



CAPITAL MARKET DAY

Stockholm, March 12 2019

ESPORTS HISTORY — ESL FROM VISION TO A GLOBAL MARKET

2000-2010



IEM Global Challenge Los Angeles 2007

2011-2015



ESL One Cologne 2014

2016-2019+



IEM Katowice 2019

BUILD

GROW

SCALE & MONETIZE

FANS

Tens of thousands

REGIONS

EU

EVENT SIZE

Micro / small

Hundreds of thousands

EU, NA, LATAM, APAC

Large

Tens of millions

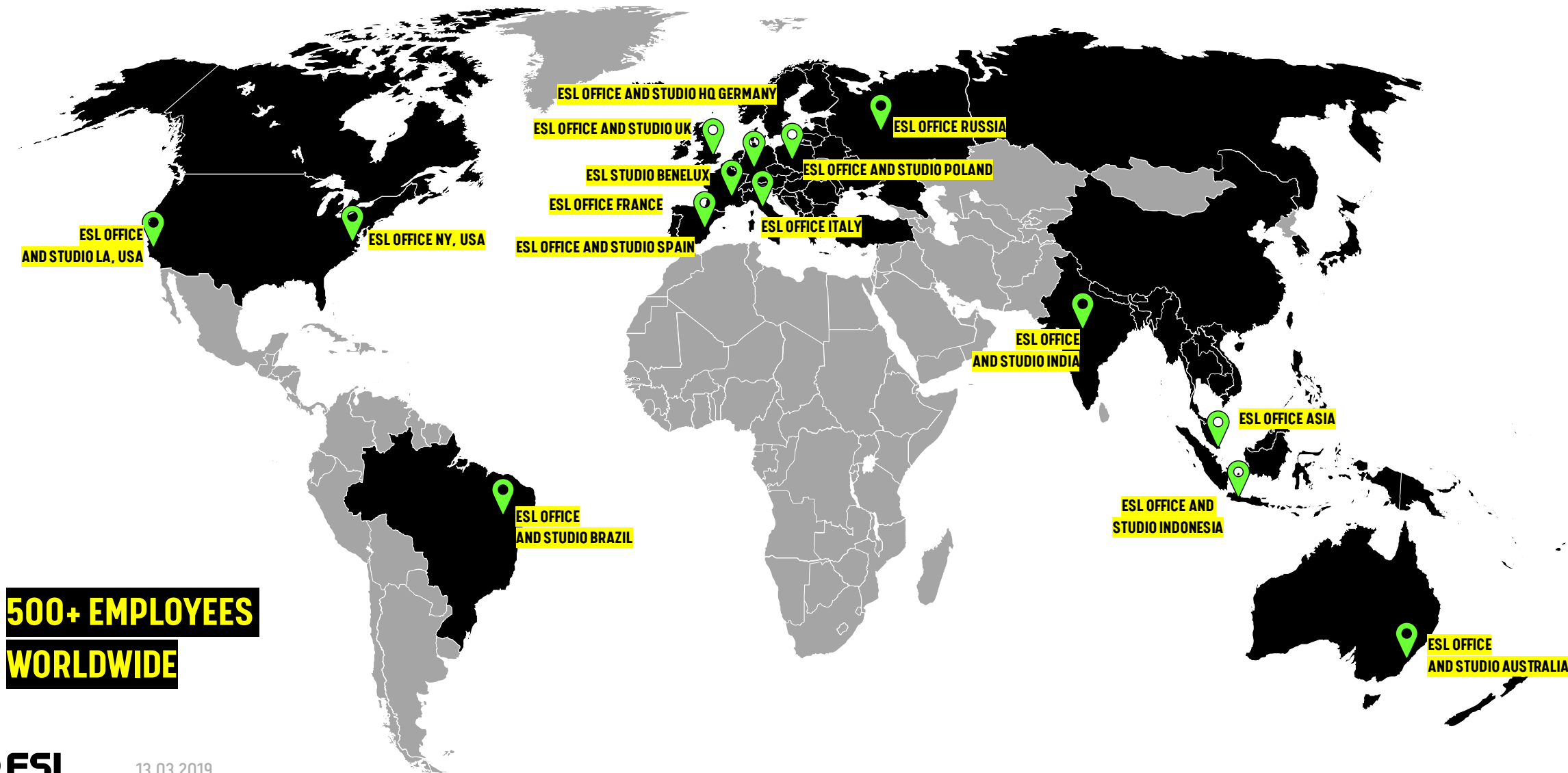
Global

Global

ESL STRATEGIC FRAMEWORK



ESL TEAM OPERATES AROUND THE GLOBE — STUDIOS AND OFFICES



ESL GROWTH FOCUSED ON OWNED AND OPERATED PROPERTIES

INCREASE BRAND PARTNERS

Grow long-term value with existing partners

Add non-endemic partners

EXPAND PRODUCT VERTICALS

Add game licenses

Extend game's verticals

Co-Build ecosystems



ADD MEDIA PARTNERS

Grow premium content

Expand distribution channels and platforms

Increase audience & reach

GROW REGIONAL PRODUCTS

Grow existing and new properties in Asia, China, LATAM

Add local championships and events

**WE BUILD
ESPORTS
ECOSYSTEMS**

ESL ENABLES GROWTH IN NEW GAMES VERTICALS — THE GAME “PYRAMID”

INITIAL ESPORTS ECOSYSTEMS



STRUCTURE GAME PYRAMIDS

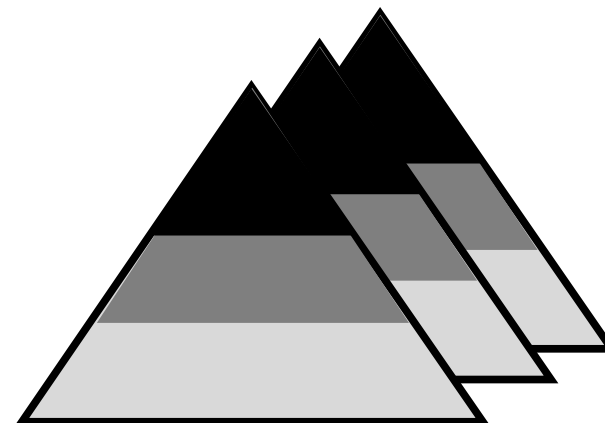
DEFINE GAME ESPORTS STRATEGY

CUSTOMIZE COMPETITION FORMAT

OPERATE PRODUCTION

MANAGE CONTENT

360° ESPORTS PROPERTIES (O&O)



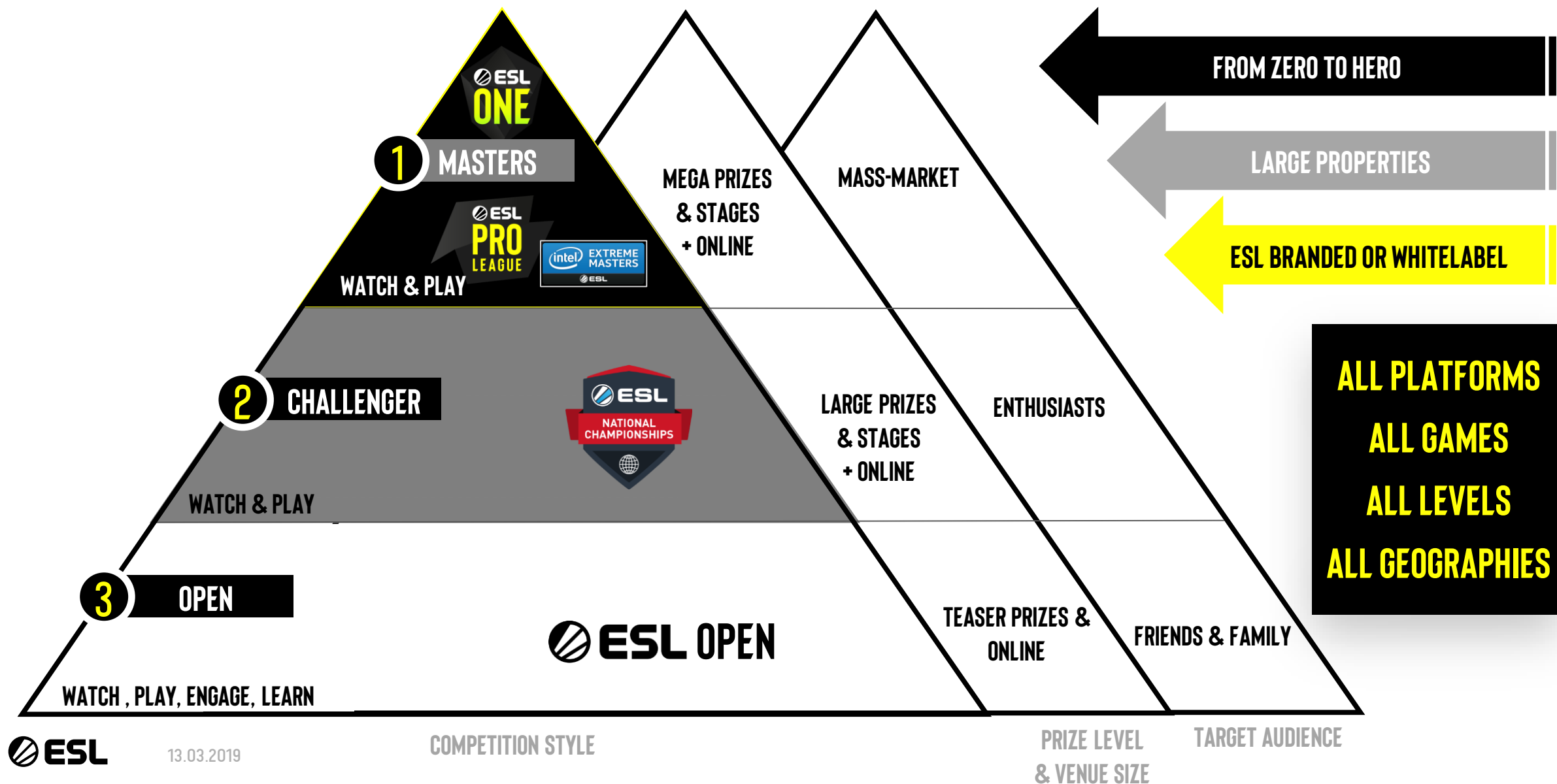
Scale: Add more games

Full product development

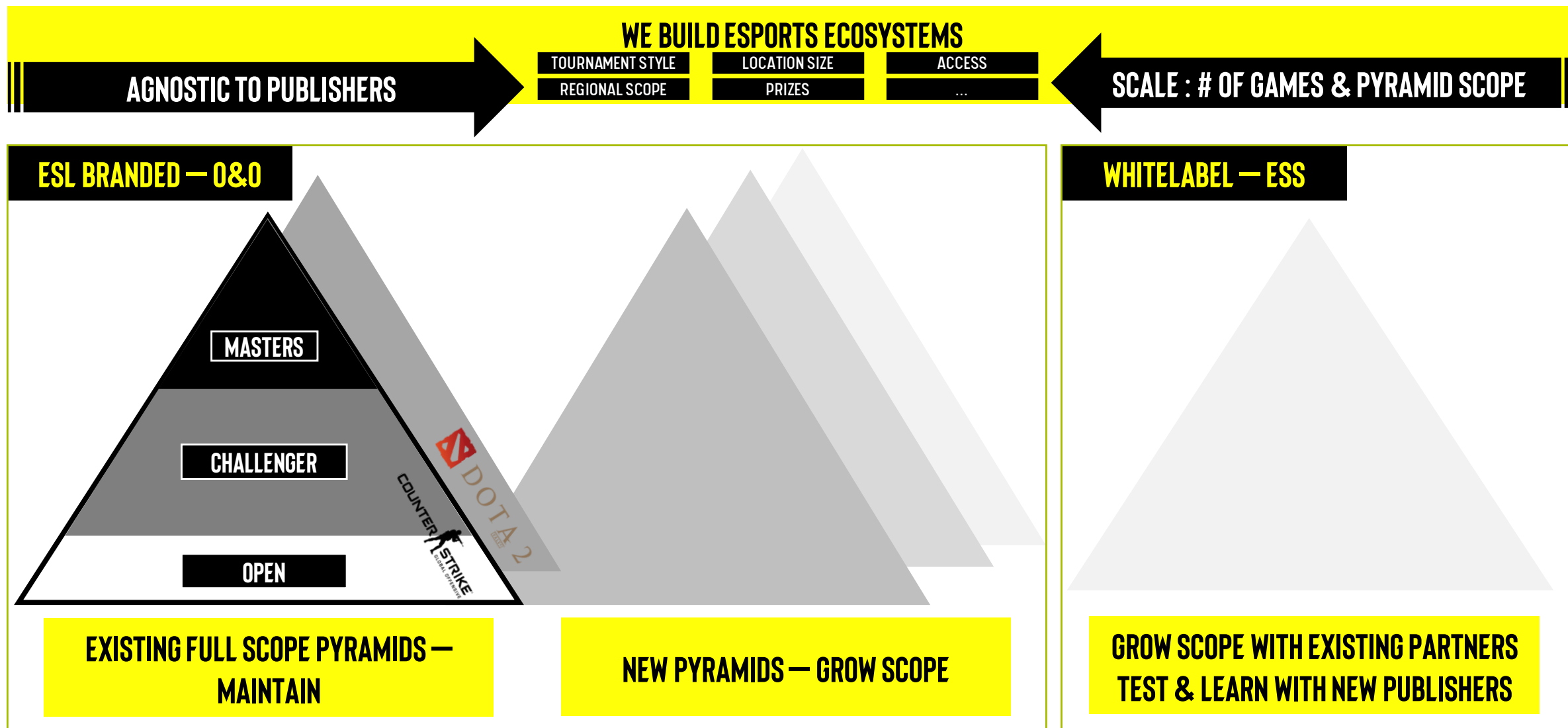
Mature esports ecosystems

1—3 YEARS

ESL PROPERTIES COVER THE FULL SCOPE OF ESPORTS

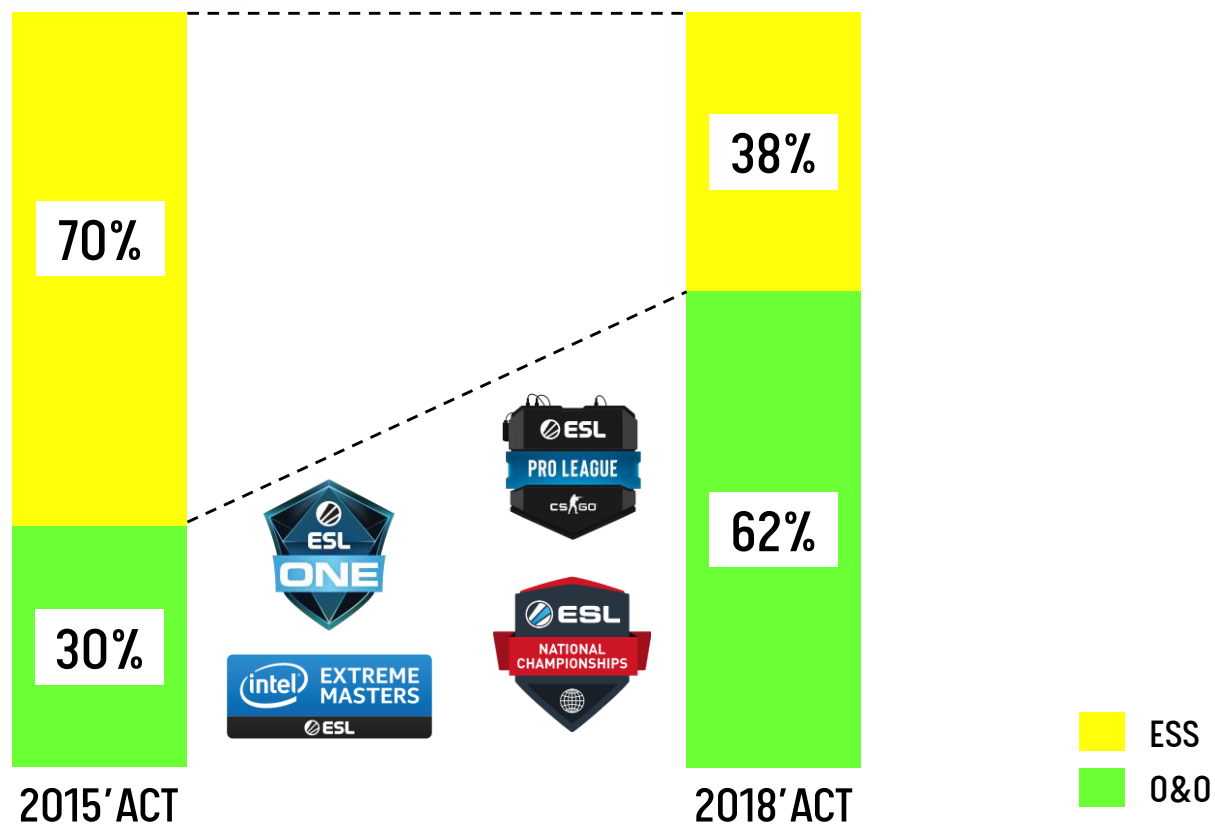


EACH GAME PYRAMID FUELED WITH 20 YEARS OF EXPERIENCE



ESL CONTINUES INVESTING IN OWNED AND OPERATED PROPERTIES

Relative revenue breakdown



**GROWING O&O PROPERTIES TO
PUSH BRAND, EXPAND EXISTING
CORE PRODUCTS, CREATE NEW
PYRAMIDS AND SCALE**

O&O SHOWCASE — IEM KATOWICE CS:GO 2019

52M

Video sessions
during Champions
Stage

1M

Peak during the
Champions Stage

375K

Gained followers
ESL CS:GO Twitch

20

Broadcasted
languages

12

Linear TV takers

34%

Market share
among 21-30
age group

+80%

vs. 2018

+20%

vs. 2018

2.9M

Total followers

#13

Largest Twitch
channel (followers)

587K

Peak on main
Twitch channel

+137%

Merchandising
revenue vs. 2018

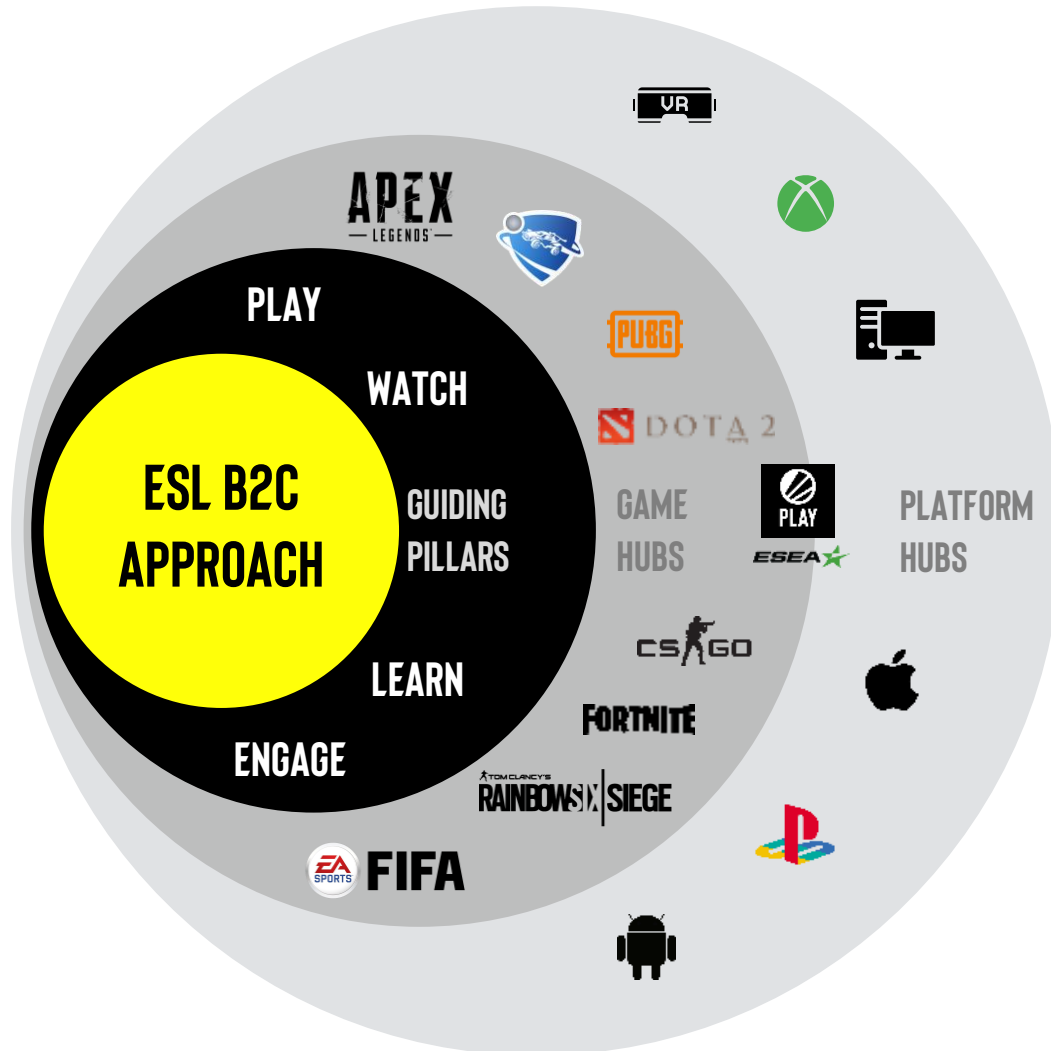
+67%

Ticketing revenue
vs. 2018

Largest live
TV esports
audience in
Denmark
ever

FANS, PLAYERS AND TEAMS










ESL CREATES PLATFORMS FOR PLAYERS AND FANS





















- Community-based approach: Play - Watch - Learn - Engage
- Game hubs: tailor-made for community for selected core ESL games
- Deep-game related features: anticheat, matchmaking, AI assistant
- Platform hubs: cluster non-core games by platform
- Further explore potential of new titles

FANS, PLAYERS AND TEAMS

ESL ATTRACTS THE WORLD'S TOP TEAMS

CS:GO		
	Astralis	#1
	Natus Vincere **	#2
	Faze Clan **	#3
	Team Liquid	#4
	Mousesports **	#5
	Fnatic **	#6
	MIBR	#7
	Cloud 9	#8
	Ninjas in Pyjamas **	#9

DOTA 2		
	Virtus Pro **	#1
	Team Liquid	#2
	PSG.LGD	#3
	Team Secret	#4
	Mineski	#5
	Vici Gaming	#6
	Newbee	#7
	VGJ.Thunder	#8
	OG	Ti8 winner

RAINBOW SIX SIEGE		
	G2 Esports **	*
	PENTA	*
	Evil Geniuses	*
	Team Empire	*
	PET Nora-Rengo	*
	Faze Clan **	*
	Team Secret	*
	Team Liquid	*
	Rogue	*

INTEL GRAND SLAM
CONTENDERS



* BASED ON # OF TOP 3 APPEARANCES AT
2018-2019 PREMIER TOURNAMENTS

100%

of world's top teams
participate at events run by



13 Teams

are members of



SOURCES:

- CS:GO: HLTV top 10 teams of 2018 (<https://www.hltv.org/news/25740/top-10-teams-of-2018>)
- Dota 2: Dota Pro Circuit 2017-2018 Rankings (https://liquipedia.net/dota2/Dota_Pro_Circuit/2017-18/Rankings)
- Rainbow Six Siege: top 3 appearances at 2018-2019 Premier Tournaments (https://liquipedia.net/rainbowsix/Premier_Tournaments)

TEAM SHOWCASE: ENCE @ IEM KATOWICE 2019 — FROM ZERO TO HERO

ENCE, THE MOST UNLIKELY OF IEM KATOWICE 2019 FINALISTS



In the course of one event, team ENCE left its mark on the history of CS:GO.

They played more than 35 maps all the way from the regional qualifiers to the grand finals.



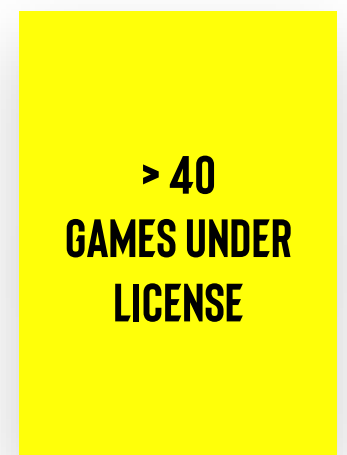
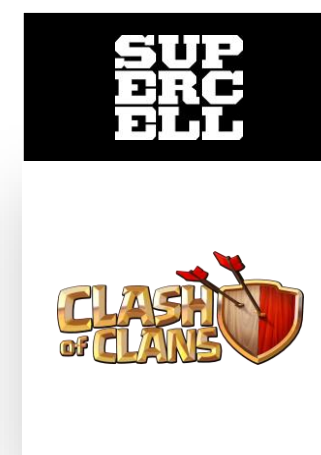
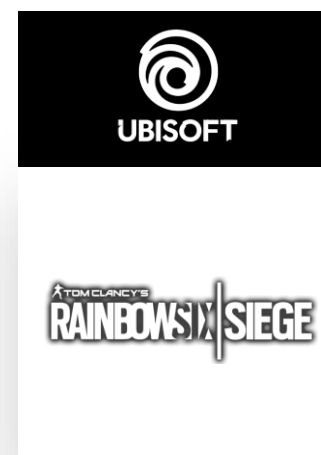
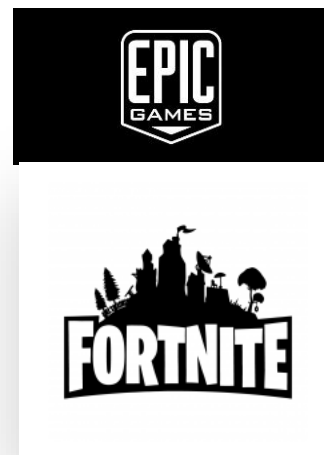
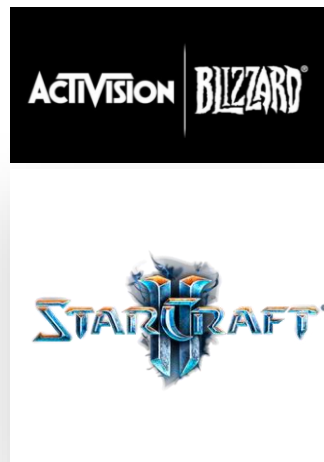
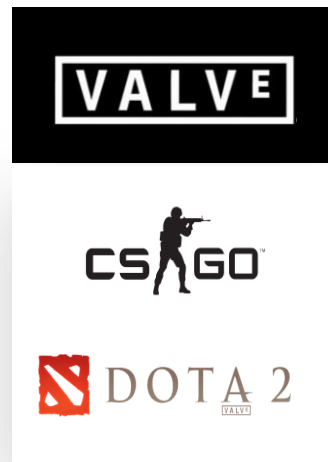
- From European closed qualifiers...
- From underdog...
- From small offsite venue...
- From #17 CS:GO team in the world...



- To Champions stage and Grand Finals
- To victory against #2 and #3 teams in the world
- To IEM Katowice legendary stage
- To world Top 5

GAME PUBLISHERS

ESL PROVIDES GAME SOLUTIONS TO GROW ESPORTS



PUBLISHER PARTNERSHIPS — LATEST ACHIEVEMENTS



PUBLISHER SHOWCASE: EPIC GAMES



ESL KATOWICE ROYALE

- Most competitive Fortnite tournament to date
- Dedicated 100 seats stage at IEM Expo 2019
- \$ 500.0000 Prize Pool
- 200 onsite participants in 4 days
- > 300K peak online audience



PUBLISHER SHOWCASE: UBISOFT

DEVELOPING A COMPLETE RAINBOW 6'S GLOBAL ECOSYSTEM

- Rainbow Six: Siege became a top esports title
- 35 million players
- Increased consumer engagement
- Viewing hours multiplied heavily

ESPORTS STRATEGY

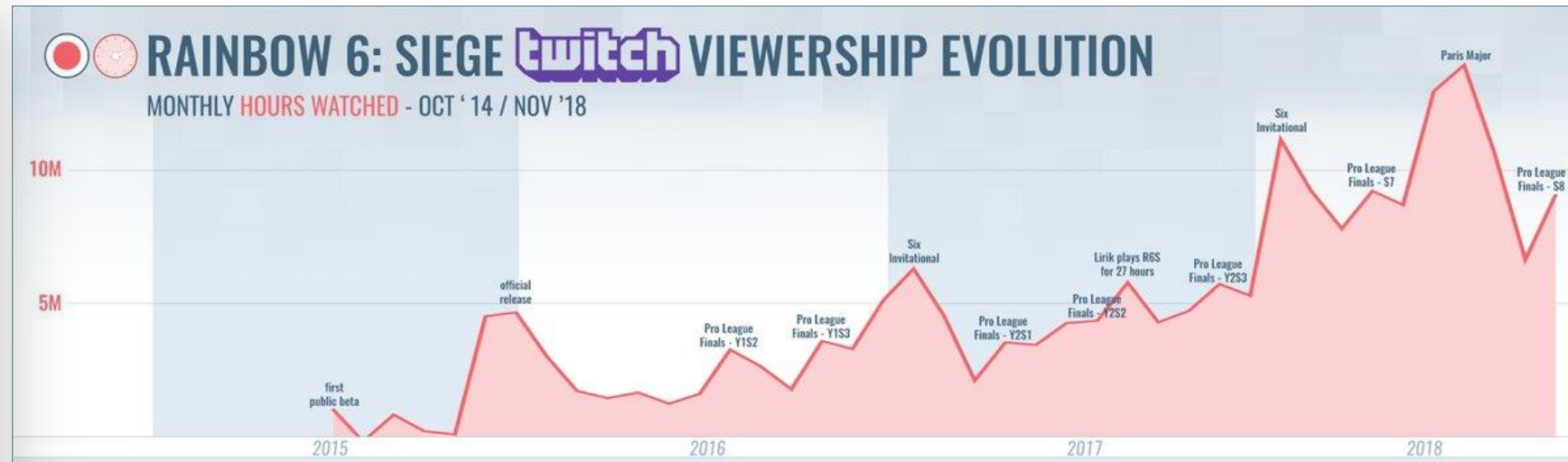
PRODUCT MANAGEMENT

GLOBAL PROJECT
MANAGEMENT

GAME CONSULTATION

LEAGUE & TOURNAMENT
OPERATIONS

TV PRODUCTION &
BROADCAST



RAINBOW SIX SIEGE'S ASTONISHING COMEBACK
Two years and 25 million players later.

Last updated by Mike Mahardy on December 16, 2017 at 10:11AM

71 Comments

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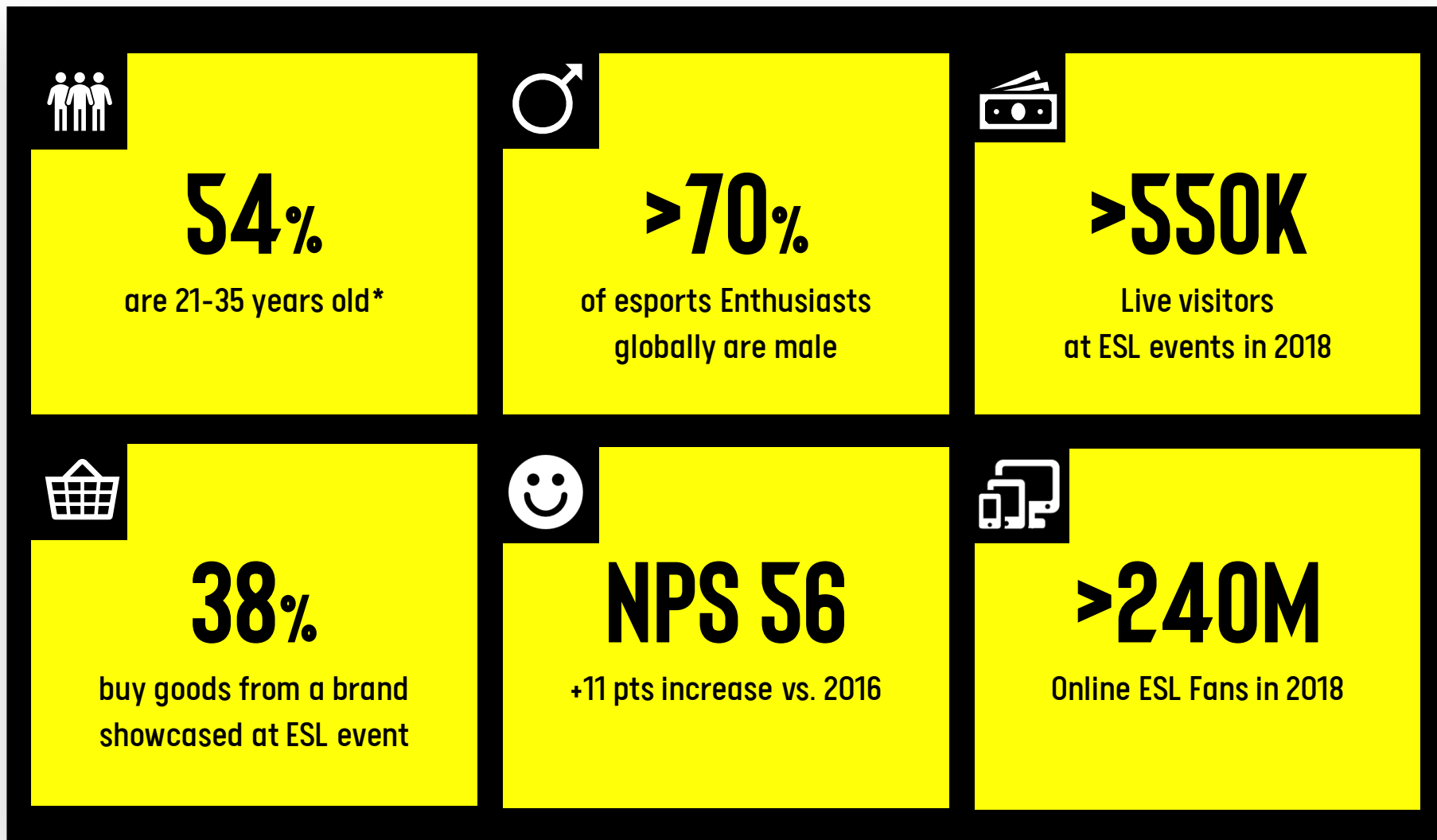
Now Playing: Rainbow Six Siege's Astonishing Comeback

Games such as Destiny 2, Star Wars: Battlefront 2, Warframe, and Overwatch follow the ethos of "games-as-a-service," to varying effects. But Rainbow Six Siege is perhaps the best proof that this model can work.



BRAND PARTNERSHIPS

ESL CONSUMER PROFILES ARE HIGHLY ATTRACTIVE FOR BRANDS



REACHING THE LEVEL OF LARGER SPORTS

intel
Coca-Cola
OMEGA
P&G
TOYOTA
SAMSUNG

pepsi
FedEx
BOSE
Microsoft
VISA
BRIDGESTONE

adidas
Coca-Cola
QATAR
AIRWAYS القطرية
万达集团
WANDA GROUP
VISA
HYUNDAI

ROLEX
DHL
Heineken
Emirates
aws
PIRELLI

intel
DHL
AT&T
pepsi
vodafone
Mercedes-Benz

REACHING THE LEVEL OF LARGER SPORTS



TOYOTA

SAMSUNG



FedEx

BOSE



VISA

BRIDGESTONE



QATAR
AIRWAYS القطرية



VISA

HYUNDAI



vodafone

Mercedes-Benz



FIFA



BRAND SHOWCASE: DHL — GLOBAL DEAL WITH HOLISTIC ESORT INTEGRATION



STADIUM ACTIVATION



BRAND ACTIVATION



IN-GAME ADVERTISEMENT



CUSTOMER ENGAGEMENT



BRAND SHOWCASE: INTEL, THE LONGEST STANDING PARTNERSHIP IN ESPORTS



From IEM Season 1 finals at CeBIT 2007...



... to IEM Katowice CS:GO Major 2019



13.03.2019

13+
YEARS

2000

- Intel becomes one of the first investors in esports
- Intel starts supporting ESL early events in Germany

2006

- Cooperation between Intel and ESL turns global
- Intel Extreme Masters property is launched



2016-2018

- Intel becomes ESL Global Technical Partner extending beyond IEM
- \$1M Intel Grand Slam is launched

2019+

- 3 years partnership announced (longest so far)
- Intel and ESL commits to long-term esports partnership

>70 IEM
EVENTS



SAME CORE VALUES AND PRINCIPLES, MAGNIFIED INVESTMENT AND MEMORABLE EVENTS

MEDIA PARTNERS

MEDIA DISTRIBUTION IN ESPORTS IS EVOLVING AND GETTING MORE LOCAL

SELECTION OF DISTRIBUTION PARTNERS

LOCAL VIDEO STREAMING

LIVE & VOD

NEW in CHINA - HuamoaTV, HuyaTV

NEW in US - Mixer, PlutoTV

NEW in GERMANY - ProSieben TV

GLOBAL VIDEO STREAMING

LIVE & VOD

EXPLORED: Exclusivity Facebook

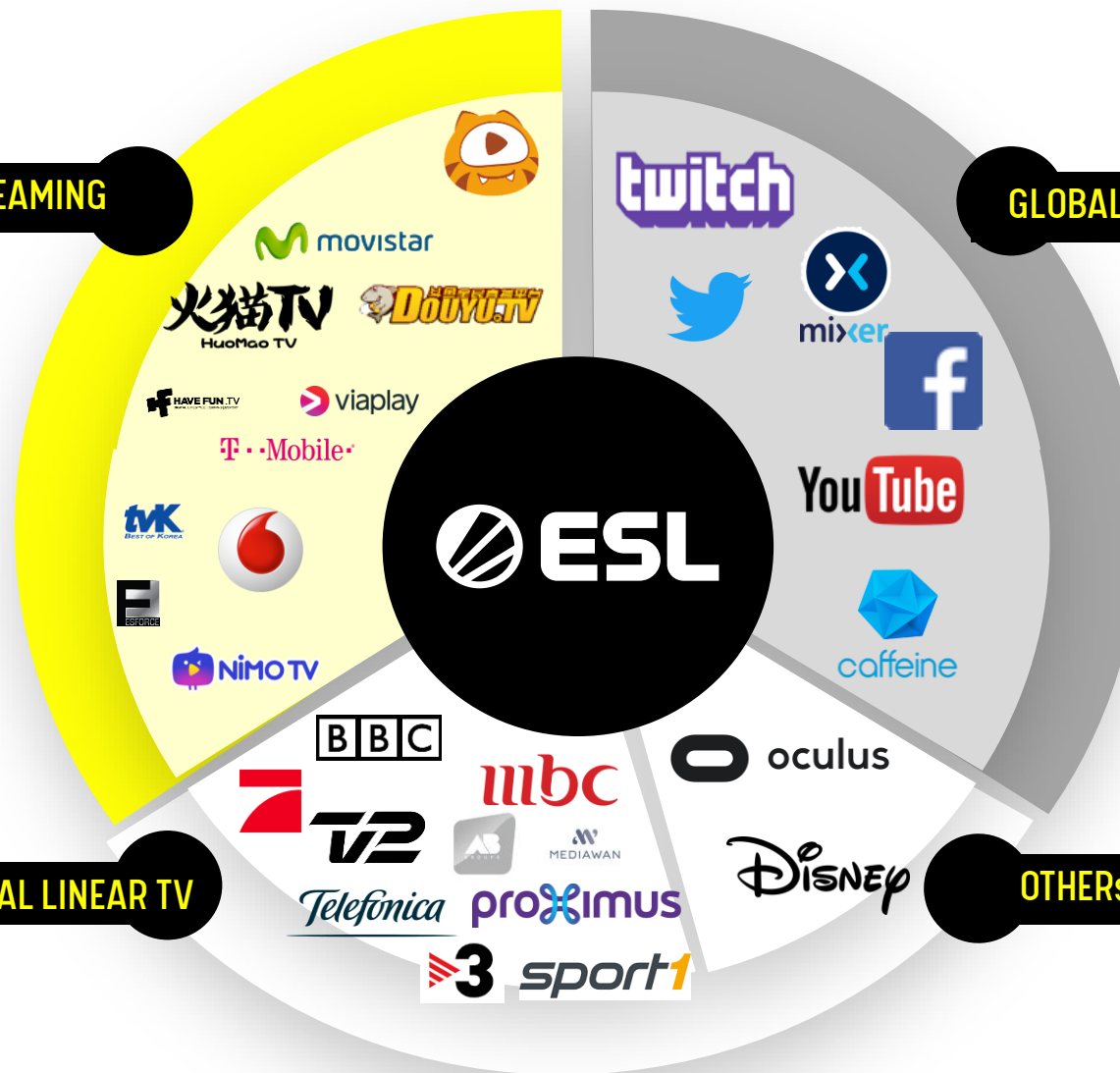
CONTINUED: Twitch, YouTube

ADDED: Caffeine TV

EXPLORED: Oculus VR

GLOBAL AND LOCAL LINEAR TV

OTHERs



LINEAR MEDIA PARTNER SHOWCASE — PRO7

MAGAZINES



Well-known esports faces as casters

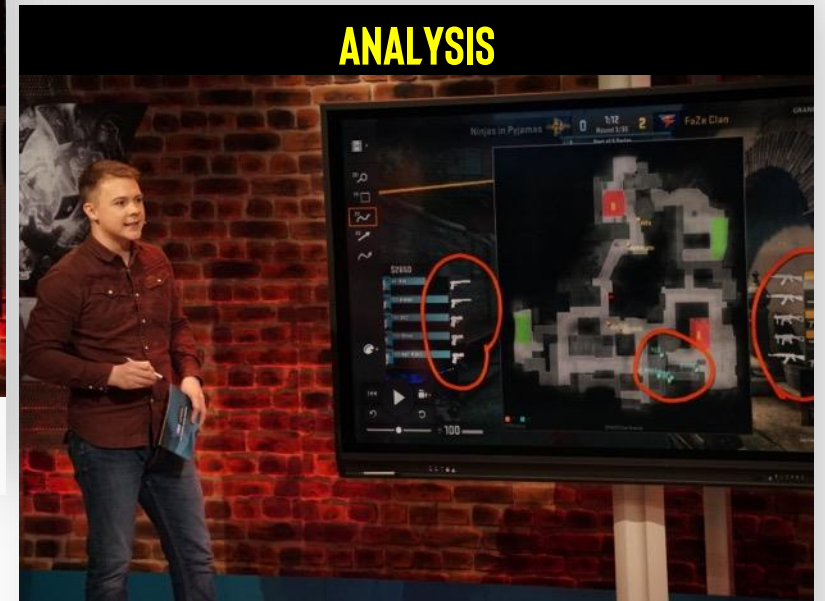
- Reach per week +150K
- Reach per year +5M

LIVE

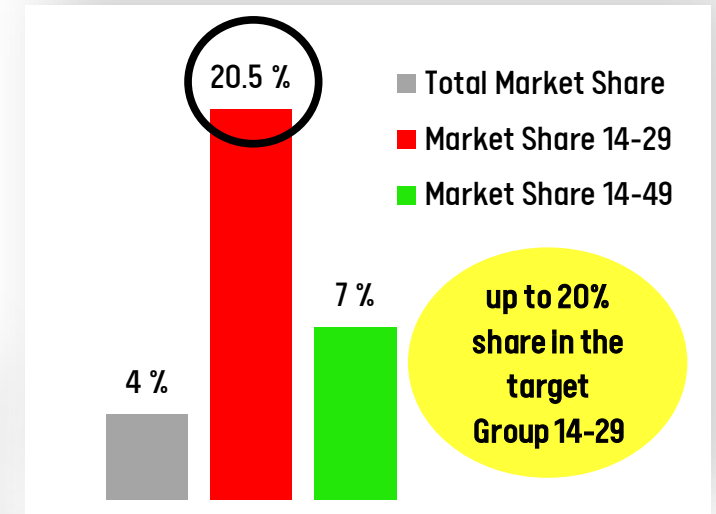


Pro players as co-commentators

ANALYSIS



Make esports understandable for everyone



ITEM AND ESL ONE KATOWICE 2019 CAPTURED LINEAR MEDIA

TV2 DENMARK



- 95K viewers during Grand Finals
- 34% market share in target group 21-30



YLE FINLAND



- 240K viewers on YLE Areena (OTT)
- 30K viewers as TV Highlight (rerun)



DMAX ITALY

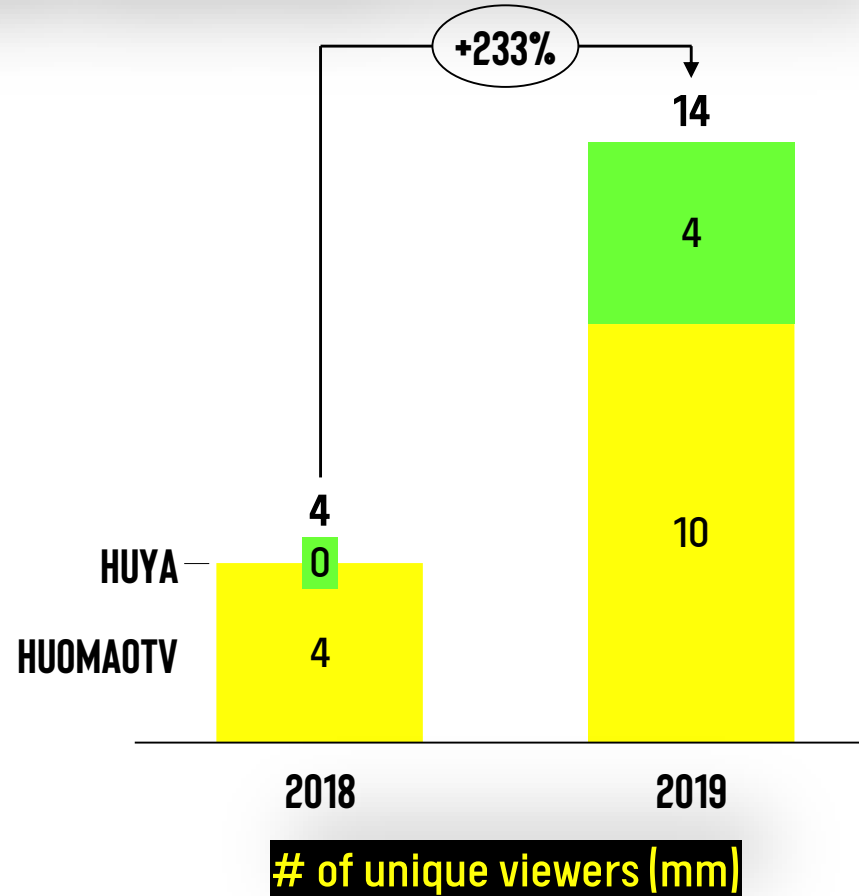
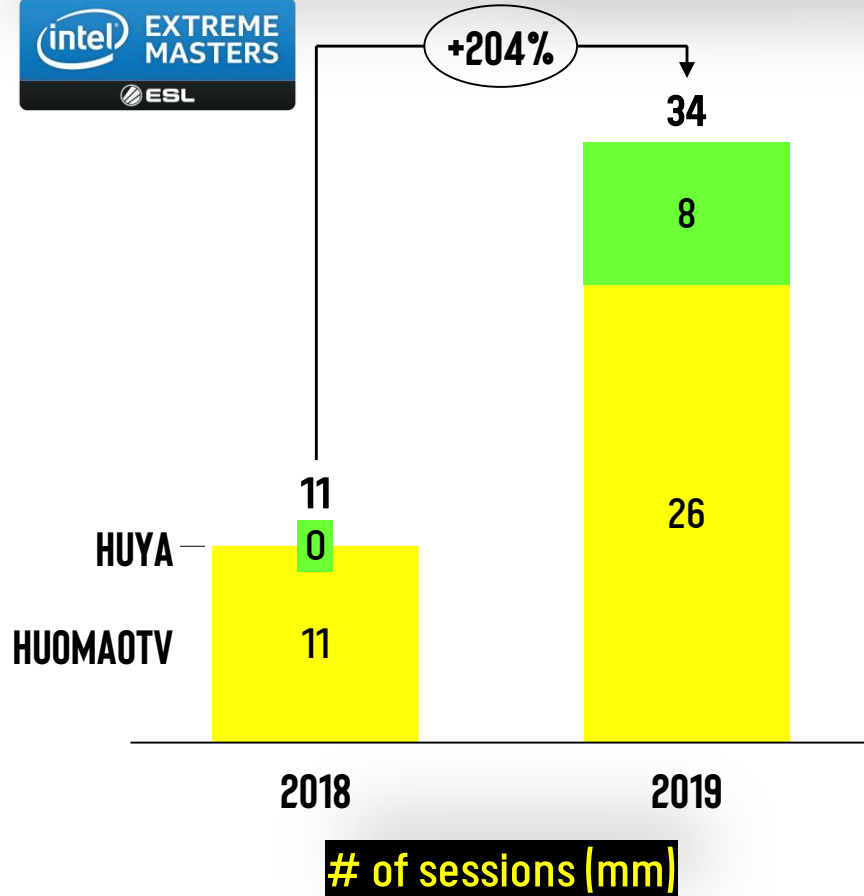


- Highlight and Live Broadcast for Fortnite
- 115K viewers
- 2,3% market share in target group 15-34 (40% above average)



DIGITAL MEDIA PARTNER SHOWCASE — HUYA AND HUOMAOTV

IEM KATOWICE CS:GO — 2018 VS. 2019



- In January 2019, ESL expanded digital media distribution partnership in China with Huya and HuomaoTV
- ESL properties will include ESL One, IEM and CS:GO Pro League



- China accounted for c.18% of the global esports revenue in 2018*

KEY MESSAGE

ESL IS DEDICATED TO GROW THE ESPORTS INDUSTRY



ESL TODAY AND TOMORROW

1

Leading global esports company in a fast growing market

2

Building esports ecosystems by growing new players, audience, governance and fairplay

3

Experienced team with proven track record

4

Very broad portfolio of publishers, brand sponsors and media partners

ESL PRODUCTS

Grow and build more full grown properties and games' pyramids

MONETIZATION

Catch up on monetization backlog and market growth

WE
FOCUS ON
GROWTH

B2C

Expand consumer offering from Play and engage with learn and watch

BRAND

Open, inclusive, to become the brand of the largest sport where everybody can be somebody

THANK YOU

