FAZE BENEFITS FROM SHIFT OF MEDIA CONSUMPTION AND DEMOGRAPHICS

Gen Z will Revolutionize Consumption

- $33tn Estimated Global Income by 2030E
- 49% Get Their News from Social Media
- 40% Prefer Hanging Out With Friends Virtually
- 61% Prefer to Watch Esports Over Traditional Sports
- 68 Average Watched Videos Per Day

Ways to Reach Young Audiences Evolving

Share of U.S. Marketers Using Influencer Marketing
% of Total U.S. Marketers with 100+ Employees

- 55% in 2019
- 62% in 2020
- 68% in 2021
- 73% in 2022

New Digital Content Reaching Young Audiences

- Travis Scott Fortnite Concert
  - 27.7mm live in-game participants / 167mm YouTube views
  - One of the largest in-game concerts ever
- Virtual K-pop Girl Group, K/DA
  - >450mm views on most popular video
  - Composed of League of Legends heroes
- League of Legends World Championship Finals
  - ~100mm unique viewers in 2018
  - Greater viewership than the Super Bowl in 2019

5. YouTube.
6. CNBC “This Esports Giant Draws in More Viewers Than the Super Bowl, and It’s Expected to Get Even Bigger”, April 2019.
**Faze Well Positioned While Traditional Sports Facing Pressure**

Traditional Sports Have Seen Recent Headwinds

2019-2022 % Change in Broadcast Viewership

- Stanley Cup Playoffs: -8%
- NBA Finals: -16%
- World Series: -3%
- Daytona: +16%
- Super Bowl: +1%

*Esports audience +34% from 2019 to 2022*  
*Esports audience projected +20% from 2022 to 2025*

Traditional Sports Skew Older

% of Audience Under 34

- Stanley Cup Final Audience: 80%
- NBA Finals: 45%
- World Series: 37%
- Super Bowl: 29%
- Daytona: 24%
- NFL: 14%

*World Series representative of 2019-2021 % change given not played until October 2022.  
FaZe is well positioned to engage and serve Gen Z at scale

**FaZe Audience Indexes Significantly Younger than Other Media Averages**

**Core Audience Age Breakdown**

- **FaZe Social Media Reach**
  - Massively FaZe Audience Continues to Grow
  - FaZe reached 1bn+ social media views in 2020

- **Nielsen “The Nielsen Total Audience Report”, March 2021.**
- **Twitter, Instagram, TikTok, YouTube, Twitch. Current as of March 31, 2022**

FaZe’s core audience, 13-34 yr. old, is a demographic that is increasingly difficult to reach with other media.