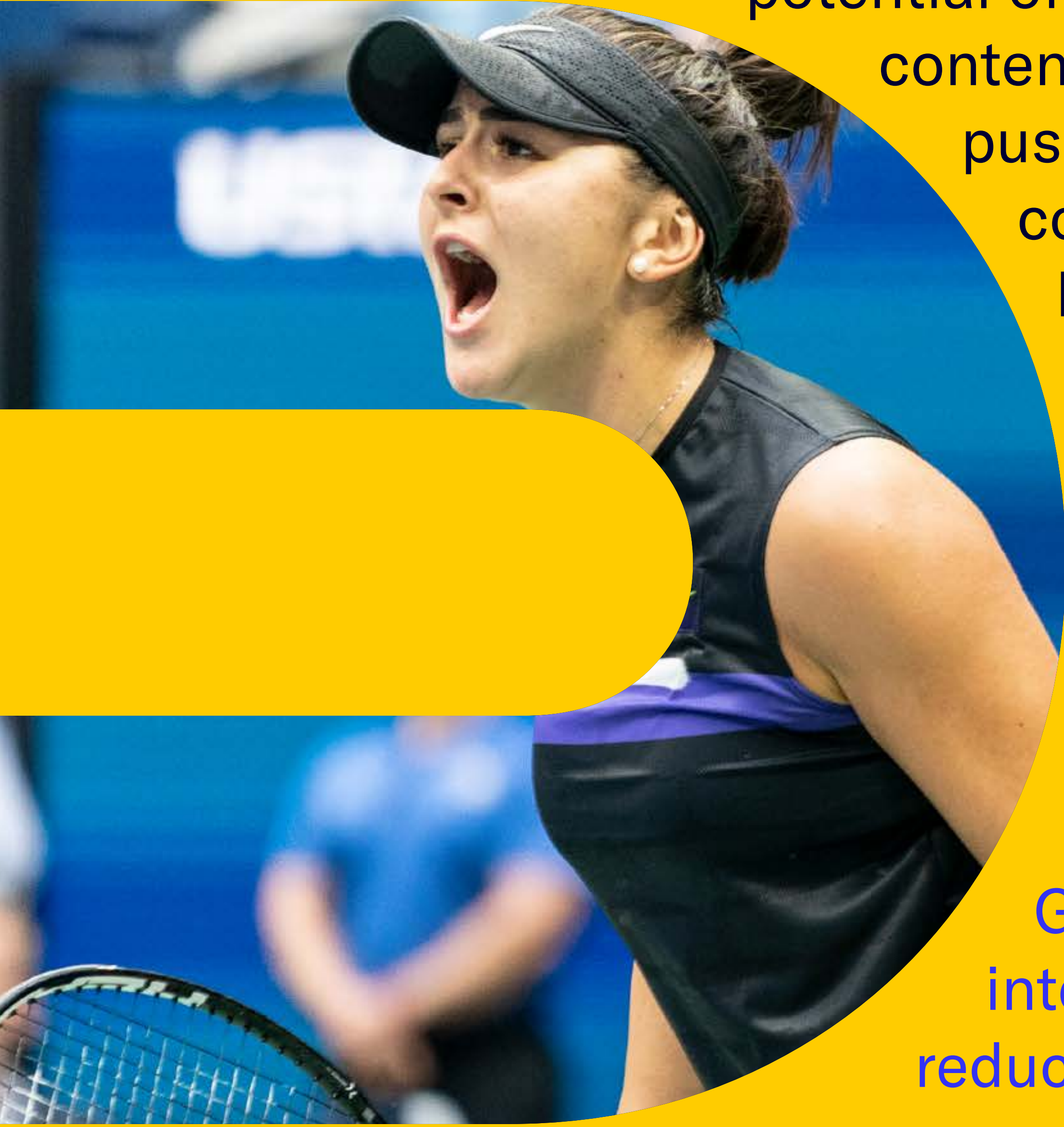
This will build on the success of in play sports betting, as an example, to drive customer loyalty and interaction in a demographic which is traditionally not engaged by traditional TV. In younger demographics the social media interaction on the second screen is the entertainment, where they use platforms such as TikTok, Youtube, Twitch, snapchat etc to interact around other content. Traditional TV rights owners pressured by these new platforms are looking for tools to drive customer engagement, loyalty and revenues.

Innovation both in technology and in business and pricing has been a key driver for gaming. To put this in context the global recorded music market grew by 7.4% in 2020, total revenues for 2020 were US\$21.6 billion. Given the overall popularity of music we feel this highlights the innovation in gaming, its interactivity and its immersiveness which explains the significantly bigger revenue in gaming.



GAMEON GAMEON

Gaming has benefited from innovation in both hardware and software. Importantly the players in the space have also been very innovative in terms of business models. Free2Play (F2P) has been a huge success as has been the extremely social Massively Multiplayer Online (MMO). F2P and MMO have been huge drivers of adoption. Social Media games and the growth of eSport tournaments all show the potential of gamification in for TV content owners. Gaming is also pushing into educational and corporate markets further highlighting its potential to drive adoption and interaction.



The TV screen is for many no longer the 1st screen, it may not even be the 2nd screen. GameOn should increase interaction, engagement and reduce this trend or reverse it.

Social media has been gamifying human communication for over a decade now via likes on Facebook or if that’s pairing music to your own video on TikTok.



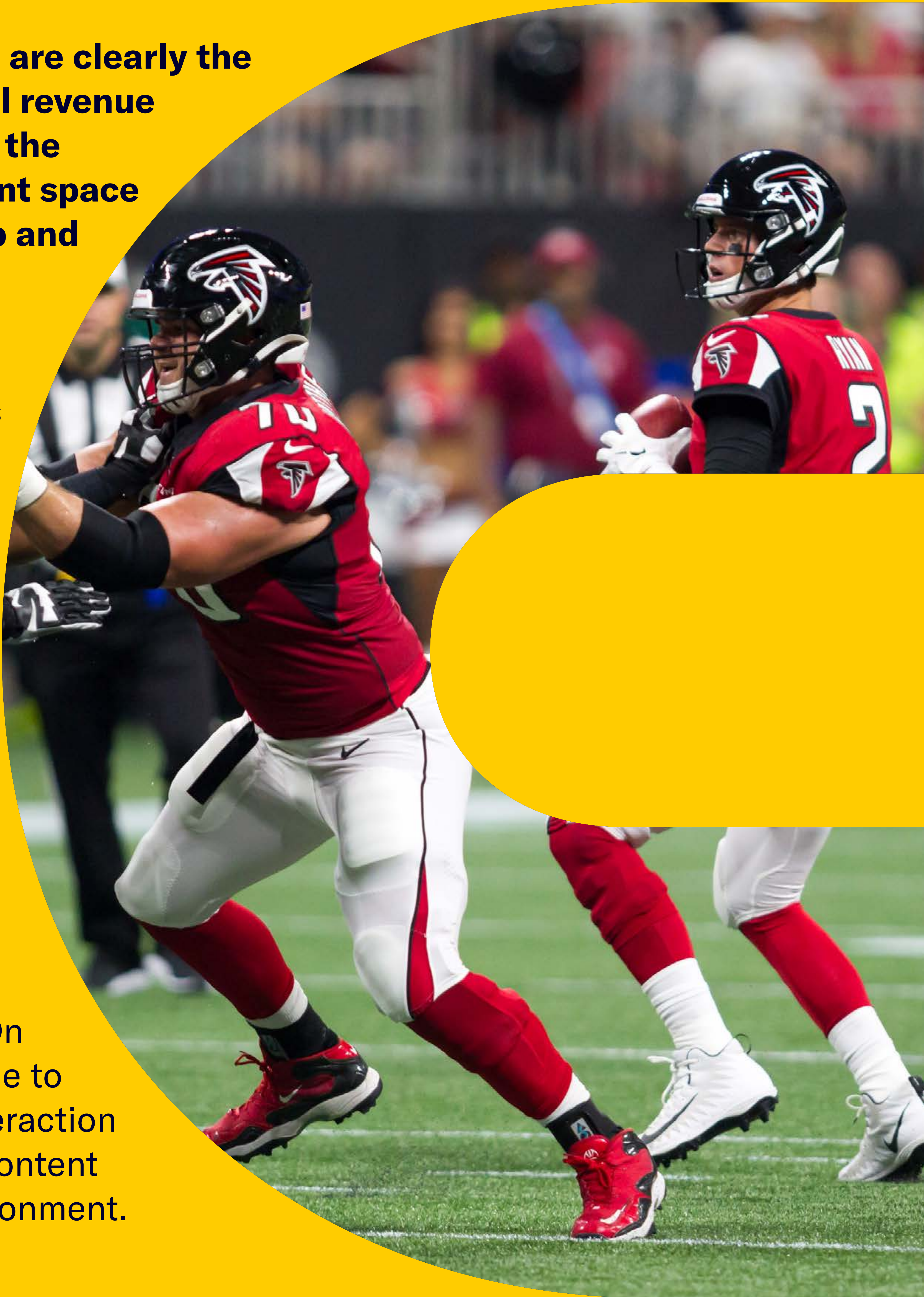
By pulling this together in a single technology platform GameOn has created a massive revenue opportunity.

GROWTH STRATEGY

While sports are clearly the largest initial revenue opportunity, the entertainment space is a huge gap and the blue-sky opportunity.

Reality TV and elections have very large and fanatical fan bases similar to any sports team.

Anecdotally they are already engaging in forums and messaging apps, GameOn should be able to drive this interaction back to the content owner's environment.

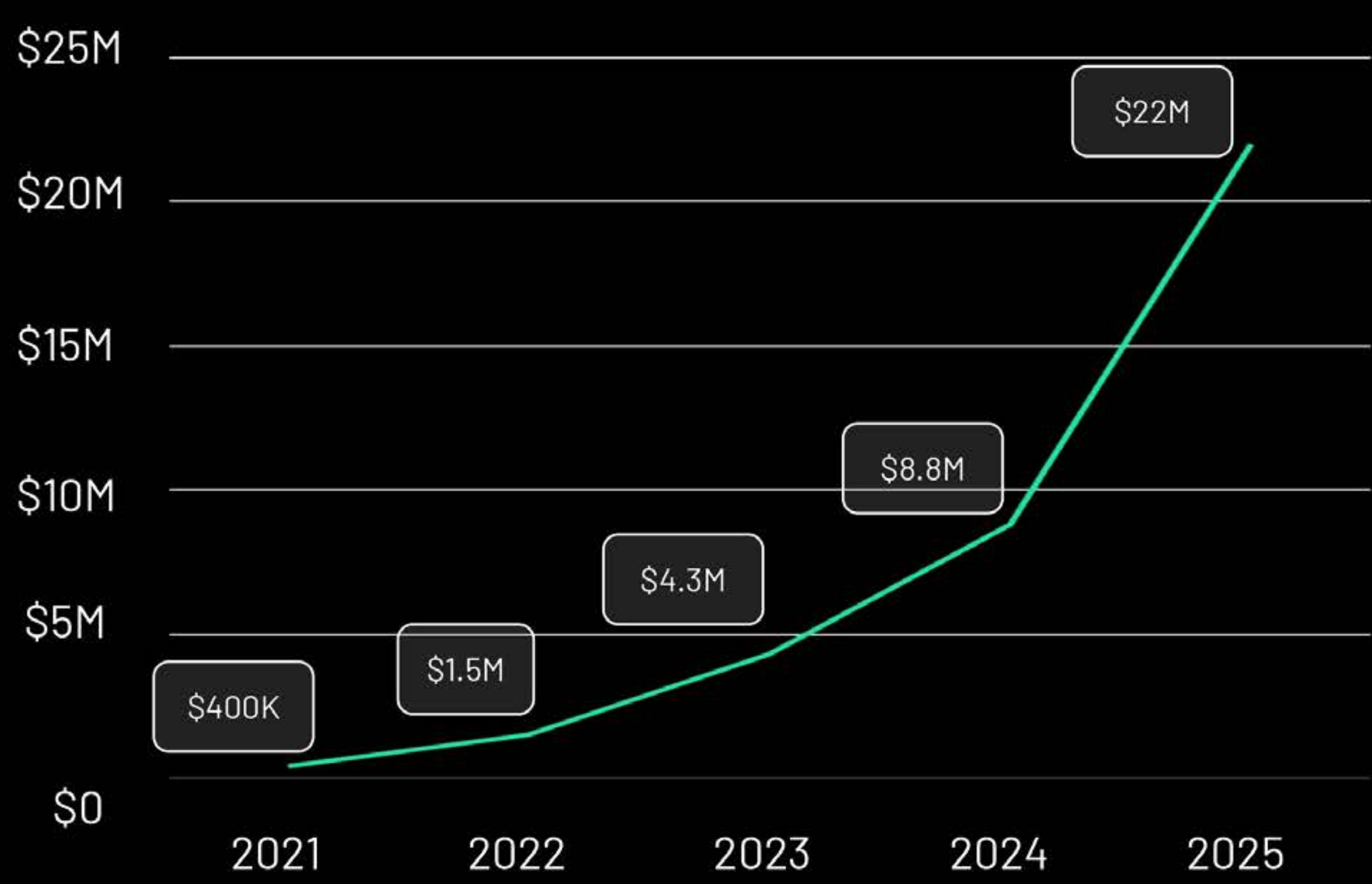


FINANCIAL SNAPSHOT

It is early days for GameOn in its revenue journey but the potential is obvious. The extremely high quality of its early partnership discussions is testament to the medium-term revenue opportunity. The MX Player deal brings 280m MAU as an example.

The following exhibit shows some revenue projections:

Financial Projections (CAD)



Projections are based on low cash burn and are highly scalable with additional financings

COMPARABLES/VALUATION

The following exhibit is a snapshot of some of the quoted peers, their market capitalizations and their EV/Sales if available.

The business model is highly attractive with a license and revenue share (or royalty model), this will have similar high gross margins to those seen in the highly rated software space, a space where EV/Sales multiples average 15X.

		Mkt Cap	EV/Sales
GameOn	GET	C\$23m	16.4
Fansuite	FANS	C\$208m	79.9
Bragg Gaming Group	BRAG	C\$275m	2.2
ESE entertainment	ESE	C\$66m	na
Real Luck Group	LUCK	C\$45m	na



SHAREHOLDER BASE AND STRUCTURE

**GameOn is
owned 2% by
institutional
shareholders, 28%
by retail and 70%
held by insiders of
the shares.**

RECENT NEWS

GameOn Entertainment Technologies Applauds Senate Approval of Bill C-218 That Legalizes Single-Event Sport Wagering in Canada.

Vancouver, British Columbia--(Newsfile Corp. - June 23, 2021) - GameOn Entertainment Technologies Inc. (“GameOn”) (CSE:GET | OTC:GMETF | FSE:9E7) a leader in providing sportsbooks and other partners with interactive, social experiences around sports, TV and live events, is pleased to announce that Bill C-218, a bill that legalizes single-game sports wagering has passed the Canadian Senate and now proceed for Royal Assent for adoption. The legislation, known as The Safe and Regulated Sports Betting Act, Bill C-218 repeals a section of Canada’s criminal code, which makes wagering on a single sporting event outcome illegal in Canada.

“We are pleased to see that the Safe and Regulated Sports Betting Act has passed from voting in the Canadian Senate,” said GameOn CEO Matt Bailey. “This important adoption by the Canadian Senate paves way for the commencement of regulated single-bet sports wagering across Canada,” said Bailey.

GameOn Partners with MX Player to Introduce Cricket Prediction Games

Indian entertainment super app offers users video playback, streaming video and gaming all integrated on one platform

Vancouver, British Columbia--(Newsfile Corp. - June 17, 2021) - GameOn Entertainment Technologies Inc. (CSE:GET | OTC:GMETF | FSE:9E7) (“GameOn” or the “Company”) today is pleased to announce an exclusive partnership with India’s entertainment super app, MX Player, that will introduce cricket prediction games for mobile.

The free-to-play game will be available to MX Player’s large and diverse user base for domestic and international cricket events, tournaments and leagues.

“At GameOn, we power the best content in the world with the most innovative predictive gaming technologies in the world,” said Matt Bailey, GameOn CEO. “Behind soccer, cricket is the second-most popular sport in the world and MX Player is watched by more than 280 million viewers globally. To exclusively power MX Player’s free-to-play prediction games is a huge opportunity to further engage an already passionate fan base that is yearning for cricket and connectivity during this time.”

Watched by an estimated 2.5 billion fans across the world as the second-most popular sport, India is synonymous with cricket. India has won the Cricket World Cup twice (1983 and 2011), and were champions of the inaugural T20 World Cup in 2007. The Indian Premier League (IPL) is the gold standard for domestic cricket leagues around the globe, and is the sixth-most valuable sports league in the world, according to Forbes, trailing the NFL, UEFA Champions League, and the four biggest domestic soccer competitions in Europe.

Viewership during the opening week of last season's IPL in October was 269 million viewers (up 15%) for seven matches across 21 channels, according to India's Broadcast Audience Research Council.



“At MX Player, we believe in bringing our consumers engaging offerings across multiple avenues and we’re delighted to partner with GameOn for this cricket prediction game that fuels the passion for the sport in the country,” said Nakul Kapur, Head of International Business and Games at MX Player. “Connecting millions of avid fans through their shared love for cricket, this game will keep you on the edge of your seat with its prediction model.”

MX Player is an entertainment super app that integrates all forms of entertainment on one platform-including video playback, streaming video and gaming (in select markets). It hosts a wide library of premium content across 10 languages, including a critically acclaimed slate of MX Originals/ Exclusives, movies, web series and TV shows.

This opens up a potentially very large and lucrative opportunity for GameOn.

MANAGEMENT TEAM

GameOn has an extremely strong management team Chaired by the Grand Theft Auto creator and Take-Two intereactive board member J Moses.

Chief Product Officer, Santi Jaramillo, is the mastermind behind NBA Top Shot at Dapper Labs, which rose to stardom with the success of the huge NFT trend. Prior to this Jaramillo spent 10 years building the FIFA video game franchise at EA Sports.

Matt Bailey CEO & Director

Education by studying Sports Business, and then a career, working for Cricket Australia and Australia’s most-watched television network, Nine Entertainment. In 2013, he quit his job and boarded a one-way ticket to New York. He spent the next five years climbing the corporate ladder of American sports, working for and on platforms including the Harlem Globetrotters, the Brooklyn Nets, Barclays Center and the LA Dodgers, and partnering with brands including Ford, T-Mobile and Vita Coco. Since 2018, he’s been building and driving the GameOn business, responsible for all revenue-generating white label deals. Mr. Bailey received a Bachelor of Management from the University of Technology in Sydney, Australia in 2013.



Santiago Jaramillo
Chief Product Officer

Santi Jaramillo is the mastermind behind NBA Top Shot at Dapper Labs, which rose to stardom with the success of the huge NFT trend. Prior to this Jaramillo spent 10 years building the FIFA video game franchise at EA Sports.



Sheri Rempel
CFO

Ms Rempel has over 25 years of accounting and financial management experience. Ms. Rempel started her career with public companies in 2001 and currently provides senior financial and advisory services to Canadian private and public companies.

Ryan Nowack
VP of Partnerships

Nowack joins GameOn after nearly seven years at The Madison Square Garden Company, where he most recently served as Director of Marketing Partnership Sales. The Madison Square Garden Company owns properties including Madison Square Garden, the New York Knicks, the New York Rangers and Radio City Music Hall.



Sabrina Carrozza
PR Lead



Sabrina Carrozza is the founder and principal of Sabrina LCP Communications, which was founded in 2011 and is proudly working with brands across the globe including FC Barcelona, LaLiga North America, Relevent Sports Group, Drive by DraftKings, and The Mom Project.

J Moses

Chairman

J Moses is a respected game industry veteran who helmed BMG Games, which published the original Grand Theft Auto, and has served as a Director at Take-Two Interactive since 2007. He also serves on the Board of ReadyUp, an esports platform, and as an Advisor for Simulmedia, PrizePaymentsPro and the sports wagering platform Bet.Works, which was recently acquired by Ballys. From 1998 to 2009, Moses was the founder/CEO of UGO Networks, an online publisher delivering information and entertainment for gamers which was acquired by Hearst. Moses, who advises many of the world's biggest entertainment platforms, is serving as an Executive Producer for a scripted esports show for the CW Network. Mr. Moses received a Bachelor of Arts from Princeton University in 1981 and graduated from the Harvard Graduate School of Business Administration in 1988.





Carey Dillen
Director

Currently the President of YYOGA, Ms. Dillen boasts more than 20 years of experience spanning start-up to rapid growth environments. Ms. Dillen

has been an advisor or board member for non-profit and high-profile organizations including the Olympic & Paralympic Games, Americas Masters, FIFA, Sport BC, BC Athletics and One Girl Can. Ms. Dillen has also previously worked in management and executive positions at MEC, Boston Pizza International and Vancouver 2010 Olympic & Paralympic Games and obtained her CPA, CA designation with KPMG LLP. Ms. Dillen has a Bachelor of Commerce from the University of Alberta.



Shafin Diamond Tejani
Director

A serial entrepreneur and investor, Mr. Tejani founded Victory Square Technologies in 1996. Victory Square is a venture builder that builds start-ups in the web, mobile, gaming and film spaces with a special focus on funding socially responsible companies, international start-ups and female founders. Its portfolio consists of 23 global companies using AI, VR/AR and blockchain to disrupt fintech, insurance, health and gaming. Mr. Tejani received a Bachelor in Political Science and Economics from the University of Western Ontario in 1999.



Liz Schimel
Director

Ms. Schimel is an experienced business executive. Ms. Schimel served as an advisor to the board of Apple Inc. from July 2018 to November 2019. Prior to that, she served as President of Conde Nast International. Ms. Schimel received an MBA from the Wharton School in 1987 and a Bachelor of Arts degree from the University of Pennsylvania in 1981.



ADVISORS

GameOn has a strong team of advisors;

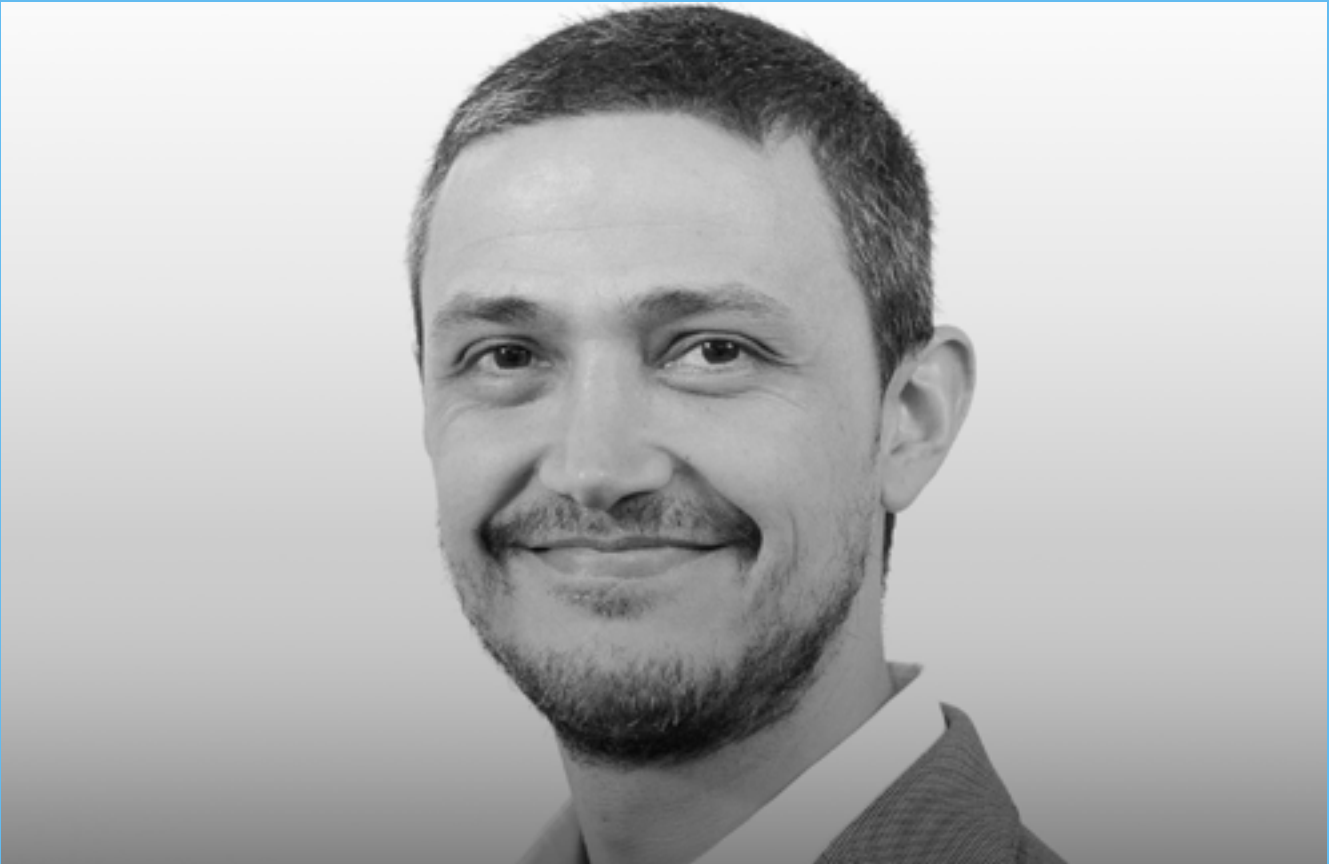
Tim Cahill former professional footballer for Australia and English Premier League star, and current FIFA ambassador.



Mike Vorhaus Early investor in DraftKings, Skillz and well-regarded gaming Advisor.



Boris Gartner U.S. CEO of LaLiga and former Univision executive.



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