

CONFIDENTIAL

# World Gaming Federation

Empowering Esports Projects



# WGF

WORLD GAMING FEDERATION

## INVESTOR PRESENTATION

PREPARED BY SWISS FINANCE PARTNERS GROUP JULY 2020

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The advertisement features a photograph of a city skyline at dusk or dawn, with several tall buildings illuminated. The text is overlaid on the image. On the right side, there is a vertical list of office locations.

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# Introduction

## General Presentation

Swiss Finance Partners Group is proud to present an absolutely unique investment opportunity in a promising young company active in one of the worlds most promising new industries, namely " Esports ".

World Gaming Federation is indeed a young French company founded in 2015 with the goal to become one of the major players in one of the fastest growing industries in the world.



The worldwide Esports market grows indeed by double digit figures since many years and is about to become one of the largest audiences available and therefore offering tremendous opportunities to companies and entities wanting to present their activities and products or to engage with a large and diversified public on a global basis.

The company envisions indeed to create a global public platform for the organization of all kind of Esports events and to offer a full service around these events to commercial companies, associations and various public organizations desiring to engage with the global audience of already 2.5 billion players and spectators around the world.

Therefore the company has developed a unique and exclusive technology allowing itself to tailor make and offer such individual platforms to its customers within minutes and giving them therefore the opportunity to present themselves as the major actor within the desired market.

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## Executive Summary

### The Company

World Gaming Federation (WGF) is a French startup specialized in the esports market, operating already in more than 15 countries. The company has been named by the European commission as one of the most promising startups in recent years. (<https://wgf.gg/>)



The company support brands, companies and institutions in their "Esports " projects and helps them reach the huge audience created by worldwide Esports with its already 2.5 billion active players.

It develops adapted solutions allowing each actor to reach its own objectives: digital platforms, marketing, organization of video game events and esports competitions, consulting, attractiveness of cities, data.

It is certainly noteworthy that the company has been named by the European commission as one of the most promising startups in recent years.

### The Company's Activity

World Gaming Federation has been developing digital tools and solutions for the Esports market for the last 5 years in order to structure the market's ecosystem, such as tournaments homepages, event websites, white label esports platforms, esports event management tools.

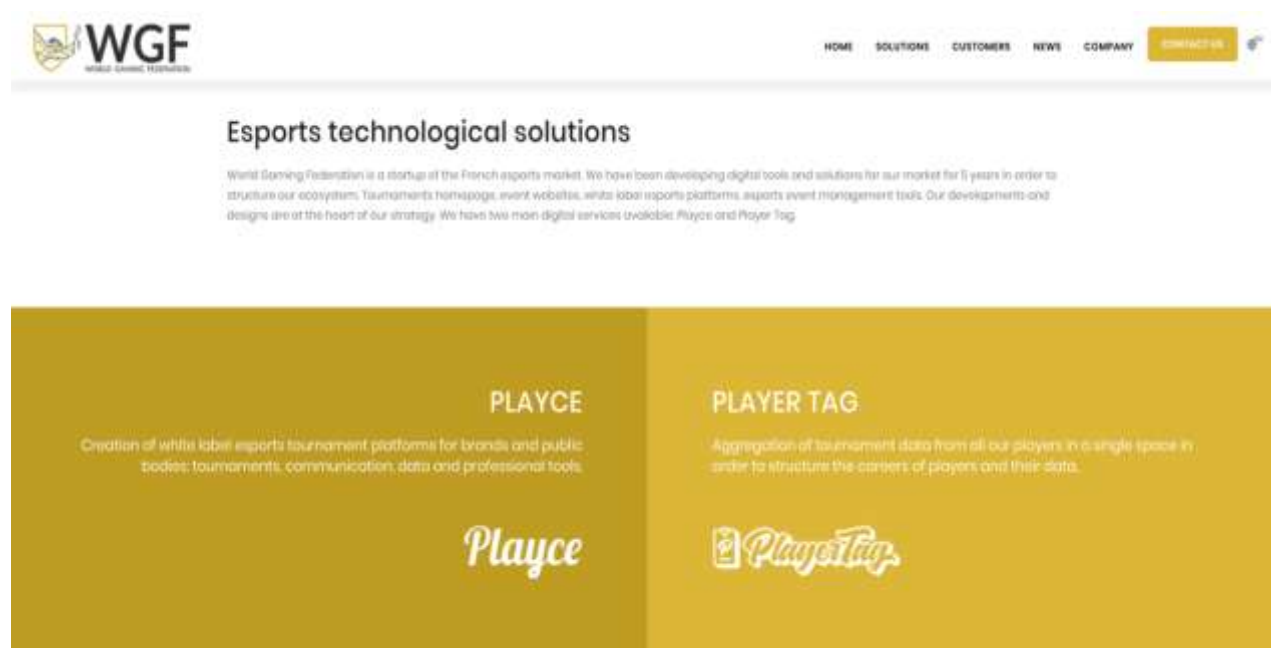
Its technological developments such as Playce and Player Tag are at the heart of the company's strategy to establish an international platform grouping all activity around the Esports market place.

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- ❖ **PLAYCE:** Exclusive technology for the creation of white label esports tournament platforms for brands and public bodies: tournaments, communication, data and professional tools. (<https://playce.gg/>)
- ❖ **PLAYER TAG:** Aggregation of tournament data from all our players in a single space in order to structure the careers of players and their data.



## The White Label Solution

### White label tournaments

One of the most effective ways to engage the large and ever growing audience around esports is the organization of all kind of events; such as for instance online esports tournaments in one of the different categories existing nowadays.

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But for most companies, the desire to hold a such a white label tournament can be a very time-consuming and in fact quite an expensive; as a whole team of directors, screenwriters, designers, motion designers, editors, makeup artists, clothes designers, and others, has to be involved in the creation of just a single online or LAN tournament (offline).

Therefore, it is simply unprofitable and unreasonably expensive for non-core organizations to do so and attract such a number of specialists.

It is precisely in such a case that the services of World Gaming Federation become really essential; as it is easy extremely simple to mandate the complete organisation of such an event through their proprietary technology platform " Playce " and "Playerstag ".

World Gaming Federation's team of specialists will organize the whole process of development and launch of such a white label tournament and their team of specialists will undertake not only the creative part of the development; but also the technical and organizational parts.

They are indeed are committed to:

- shaping the concept and idea of the tournament based on the goals of your brand
- conceptual implementation of the project
- design using the latest technical features
- technical implementation and support: we close the issues of creating/assembling the stage, as well as providing the necessary software for your tournament through the use of the Tournament module
- selection and management of hosts and commentators
- preparation of rules and regulations of the tournament and refereeing
- PR & SMM support of the tournament
- the search for a venue, and so on.

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As an output, the organiser gets a ready-to-use white label product with all the rights to further use as part of its promotion strategy, as well as technical support from the WGF's esports team.

## The Company's Mission Statement

World Gaming Federation aims to organize the gaming industry by an omniscient tool registering all gaming (including esports) related data. Such data is currently difficult to access for publishers, developers and event organisers, etc.

Currently they have to pay expensive marketing campaigns with many uncertainties on the final Return-on-Investment before launching new games, new events, etc.

WGF was indeed founded in 2015 by passionate gamers willing to increase momentum for the development of the gaming ecosystem and will provide extensive day-to-day metrics to assess the impacts of all games, opus, events, etc.

The company's strategy is to create a platform where all the necessary content is easily accessible and driven by gamers' needs and preferences.

This content will facilitate the organisation of esports competitions while structuring the whole sector. This platform will aggregate cross-games data for each gamer worldwide.



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## The company's Milestones

- Founding : 10 March, 2015
- The company was founded in March 2015 after 2 years of design and R&D by several enthusiasts of video games and digital.
- Launch of WGF.GG: May, 2016
- After another year of development, it launched its first tournament software WGF.GG.
- Its website allowed it then to organize its first competitions, but also to offer its customers a first-class showcase among the gaming communities.
- First contract-UEFA EURO 2016:10 June, 2016
- In 2016 it received as well its first contract : UEFA EURO 2016 for a total budget of 2.4 million Euros
- Indeed, after negotiations with the sponsors of EURO 2016 and then UEFA, it created and managed the UEFA EURO 2016 Virtual Tournament, the first esports tournament alongside a sports competition.
- As well, in addition to EURO 2016, it signed a strategic contract with Konami France.
- 2M€ fundraising: June, 2018
- Following a nice activity increase in 2018 and promising contracts, WGF raised € 2 million from 2 investment funds, BPI France, and business angel networks.
- Level 256 integration and new offices: 20 march, 2019
- In 2018 was delighted to join Level 256; the biggest European esports accelerator, and then integrated its new offices at 18 rue Soleillet with 300m2 of video games, technologies, relaxation areas and hard work.
- Launch of Playce: 02 march, 2020

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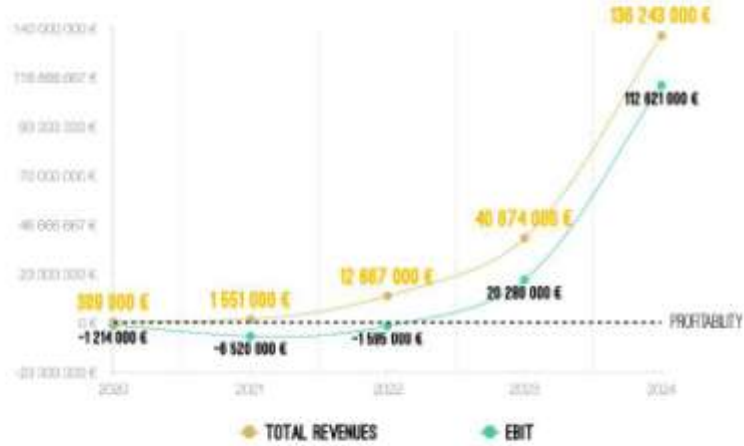
## The company's Financial Summary

Income Statement - 2020-2024					
	2020	2021	2022	2023	2024
<b>Income Statement</b>					
Revenue	354 818 €	2 353 982 €	16 377 590 €	51 072 795 €	173 088 956 €
COGS	45 084 €	802 204 €	3 710 141 €	10 997 842 €	36 845 380 €
<b>Gross Margin</b>	<b>309 734 €</b>	<b>1 551 778 €</b>	<b>12 667 449 €</b>	<b>40 074 953 €</b>	<b>136 243 576 €</b>
<b>Operating Expenses</b>					
Advertising & Promotion	255 121 €	4 847 291 €	9 694 583 €	14 541 874 €	17 450 249 €
Depreciation & Amortization	6 225 €	202 €	383 €	563 €	743 €
General & Administrative	13 464 €	17 503 €	22 754 €	29 580 €	38 454 €
Insurance	6 475 €	11 655 €	15 151 €	19 697 €	25 605 €
Marketing	323 420 €	549 815 €	824 722 €	989 667 €	1 187 600 €
Maintenance	2 012 €	2 042 €	2 073 €	2 114 €	2 156 €
Office Rent	114 493 €	148 841 €	163 725 €	180 098 €	189 103 €
Professional Fees	217 873 €	239 660 €	263 626 €	276 808 €	290 648 €
Technology	24 142 €	96 567 €	106 224 €	116 846 €	128 531 €
Travel, Meals and Entertainment	48 343 €	58 011 €	60 912 €	63 957 €	67 155 €
Utilities	14 053 €	14 755 €	15 493 €	16 268 €	17 081 €
Wages and Benefits	447 633 €	2 033 680 €	3 041 065 €	3 504 413 €	4 171 453 €
Miscellaneous	51 281 €	51 794 €	52 312 €	52 835 €	53 363 €
<b>Total Expenses</b>	<b>1 524 535 €</b>	<b>8 071 817 €</b>	<b>14 263 022 €</b>	<b>19 794 719 €</b>	<b>23 622 142 €</b>
<b>Earnings Before Interest &amp; Taxes</b>	<b>- 1 214 801 €</b>	<b>- 6 520 039 €</b>	<b>- 1 595 573 €</b>	<b>20 280 234 €</b>	<b>112 621 434 €</b>
Employee Bonuses	- €	- €	- €	2 028 023 €	11 262 143 €
Interest Expense					
<b>Earnings Before Taxes</b>	<b>- 1 214 801 €</b>	<b>- 6 520 039 €</b>	<b>- 1 595 573 €</b>	<b>20 280 234 €</b>	<b>112 621 434 €</b>
Income Taxes	29,0%	- €	- €	- €	5 881 268 €
<b>Net Earnings</b>	<b>- 1 214 801 €</b>	<b>- 6 520 039 €</b>	<b>- 1 595 573 €</b>	<b>14 398 966 €</b>	<b>79 961 218 €</b>

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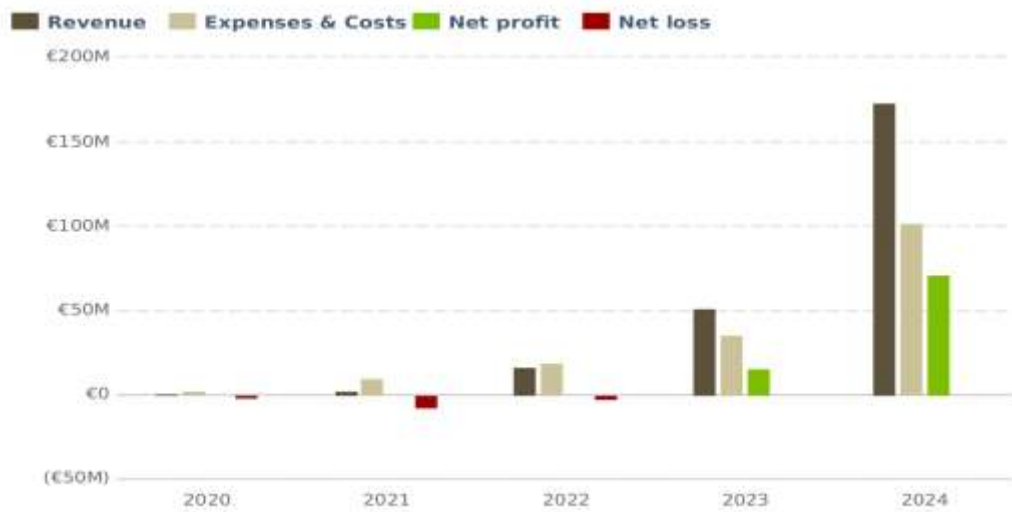
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# NEXT 5Y EXPECTED TURNOVER



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## Financial Highlights by Year



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# What are Esports ?

**Esports** (also known as **electronic sports**, **e-sports**, or **eSports**) is a form of sport competition using video games. As a matter of fact video games publishers are now launching new video games 100% optimized and in fact especially made for esports, as this has really become a main objective.



Esports often takes the form of organized, multiplayer video game competitions, particularly between professional players, individually or as teams. Although organized competitions have long been a part of video game culture, these were largely between amateurs until the late 2000s, when participation by professional gamers and spectatorship in these events through live streaming saw a large surge in popularity.

By the 2010s, esports was a significant factor in the video game industry, with many game developers actively designing and providing funding for tournaments and other events.

The most common video game genres associated with esports are multiplayer online battle arena (MOBA), first-person shooter (FPS), fighting, card games, battle royales, and real-time strategy (RTS).

Popular esports franchises include *League of Legends*, *Dota*, *Counter-Strike*, *Overwatch*, *Super Smash Bros.*, and *StarCraft*, among many others.

Tournaments such as the *League of Legends* World Championship, *Dota 2*'s International, the fighting game-specific Evolution Championship Series (EVO) and Intel Extreme Masters are among the most popular in esports.

Many other competitions use a series of league play with sponsored teams, such as the Overwatch League. Although the legitimacy of esports as a true sporting competition remains in question, they have been featured alongside traditional sports in some multinational events in Asia, with the International Olympic Committee also having discussed their inclusion into future Olympic events.

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By the late 2010s, it was estimated that the total audience of esports would grow to 454 million viewers, with revenue increasing to over US\$1 billion.

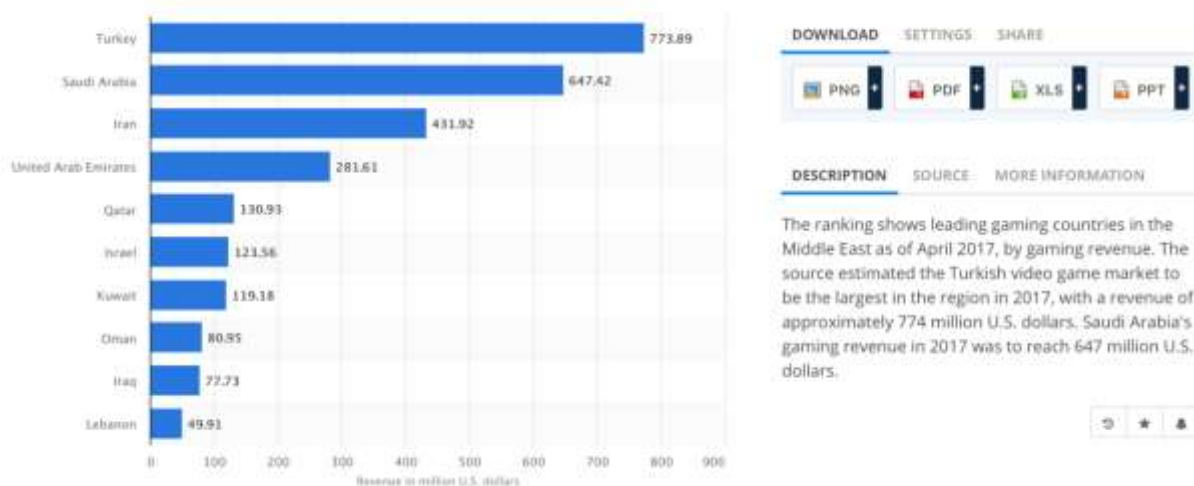
The increasing availability of online streaming media platforms, particularly YouTube and Twitch, have become central to the growth and promotion of esports competitions.

N.B. It is certainly noteworthy that Twitch has in fact already now a bigger audience than CNN & BBC combined.

Despite viewership being approximately 85% male and 15% female, with a majority of viewers between the ages of 18 and 34, female gamers have also played professionally.

The popularity and recognition of esports first took place in Asia, specifically in China and South Korea, with the latter having licensed professional players since 2000. Despite its large video game industry, esports in Japan is relatively underdeveloped, with this being largely attributed to its broad anti-gambling laws which prohibit paid professional gaming tournaments.

#### Leading gaming markets in the Middle East as of April 2017, by gaming revenue (in million U.S. dollars)



Outside of Asia, esports are also popular in Europe and the Americas, with both regional and international events taking place in those regions.

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Esports in MENA are currently a bit smaller than in Europe or the US, but the potential is much more important:

In fact 3 of the 5 biggest countries in terms of purchasing power in games are in MENA (KSA is top 1) and some of the players are paid up to 2000\$ daily.

As well, it is worthwhile to notice that Africa has the biggest potential in terms of demography.

## Why invest in Esports ?

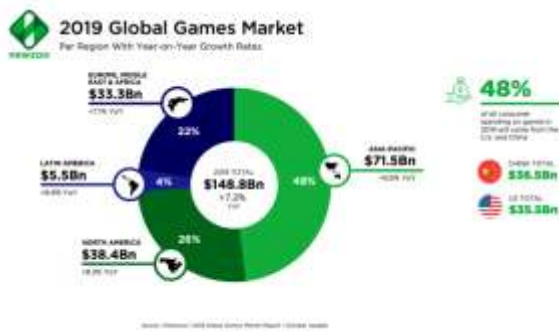
" I believe esports will rival the biggest traditional sports leagues in terms of future opportunities, and between advertising, ticket sales, licensing, sponsorships and merchandising, there are tremendous growth areas for this nascent industry "

Says Steve Borenstein, Chairman of Activision Blizzard’s Esports Division and Former CEO of ESPN and NFL Network

In the current era, it is regarded as the premium time to invest in the eSports, still, many investors have ambiguity and find it challenging to navigate due to its complexity. The eSports comes with a vast range of investment opportunities and have flexible monetization strategies for the massive audience. Below are the top 5 reasons why investing in eSports is fruitful.

### 1. Phenomenal Market

Currently, the video game market has hit the bar of USD 150 billion as per 2019 statistics and the



eSports market is growing rapidly within the space, as it is indeed less than 1% of the global video games market. It's growing rapidly, but we focus on gaming as a whole because the amateur audience is stronger today. The global eSports market is expected to cross USD 3 Billion by the end of 2025. This phenomenal upsurge indicates the exceptional opportunity this niche holds.

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## 2. Exceptional Growth

From the last year, the eSports market has risen 12.3% in 2019 as compared to 2018 making the growth of USD 443 million in just a year. It is expected that if the growth remains the same then by 2020 the industry will leap to 600 million growth. As per the statistics, by the end of 2020, the market will grow from USD 1.1 billion (i.e. in 2019) to USD 1.6 billion. A total of USD 5 billion is projected growth for the eSports market in the near future, in a period of 8 years. Hence leaves no doubt that the market reserves high growth opportunities.

## 3. High User Engagement

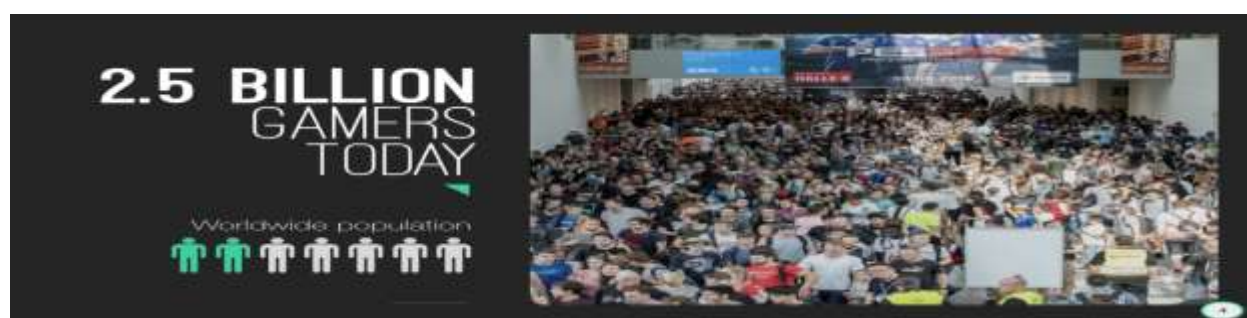
There is a massive amount of people who are spending multiple hours a day watching video games. As per a survey, gamers spending at least 6 hours a week on average while being engaged with a game. There is no doubt that this is an impressive average and indicates that the niche has the potential to engage the users genuinely.

## 4. Under Monetized Users

The traditional sports leagues for example basketball, monetize fans for about USD 15 per person, whereas, when it comes to eSports, currently it monetizes at USD 2.83 per person. Well, this is an opportunity that needs to be tapped.

## 5. Audience Globally

Esports is all about having an internet connection that ensures connection to any game or event in the blink of an eye. There lies no boundaries, restrictions, obligations and no war or religion issues, no difference between women and men, invalid people can still play too. As a matter of fact it is truly inclusive.



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## Celebrity Esports Investors



David Beckham is the latest celebrity to invest in esports, taking a “significant minority stake” in London-based organization Guild Esports as it raises \$31 million. The organization will field competitive teams in games like Rocket League, FIFA, and Fortnite.

Guild Esports will reportedly use Beckham as a way to help draw in sponsorships. Beckham’s investment comes as the industry continues to surge during the coronavirus pandemic. Even prior to the outbreak, PwC forecast that esports revenues would grow from \$980 million in 2019 to more than \$1.8 billion by 2023.

## The History of Esports

How esports went from child's play to a multi-million-dollar global juggernaut

In 1972, Stanford University's Artificial Intelligence Lab in Los Altos, California, held what is widely recognised as the world's first video game tournament.

### Key points:

- Esports is tipped to become a billion-dollar industry in 2019
- Millions of people tune in to watch competitions via streaming services
- Prize pools in some tournaments are bigger than in conventional sports

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It was just one of a handful of places equipped with hardware sophisticated enough to run the sci-fi combat game Spacewar.

The lucky winner — computer scientist Bruce Baumgart — took home a yearly subscription to Rolling Stone Magazine.

Fast forward nearly 50 years, and a 19-year-old from Melbourne last month won a staggering \$4.62 million at The International, the world championships for the strategy game Dota 2 — a bigger cash prize than Novak Djokovic won for taking out this year's Australian Open.



Few back in 1972 could have predicted the transformation of competitive gaming into the lucrative spectator sport that it is today.

Melbourne teenager Anathan Pham, second from the left, celebrates with OG after their win at The International.

Now vying to be recognised alongside conventional sports, esports are quickly shaking off perceptions that video games are child's play.

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Parents chiding their kids' video game ambitions might want to keep reading, because the gamer kids of today are fast becoming the multi-millionaire esports superstars of tomorrow.

## 'Bigger than Hollywood and the music industry combined'

On the last weekend of August, 17,000 esports fans descended on Rod Laver Arena for the second Melbourne Esports Open (MEO).

The home of the Australian Open was instead now playing host to two major esports competitions over two days, along with dozens of other smaller tournaments and exhibitions.

"You open the door and you get hit by a wave of sound," sports lawyer Mat Jessep told the ABC.

"There's commentators, you're seeing teams at an elite level competing against each other, lights, lasers and sometimes fireworks."

Jostling for a place amongst the crowd, one could easily be fooled into thinking they were stumbling



into a boxing bout or a rock concert.

Thousands of people attend esports events — and many more stream them online

( N. B. WGF holds the Guinness World Record of the largest attendance to an esports event with 42k during EURO 2016 )

Wedding DJ-turned-professional esports commentator Ben Green said the spectacle of modern esports was indistinguishable from conventional sport.

"If you sit in the arena, it feels like sports, it's the same feeling inside as if you're watching the NRL, AFL, anything like that," he said.

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"If you sit in the arena, it feels like sports, it's the same feeling inside as if you're watching the NRL, AFL, anything like that," he said.

And across the world thousands, sometimes even millions of people are tuning in to watch esports events via streaming services like Twitch — and that's attracted lucrative sponsorship money and growing prize-

"Even this about hundreds across all of the just for Australian Green said.



But that pales in money dished out

winner Anathan Pham's victory came at the world's richest esports tournament, The International.

The contest draws more viewers than the US Super Bowl, and this year had a prize pool of \$US30 million (\$44 million).

While esports is set to surpass an annual revenue of \$US1 billion (\$1.47 billion) for the first time this year, Mads Brown from esports company Fortress Australia said the gaming industry overall was bigger than Hollywood and the music industry.

"Gaming has a higher revenue than both of those combined for almost the last 10 years now. It's massive," she said.

Blizzard Entertainment's first-person shooter Overwatch is a major competitive game, with leagues all around the world.

While the MEO was playing host to Australia's Overwatch Contenders final, the Overwatch League, with 20 teams from six countries, is the world's most elite.

Players in that league are contracted and given salaries, sponsorships and bonuses — there's even a regular seasoned fixture.

Corey Nigra, 21, plays for the Overwatch League team Washington Justice, and was at the MEO for an exhibition match against this year's Contenders winner, ORDER.

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"I wasn't really taking it too seriously in the first two seasons of Overwatch — but on my third season is when I got kind of scouted, that's where I fell in love with the game," he told the ABC.

The Overwatch League has a base salary of \$US50,000 (\$73,400), but players can expect to win more in bonuses and sponsorship deals.

They can also expect plenty of fame.

There's an emerging debate about how exactly esports fit into the spectrum of sports more broadly.

Esports are earmarked to be included in the 2022 Asian Games, and are fast pushing to be considered alongside other sports in major competitions.

"You think about any traditional sports such as boxing or soccer, it's about big muscle groups ... But you also have this other system called fine motor skills," Dr Steven Conway, a senior lecturer in gaming and interactivity at Swinburne University, told the ABC.

When watching a video game being played, it can be difficult to understand just how complex a player's movements are.

In some games, elite players are making 400 actions per minute, or 400 separate decisions or clicks

"You're aiming with a keyboard and mouse, and you've got to click one pixel amongst millions within point-one of a second and you've got to do that hundreds of times a minute," Dr Conway said.

"That is an extraordinarily difficult feat to accomplish."

But the debate about how to define esports fades into irrelevance when you consider what the industry has achieved, even without being acknowledged as "a proper sport".

And most fans don't seem to care either way.

"There's something really electrifying about seeing the best in the world battle it out in the arena, and doing something that the average person could never even dream of doing," Ms Brown said.

The sheer volume of money, the grand and global spectacle, and the professionalisation of the teams mean esports will play on with or without wider recognition.

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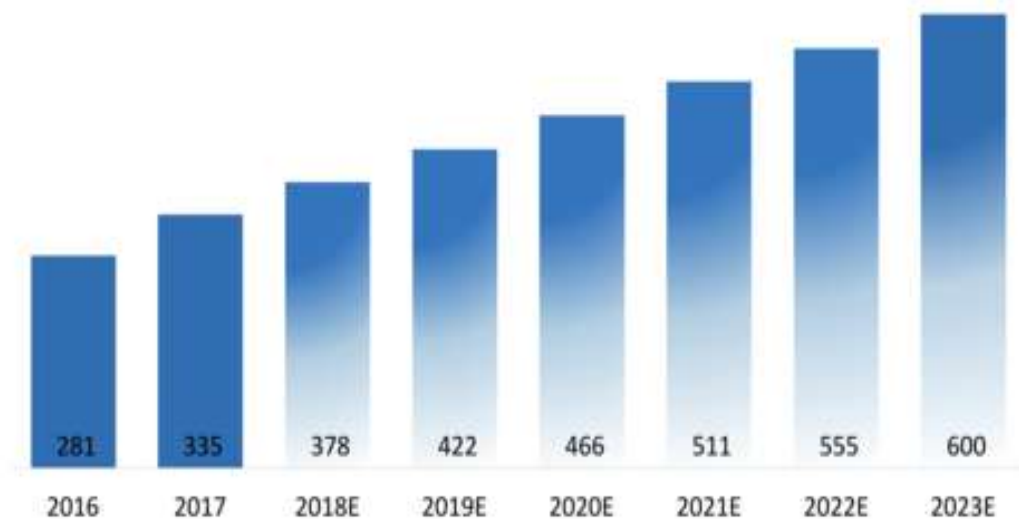
The players are elite and the fans are devoted. Whichever way you look at it, esports are more than a game.

## The Future of e-sports

Though esports present unique opportunities to engage and capture an untapped audience, it is not a substitute for traditional and outdoor play. E-sports is a unique way to reach excluded young people. In the near future, we should expect to see some e-sporting in colleges, higher education institutions, and in the workplace.

### Global Esports Audience

*In millions*



*Note: Audience total includes esports enthusiasts and casual esports viewers.  
Source: Business Insider Intelligence estimates; Newzoo, 2018*

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# The benefits of E-sports

## 1. Economic benefits

According to British Broadcasting Corporation, e-sports will generate more than £1bn in global revenue and almost double its global audience to nearly 600 million people by 2020. In a corresponding national report, Ukie estimates an increase in UK audience to a staggering 8 million by 2019.

The anticipated and confirmed inclusion of e-sports at 2018 winter Olympic epitomise the national benefit of esports. The immediate economic benefits of esports fall under: job creation; international relations; learning infrastructures; and new tourism.

## 2. Social Benefits

Like most sports events, e-sports impacts every level and culture that co-habitats the society. At a local level, e-sports may facilitate cohesion and integration in deprived areas of the society. Video games are one of the favourite pastime activity for both children and adults.

Esports can play a pivotal role in sewing broken social fabric and bridging cultural and national barriers, as players can interact directly and learn in self-configured spaces with some freedom of operation.

## 3. Research and applied science benefits

Online gaming has been contributing to science for decades, and we also have our own game/citizen science project (Galaxy Zoo) at the University of Portsmouth. The manifestation of e-sports in non-game context is particularly beneficial to science because it brings distinct industries together. Many of these industries would otherwise not enter any form of discussions if not for the maturity of technology-adoption.

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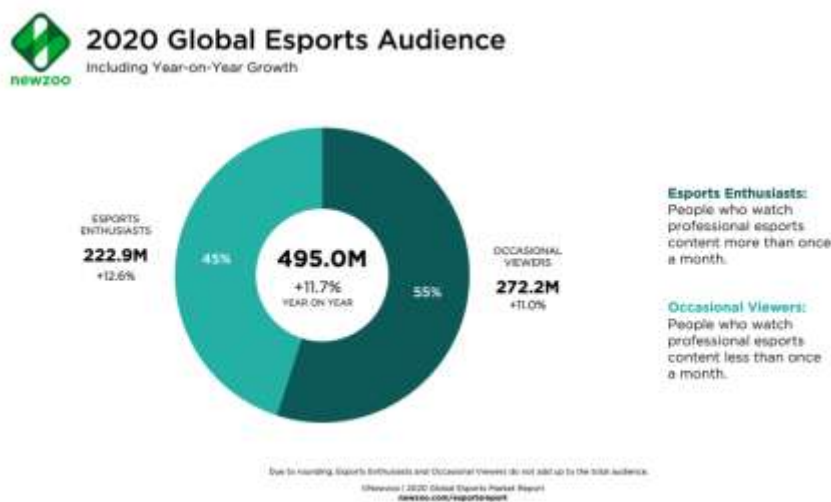
## The Esports Global Market

The Esports market is a booming global industry where skilled video gamers play competitively.

In the same way that traditional sports have competitions in baseball, basketball, and football, esports encompasses competitions across a variety of video games. Contrary to common perception, esports is not simply a phenomenon occurring in the basements of unemployed twentysomethings; the industry is real, growing globally, and investable.

In fact, over 380 million people watch esports worldwide both online and in person. More people watched the 2016 world finals of popular esports game League of Legends (43 million viewers) than the NBA Finals Game 7 that year (31 million viewers).

With its fragmented landscape and digital platform, the esports sector holds promise for a multitude of monetization opportunities.



Esports, short for “electronic sports,” transforms online gaming into a spectator sport.

The experience is similar to watching a professional sporting event, except that instead of watching a physical event, spectators watch video gamers compete against each other in a virtual environment.

If it’s hard to imagine why anyone would watch somebody else playing a video game, just think about how enjoyable it is to watch LeBron James or Steph Curry play basketball. Just as traditional

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sports fans enjoy watching top athletes perform at the top of their craft, the same is true of those who watch top video gamers compete.

This industry includes not only traditional sports-related games like NBA2K and FIFA, but also—and more notably—games such as League of Legends, Counter-Strike, and Dota.

As we'll discuss later, individual players can either stream themselves playing to earn money or join larger organizations to compete for large cash prizes. The players can engage with their fans in a variety of ways including social media, live-streaming platforms, and in-person at tournaments.

On the other side, fans can watch and follow their favorite teams compete in regional and global tournaments. Many technology platforms, services, events, analytics platforms, and substantial investor capital surrounds this ecosystem as it continues to grow.

Esports is also unique in that a player's success is independent of how tall, strong, thin, or fast they are. Though there is certainly valuable insight linking good physical health to enhanced gamer performance, it is ultimately inconsequential whether the gamer stands at 5'2 or 6'8 tall.

They can both excel at the highest levels of League of Legends, CS:GO, Dota 2, or any other game. Esports can further level the playing field for factors such as gender, culture, and location. This democratization of participation contributes to esports' allure and its generation of a globally engaged fan base.

Additionally, whereas traditional sports have physical/spacial limitations, esports is more fast-paced and scalable because of its reliance on digital platforms. For example, it'd be impossible to make basketball a 100 versus 100 sport, as a court could not feasibly fit 200 players.

In esports, however, new games with infinitely scalable dynamics, variances, and players can be created. In fact, a new installment of, or update to, an established game franchise can hold massive implications.

For example, when 2013's Call of Duty: Ghosts was released, players and viewers had to transition from the 2012 version by learning twelve new multiplayer maps. When updates are released to established games, it causes a massive learning curve as game dynamics and strategies can dramatically evolve.

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## Which Esports Games Are Most Popular?

Though the actual rankings of the most popular esports games change slightly month-to-month, the ten most watched games on dominant streaming site Twitch remain consistent.

As of right now, League of Legends remains the most-watched eSport in the world.

It's also worth noting, for those less familiar with esports, that the most popular games are *not* traditional sports-related video games such as Madden or FIFA. Rather, the popular esports genres include multiplayer online battle arenas (where a player controlling a single character in a team that must destroy the opposing team's main building), real-time strategy (where a player builds an army to gain dominance over a map), or first-person shooter games (where players take part in a firefight across a map).

## The Esports Landscape & Participants

### I.) Involved Parties

The esports landscape is admittedly complex and at times difficult to navigate. The following section outlines the major parties involved in the industry.

#### 1.) Players

Becoming a top esports player is no simple achievement. To rise through the ranks, players specialize in a specific game, developing their skills through extensive, competitive play. Some even train up to 14 hours a day to hone quick reflexes and multi-tasking abilities. Talented players primarily have two options in pursuing their esports careers:

**Streaming:** Gamers who livestream themselves as they play video games are referred to as "streamers." This is typically done in casual play. While streaming can be incredibly profitable, many streamers have to decide whether they want to stream for a living or try and play professionally and run the risk of making less money.

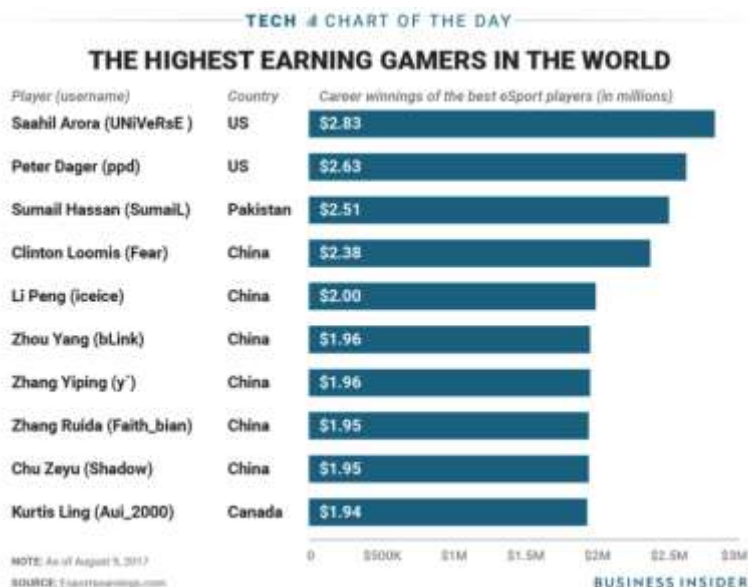
With that said, not all streamers have the skill to play professionally. Instead, some simply have "streaming personalities" that viewers find entertaining to follow, donate to, and subscribe to. This can create impressive revenue streams for the most successful.

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For example, the most popular YouTube channel in the world belongs to a video game streamer who goes by the name of "PewDiePie." He has such a polarizing style that viewers often find him either "highly delightful or incredibly annoying," and currently has close to 57 million YouTube subscribers. In 2015, he reportedly made \$7.4 million.



**Playing Professionally:** The few who rise to the professional level compete in tournaments all around the world against the best teams. During the journey, they usually build up a fan base for themselves as well as for the teams and organizations they play for (analogous to LeBron James having a following whether he's at the Heat or the Cavaliers).

Successful pro gamers can earn six figure salaries or even millions. Top players often start

professionally around age 16 or 17, and then tend to retire around age 24. Of course, there is variation across different games and publishers, but esports professionals generally start and end their careers much earlier than the average professional athlete. Retired esports professionals may opt to stream themselves, coach esports teams, start their own team, work for publishers, or finish their involvement with esports.

## 2.) Teams

Professional players join teams (in multi-player games) or play solo (in 1v1 games) to compete for cash prizes. Each team specializes and competes in one specific game, such as League of Legends, Dota, or Counter-Strike. The teams that compete at these tournaments have millions of followers on Twitter, millions watching online, and tens of thousands of spectators following them to in-person tournaments. A few examples include Evil Geniuses, Fnatic, and Optic Gaming.

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### 3.) Organizations

The best esports teams are recruited to be a part of organizations, have several teams that specialize in their respective video games but operate under the same name (e.g., Cloud9, NRG, TSM, Optic Gaming, or Fnatic)—just as an NCAA college or university competes in football, basketball, and hockey all under the same umbrella organization (the college or university).

It's helpful to think of an organization as an elite conglomerate of the teams playing a variety of video games. A few of the games are 1v1 while others are team based and involve two squads competing against each other. Leveraging a larger fan base following as the organization recruits more high profile players and teams, organizations will seek out sponsorships with brands to access additional revenue streams outside of cash prizes. These are determined by the following and successes of the underlying players and teams of that specific organization.

### 4.) Leagues

Esports teams, representing the organization they're a part of, will compete in their video game's respective league where there are regular seasons, playoffs, and world championships. Just as basketball teams are part of the NBA and compete against each other, esports teams (typically under an organization umbrella) compete in video game leagues.

League tournaments are run by companies such as Major League Gaming (MLG) or the Electronic Sports League (ESL). Leagues include North America League of Legends Championships Series, the Call of Duty World League (organized by MLG), or the Pro League for CS:GO (organized by ESL).

When Major League Gaming first launched in the early 2000s, its tournaments drew dozens of fans. Today, esports' largest tournaments are nearly as large as traditional sporting events. In 2016, The League of Legends Championship sold out the 15,000-seat Los Angeles' Staples Center in an hour, then sold out the 40,000-seat World Cup Stadium in Seoul while drawing an online audience of 27 million. Earlier this year, the Intel Extreme Masters tournament, held in Katowice, Poland, drew 173,000 fans to the stadium over two weekends. Other popular global esports venues include London's Wembley Arena (12,500 fans) and Seattle's KeyArena (10,000 fans).

Perhaps unsurprisingly, prize money for the largest tournaments can be enormous. Total prize money in 2016 reached \$93.3 million, up from \$61.0 million in 2015 and a far cry from \$5.2 million in 2010. The prize pool of the 2016 The International *Dota 2* Championship was \$20.8 million, an amount representing nearly double the payout of The Masters.

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## 5.) Publishers

In esports, each game is the intellectual property of the game creator, collectively referred to as “publishers.” These publishers include Riot Games, Valve, Activision, and others. The publisher’s dynamic in the esports ecosystem can be considered “all powerful.”

Unlike traditional sports, which can be played by whomever and wherever, publishers build and develop their games and subsequently own all rights surrounding them. This means that they have rights around where the game is played, who can host video game tournaments, and more. At the end of the day, publishers own the intellectual property of each game, and other industry participants (players, teams, tournament organizers) are keenly aware of this reality.

During the summer of 2016, a few esports teams approached Riot Games, the publisher of esports’ popular game League of Legends, regarding new terms for revenue sharing and broadcasting rights. When negotiations failed and Riot declined the teams’ demands, publishers’ authority in the space was further underscored. However, in June of this year, Riot Games announced franchising and revenue sharing possibilities, which would allow for select players and teams to participate in the upside. This development will be discussed later in the “Upcoming Trends” section.

## 6.) Esports Audience

**Esports to reach 385 million viewers in 2017:** According to Newzoo, an esports market research organization, in 2017, the audience of esports will reach a total of roughly 385 million people globally. Of this figure, 191 million are “esports enthusiasts” and 194 million are “occasional viewers.” The number of enthusiasts is projected to grow by 50% by 2020, totaling 286 million (Chart 4).

**Most fans are in Asia, North America, and Europe:** In the past, people thought that the craze of competitive video gaming was primarily an Asian phenomenon, yet today only 51% of esports enthusiasts are in Asia. In fact, North America and Europe have taken a prominent place in the global esports and gaming ecosystem (Chart 4).

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## The Ten Biggest Tournaments in 2020

**Esports is evolving faster than ever before thanks to its competitive nature. These are 10 of the biggest esports tournaments to look forward to in 2020.**

With the esports industry surging into the new decade, there will be much more action this year than last. At its core, the scene thrives around competitive video gaming and competitive gaming peaks at offline, or lan, tournaments.

Esports encompasses many events but only the biggest esports tournaments truly highlight the industry's reach.

The following is a list of esports tournaments in 2020 you probably should have your eye on if you are an active product adviser on international media.

### **1. League of Legends World Championship**

As the pinnacle of esports, League of Legends constantly beats other esports titles when it comes to hype. Produced by Riot Games, League of Legends competition consists of splits throughout the annual season, the Spring Split and Summer Split. At the end of the full season, the best teams from each region, go to the League of Legends World Championship stage to duke it out for the finals.

League of Legends Worlds 2019 even reached all new milestones in terms of how many viewers tuned in. According to Riot Games, the World Championship brought in more than 100 million viewers and a peak of 44 million concurrent viewers during the finals between FunPlus Phoenix and G2 Esports.

Although League of Legends tournaments don't offer as much prizing as other titles' tournaments (Worlds 2019 had a prize pool of just over \$2 million), the sport continues to be a top performer. Worlds 2020 is something every fan looks forward to in October-November and Shanghai, China will host the competition.

### **2. Fortnite World Cup**

In 2019, Epic Games' Fortnite held their first successful Fortnite World Cup, a wildly successful competition. Fortnite experienced a surge of popularity in the past couple of years with the advent of the battle royale genre. With the primary audience being American youths, many fans were unsure of esports' status in a community that may not thrive. However, the 2019 Fortnite World

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Cup disproved that. With viewership figures on YouTube giving Fortnite the number one spot, Epic Games deemed the event a success.

The 2019 Fortnite World Cup made national news even after the competition as then-16-year-old Kyle “Bugha” Giersdorf won the Solo event and a \$3 million prize. A legal non-adult American to win that sum through competitive gaming changed the public’s view on esports.

As of now, Epic Games has not announced an official date for the 2020 World Cup, but based on 2019, it will likely take place in the summer. 2019’s event received lots of coverage and this year’s tournament will hold even higher expectations.

### **3. The International 10**

Dota 2, a MOBA developed by Valve, holds the title for the largest prize pool for an esports event. The International (TI) is Dota 2’s annual world championship highlighting the best teams. Throughout the year, teams compete for Dota Pro Circuit (DPC) points, which lead to the qualification for TI. In 2019, The International 9 boasted a prize pool of \$34 million, a new record for Dota 2 prize pools.

TI holds a reputation of absurdly high prize pools where competition climaxes. Dota 2 team OG Esports won TI9 and TI8, claiming back-to-back bulk prize pools and cementing their players as the top esports earners for 2019. Esports communities everywhere will wonder how big the prize pool for TI10 will become. It will definitely attract viewers’ attention when it comes around August-September in Sweden.

### **4. FLASHPOINT Season 1 Championship**

One of the latest and largest recent esports announcements was the first CS:GO league owned by teams was launched. A CS:GO league owned by teams is just part of the news. FLASHPOINT, organized by B Site and FACEIT, already holds a \$2 million prize pool in 2020 and aims to compete with ESL and DreamHack.

FLASHPOINT’s broadcasting talent includes big names like “Thorin”, James Bardolph, and “Montecristo”, who recently left Overwatch League, ensuring that every viewer will be entertained. The championship event for FLASHPOINT will be huge since the first season of a brand new league could very well make or break future opinions. It’s currently unannounced on exact competition dates.

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## 5. League of Legends Mid-Season Invitational

League of Legends takes the boat when it comes to hype and the Mid-Season Invitational properly transitions through the middle of the year. Esports competitions really pick up during summer as competitive seasons end and rivalries thrive.

For the top esport, MSI is a huge event to showcase the season's victors. MSI bridges Spring and Summer, featuring the Spring Split champions from all the competitive regions. The main players here help dictate what the World Championship will look like. Riot Games has not revealed any details about MSI yet since the competitive seasons just began.

## 6. Call of Duty League Championship

The past few months saw lots of major news in esports and one of the most exciting was the launch of a new esports franchise, the Call of Duty League. Activision-Blizzard reformatted CoD esports similar to that of the Overwatch League and ESPN's Jacob Wolf reported that each of the 12 franchise teams paid over \$25 million for a spot in the league. With such large figures, this league has plans to stick around for a while.

Call of Duty League uses Modern Warfare for their competitive title this year and the competition has already begun. Launch weekend was January 24 and the season's quarter point is fast approaching.

Esports fans will keep their eyes on the league to see how much success the inaugural year gathers. Call of Duty League released their 2020 schedule but details on Championship Weekend are still unavailable. It's likely championships will occur mid-August.

## 7. ESL One: Rio 2020

ESL One: Rio will be Electronic Sports League's first Counter-Strike: Global Offensive major event of 2020. From May 21 to May 24, 24 teams will compete in Rio de Janeiro, Brazil for a \$1 million prize pool.

Although smaller competitions existed in Brazil, a CS:GO Major never hit the country until now. ESL One: Rio will be sponsored by Valve as a Major tournament and is much more prestigious than most

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tournaments teams participate in. Much of this event's excitement comes from a large scale competition for a top esports in the first half of the year.

Most esports host their big events towards the end of the year to wrap up an annual season. CS:GO esports doesn't follow the same format and fans will be thankful to watch a Major so soon.

## **8. Overwatch World Cup**

Activision-Blizzard's Overwatch, one of the newer esports in the industry, continues to be a top title in the scene. But the Overwatch League, a franchise system where 20 teams compete in seasons throughout the year, has been losing some of its glory.

A big sign of this was Christopher "MonteCristo" Mykles and Chris Puckett, two of esports' top broadcasting talents, leaving their positions after disagreements with OWL leadership. Though fans may be displeased with OWL decisions, the Overwatch World Cup continues to stay strong.

This tournament casts aside teams and franchises, moving in for regional groups instead. Players and teams are established based on home countries and regions. Overwatch World Cup provides a different viewing experience watching players who wouldn't normally be on the same side, work together to fight for their country.

South Korea usually trumps opposing teams, but in 2019, the underdog United States team fought hard and took the title. In 2020, will the U.S. defend their throne or will South Korea take it back? Another unexpected team might even take this year's victory. Based on the last couple of years, 2020's Overwatch World Cup will take place in the fourth quarter of 2020.

## **9. EVO 2020**

EVO, short for the Evolution Championship Series, is the largest gathering of fighting game tournaments in the world. Though fighting games aren't always at the forefront of esports news, they have a special place in competitive gaming.

The fighting game community (FGC) existed for dozens of years and kept competitive spirit within themselves. For EVO 2020, there are nine supported titles including Tekken 7, Street Fighter 5, Super Smash Bros. Ultimate, and many more.

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## 10. Hearthstone World Championship

Starting off the list is the Hearthstone World Championship, the finale for the Hearthstone Championship Tour. Every year, the best 16 Hearthstone players in the world gather to compete for the title of Hearthstone World Champion.

From the four regions of the Americas, Europe, Asia, and China, there are four players per region. 2019 even brought a shift to Hearthstone esports, changing the competitive system from points earned to three different tiers of competitive play.

In 2020, Activision-Blizzard will be doubling the number of Masters Tour stops from three to six events. This also means that the prize pools will be increased due to the additional events. On top of that, each Masters Tour has a guaranteed \$250,000 in base prizing per events, excluding crowdfunded prizing.



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# The WGF Proposal

## Overview

World Gaming Federation is a young French company founded in 2015 with the goal to become one of the major players in one of the fastest growing industries in the world. (<https://wgf.gg>)



The company has been named by the European commission as one of the most promising startups in recent years.

The company support brands, companies and institutions in their "Esports " projects and helps them reach the huge audience created by worldwide Esports with its already 2.5 billion active players.

Current gaming social platforms are used for many activities (online orders and bookings, socializing, news) but they are organised individually (i.e.: only focus on a few games) and clearly do not have the ambition to structure the whole sector by reaching all gamers with cross-devices approaches.

Therefore, the gaming industry could be optimized by an omniscient tool registering all gaming (including esports) related data. Such data is difficult to access to and publishers, developers, event organisers, etc. currently have to pay expensive marketing campaigns with many uncertainties on the final Return-on-Investment before launching new games, new events, etc.

World Gaming Federation will provide extensive day-to-day metrics to assess the impacts of all games, opus, events, etc. WGF was founded in 2015 by passionate gamers willing to increase momentum for the development of the gaming ecosystem. Our strategy is to create a platform where all the content is driven by gamers' needs and preferences. This content will facilitate the organisation of esports competitions while structuring the whole sector. This platform will aggregate cross-games data for each gamer worldwide.

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## The Group's History

The Company was founded on 10 March, 2015 after 2 years of design and R&D by several enthusiasts of video games and digital.

It launched its first operational web gaming site in May, 2016

Its website allowed it then to organize its first competitions, but also to offer its customers a first-class showcase among the gaming communities.

The company got its first major contract on 10 June, 2016

Indeed, after negotiations with the sponsors of EURO 2016 and then UEFA, it created and managed the UEFA EURO 2016 Virtual Tournament, the first esports tournament alongside a sports competition.



As well, in addition to EURO 2016, it signed a strategic contract with Konami France.

Then the young company undertook its first and successful 2M€ fundraising on June, 2018

Indeed following a nice activity increase in 2018 and some promising new contracts, WGF raised € 2 million from 2 investment funds, BPI France, and business angel networks.

On 20 march, 2019 it moved to its new offices at 18 rue Soleillet with 300m2 of video games, technologies, relaxation areas and hard work and integrated Level 256 in Paris, France.

On 02 march 2020 it launched its exclusive software Playce which allows it now to create white label websites virtually within minutes; and therefore enables the company to offer the organization of competition events in the esports market to organizers and sponsors completely non related and outside of the esports industry, giving them therefore a direct marketing access to one of the largest audiences in the world.

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## The Group's Services

### I.) Esports technological solutions

World Gaming Federation has been developing digital tools and solutions for the esports market for the last 5 years in order to structure the market's ecosystem, such as tournaments homepages, event websites, white label esports platforms, esports event management tools.

Its technological developments such as Playce and Player Tag are at the heart of their strategy to establish an international platform grouping all activity around the Esports market place.

- **PLAYCE:** Exclusive Technology for the creation of white label esports tournament platforms for brands and public bodies: tournaments, communication, data and professional tools.
- **PLAYER TAG:** Aggregation of tournament data from all our players in a single space in order to structure the careers of players and their data.

### II.) Video games events and esports competitions

WGF conceptualizes, creates and manages video games and esports events.

Its teams support clients from the conceptualization phase to the end of each tournament. In the last 5 years, more than 300 tournaments online or in physical places have been organized by its teams.

### III.) Advice tailored to everyone needs

Esports have experienced exponential growth in recent years. Many private and public brands, endemic and non-endemic have set out to conquer these new audiences. Millennials, video games players, no longer consume traditional media and are constantly looking for new products and services that match their uses.

As a brand or public body, it is therefore essential to adapt one's messages and speak an understandable language to its target public. WGF supports these entities in their Esports or gaming projects in order to define together the best strategy, partners, and communication relays.

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#### IV.) Conceptualizing innovative play spaces

Esports requires having 100% adapted spaces to its needs. After several years of managing competitions, WGF has come to the conclusion that the offer of existing classic halls does not meet the necessary technical needs.

Therefore WGF conceptualizes, creates, operates and then markets dedicated places.

Currently the company is working on international projects of esport arenas, 3.0 game rooms, training spaces for e-athletes, or even Esport stadiums.

### White Label Tournaments

The White Label Solution, a Convenient Way to Start an esports tournament event.

White label esports tournament software is a professional build layout for esports tournament which can be customized according to the needs and requirements of clients.

It is a solution or product created by a company with the purpose of selling or leasing it to another entity that can brand it under its own name or label.



By employing a white label, a company can leave aside for a while the technical requirements and focus attention on the marketing aspects of the undertaking.

At the same time, the esports website's speedy launching process reduces expenses and offers the necessary peace of mind upon entering the activity.

For an entrepreneur or operator who wants to access the esports industry, creating and promoting an esports tournament website may appear as a rather complicated business, without any option than to start riding through the bumpy road ahead.

Building an esports website involves additional obstacles and providing exact specifications that need to be followed in order to respect the multiple esports regulations imposed throughout the industry.

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To comply with the increasing number of requirements in the market, remove slow development incidents and secure the necessary esports licences and payment methods, a white label solution can be indeed the best, if not only answer.

## The relationship between software providers and esports operators.

There are a number of stakeholders involved in the esports industry, like the platform providers, content providers, online esports operators, payment solution companies and national regulators that control and collect taxes from the industry and business.

The connection between the parties involved in the esports industry is vital for the smooth operation of an esports activity.

Probably, the most important connection is the one established between an esports operator and a platform provider.

### Suppliers

Esports software suppliers, like EveryMatrix, are specialized providers for the industry. Major companies that are part of this category mainly deliver esports software content to support the esports website. The esports content can cover egaming and esports platforms, payment solutions, licensing, front-end development or the management platform that ensures the site is smoothly available.

### Operators

The esports operators are the entrepreneurs who want to create an esports website or event and are more or less assisted by software and esports suppliers.

In cases where they lack experience or simply want to join a time-tested software supplier and employ software solutions already confirmed in the market, they can choose to “address” the industry by taking a white label solution.

Still, though they may have solved the technical requirements by using a white label, business promotion is no less important and they must embark into launching the marketing process and transform the esports sites into successful business stories.

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## **Opportunities provided by a white label solution**

There are multiple ways to go around building an esports website.

There exist operators that employ an esports platform from one provider, take some esports content directly from providers that develop them, integrate a payment system from another provider and finally apply themselves for the required regulatory esports licences which are expensive, time consuming and extremely complicated to obtain.

Is this easy to do, especially when one might have little experience in online esports and every mistake or error could affect the whole undertaking?

Wouldn't it be easier and safer for an operator to start the business operation by joining an experienced player in esports, one that can deliver a white label solution and settle major concerns, primarily the technical requirements?

The main advantages a white label solution can bring in esports.

### **1. A time-tested esports platform easy to brand**

As an esports operator who looks for the best solution, the most important aspect is certainly to be free from technical concerns and focus on branding and marketing efforts.

### **2. A wide selection of sports events and egames from top providers**

A white label solution is usually customizable to a large degree and offers the freedom to integrate various esports content along the way.

The esports software that are part of the white label solution are usually delivered by top providers in the industry, and the possibility to gain access to so many important providers at once will keep the players happy.

No one wants to go knocking on every provider's door and sign deals with each of them. It is indeed time-consuming and difficult to find a better deal than the major software providers that have already collected all game content under a common platform or a white label solution.

The prepackaged product will save you time and money, allowing faster implementation and speedy delivery.

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### 3. Easy access to necessary esports licences

As a new operator in the market, a company wanting to engage with the esports audience may not be totally aware of all details of the overall regulatory situation in the regions it wants to target.

But, the need to secure an esports license is a very serious undertaking and should not be treated lightly.

As a new player in the industry, the existence of a solid legal team behind is crucial and a series of questions must be answered:

- ❖ What are the licence requirements for the country I want to access?
- ❖ Is it difficult to obtain the licence?
- ❖ Will I secure it?
- ❖ How will this affect my operations and of course time for the licence to be issued and cost?

### 4. Easy access to multiple payment methods

Another important step in opening a personalized esports website, while using a white label solution, is to have an established payment system that offers a great number of options to deposit and collect money in a secure manner.

### 5. A number of front-end templates to choose from

Creating a new website interface takes time and money, not to mention the risks of losing from sight important details for the players.

As an important advantage for operators that lack time and resources to develop their own front-end, choosing from a series of website templates that are improved for the best experience represents certainly the best solution.

There are obvious advantages in using a white label, like solving many technical demands, but as any operator is aware, building an esports website is only the first step from a long journey. Without a strong online presence and intelligent marketing campaigns, it is difficult to make a website and/or event known in the market and to the important players.

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World Gaming Federation is able to assist its clients by choosing a solution that allows the organization of such an esports event under an established turnkey infrastructure and software.

World Gaming Federation offers indeed flexible, fully customizable websites and software solutions that allow its clients to control the entire process, from design to post-launch.

## The Group's Technology

### Playce-A tailor made website made for tournament organizers

Playce is a web service that develops tools optimized to esports tournaments organizers. The customer's Playce tournament website is customized to its colors & branding; so that he can easily organize its competitions in a familiar environment.

The client's tournament software is integrated into his own platform, so that he is indeed in total control of it. Each of the Playce tournament websites are designated in its own colors by the WGF teams.



Logos, fonts, colors, graphic universe, many adaptations are possible. The WGF team has also developed a Player Tag registration and connection system, allowing the use of the website by the client's players in compliance with the regulations, and with the aim of centralizing their results and carriers in one place. All customers benefit from the weekly updates and many futures upgrades.

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### Playce -A management space

The WGF Playce Manager, in which the customer can create and manage his own events, tournaments, rules, tournament formats, and other additional information is provided with the Playce website.

The WGF teams have been working indeed for several years to provide an easy-to-use interface, while offering optimal configuration depth.

### Playce-Player area



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The player space simplifies the experience of each user during their tournament.

The WGF chat system guides the players from one match lobby to another, while allowing them to communicate with their opponent and call an admin if needed in case of conflict.

## The Group's Achievements

**Web Summit 2015 in Dublin:** Thanks to our innovative ideas, WGF project was selected as an Alpha startups at the Web Summit 2015. This was a huge opportunity to have the first feedback of our project with business angels and equity funds. After 2 days of hard work, we met almost 70 equity funds with which we still in relation today.

**Dubai SME Summit:** WGF had the chance to be selected as one of the 10 European Commission's startups coming to the Dubai SME Summit in March 2016. It was the opportunity to meet in Dubai several future partners. Thanks to the European Commission, we have boosted our projects in the Middle East zone with a project of an annual E-sport league in Dubai.

**SME Instrument Innovators' Summit:** WGF has been selected above many other SME Instrument champions to present its concept and innovation the 10 and 11th of October 2016. World Gaming Federation will represent gaming startups while playing with innovators and investors.



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## AWARDS


 <p><b>European Commission</b></p> <p>Winner in 2016 of the European H2020 program in order to develop the first phases of our product</p>	 <p><b>Chamber of Commerce 92</b></p> <p>In 2017, we won the Made in 92 competition organized by CCI 92. We were winners in the best team category.</p>	 <p><b>Paris Business Angels (PBA)</b></p> <p>We are the winner in 2016 of the pitch competition organized by the famous Parisian association of Business Angels</p>	 <p><b>WILCO (ex Scientipôle)</b></p> <p>World Gaming Federation has been granted from the WILCO organization (former Scientipôle), enabling us to finance our growth.</p>
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## NEWS




**WGF bets on E-sport to expand its offer**

The start-up has just raised 2 million euros, from 2 investment funds to launch a social network around Esport.




**The WGF start-up raises € 2 million in funding**

2018 | Experts Daily News




**Discovering the Ultimate Fighting Arena**

2017 | WU




**Traditional brands are interested in Esport**

2018 | Montempan




**Video game competitions are growing fast**

2017 | Forbes




**World Gaming Federation: Play, Share, Enjoy, Repeat**

2018 | Esportman




**EURO 2018: Watch the virtual tournament on PES 2018!**

2018 | Italy



**Innovative start-ups to the rescue of the racetrack?**

2017 | Aduck



**David Tranequet, Ambassador of EURO 2018**

2018 | Red Sport

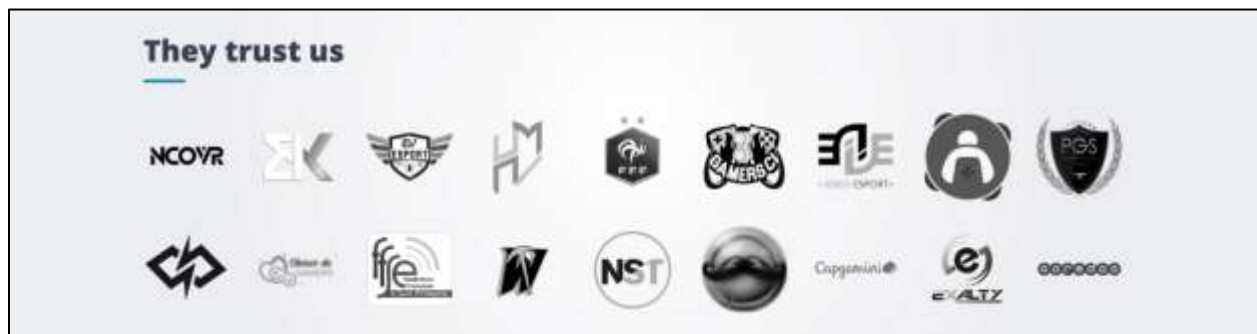
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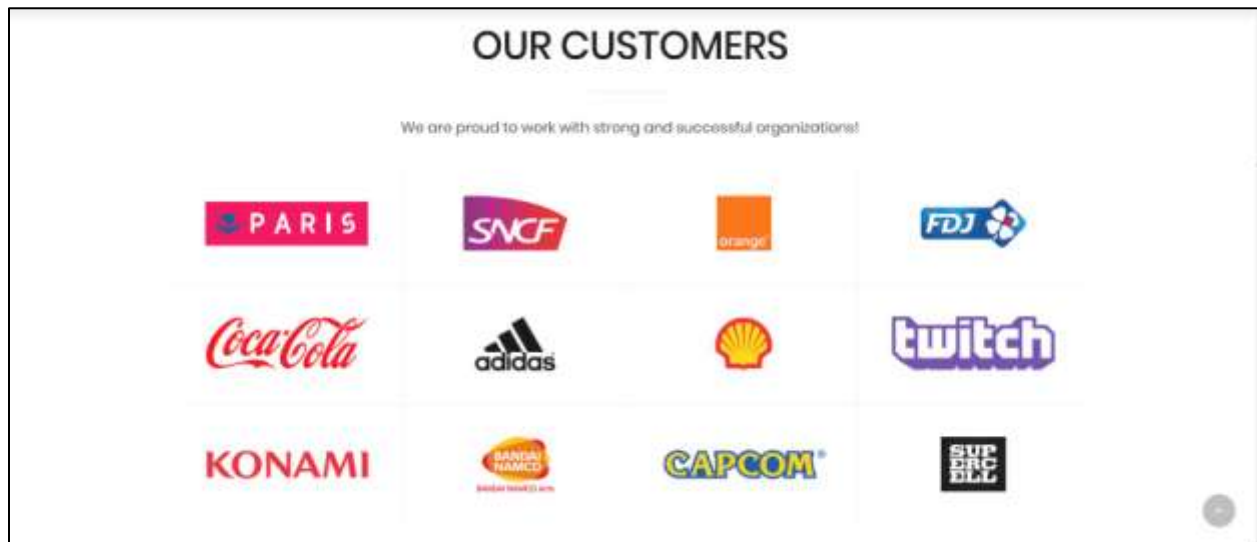
## The Group's Ownership & Structure

With approximately 60 individual and institutional investors, the company ownership is already well diversified. It is as well noteworthy that some of the shareholders have invested many times, while others have exited the company with a x3 to x5 in capital gain.

The company's objective is to open the company to a public listing in the future and offer at this time an exit for its shareholders, including those who shall invest in its second major round of financing during this 10m€ investment raising.



## The Group's Partners & Resources



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## The Group's Management Team



### Mehdi Sakaly - Chief Executive Officer (CEO) & Co-Founder

Games marketing specialist and business development professional with 15 years of experience.

Head of WGF, he created the original idea and concept of this innovative platform to help all the players and the industry. As a true gamer, he plays since more than 25 years on all possible platforms, involved deeply in some pro communities like Street fighter, pro evolution soccer and league of legends.

He participates as much as possible to all kind of videogame events and tournaments. Also technology passionate, he never misses an opportunity to discover market disruptions, especially when we talk about videogames, augmented reality, near field communications or Web RTC.

His responsibilities at Orange in the same department that published the leading esports game League of Legends, led him from end of 2011 to build the best multiscreen videogame streaming service (in terms of catalogue size) available for more than 4 million Orange TV subscribers' customers.

He has strong international connections with publisher's teams (including content, partnerships, top management as well as community and brand managers).



### François Hermand – Chief Operating Officer (COO) & Co-Founder

François Hermand represents this young generation of entrepreneurs, pro-active and eager to innovate. He gives WGF a fresh and dynamic insight on the industry with tremendous capacities in operating our business maintaining the highest commitments to our users.

Graduated from University of Northampton and EM Normandie in 2012, François has confirmed his skills completing with success various missions at Orange, Ford and HSBC in business development, sales and operational marketing.

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His responsibilities include overall customer satisfaction, timely product launches, budget monitoring, administrative management and sales efficiency.



Damien Berseron – CTO & Co-Founder

Damien has 10 years of experience in full stack development. He has built innovative user interfaces for top accounts in luxury goods and e-commerce bringing the best of cutting-edge technologies in a customer-centric approach. Beyond his impressive technical skills, he envisions customer experience in his designs with a second to none ability to articulate art with technologies.

Damien is responsible for leading front and back-end and API products development with the objective to bring constant innovation and ignite disruptive initiatives.



Nicolas Choite Mbamy – Sales Director & Co-Founder

Nicolas Choite has 15+ years of experience in organizing competitive gaming events. He was the first to create a multi-screen tournament software in France in 2004 where he’s widely recognized as an opinion leader and influencer.

Having been ranked 4th world best PES player in 2008 he gained popularity training next generations of professional players and pro-actively contributed to structure leagues, organizations and communities. Nicolas also managed several non-competitive and competitive events on behalf of large publishers like Nintendo and Konami.

Nicolas gives WGF precious advises to better cope with the standards and needs of the very demanding competitive gaming market. He also strategically contributes to promoting WGF’s approach to the gaming community.



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## The Group's Advisors

Swiss Finance Partners Group is active on a worldwide basis as a consultant in the field of finance ranging from general investment advice; asset-management services to corporate finance, private equity to investment banking services dedicated to providing innovative and professional financial services to all kind of customers.



## The Competition

Through its exclusive and unique technology enabling the company to create white label websites virtually within minutes; and therefore enabling the company to offer the organization of competition events in the Esport market to organizers and sponsors completely non related and outside of the esports industry, giving them therefore a direct marketing access to one of the largest audiences in the world, leaves the team of World Gaming Federation in a unique situation with almost no competition in sight.

Indeed; even so other companies offering quite similar services do exist already, it still appears that the esports market with a potential of almost 6 Billion users in the coming years is still substantially underdeveloped when it comes to global competition among the various providers for services giving access to this global market to commercial companies with respect to their marketing activities.

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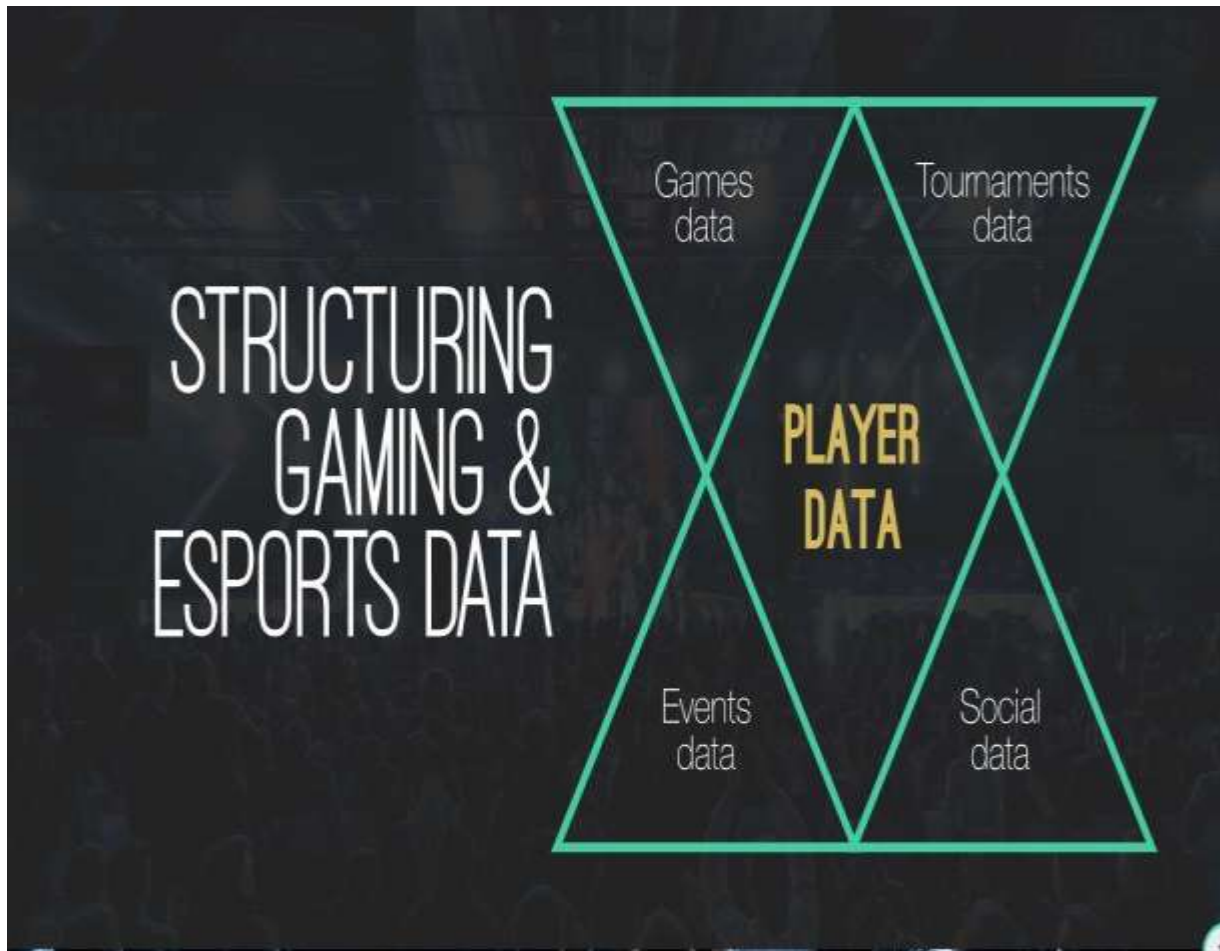
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It should therefore be the quite perfect market for young and dynamic companies such as World Gaming Federation to establish themselves as industry leaders; especially in cases where there do dispose indeed already of a technological advance which should allow them to stay ahead of the competition for the coming years.

### Word Gaming Federation Advantage

Given the above and indeed its technological advance, Word Gaming Federation finds itself in a unique position in a completely new and extremely dynamic marketplace, leaving it therefore with a considerable advantage to profit from an ever-growing audience over the coming 5 to 10 years.



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## Swot Analysis

### **Strength:**

The company's strengths relies on its long experience in the Esports market, in its dynamic young management and in its exclusive technology for the creation of white label websites for the organization of tournaments, making such events therefore accessible for non-related sponsors who wish to engage the large audience of this dynamic market.

### **Weakness:**

The weakness might be the fact that the companies is indeed operating in a completely new and relatively unknown market space.

### **Opportunity:**

The opportunity for the company is on the other side to be found precisely the fact of being able to operate in a newly emerging and extremely dynamic marketplace with an ever-growing audience. It is certainly as well noteworthy that general competition in such a young market as the Esport universe is of course still rather weak; and therefore offers unique opportunities to dynamic companies, especially in the case where there dispose of exclusive technology such as in the case of World Gaming Federation.

### **Threat:**

Modern trends are subject to rapid change and it is of course always possible that new trends might emerge and replace existing ones

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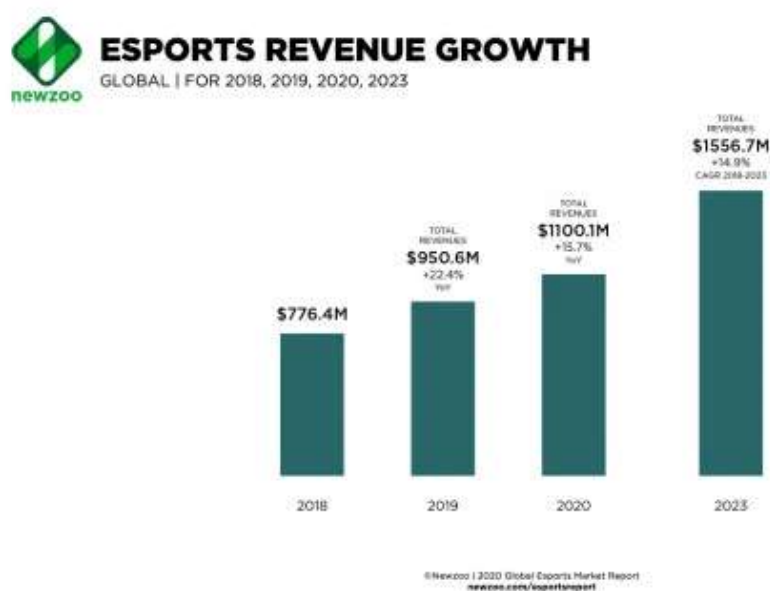
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# The Groups's Target Market

## The Global Market Size & Segments

**Global esports will top \$1 billion in 2020, with China as the top market**

Newzoo's latest revised forecast for esports revenue growth.



Global esports revenues will surpass [\\$1 billion in 2020](#) for the first time — without counting broadcasting platform revenues, according to market researcher [Newzoo](#).

China is the largest market by revenues, with total revenues of \$385.1 million in 2020, followed by North America, with total revenues of \$252.8 million. Newzoo noted that it has re-evaluated the size of the esports market, based on improved methodologies. Some [media have been critical](#) of Newzoo's hype around esports in the past.

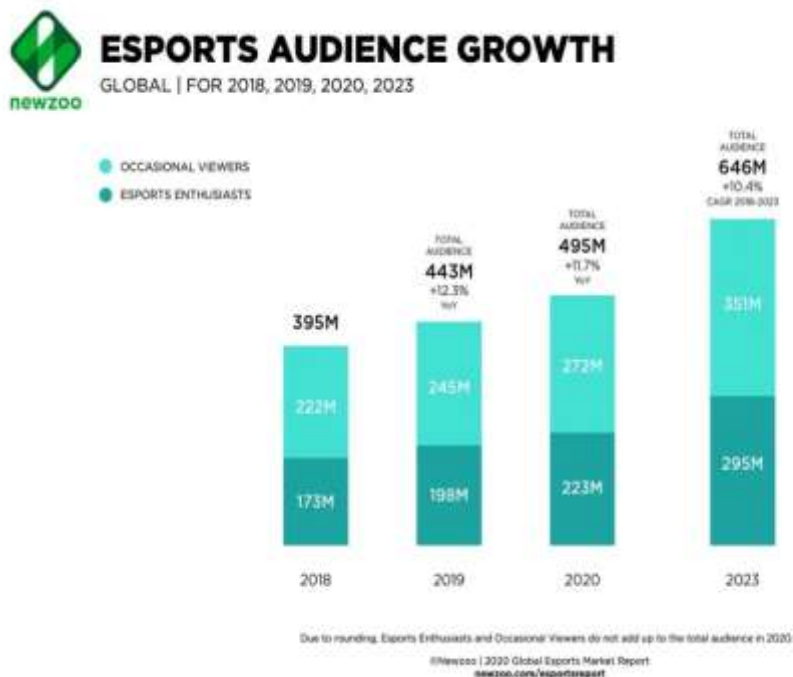
Globally, the total esports audience will grow to 495.0 million people in 2020, Newzoo said. Esports Enthusiasts (people who watch more than once a month) make up 222.9 million of this number.

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In 2020, \$822.4 million in revenues—or three-quarters of the total market—will come from media rights and sponsorship.



Above: Esports audience growth

In the coming year, the global esports economy will generate revenues of \$1.1 billion, a year-on-year growth of 15.7%. Most of these revenues (74.8%) will come from sponsorships and media rights, which will total \$822.4 million, a 17.2% increase from last year.

Consumer spending on tickets and merchandise will total \$121.7 million, while another \$116.3 million will come from game publishers’ investments into the esports space, via supporting tournaments through partnerships or as white-label projects with professional tournament organizers.

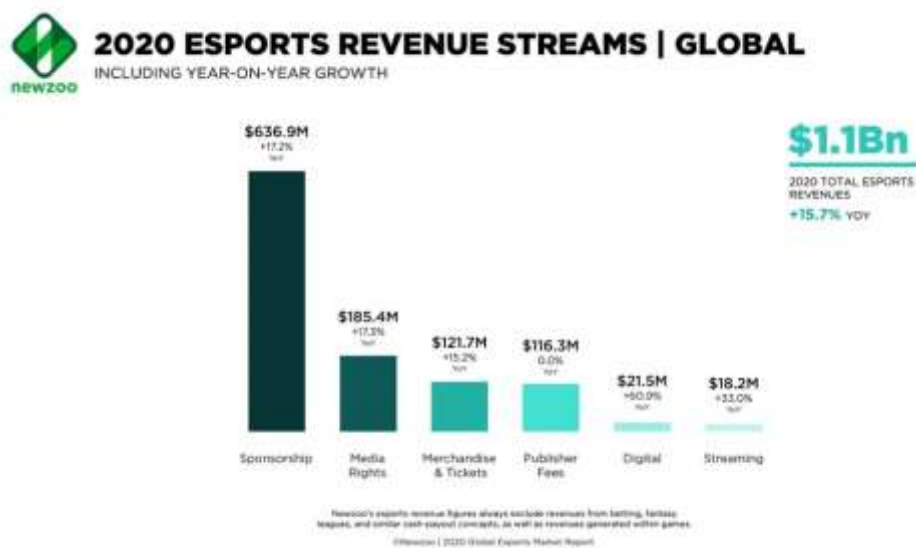
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Newzoo also said the global esports audience will reach 495.0 million this year, made up of 222.9 million Esports Enthusiasts and a further 272.2 million Occasional Viewers. In 2020, the average revenue per Esports Enthusiast will be \$4.94, up 2.8% from 2019.

“As the esports market matures, new monetization methods will be implemented and improved upon,” said Remer Rietkerk, head of esports at Newzoo, in the report. “Likewise, the number of local events, leagues, and media rights deals will increase; therefore, we anticipate the average revenue per fan to grow to \$5.27 by 2023.”



Above: Newzoo’s forecast for the top revenue streams for esports.

Mobile has unlocked esports for emerging markets—a trend visible in countries like Vietnam, where titles like PUBG Mobile and Garena Free Fire have exploded in popularity.

As such, emerging esports markets will show the highest compound annual growth rate (CAGR for 2018-2023), with regions such as Southeast Asia (24.0% CAGR), Japan (20.4%), and Latin America (17.9%) accelerating to close the gaps between themselves and older, more developed esports markets.

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China will remain the largest esports market in 2020, with revenues of \$385.1 million. These revenues will grow with a CAGR (2018-2023) of 17.0% to reach \$540.0 million by 2023. Most of these revenues will come from sponsorships, which will grow from \$187.1 million in 2019 to \$222.4 million in 2020.

Digital goods will be the fastest-growing revenue stream toward 2023, growing from \$7.1 million in 2020 to \$17.2 million by 2023. North America will be the second-largest region in terms of revenues with \$252.5 million, followed by Western Europe as the third-most revenue-generating region with \$201.2 million in 2020. China will be host to the largest esports audience with 162.6 million in 2020, followed by North America with an audience of 57.2 million.

Rietkerk said, "Our data highlights that 2019 was a seminal year for many teams, with tremendous growth in traditional revenue streams such as sponsorship. Meanwhile, leagues have been moving toward a 'homestand' system in which teams play at their own venues. This potentially opens the door to increased matchday revenues for teams, including returns from ticketing and concessions, as well as larger merchandise revenues."

And Rietkerk added, "The market is also maturing in entirely new ways, with innovative revenue streams starting to develop, such as streaming and digital goods. These are new ways to monetize that are not available to traditional sports; they also demonstrate a growing understanding of the competitive advantages esports has over sports. These revenue streams have become pioneering ways for teams, organizers, and publishers to grow the business."

With all of the dynamic changes, Rietkerk acknowledged that Newzoo needs to keep its model for the industry fresh.

In 2019, there were 885 major events. Together, they generated \$56.3 million in ticket revenues, up from \$54.7 million in 2018. Total prize money in 2019 reached \$167.4 million, a slight increase from 2018's \$150.8 million.

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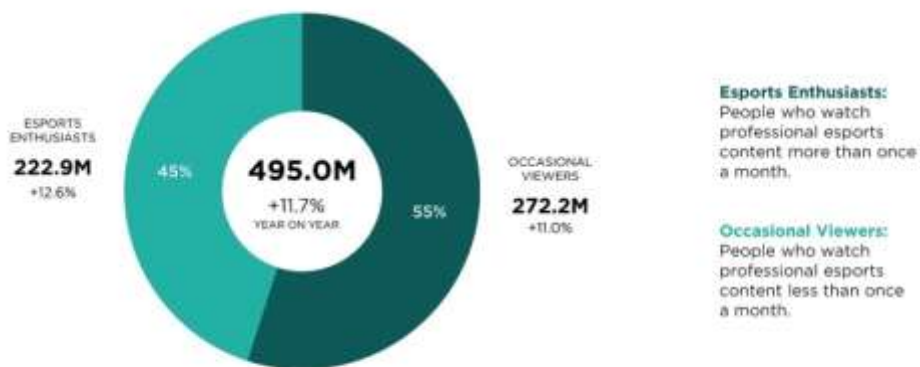
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## 2020 GLOBAL ESPORTS AUDIENCE

INCLUDING YEAR-ON-YEAR GROWTH



Due to rounding, Esports Enthusiasts and Occasional Viewers do not add up to the total audience.  
©Newzoo | 2020 Global Esports Market Report  
newzoo.com/esportsreport

Above: Esports audience size

The League of Legends World Championship was 2019’s biggest tournament by live viewership hours on Twitch and YouTube, with 105.5 million hours. The Overwatch League was the most-watched league by live viewership hours on Twitch and YouTube, generating 104.1 million hours.

The esports audience will grow to 495.0 million globally in 2020. Esports Enthusiasts will account for 222.9 million of this number, up 25 million year on year, and will increase with a CAGR (2018-2023) of 11.3% to 295.4 million in 2023.

Meanwhile, the number of global Occasional Viewers will hit 272.2 million in 2020, up from 2019’s 245.2 million. This number will grow with a CAGR (2018-2023) of 9.6% to 351.1 million in 2023.

In 2020, 2.0 billion people will be aware of esports worldwide, an increase from 2019’s 1.8 billion. China will continue to be the country/market that will contribute most to this number, with 530.4 million esports-aware people.

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## Market Change

### 1. The Rise of Mobile Esports

The introduction of Lite apps has led to a spike in gamers in markets like **Southeast Asia, India, Brazil and Africa.**

These Lite apps, especially with the success of games like PUBG Lite and Garena Free Fire, have **solidified competitive mobile gaming as a popular pastime in these emerging markets.**



According to INTZ's Sales & Brand Partnerships Director, Chico Tattini, Garena Free Fire took off in the Brazilian market due to its compatibility with mid-tier smartphones: "It broke the important under-\$500-phone barrier, bringing **one million potential fans to the esports community,**" he told us.

Naturally, competitive scenes in these games have also exploded in popularity across growth markets, contributing to a huge jump in live viewership numbers for mobile esports. Mobile esports generated 50 million live viewership hours from Sept to Nov 2019— **around ten times more than the same period in 2018.**

While PC games are still the highest-grossing and most watched esports in mature markets, mobile esports will begin to make significant inroads in Brazil, the Middle East & Africa, India, and Southeast Asia throughout 2020.

### 2. Innovation in Digital and Other Direct-to-Consumer Esports Products

Supported by publishers, many esports games' decision-makers are starting to see the value of digital and direct-to-consumer products.

These products include **in-game cosmetics and over-the-top (OTT) viewership offerings** (access to more live match content as well as shoulder content), like player screen footage, behind-the-scenes tours with players, and post-match podcasts.

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We expect to see **publishers and organizers experimenting with even more direct-to-consumer products in 2020**. After all, these kinds of innovations strengthen a game's esports community, its wider gaming community, and therefore reinforces the game's overall brand.

On the sponsorship side, **new partnerships and activations involving digital products** will also continue into 2020. Riot Games is a recent example. The company debuted two in-game Louis Vuitton cosmetics at Worlds 2019, unveiled by virtual hip-hop group True Damage.



## NEWZOO'S ESPORTS TRENDS TO WATCH IN 2020

### 1. The Rise of Mobile Esports

Lite apps have solidified mobile gaming as a popular pastime in many emerging markets. These games' competitive scenes are also growing, which will result in more mobile esports viewership in 2020.

### 2. Innovation in Digital and Other Direct-to-Consumer Esports Products

We will see more esports-related in-game cosmetics and over-the-top (OTT) viewership offerings (more live match content and shoulder content), including player screen footage and post-match podcasts.

### 3. More Cities Will Leverage Esports as a Tourist Attraction

Host city programs, in which cities bid on the right to host large events, have been a staple of traditional sports for a long time. The number of these programs will continue to increase for esports.

### 4. Franchises and Leagues Broaden Their Horizons

Esports franchising is a trend that's here to stay, as shown by the business' willingness to invest in closed league systems and high-priced slot acquisitions.



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The year 2019 kickstarted host city programs for several esports. Our analysis of initial reports suggests that this is an attractive option for **forward-thinking cities looking to increase revenues from tourists**, all while exposing their city to a younger demographic. Not only would this bring more tourism, but it could also attract young highly skilled talent.

According to a report by Riot Games, the League of Legends LEC Finals, which took place over two days, **contributed more than \$2.6 million to Rotterdam's economy**.

#### 4. Franchises and Leagues Broaden Their Horizons

Esports franchising is a trend that's here to stay, as shown by the business' willingness to invest in **closed league systems and high-priced slot acquisitions**.

Closed circuits give events a certain level of **stability**, making franchises not only more attractive for investors but also for teams and leagues.

Esports ecosystems are still young and tend to be quite top-heavy. This means in non-franchised ecosystems relegation is often seen as a death sentence as there is a precipitous drop in revenues and asset value. Every stakeholder stands to gain from franchising:

- **Leagues benefit from a consistent roster of partners**, facilitating closer relationships, while entry fees help organizers capitalize the league its initial ramp-up period;
- **Investors can commit an upfront amount of capital**, without having to worry about regulation depreciating the value of the team they invested in; and
- Team owners can use the stability to **make long-term-oriented business decisions** and negotiate longer deals with sponsors.

## Market Trends

### Substantial Investments in Sponsorships Creating Growth Opportunities

As Esports continues to gain popularity and attract increasing viewership, leading industry titans are sponsoring the tournaments and teams of the eSports. Brands such as Coca-Cola, McDonald's, BMW, Adidas and Intel among others and gaming hardware companies such as SteelSeries are sponsoring the eSports tournaments with huge investments to leverage the exposure of a huge audience base. In addition, the eSports market is witnessing a considerable number of partnerships

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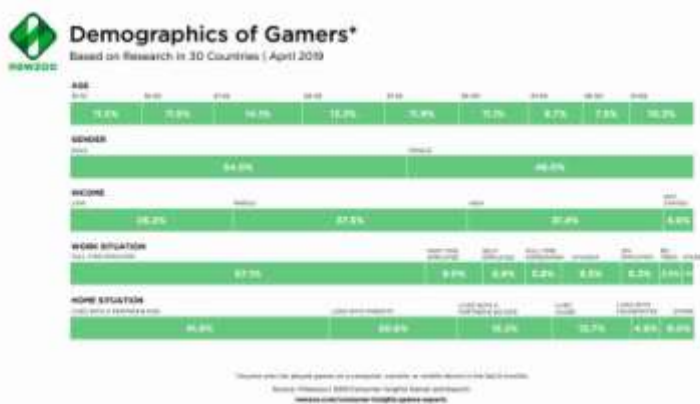
among technology providers and investors. For instance, the British Esports Association has commenced a partnership with the epic. LAN, one of the leading LAN gaming event in the UK. Similarly, Paris Saint-Germain (PSG) has entered into a partnership with Douyu TV, a Chinese eSports streaming platform as a new partner of PSG’s eSports team PSG.LGD on Dota2. Substantial investments in eSports sponsorships are likely to augur well for the future growth of the eSports market.

**Broadcast Advertising Remains Key to eSports Landscape**

Broadcast advertising plays a crucial role in the eSports landscape, however, the industry has witnessed the challenges of broadcasting on traditional media. Being an all-digital sport, growing number of media companies have recognized the potential of eSports and increased the coverage of eSports events. For instance, Turner Broadcasting System, WME/IMG and ESPN have initiated eSports broadcast and are covering more eSports events. Growing coverage of eSports events on broadcast media is expected to enhance the viewership and, in turn, propel the eSport market in the coming years.

**Introduction of eSports on Educational platforms Presents New Opportunity**

Along with the introduction of the eSports in the 2018 Asian Games, benefits of eSports are being noticed by the educational organizations including schools, colleges and universities. eSports is



being recognized as a credible activity that assists in enhancing cognitive abilities and deliver other benefits when done in moderation. eSports modules are being introduced in the courses of several educational organizations in Canada, the U.S., Sweden and others. For example,

Staffordshire University has introduces a full time BA (Hons) degree program of eSports in the UK. Further, as the eSports industry creates employment opportunities demanding people with specific skills, introduction of eSports in the educational domain can help students to explore career possibilities in the industry. Introduction of eSports in the educational platform is likely to present new growth avenues for the eSports market in the coming decade.

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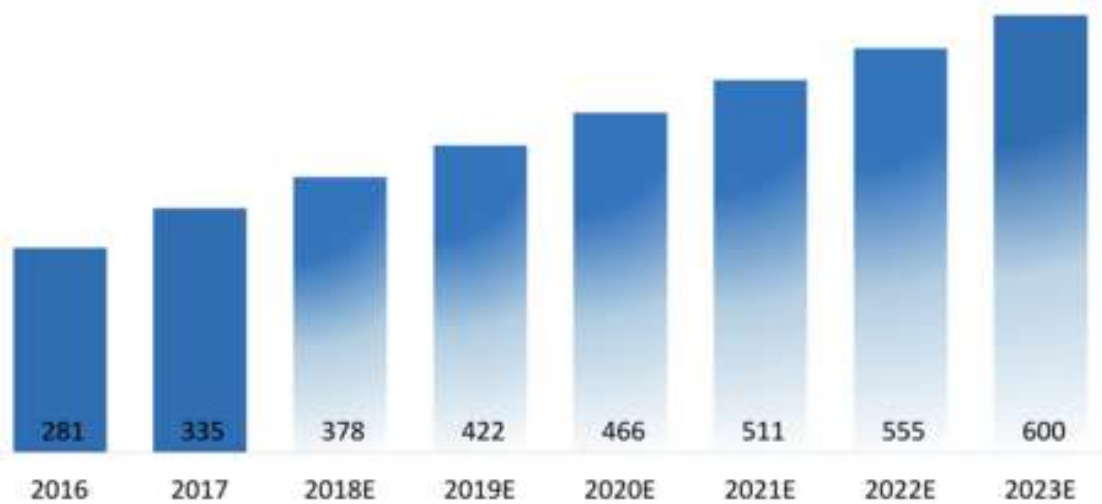
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## Growing Popularity of eSports across Global Regions

Increasing media exposure is the prime fillip responsible for spreading the awareness of the eSports across world regions. In addition, with the increasing rates of smartphone subscriptions, a broader consumer base is exposed to the world of competitive gaming. eSports enthusiasts in Eastern Europe countries and Scandinavians have reported the most popular YouTube genre in eSports. The growing number of eSports enthusiasts, makes the United States one of the leading markets for the eSports. While significantly contributing in the North America market revenue, flourishing market in the U.S. has made North America region a hub of technology innovation and business innovation in the eSports market.

### Global Esports Audience

*In millions*



*Note: Audience total includes esports enthusiasts and casual esports viewers.  
Source: Business Insider Intelligence estimates; Newzoo, 2018*

**BUSINESS  
INSIDER**  
INTELLIGENCE

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# Execution

## The Group's Business Plan Summary

### Narrative Business Plan

#### 1. Overview

Video games attract a broad and varied audience in current societies (the average gamers' age is believed to be about 38 years old, 48% of which are women). The gaming community is one of the most active and dynamic since the rise of the Internet. Current gaming social platforms are used for many activities (online orders and bookings, socializing, news) but they are organised individually (i.e.: only focus on a few games) and clearly do not have the ambition to structure the whole sector by reaching all gamers with cross-consoles approaches.

Therefore, the gaming industry could be optimized by an omniscient tool registering all gaming (including esports) related data. Such data is difficult to access to and publishers, developers, event organisers, etc. currently have to pay expensive marketing campaigns with many uncertainties on the final Return-on-Investment before launching new games, new events, etc. World Gaming Federation will provide extensive day-to-day metrics to assess the impacts of all games, opus, events, etc. WGF was founded in 2015 by passionate gamers willing to increase momentum for the development of the gaming ecosystem. Our strategy is to create a platform where all the content is driven by gamers' needs and preferences. This content will facilitate the organisation of esports competitions while structuring the whole sector. This platform will aggregate cross-games data for each gamer worldwide.

#### 1. Objectives

- Disseminate event management tools in order to disrupt the esports market
- Build a social platform to gather all video games players and enhance their gaming experience
- Create a global architecture able to host millions of users and generate valuable and accurate metrics
- Create a sponsoring marketplace gathering gaming related stakeholders
- Share a part of our revenues to players and create a universal income

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## 1. Business opportunities

The video games industry's turnover has steadily grown over the last 20 years, reaching an estimated \$148.8 billion in 2019. Video games are now considered as both technological and cultural products involving 2.5 billion gamers worldwide (6 billion in 10 years). Starting with Tetris - the first mobile game released in 1994 - the smartphone gaming revenues now reach €68.2 billion. The gaming sector benefits from:

- The increasing digital devices equipment rate (i.e.: smartphones, laptop, tablets, etc.). For instance, European gamers play on an average of 2.4 screens each (consoles, computers, smartphones);
- Increasing social acceptance: Since the first gaming tournament (the 1981 Space Invaders' tournament which gathered together 50 players) up until now, gaming has become a recognised and well-established way of socializing (e.g. The International 2019 Dota 2 tournament gathered gamers competing for total cash prizes worth \$34 millions);
- Currently untapped synergies with traditional sectors such as sporting events: Many video games (Pro Evolution Soccer, Grand Slam Tennis, NBA 2K, etc.) are dedicated to the most popular sports but there are so far few connection between esports and traditional sporting events.

The deployment of high speed Internet worldwide which contribute to support gaming related activities over the past few years: Youtube, Twitch (Livestream), Steam (Games purchase), ESL (participating in tournaments), IGN (reading news), etc. Despite undeniable success in their respective areas, none of them intends to structure the whole gaming ecosystem.

## 1. Market applications

The Key market applications are the following:

**From the gamers' perspective:** gamers will have the opportunity to freely take part in esports tournaments involving gamers worldwide. Their gaming metrics will be constantly updated so as to build extensive and long term gamers' profiles (i.e. strong resume for professional gamers) and facilitate the involvement within professional teams;

**From the brands/sponsors' perspective:** thanks to direct link with large communities of gamers and accurate metrics, WGF's platform will provide unprecedented access to a large audience of

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gamers, especially the “*digital natives*”, which would be difficult to target with traditional marketing tools or even through social networks. Moreover, the platform will provide accurate metrics on gaming patterns which will reduce marketing campaign costs while accurately reaching targeted audiences in a short period of time. These metrics will also ensure brands/sponsors’ loyalty in the long run which will enable us to organize frequent tournaments;

**From the publishers’ perspective:** Organizing tournaments with sponsors will generate more budget for gaming, increase visibility of publishers and contribute to promote new games. Besides, the WGF platform will provide accurate metrics on sales process such as real time return on investment, purchasers’ profiles, etc.;

**From the audience perspective:** people interested in video games usually watch digital platforms such as Twitch or Youtube Gaming. WGF intends to structure the approach by providing streaming access to all matches.

The projects’ main differentiations relies on its broad approach towards the video games market. We not only target esports enthusiasts (e.g. 495 million people) but also all video games players. Moreover, our transversal approach (integration of all gaming-related activities) onto a single platform will support the whole gaming sector development: raising awareness of new job opportunities among young audiences, facilitating professionalization of the gaming sector, improving gaming experience, setting up new businesses supported by brands/sponsors, and providing metrics facilitating sponsorship activities.

## 1. Product

World Gaming Federation has launched 3 months ago a product called “Playce”. Our objective is to disseminate our technologies and offer to each esports tournaments organizers their own website. All Playce white label esports websites use our service “Playertag” as the unique registration process

### Dissemination strategy of “Playce”:

- Millions of free white label websites for associations, teams, celebrities to help them develop their audience through tournaments.  
Those free websites will soon integrate paying options (freemium model) such as eshops, payment service, advertising etc.
- Thousands of premium white label websites with a monthly subscription for brands, city halls and game publishers to target and acquire new customers.

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Our customer can also decide to activate optional features such as tournaments management by Playce, premium support, physical events etc.

### Unified player account “Playertag”:

- Each player participating to a tournament on one of our Playce platforms has to create a unified “Playertag” account which enables us to follow his playing behaviours on all our platforms. This will enable us to aggregate all players careers from local to global and rank them as well as understand what they like. This will have a huge potential for brands using Playce to advertise their products.

### Sponsoring & Advertising on “Playce Main aggregated platform”:

- By disseminating Playce white label websites to large audiences, we will gather huge amounts of anonymised data, which will be used for advertising and sponsoring purposes
- All data from all websites will be displayed on Playce main platform, including all players’ careers and will allow us to develop our main business model : Sponsoring marketplace. (20% of sponsoring amounts will be collected by us as our fee)



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## The Group's Social Impact

With 2.5 Bn players today and 6 Bn players in 10 years mainly playing on mobile, 80% of the internet users will be video games players as well as future consumers for all brands which want to know better those potential customers.

Today, online advertisement uses different systems to aggregate information through our web browsers in order to gather our personal data and target us as potential customers. This gathering usage of our data doesn't benefit to us, financially.



Playce as gathering data on players will put in place an economic system benefiting to every market stakeholders:

### Benefits for tournaments organizers

75% of revenues to finance tournaments is coming from sponsoring, so Playce Sponsoring Marketplace will allow tournament organisers to get automated sponsoring proposals and to

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advertise their tournaments to the right players thanks to Playce. 80% of the sponsorship will go to organisers and 20% for Playce as a digital agency.

### Benefits for players

Players from all around the world participating to sponsored tournaments will get paid thanks to their participation they and will receive in return a part of the sponsoring collected by Playce (20%). This payment is considered as a counterpart for sharing their gaming/ esports data with Playce and the sponsor.

### Benefits for brands

Brands will be able to get customer knowledge instead of classic advertising, and get a better return on investment in case of digital sales.

Playce will also offer a wide range of tournaments from 30 players to millions allowing to sponsor to finance them and real digital metrics.

On continents like Africa, where 80% of its citizens have less than US\$ 5.5 to live per day, we intend to raise 1\$ per player for participating to a single sponsored tournament. Our system will improve the revenues of millions of families.

Following our plan of users growth, we truly believe that we will be able to boost the players' basic income through our universal revenue feature enabling players to monetize their data which represent customer knowledge for brands.

**85% OF AFRICAN PEOPLE LIVE WITH LESS THAN 5.5 \$ PER DAY**

If they participate in 1 tournament every day (2 hours), it will represent an income of 1 \$/day (a growth of 20%), out of tournaments prize pool.

This additional revenue can be used for:

- SHOP
- HEALTH
- FOOD
- EDUCATION

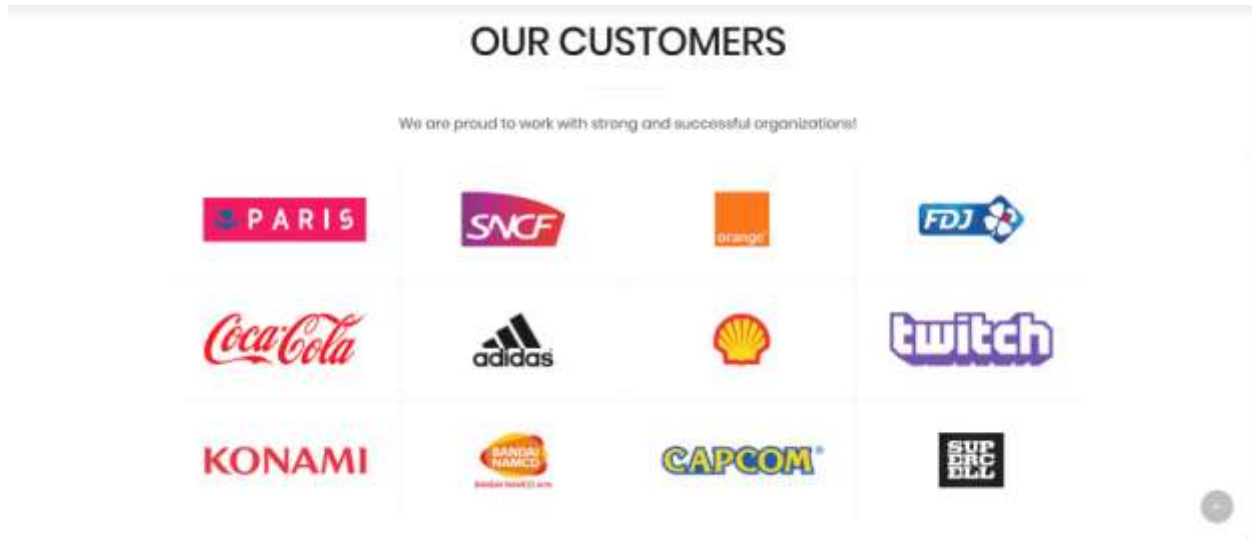
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## The Group's Key Customers



## The Group's Operations

### Locations & Facilities

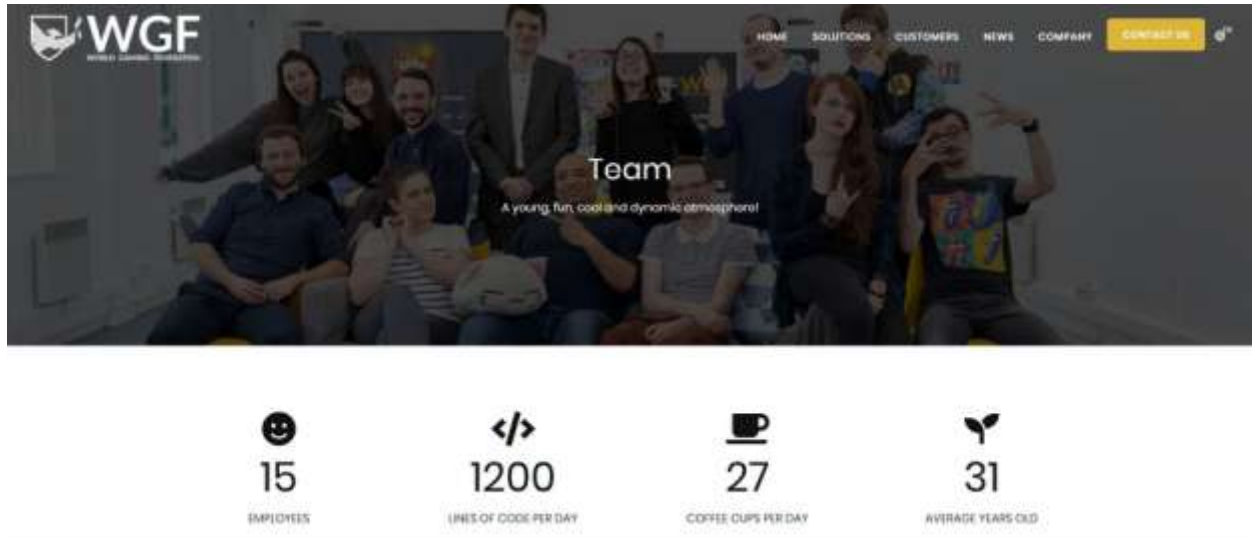
On 20 march, 2019 it moved to its new offices at 18 rue Soleillet with 300m2 of video games, technologies, relaxation areas; hard work and integrated Level 256 in Paris, France.



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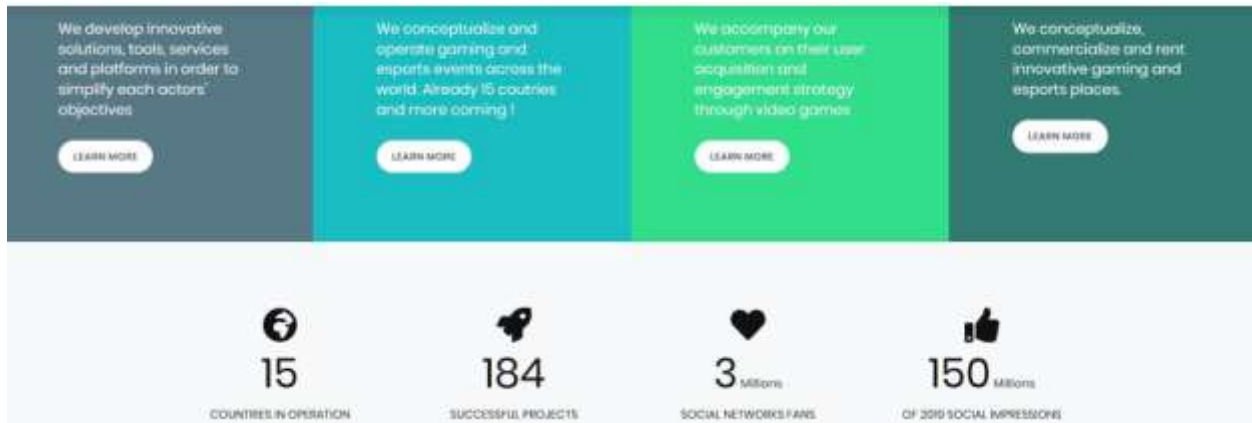
## Staff & Technology



The screenshot shows the WGF website header with navigation links: HOME, SOLUTIONS, CUSTOMERS, NEWS, COMPANY, and CONTACT US. Below the header is a large photo of the team with the text "Team" and "A young, fun, cool and dynamic atmosphere!". Below the photo are four statistics:

Icon	Value	Label
Smiley face	15	EMPLOYEES
Code symbol	1200	LINES OF CODE PER DAY
Coffee cup	27	COFFEE CUPS PER DAY
Plant	31	AVERAGE YEARS OLD

## Equipment & Layout



The screenshot shows four service descriptions with "LEARN MORE" buttons:

- Dark Blue:** We develop innovative solutions, tools, services and platforms in order to simplify each actors' objectives.
- Light Blue:** We conceptualize and operate gaming and esports events across the world. Already 15 countries and more coming!
- Green:** We accompany our customers on their user acquisition and engagement strategy through video games.
- Dark Teal:** We conceptualize, commercialize and rent innovative gaming and esports places.

Below the descriptions are four statistics:

Icon	Value	Label
Globe	15	COUNTRIES IN OPERATION
Lightbulb	184	SUCCESSFUL PROJECTS
Heart	3 Millions	SOCIAL NETWORKS FANS
Thumbs up	150 Millions	OF 2019 SOCIAL IMPRESSIONS

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# Milestones & Metrics

## The Company's Roadmap



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# Financials Summary

## Required Financing & Investment Opportunity

After a first initial fundraising of roughly €2 million in 2018, the company is now looking for an additional funding of €10 million in order to finance its explosive growth and stay at the top of its leading position with the respect to its exclusive technology to create white label Internet platforms for the organization of Esports related events.

The funds shall be exclusively used for the hiring of top-notch developers, the ongoing technological research activities and the marketing of its exclusive technology to its existing and new customer base.



**OUR NEED**

**10M€ equity**  
FOR 20% OF THE COMPANY'S SHARES, IN ORDER TO...

- Increase SaaS sales**  
Following first deployment in February 2020, we want to focus our sales forces on disseminating our white label websites.
- Get as many users as possible**  
Strongly invest on social networks to rapidly grow our user base in order to be the leading gaming network by 2022.
- Hire the best developers**  
Strengthen our technological advance and capitalize on innovation to gain more market shares.

This investment will be completed by a **low interest bank loan of 4M€** from BPI (France public investment bank).

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## Expected Returns

The expected return on investment for third parties investors in the company, or indeed in the different sub-companies are expected to be indeed quite spectacular and situated without any doubt in the double digit area.

Income Statement - 2020-2024					
	2020	2021	2022	2023	2024
<b>Income Statement</b>					
<b>Revenue</b>	354 818 €	2 353 982 €	16 377 590 €	51 072 795 €	173 088 956 €
COGS	45 084 €	802 204 €	3 710 141 €	10 997 842 €	36 845 380 €
<b>Gross Margin</b>	<b>309 734 €</b>	<b>1 551 778 €</b>	<b>12 667 449 €</b>	<b>40 074 953 €</b>	<b>136 243 576 €</b>
<b>Operating Expenses</b>					
Advertising & Promotion	255 121 €	4 847 291 €	9 694 583 €	14 541 874 €	17 450 249 €
Depreciation & Amortization	6 225 €	202 €	383 €	563 €	743 €
General & Administrative	13 464 €	17 503 €	22 754 €	29 580 €	38 454 €
Insurance	6 475 €	11 655 €	15 151 €	19 697 €	25 605 €
Marketing	323 420 €	549 815 €	824 722 €	989 667 €	1 187 600 €
Maintenance	2 012 €	2 042 €	2 073 €	2 114 €	2 156 €
Office Rent	114 493 €	148 841 €	163 725 €	180 098 €	189 103 €
Professional Fees	217 873 €	239 660 €	263 626 €	276 808 €	290 648 €
Technology	24 142 €	96 567 €	106 224 €	116 846 €	128 531 €
Travel, Meals and Entertainment	48 343 €	58 011 €	60 912 €	63 957 €	67 155 €
Utilities	14 053 €	14 755 €	15 493 €	16 268 €	17 081 €
Wages and Benefits	447 633 €	2 033 680 €	3 041 065 €	3 504 413 €	4 171 453 €
Miscellaneous	51 281 €	51 794 €	52 312 €	52 835 €	53 363 €
<b>Total Expenses</b>	<b>1 524 535 €</b>	<b>8 071 817 €</b>	<b>14 263 022 €</b>	<b>19 794 719 €</b>	<b>23 622 142 €</b>
<b>Earnings Before Interest &amp; Taxes</b>	<b>- 1 214 801 €</b>	<b>- 6 520 039 €</b>	<b>- 1 595 573 €</b>	<b>20 280 234 €</b>	<b>112 621 434 €</b>
Employee Bonuses	- €	- €	- €	2 028 023 €	11 262 143 €
Interest Expense					
<b>Earnings Before Taxes</b>	<b>- 1 214 801 €</b>	<b>- 6 520 039 €</b>	<b>- 1 595 573 €</b>	<b>20 280 234 €</b>	<b>112 621 434 €</b>
Income Taxes	29,0%	- €	- €	- €	5 881 268 €
<b>Net Earnings</b>	<b>- 1 214 801 €</b>	<b>- 6 520 039 €</b>	<b>- 1 595 573 €</b>	<b>14 398 966 €</b>	<b>79 961 218 €</b>

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## Risks & Mitigation

### Strength:

The company's strengths relies on its long experience in the Esports market, in its dynamic young management and in its exclusive technology for the creation of white label websites for the organization of tournaments, making such events therefore accessible for non-related sponsors who wish to engage the large audience of this dynamic market.

### Weakness:

The weakness might be the fact that the companies is indeed operating in a completely new and relatively unknown market space.

### Opportunity:

The opportunity for the company is on the other side to be found precisely the fact of being able to operate in a newly emerging and extremely dynamic marketplace with an ever-growing audience

### Threat:

Modern trends are subject to rapid change and it is of course always possible that new trends might emerge and replace existing ones

## Investor's Exit Strategy

With already approximately 60 investors in the company table, out of which many have invested many times, while others have exited the company with a x3 to x5 in capital gain, the company's objective is to open the company to public listing and offer at this time an exit for its shareholders, including those who will invest during this 10 m€ investment round.

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# The Group's Financial Plan

## Use of funds

The funds invested by third-party investors shall be exclusively used to the establishment and grow of either the holding company or in fact the individual sub companies in which there have been invested

## Sources of funds

The investments coming from outside investors shall usually provide from either private or professional investors, such as private equity companies and/ or investment funds

## Regulatory requirements

The company and its management are firmly decided to respect and obey to all legal and regulatory requirements with respect to the operating of the nightclub and restaurant in Spain, and the provisions of Malaga.

## Forecasts

### **Key assumptions**

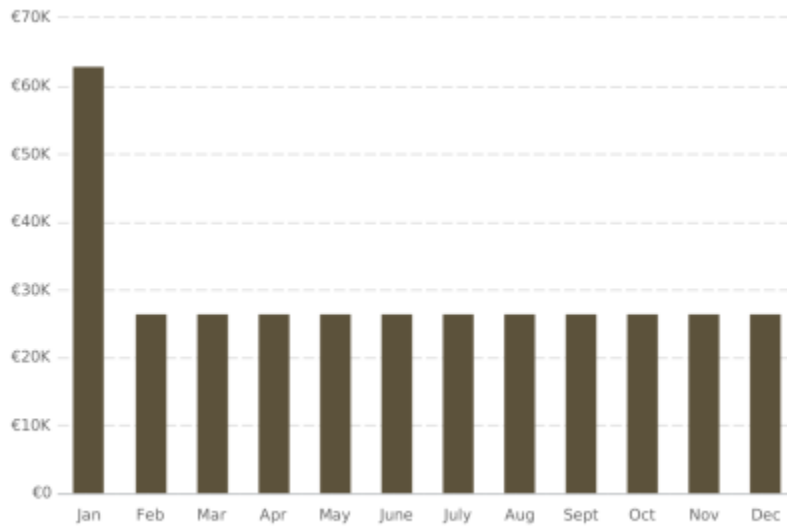
The figures used as a basis for these financial forecasts are based on industry standards for the locations in consideration.

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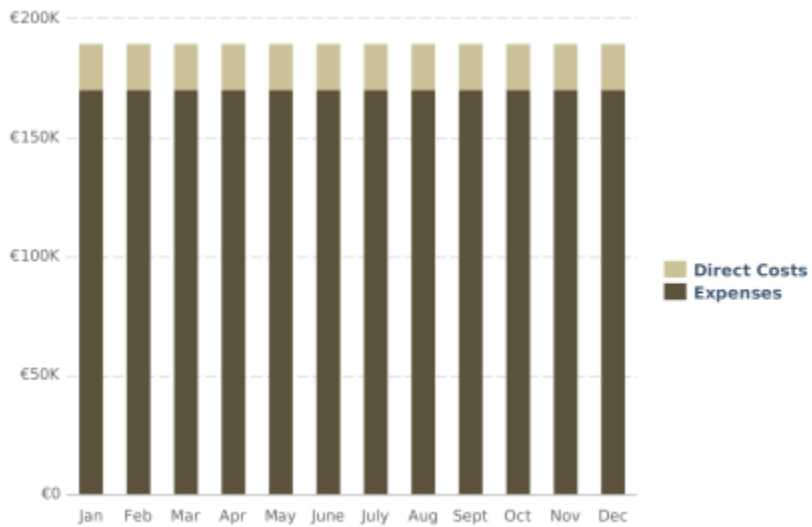
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### Revenue by Month



### Expenses by Month

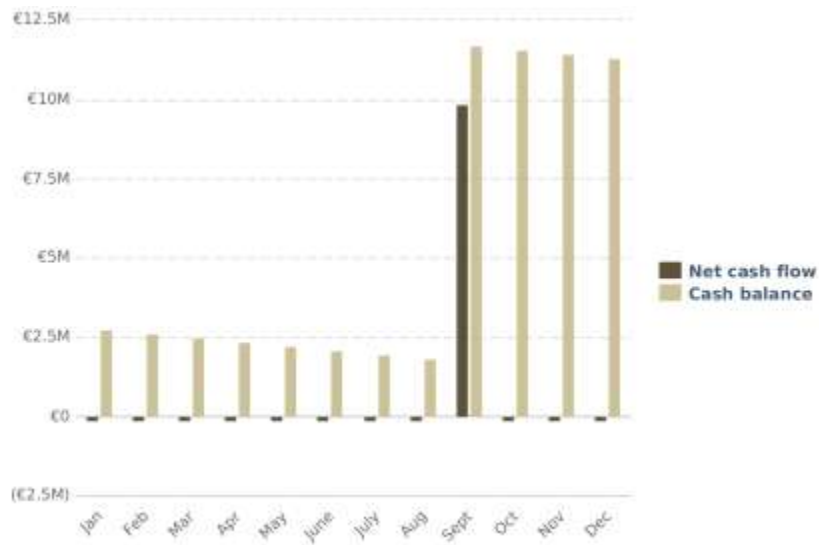


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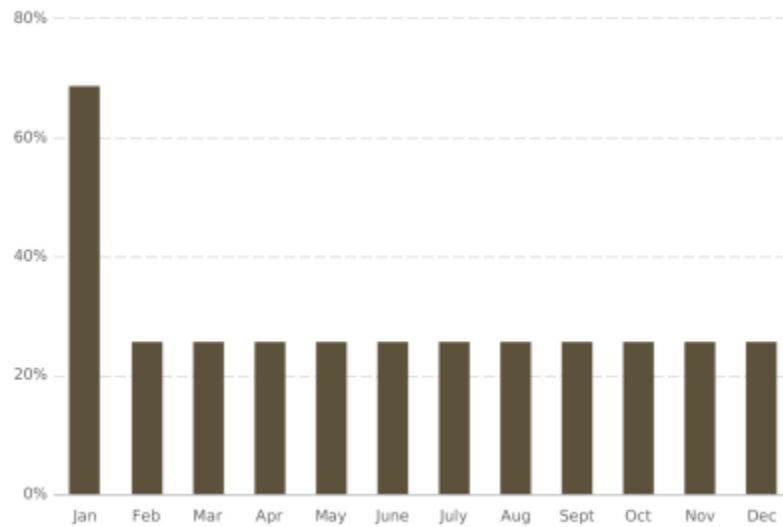
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### Cash Flow by Month



### Gross Margin by Month




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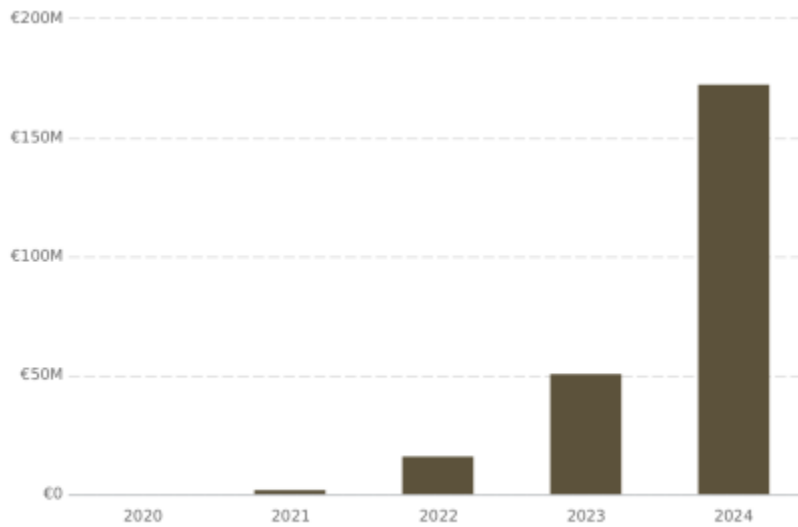
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### Net Profit (or Loss) by Month



### Revenue by Year

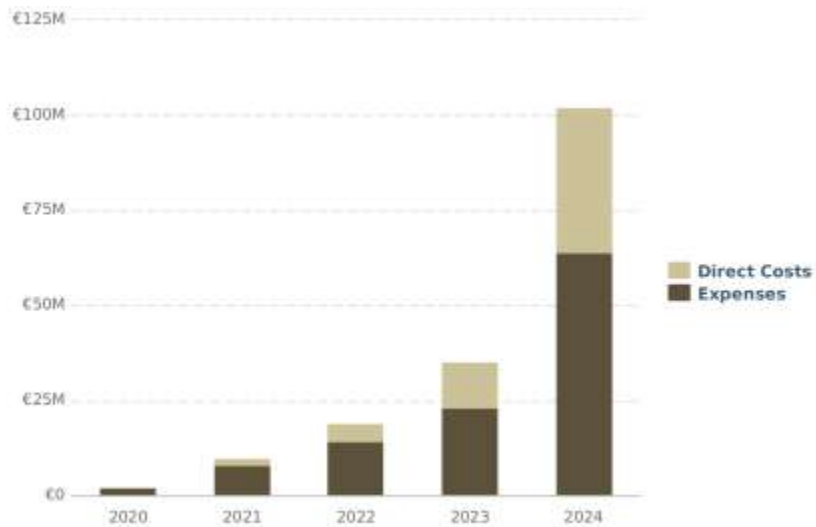


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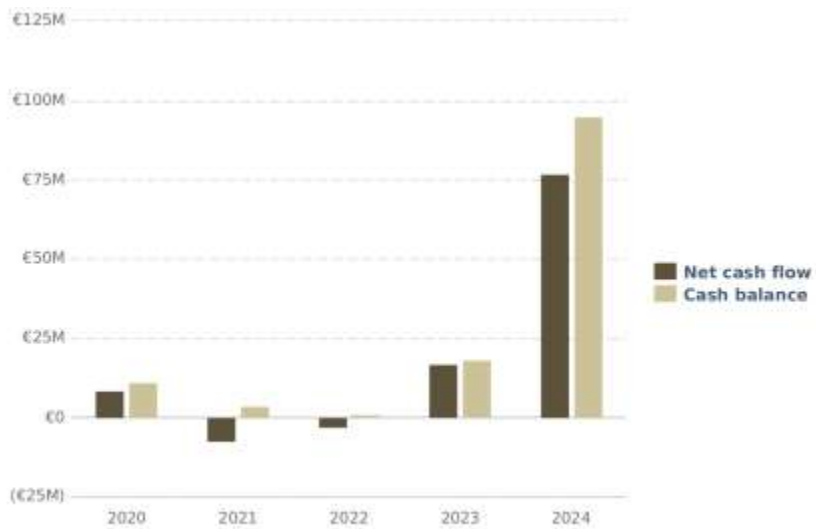
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### Expenses by Year



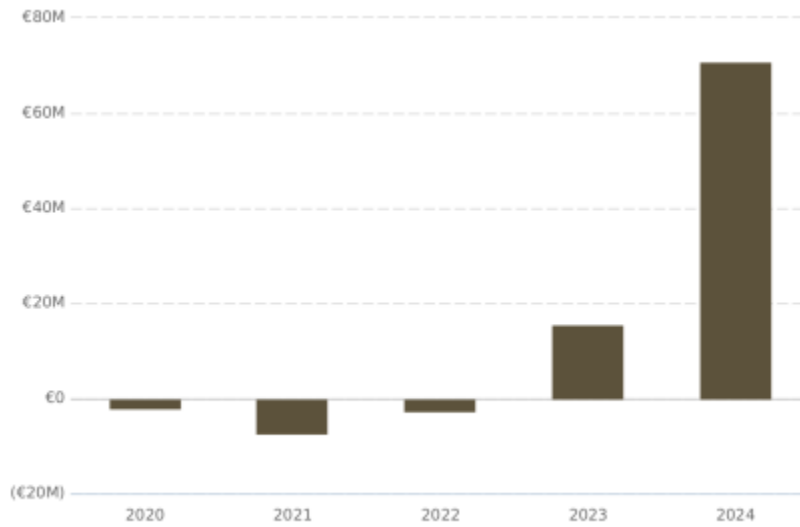
### Cash Flow by Year



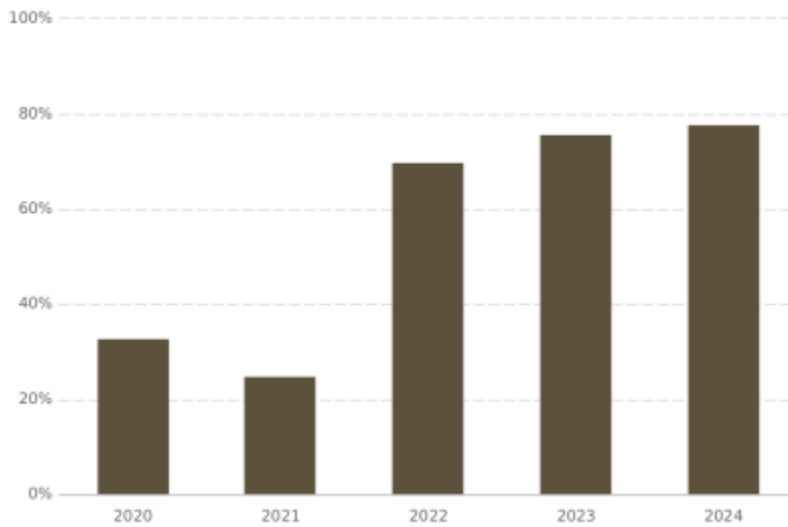
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### Net Profit (or Loss) by Year



### Gross Margin by Year



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## Statements

### Projected Profit and Loss

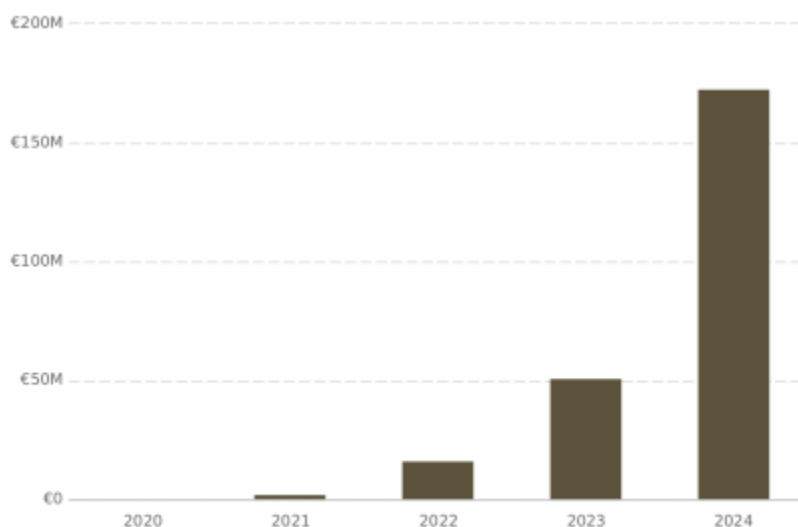
	2020	2021	2022	2023	2024
<b>Revenue</b>	<b>€354,813</b>	<b>€2,353,983</b>	<b>€16,377,590</b>	<b>€51,072,794</b>	<b>€173,088,955</b>
<b>Direct Costs</b>	<b>€236,340</b>	<b>€1,759,560</b>	<b>€4,839,205</b>	<b>€12,078,025</b>	<b>€38,242,183</b>
Gross Margin	€118,473	€594,423	€11,538,385	€38,994,769	€134,846,772
<b>Gross Margin %</b>	<b>33%</b>	<b>25%</b>	<b>70%</b>	<b>76%</b>	<b>78%</b>
<b>Operating Expenses</b>					
Salaries & Wages	€447,624	€2,033,680	€3,041,065	€5,532,436	€15,433,596
Employee Related Expenses	€0	€0	€0	€0	€0
Advertising & Promotion	€255,120	€4,847,291	€9,694,583	€14,541,874	€17,450,249
Depreciation & Amortization	€6,216	€202	€383	€563	€743
General & Administrative	€13,464	€17,503	€22,754	€29,580	€38,454
Insurance	€6,468	€11,655	€15,151	€19,697	€25,605
Marketing	€323,412	€549,815	€824,722	€989,667	€1,187,600
Maintenance	€2,004	€2,042	€2,073	€2,114	€2,156
Office Rent	€114,492	€148,841	€163,725	€180,098	€189,103
Professional Fees	€217,872	€239,660	€263,626	€276,808	€290,648
Technology	€24,132	€96,567	€106,224	€116,846	€128,531
Travel, Meals and Entertainment	€48,336	€58,011	€60,912	€63,957	€67,155
Utilities	€132,852	€14,755	€15,493	€16,268	€17,081
Miscellaneous	€51,276	€51,794	€52,312	€52,835	€53,363
Amortization of Other Current Assets	€400,362				

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<b>Total Operating Expenses</b>	<b>€2,043,630</b>	<b>€8,071,816</b>	<b>€14,263,023</b>	<b>€21,822,743</b>	<b>€34,884,284</b>
<b>Operating Income</b>	<b>(€1,925,157)</b>	<b>(€7,477,393)</b>	<b>(€2,724,638)</b>	<b>€17,172,026</b>	<b>€99,962,488</b>
Interest Incurred					
Depreciation and Amortization	€0	€0	€0	€0	€0
Gain or Loss from Sale of Assets					
Income Taxes	€0	€0	€0	€1,463,003	€28,989,122
<b>Total Expenses</b>	<b>€2,279,970</b>	<b>€9,831,376</b>	<b>€19,102,228</b>	<b>€35,363,771</b>	<b>€102,115,589</b>
<b>Net Profit</b>	<b>(€1,925,157)</b>	<b>(€7,477,393)</b>	<b>(€2,724,638)</b>	<b>€15,709,023</b>	<b>€70,973,366</b>
<b>Net Profit / Sales</b>	<b>(543%)</b>	<b>(318%)</b>	<b>(17%)</b>	<b>31%</b>	<b>41%</b>

### Revenue by Year

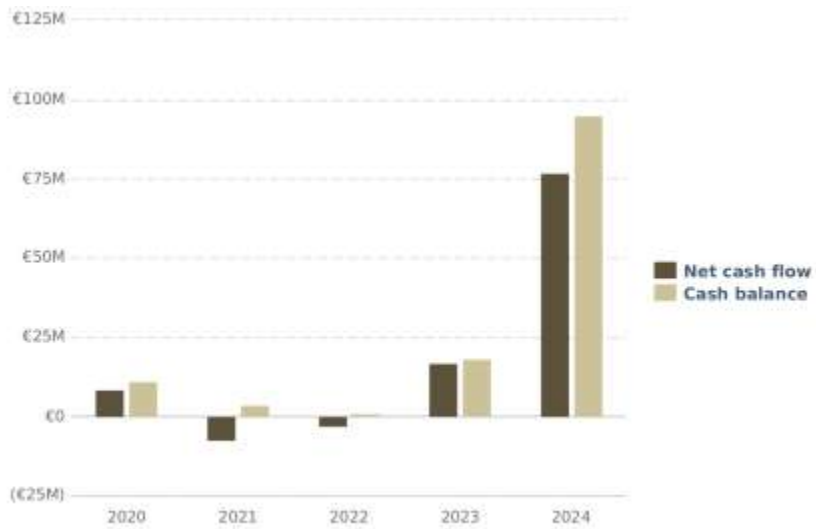


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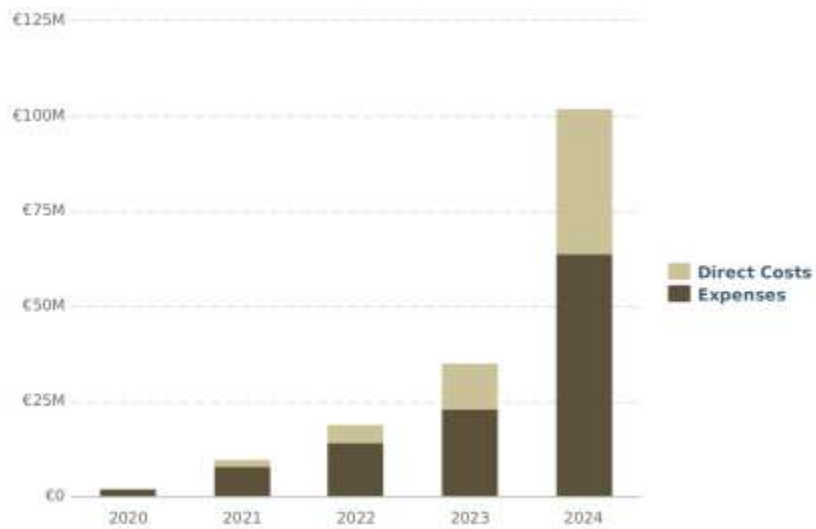
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### Cash Flow by Year



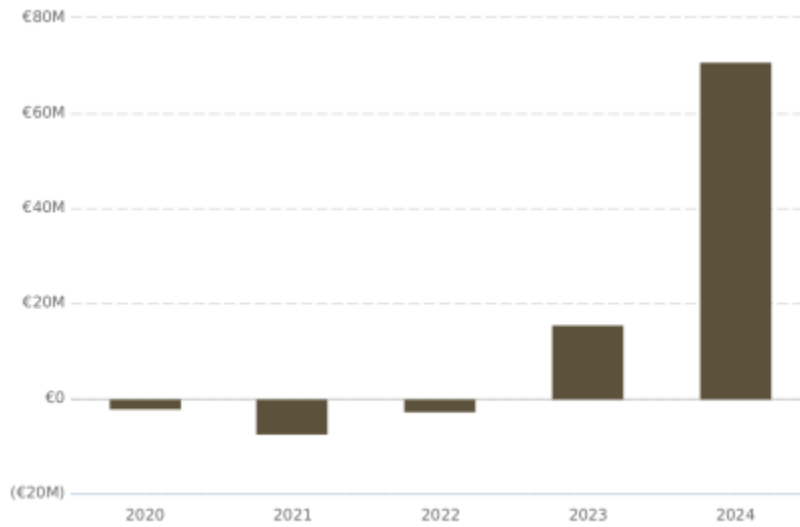
### Expenses by Year



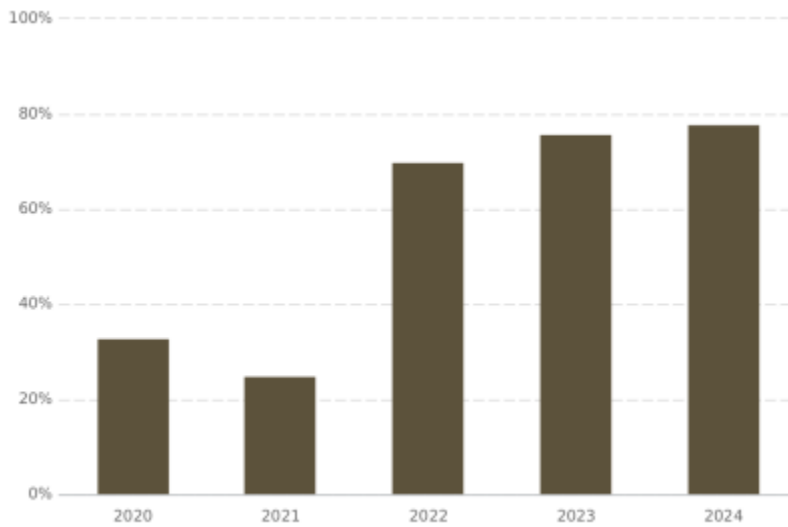
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### Net Profit (or Loss) by Year



### Gross Margin by Year



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## Revenue Forecast Table

	2020	2021	2022	2023	2024
<b>Revenue</b>					
White Label Websites	€318,408	€1,150,786	€1,640,745	€2,339,310	€3,335,297
WLW Side revenues	€36,405	€773,817	€1,742,677	€2,734,834	€3,731,556
Advertising		€173,775	€2,246,197	€5,405,206	€10,256,551
Sponsoring marketplace		€213,246	€5,202,636	€29,842,318	€139,694,550
Digital goods marketplace			€1,170,723	€2,803,183	€3,555,114
Media rights marketplace			€298,075	€1,993,664	€3,743,690
Titrisation			€3,868,556	€5,301,546	€6,723,642
Cash to digital		€42,359	€207,981	€652,733	€2,048,555
<b>Total Revenue</b>	<b>€354,813</b>	<b>€2,353,983</b>	<b>€16,377,590</b>	<b>€51,072,794</b>	<b>€173,088,955</b>
<b>Direct Cost</b>					
White label websites	€219,708	€739,069	€937,318	€1,188,746	€1,507,617
WLW Side revenues	€16,632	€370,348	€834,259	€1,309,697	€1,786,698
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Digital goods marketplace			€215,924	€206,333	€227,293
Media rights marketplace			€397,777	€1,207,102	€2,088,036
Titrisation		€213,526	€956,459	€1,237,083	€1,514,353
Cash to digital		€33,084	€23,062	€28,093	€42,749
Direct Labor					
<b>Total direct costs</b>	<b>€236,340</b>	<b>€1,759,560</b>	<b>€4,839,205</b>	<b>€12,078,025</b>	<b>€38,242,183</b>
Gross margin	€118,473	€594,423	€11,538,385	€38,994,769	€134,846,772
<b>Gross margin %</b>	<b>33%</b>	<b>25%</b>	<b>70%</b>	<b>76%</b>	<b>78%</b>

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### Projected Balance Sheet

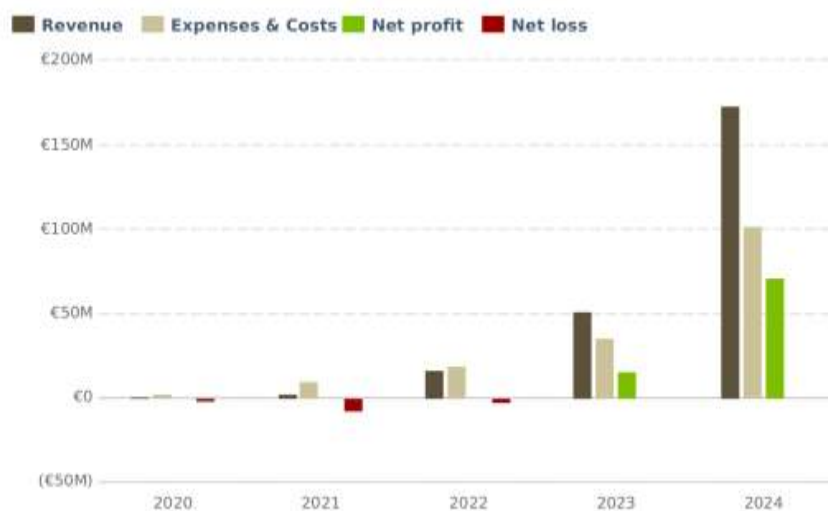
	Starting Balances	2020	2021	2022	2023	2024
Cash	€2,862,009	€11,307,731	€3,830,338	€1,105,700	€18,059,696	€95,035,370
Accounts Receivable	€0	€0	€0	€0	€0	€0
Inventory	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116
Other Current Assets	€400,362	€0	€0	€0	€0	€0
<b>Total Current Assets</b>	<b>€3,263,487</b>	<b>€11,308,847</b>	<b>€3,831,454</b>	<b>€1,106,816</b>	<b>€18,060,812</b>	<b>€95,036,486</b>
Long-Term Assets	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775
Accumulated Depreciation	€0	€0	€0	€0	€0	€0
<b>Total Long-Term Assets</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>
<b>Total Assets</b>	<b>€3,397,262</b>	<b>€11,442,622</b>	<b>€3,965,229</b>	<b>€1,240,591</b>	<b>€18,194,587</b>	<b>€95,170,261</b>
Accounts Payable	€29,483	€0	€0	€0	€0	€0
Income Taxes Payable		€0	€0	€0	€1,244,973	€7,247,281
Sales Taxes Payable		€0	€0	€0	€0	€0
Short-Term Debt						
Prepaid Revenue						
<b>Total Current Liabilities</b>	<b>€29,483</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€1,244,973</b>	<b>€7,247,281</b>
Long-Term Debt						
<b>Long-Term Liabilities</b>						
<b>Total Liabilities</b>	<b>€29,483</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€1,244,973</b>	<b>€7,247,281</b>
Paid-In Capital	€12,862,009	€22,862,009	€22,862,009	€22,862,009	€22,862,009	€22,862,009

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Retained Earnings	(€9,494,230)	(€9,494,230)	(€11,419,387)	(€18,896,780)	(€21,621,418)	(€5,912,395)
Earnings		(€1,925,157)	(€7,477,393)	(€2,724,638)	€15,709,023	€70,973,366
<b>Total Owner's Equity</b>	<b>€3,367,779</b>	<b>€11,442,622</b>	<b>€3,965,229</b>	<b>€1,240,591</b>	<b>€16,949,614</b>	<b>€87,922,980</b>
<b>Total Liabilities &amp; Equity</b>	<b>€3,397,262</b>	<b>€11,442,622</b>	<b>€3,965,229</b>	<b>€1,240,591</b>	<b>€18,194,587</b>	<b>€95,170,261</b>

### Financial Highlights by Year



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## Projected Cash Flow Statement

	2020	2021	2022	2023	2024
<b>Net Cash Flow from Operations</b>					
Net Profit	(€1,925,157)	(€7,477,393)	(€2,724,638)	€15,709,023	€70,973,366
Depreciation & Amortization	€400,362	€0	€0	€0	€0
Change in Accounts Receivable	€0	€0	€0	€0	€0
Change in Inventory	€0	€0	€0	€0	€0
Change in Accounts Payable	(€29,483)	€0	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0	€1,244,973	€6,002,308
Change in Sales Tax Payable	€0	€0	€0	€0	€0
Change in Prepaid Revenue					
<b>Net Cash Flow from Operations</b>	<b>(€1,554,278)</b>	<b>(€7,477,393)</b>	<b>(€2,724,638)</b>	<b>€16,953,996</b>	<b>€76,975,674</b>
<b>Investing &amp; Financing</b>					
Assets Purchased or Sold					
<b>Net Cash from Investing</b>					
Investments Received	€10,000,000				
Dividends & Distributions					
Change in Short-Term Debt					
Change in Long-Term Debt					

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<b>Net Cash from Financing</b>	<b>€10,000,000</b>				
Cash at Beginning of Period	€2,862,009	€11,307,731	€3,830,338	€1,105,700	€18,059,696
Net Change in Cash	€8,445,722	(€7,477,393)	(€2,724,638)	€16,953,996	€76,975,674
<b>Cash at End of Period</b>	<b>€11,307,731</b>	<b>€3,830,338</b>	<b>€1,105,700</b>	<b>€18,059,696</b>	<b>€95,035,370</b>




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# Appendix

## Profit and Loss Statement (With monthly detail)

2020	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
<b>Revenue</b>												
White Label Websites	€26,534	€26,534	€26,534	€26,534	€26,534	€26,534	€26,534	€26,534	€26,534	€26,534	€26,534	€26,534
WLW Side revenues	€36,405											
Advertising												
Sponsoring marketplace												
Digital goods marketplace												
Media rights marketplace												
Titrisation												
Cash to digital												
<b>Total Revenue</b>	<b>€62,939</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>	<b>€26,534</b>
<b>Direct Costs</b>												
White label websites	€18,309	€18,309	€18,309	€18,309	€18,309	€18,309	€18,309	€18,309	€18,309	€18,309	€18,309	€18,309
WLW Side revenues	€1,386	€1,386	€1,386	€1,386	€1,386	€1,386	€1,386	€1,386	€1,386	€1,386	€1,386	€1,386
Advertising												
Sponsoring marketplace												

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Digital goods  
marketplaceMedia rights  
marketplace

Titrisation

Cash to digital

<b>Total Direct Costs</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>	<b>€19,695</b>
Gross Margin	€43,244	€6,839	€6,839	€6,839	€6,839	€6,839	€6,839	€6,839	€6,839	€6,839	€6,839	€6,839
<b>Gross Margin %</b>	<b>69%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>	<b>26%</b>
<b>Operating Expenses</b>												
Salaries and Wages												
Full-Time	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302
Employee Benefits	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Total Salaries & Wages	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302	€37,302
Employee Related Expenses	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Advertising & Promotion	€21,260	€21,260	€21,260	€21,260	€21,260	€21,260	€21,260	€21,260	€21,260	€21,260	€21,260	€21,260
Depreciation & Amortization	€518	€518	€518	€518	€518	€518	€518	€518	€518	€518	€518	€518
General & Administrative	€1,122	€1,122	€1,122	€1,122	€1,122	€1,122	€1,122	€1,122	€1,122	€1,122	€1,122	€1,122
Insurance	€539	€539	€539	€539	€539	€539	€539	€539	€539	€539	€539	€539
Marketing	€26,951	€26,951	€26,951	€26,951	€26,951	€26,951	€26,951	€26,951	€26,951	€26,951	€26,951	€26,951
Maintenance	€167	€167	€167	€167	€167	€167	€167	€167	€167	€167	€167	€167
Office Rent	€9,541	€9,541	€9,541	€9,541	€9,541	€9,541	€9,541	€9,541	€9,541	€9,541	€9,541	€9,541
Professional Fees	€18,156	€18,156	€18,156	€18,156	€18,156	€18,156	€18,156	€18,156	€18,156	€18,156	€18,156	€18,156

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Technology	€2,011	€2,011	€2,011	€2,011	€2,011	€2,011	€2,011	€2,011	€2,011	€2,011	€2,011	€2,011
Travel, Meals and Entertainment	€4,028	€4,028	€4,028	€4,028	€4,028	€4,028	€4,028	€4,028	€4,028	€4,028	€4,028	€4,028
Utilities	€11,071	€11,071	€11,071	€11,071	€11,071	€11,071	€11,071	€11,071	€11,071	€11,071	€11,071	€11,071
Miscellaneous	€4,273	€4,273	€4,273	€4,273	€4,273	€4,273	€4,273	€4,273	€4,273	€4,273	€4,273	€4,273
Amortization of Other Current Assets	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364
<b>Total Operating Expenses</b>	<b>€170,303</b>	<b>€170,302</b>	<b>€170,303</b>	<b>€170,302</b>	<b>€170,303</b>	<b>€170,302</b>	<b>€170,303</b>	<b>€170,302</b>	<b>€170,303</b>	<b>€170,302</b>	<b>€170,303</b>	<b>€170,302</b>
<b>Operating Income</b>	<b>(€127,059)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>
Interest Incurred												
Depreciation and Amortization	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Gain or Loss from Sale of Assets												
Income Taxes	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
<b>Total Expenses</b>	<b>€189,998</b>	<b>€189,997</b>	<b>€189,998</b>	<b>€189,997</b>	<b>€189,998</b>	<b>€189,997</b>	<b>€189,998</b>	<b>€189,997</b>	<b>€189,998</b>	<b>€189,997</b>	<b>€189,998</b>	<b>€189,997</b>
<b>Net Profit</b>	<b>(€127,059)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>	<b>(€163,464)</b>	<b>(€163,463)</b>
<b>Net Profit / Sales</b>	<b>(202%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>	<b>(616%)</b>

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Sponsoring marketplace		€213,246	€5,202,636	€29,842,318	€139,694,550
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Cash to digital		€42,359	€207,981	€652,733	€2,048,555
<b>Total Revenue</b>	<b>€354,813</b>	<b>€2,353,983</b>	<b>€16,377,590</b>	<b>€51,072,794</b>	<b>€173,088,955</b>
<b>Direct Costs</b>					
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Cash to digital		€33,084	€23,062	€28,093	€42,749
<b>Total Direct Costs</b>	<b>€236,340</b>	<b>€1,759,560</b>	<b>€4,839,205</b>	<b>€12,078,025</b>	<b>€38,242,183</b>
Gross Margin	€118,473	€594,423	€11,538,385	€38,994,769	€134,846,772
<b>Gross Margin %</b>	<b>33%</b>	<b>25%</b>	<b>70%</b>	<b>76%</b>	<b>78%</b>
<b>Operating Expenses</b>					
Salaries and Wages					
Full-Time	€447,624	€2,033,680	€3,041,065	€3,504,413	€4,171,453
Employee Benefits	€0	€0	€0	€2,028,023	€11,262,143
Total Salaries & Wages	€447,624	€2,033,680	€3,041,065	€5,532,436	€15,433,596

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Employee Related Expenses	€0	€0	€0	€0	€0
Advertising & Promotion	€255,120	€4,847,291	€9,694,583	€14,541,874	€17,450,249
Depreciation & Amortization	€6,216	€202	€383	€563	€743
General & Administrative	€13,464	€17,503	€22,754	€29,580	€38,454
Insurance	€6,468	€11,655	€15,151	€19,697	€25,605
Marketing	€323,412	€549,815	€824,722	€989,667	€1,187,600
Maintenance	€2,004	€2,042	€2,073	€2,114	€2,156
Office Rent	€114,492	€148,841	€163,725	€180,098	€189,103
Professional Fees	€217,872	€239,660	€263,626	€276,808	€290,648
Technology	€24,132	€96,567	€106,224	€116,846	€128,531
Travel, Meals and Entertainment	€48,336	€58,011	€60,912	€63,957	€67,155
Utilities	€132,852	€14,755	€15,493	€16,268	€17,081
Miscellaneous	€51,276	€51,794	€52,312	€52,835	€53,363
Amortization of Other Current Assets	€400,362				
<b>Total Operating Expenses</b>	<b>€2,043,630</b>	<b>€8,071,816</b>	<b>€14,263,023</b>	<b>€21,822,743</b>	<b>€34,884,284</b>
<b>Operating Income</b>	<b>(€1,925,157)</b>	<b>(€7,477,393)</b>	<b>(€2,724,638)</b>	<b>€17,172,026</b>	<b>€99,962,488</b>
Interest Incurred					
Depreciation and Amortization	€0	€0	€0	€0	€0
Gain or Loss from Sale of Assets					
Income Taxes	€0	€0	€0	€1,463,003	€28,989,122
<b>Total Expenses</b>	<b>€2,279,970</b>	<b>€9,831,376</b>	<b>€19,102,228</b>	<b>€35,363,771</b>	<b>€102,115,589</b>
<b>Net Profit</b>	<b>(€1,925,157)</b>	<b>(€7,477,393)</b>	<b>(€2,724,638)</b>	<b>€15,709,023</b>	<b>€70,973,366</b>
<b>Net Profit / Sales</b>	<b>(543%)</b>	<b>(318%)</b>	<b>(17%)</b>	<b>31%</b>	<b>41%</b>

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## Balance Sheet (With Monthly Detail)

	Starting Balances	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
Cash	€2,862,009	€2,738,831	€2,608,731	€2,478,631	€2,348,531	€2,218,431	€2,088,331	€1,958,231	€1,828,131	€11,698,031	€11,567,931	€11,437,831	€11,307,731
Accounts Receivable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Inventory	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116
Other Current Assets	€400,362	€366,999	€333,635	€300,272	€266,908	€233,545	€200,181	€166,818	€133,454	€100,091	€66,727	€33,364	€0
<b>Total Current Assets</b>	<b>€3,263,487</b>	<b>€3,106,946</b>	<b>€2,943,482</b>	<b>€2,780,019</b>	<b>€2,616,555</b>	<b>€2,453,092</b>	<b>€2,289,628</b>	<b>€2,126,165</b>	<b>€1,962,701</b>	<b>€11,799,238</b>	<b>€11,635,774</b>	<b>€11,472,311</b>	<b>€11,308,847</b>
Long-Term Assets	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775
Accumulated Depreciation	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
<b>Total Long-Term Assets</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>
<b>Total Assets</b>	<b>€3,397,262</b>	<b>€3,240,721</b>	<b>€3,077,257</b>	<b>€2,913,794</b>	<b>€2,750,330</b>	<b>€2,586,867</b>	<b>€2,423,403</b>	<b>€2,259,940</b>	<b>€2,096,476</b>	<b>€11,933,013</b>	<b>€11,769,549</b>	<b>€11,606,086</b>	<b>€11,442,622</b>
Accounts Payable	€29,483	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Income Taxes Payable		€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Sales Taxes Payable		€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Short-Term Debt													
Prepaid Revenue													
<b>Total Current Liabilities</b>	<b>€29,483</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>

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Long-Term  
Debt

**Long-Term  
Liabilities**

<b>Total Liabilities</b>	<b>€29,483</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>
Paid-In Capital	€12,862,009	€12,862,009	€12,862,009	€12,862,009	€12,862,009	€12,862,009	€12,862,009	€12,862,009	€12,862,009	€22,862,009	€22,862,009	€22,862,009	€22,862,009
Retained Earnings	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)	(€9,494,230)
Earnings		(€127,059)	(€290,522)	(€453,986)	(€617,449)	(€780,913)	(€944,376)	(€1,107,840)	(€1,271,303)	(€1,434,767)	(€1,598,230)	(€1,761,694)	(€1,925,157)
<b>Total Owner's Equity</b>	<b>€3,367,779</b>	<b>€3,240,721</b>	<b>€3,077,257</b>	<b>€2,913,794</b>	<b>€2,750,330</b>	<b>€2,586,867</b>	<b>€2,423,403</b>	<b>€2,259,940</b>	<b>€2,096,476</b>	<b>€11,933,013</b>	<b>€11,769,549</b>	<b>€11,606,086</b>	<b>€11,442,622</b>
<b>Total Liabilities &amp; Equity</b>	<b>€3,397,262</b>	<b>€3,240,721</b>	<b>€3,077,257</b>	<b>€2,913,794</b>	<b>€2,750,330</b>	<b>€2,586,867</b>	<b>€2,423,403</b>	<b>€2,259,940</b>	<b>€2,096,476</b>	<b>€11,933,013</b>	<b>€11,769,549</b>	<b>€11,606,086</b>	<b>€11,442,622</b>

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	Starting Balances	2020	2021	2022	2023	2024
Cash	€2,862,009	€11,307,731	€3,830,338	€1,105,700	€18,059,696	€95,035,370
Accounts Receivable	€0	€0	€0	€0	€0	€0
Inventory	€1,116	€1,116	€1,116	€1,116	€1,116	€1,116
Other Current Assets	€400,362	€0	€0	€0	€0	€0
<b>Total Current Assets</b>	<b>€3,263,487</b>	<b>€11,308,847</b>	<b>€3,831,454</b>	<b>€1,106,816</b>	<b>€18,060,812</b>	<b>€95,036,486</b>
Long-Term Assets	€133,775	€133,775	€133,775	€133,775	€133,775	€133,775
Accumulated Depreciation	€0	€0	€0	€0	€0	€0
<b>Total Long-Term Assets</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>	<b>€133,775</b>
<b>Total Assets</b>	<b>€3,397,262</b>	<b>€11,442,622</b>	<b>€3,965,229</b>	<b>€1,240,591</b>	<b>€18,194,587</b>	<b>€95,170,261</b>
Accounts Payable	€29,483	€0	€0	€0	€0	€0
Income Taxes Payable		€0	€0	€0	€1,244,973	€7,247,281
Sales Taxes Payable		€0	€0	€0	€0	€0
Short-Term Debt						
Prepaid Revenue						
<b>Total Current Liabilities</b>	<b>€29,483</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€1,244,973</b>	<b>€7,247,281</b>
Long-Term Debt						
<b>Long-Term Liabilities</b>						
<b>Total Liabilities</b>	<b>€29,483</b>	<b>€0</b>	<b>€0</b>	<b>€0</b>	<b>€1,244,973</b>	<b>€7,247,281</b>
Paid-In Capital	€12,862,009	€22,862,009	€22,862,009	€22,862,009	€22,862,009	€22,862,009
Retained Earnings	(€9,494,230)	(€9,494,230)	(€11,419,387)	(€18,896,780)	(€21,621,418)	(€5,912,395)
Earnings		(€1,925,157)	(€7,477,393)	(€2,724,638)	€15,709,023	€70,973,366
<b>Total Owner's Equity</b>	<b>€3,367,779</b>	<b>€11,442,622</b>	<b>€3,965,229</b>	<b>€1,240,591</b>	<b>€16,949,614</b>	<b>€87,922,980</b>
<b>Total Liabilities &amp; Equity</b>	<b>€3,397,262</b>	<b>€11,442,622</b>	<b>€3,965,229</b>	<b>€1,240,591</b>	<b>€18,194,587</b>	<b>€95,170,261</b>

### Cash Flow Statement (With Monthly Detail)

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2020	Jan '20	Feb '20	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20
<b>Net Cash Flow from Operations</b>												
Net Profit	(€127,059)	(€163,463)	(€163,464)	(€163,463)	(€163,464)	(€163,463)	(€163,464)	(€163,463)	(€163,464)	(€163,463)	(€163,464)	(€163,463)
Depreciation & Amortization	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364	€33,364
Change in Accounts Receivable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Inventory	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Accounts Payable	(€29,483)	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Sales Tax Payable	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0	€0
Change in Prepaid Revenue												
<b>Net Cash Flow from Operations</b>	<b>(€123,178)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>	<b>(€130,100)</b>
<b>Investing &amp; Financing</b>												
Assets Purchased or Sold												
<b>Net Cash from Investing</b>												
Investments Received								€10,000,000				
Dividends & Distributions												

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	€10,000,000												
Change in Short-Term Debt													
Change in Long-Term Debt													
<b>Net Cash from Financing</b>													
Cash at Beginning of Period	€2,862,009	€2,738,831	€2,608,731	€2,478,631	€2,348,531	€2,218,431	€2,088,331	€1,958,231	€1,828,131	€11,698,031	€11,567,931	€11,437,831	
Net Change in Cash	(€123,178)	(€130,100)	(€130,100)	(€130,100)	(€130,100)	(€130,100)	(€130,100)	(€130,100)	€9,869,900	(€130,100)	(€130,100)	(€130,100)	
<b>Cash at End of Period</b>	<b>€2,738,831</b>	<b>€2,608,731</b>	<b>€2,478,631</b>	<b>€2,348,531</b>	<b>€2,218,431</b>	<b>€2,088,331</b>	<b>€1,958,231</b>	<b>€1,828,131</b>	<b>€11,698,031</b>	<b>€11,567,931</b>	<b>€11,437,831</b>	<b>€11,307,731</b>	

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	2020	2021	2022	2023	2024
<b>Net Cash Flow from Operations</b>					
Net Profit	(€1,925,157)	(€7,477,393)	(€2,724,638)	€15,709,023	€70,973,366
Depreciation & Amortization	€400,362	€0	€0	€0	€0
Change in Accounts Receivable	€0	€0	€0	€0	€0
Change in Inventory	€0	€0	€0	€0	€0
Change in Accounts Payable	(€29,483)	€0	€0	€0	€0
Change in Income Tax Payable	€0	€0	€0	€1,244,973	€6,002,308
Change in Sales Tax Payable	€0	€0	€0	€0	€0
Change in Prepaid Revenue					
<b>Net Cash Flow from Operations</b>	<b>(€1,554,278)</b>	<b>(€7,477,393)</b>	<b>(€2,724,638)</b>	<b>€16,953,996</b>	<b>€76,975,674</b>
<b>Investing &amp; Financing</b>					
Assets Purchased or Sold					
<b>Net Cash from Investing</b>					
Investments Received	€10,000,000				
Dividends & Distributions					
Change in Short-Term Debt					
Change in Long-Term Debt					
<b>Net Cash from Financing</b>	<b>€10,000,000</b>				
Cash at Beginning of Period	€2,862,009	€11,307,731	€3,830,338	€1,105,700	€18,059,696
Net Change in Cash	€8,445,722	(€7,477,393)	(€2,724,638)	€16,953,996	€76,975,674
<b>Cash at End of Period</b>	<b>€11,307,731</b>	<b>€3,830,338</b>	<b>€1,105,700</b>	<b>€18,059,696</b>	<b>€95,035,370</b>

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