MULTI PLATFORM MONETIZATION STRATEGY

Esports / Gaming
- Prize money
- Digital items
- League participation
- Transfers

Brand Sponsorship
- Sponsors
- Scatter
- Branded content

Consumer Products
- Branded goods
- Player deals / collabs
- Mass retail

Content
- Owned + talent network
- Ad revenue
- Long form content

International
- Replicate business model
- New markets
- Local talent
Position at the forefront of the new creator and digital economy provides a diverse range of future opportunities.

BRAND STRENGTH & AUDIENCE ACCESS PROVIDE EXPANDING OPPORTUNITY SET

- 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

Recent FaZe Sponsors
Mass appeal food and beverage, auto, technology etc.

- 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

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

(1) Represents illustrative potential opportunities / partners.
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

(1) Represents illustrative potential opportunities.
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.

Expansion Opportunities

Championships

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(1) Represents illustrative potential opportunities.