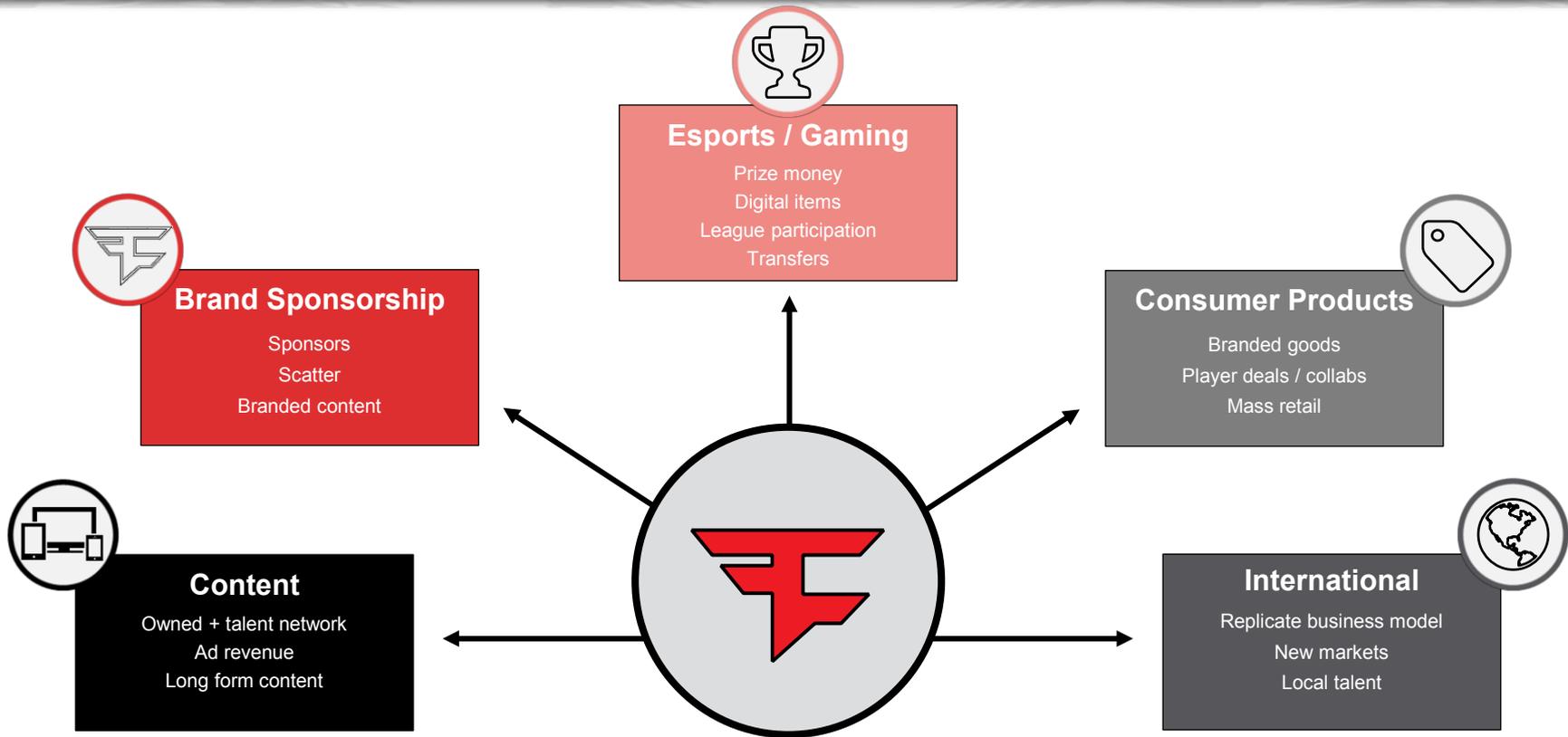




MONETIZATION

MULTI PLATFORM MONETIZATION STRATEGY



BRAND STRENGTH & AUDIENCE ACCESS PROVIDE EXPANDING OPPORTUNITY SET

Position at the forefront of the new creator and digital economy provides a diverse range of future opportunities



Fan Club



*Real Money
Gambling*



Live Events



*Virtual Dining
Concepts*



*Game Publisher
Partnerships*



Metaverse / NFTs



*Subscription
Offerings*

BRAND SPONSORSHIP: INCREASINGLY DIVERSE PARTNER ROSTER

Early FaZe Sponsors

Primarily gaming and adjacent verticals



Larger corporations unable to reach Gen-Z demo through traditional media

FaZe's diversified content offerings and highly engaged Gen-Z audience

Niche sponsorship categories continue to arise as companies become more specialized

Recent FaZe Sponsors

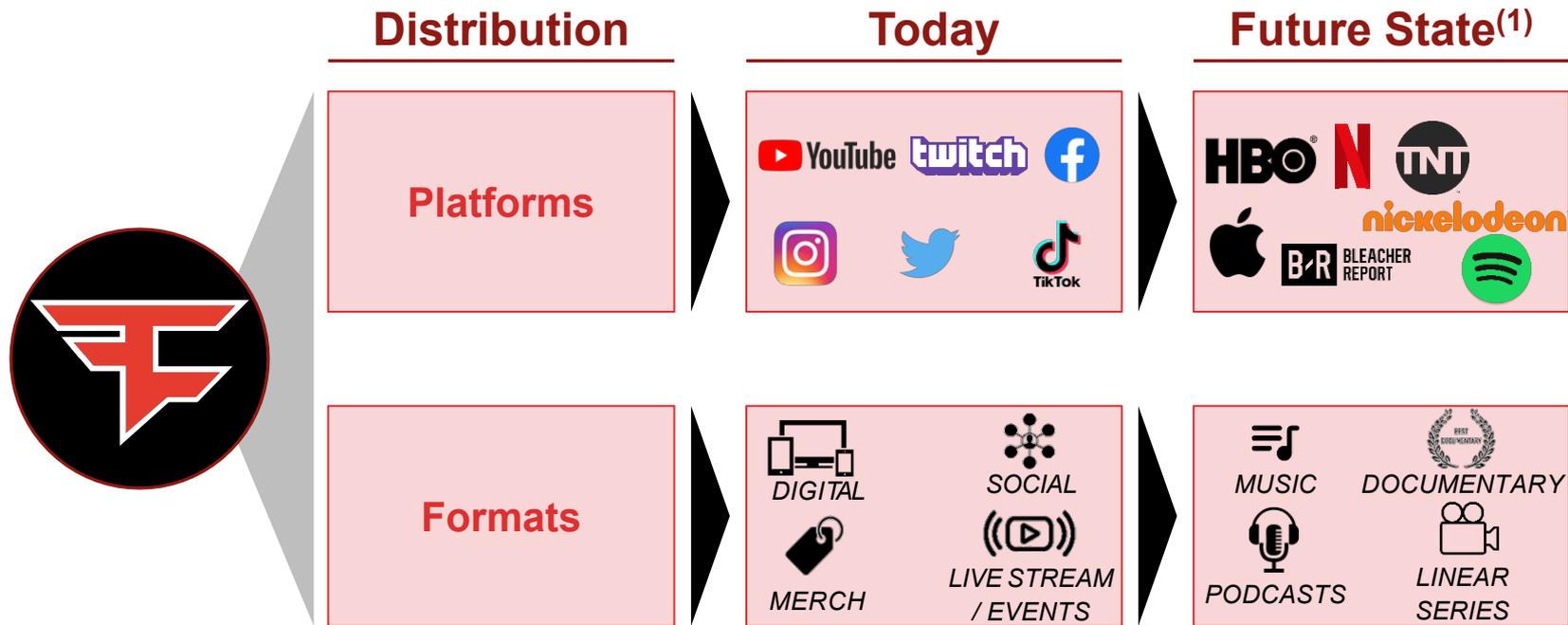
Mass appeal food and beverage, auto, technology etc.



FaZe's Sponsorship portfolio has expanded as well-known sponsors have recognized the power, reach and affinity for the FaZe brand and core audience



CONTENT: FAZE IS A DIGITAL PUBLISHER WITH A FOCUS ON CREATING IP FOR THE FUTURE



FaZe is evolving from a digital publisher into an IP engine, diversifying into different content verticals across a wide array of platforms



CONSUMER PRODUCTS: GROWING FAZE AS AN ESPORTS / GAMING LIFESTYLE BRAND

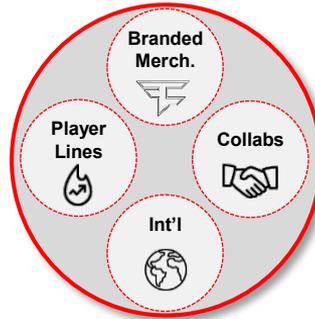
2016



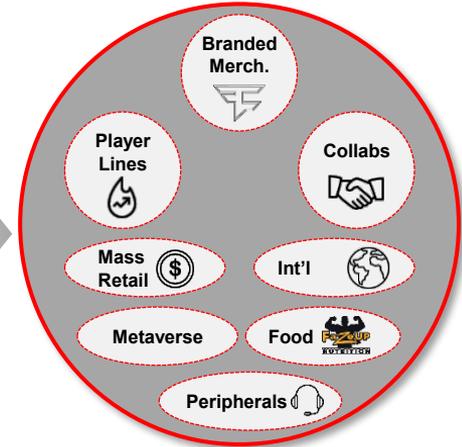
2018



Current



2024E⁽¹⁾



Growth expected to accelerate as depth and breadth of consumer product offerings and distribution expand



ESPORTS / GAMING: EXPANDING REACH

- Esports is key to building and reinforcing the FaZe brand, particularly internationally given the global nature of the competitions and rosters
- FaZe has competed professionally for ~10 years and continues to seek out new opportunities to expand its reach
- FaZe plans to continue to enter new games like Rocket League that expand FaZe brand and presence domestically and internationally

34
Championships

