



WE ARE BUILDING THE **GAMING MEDIAVERSE** IN LATIN AMERICA

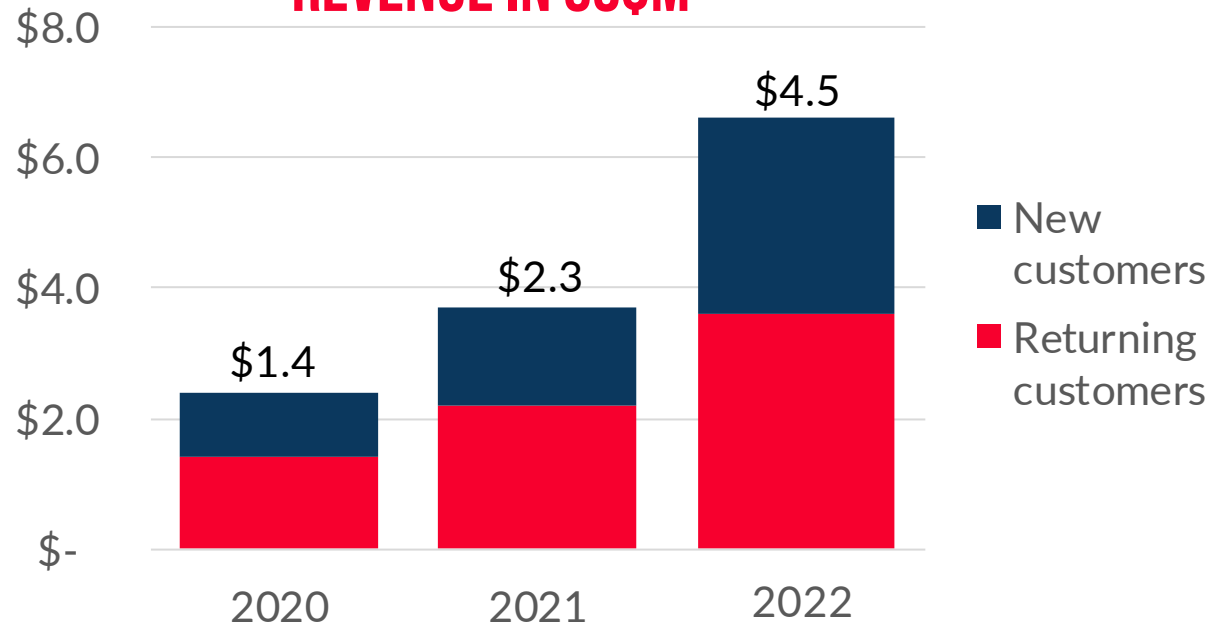
The collection of premier gaming assets
as the vehicle for **top brands to engage**
with the elusive young audiences



GARRA ESPORTS PROVIDES BRANDS WITH TARGETED ACCESS TO AN AUDIENCE OF +100M GAMERS ACROSS LATAM



REVENUE IN US\$M

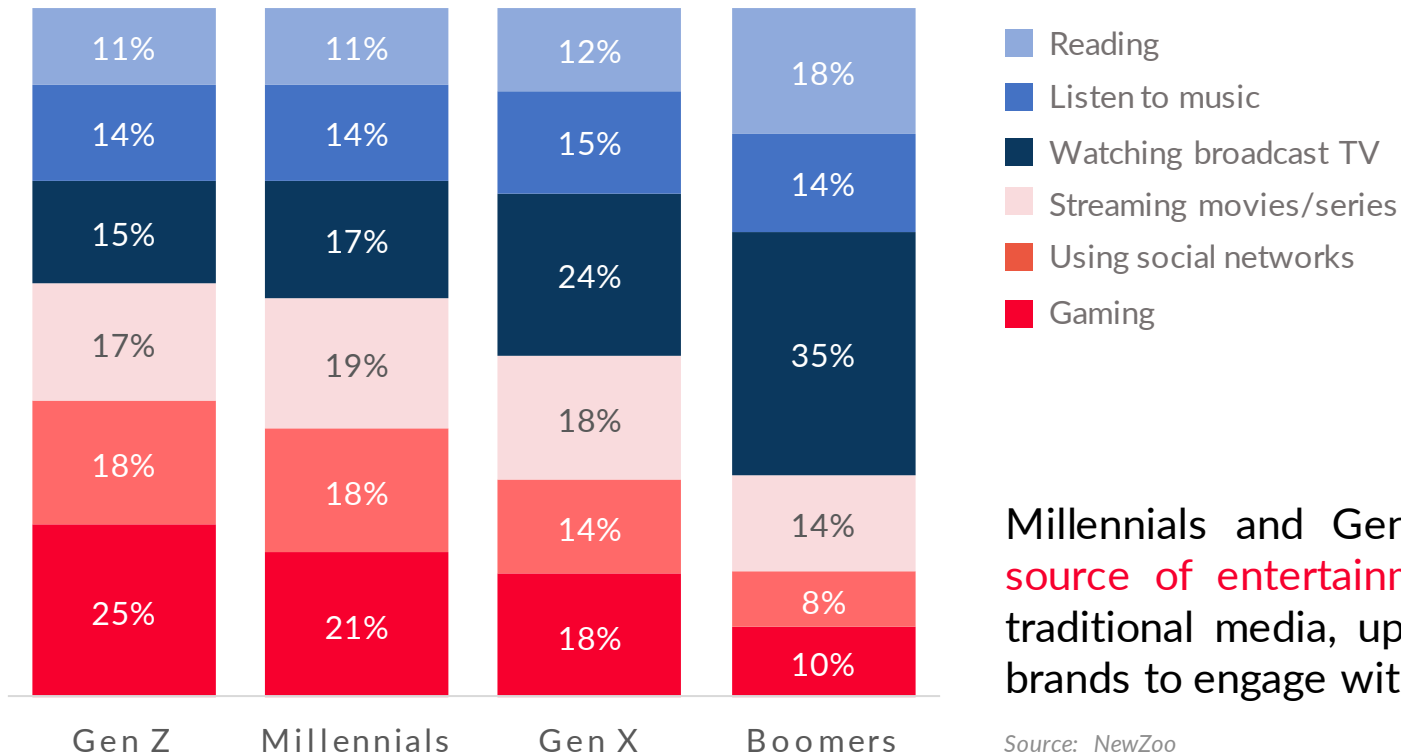


Garra Esports

- 2022 revenue of US\$4.5M, (+95% YoY), with positive EBITDA margin of +5% up from -10% in 2021
- All business units growing +50% as a reflection of a balance portfolio of sought after services
- Customer retention rates of +80%, plus the steady addition of new key accounts
- Expectation for +60% organic growth rate and EBITDA margins of +9% in 2023.



A MARKETING REVOLUTION IS BREWING AS PREFERENCES OF MILLENNIALS AND GEN Z'S CHANGE



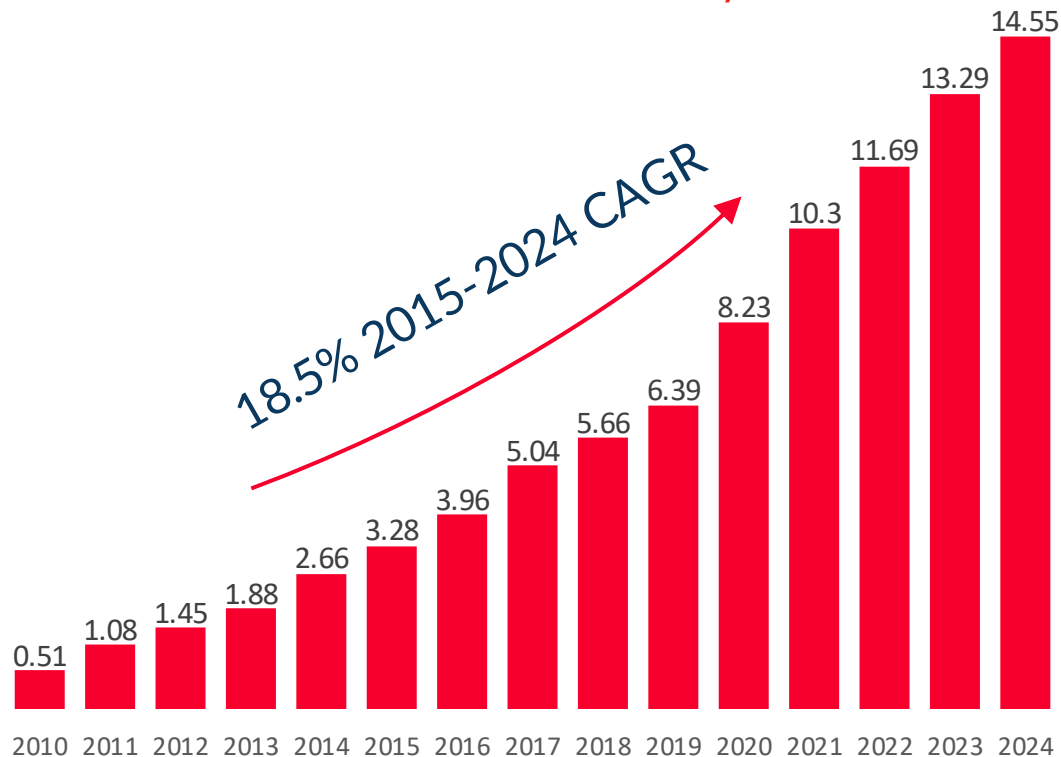
Millennials and GenZ's have made **gaming their primary source of entertainment**, leaving an ever-smaller share to traditional media, upsetting the established mechanisms for brands to engage with young audiences

Source: NewZoo

LATAM HAS BECOME THE KING OF DIGITAL WITH AD SPEND FOLLOWING THE EYEBALLS

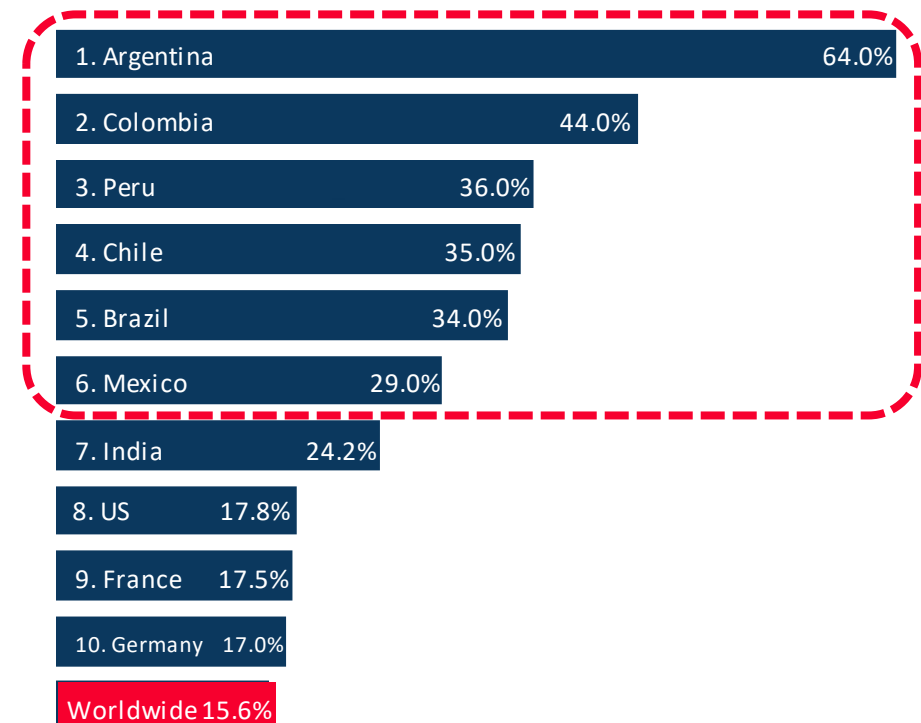


DIGITAL AD SPEND IN LATAM, US\$B



Source: Statista 2022

DIGITAL AD SPEND GROWTH IN 2022

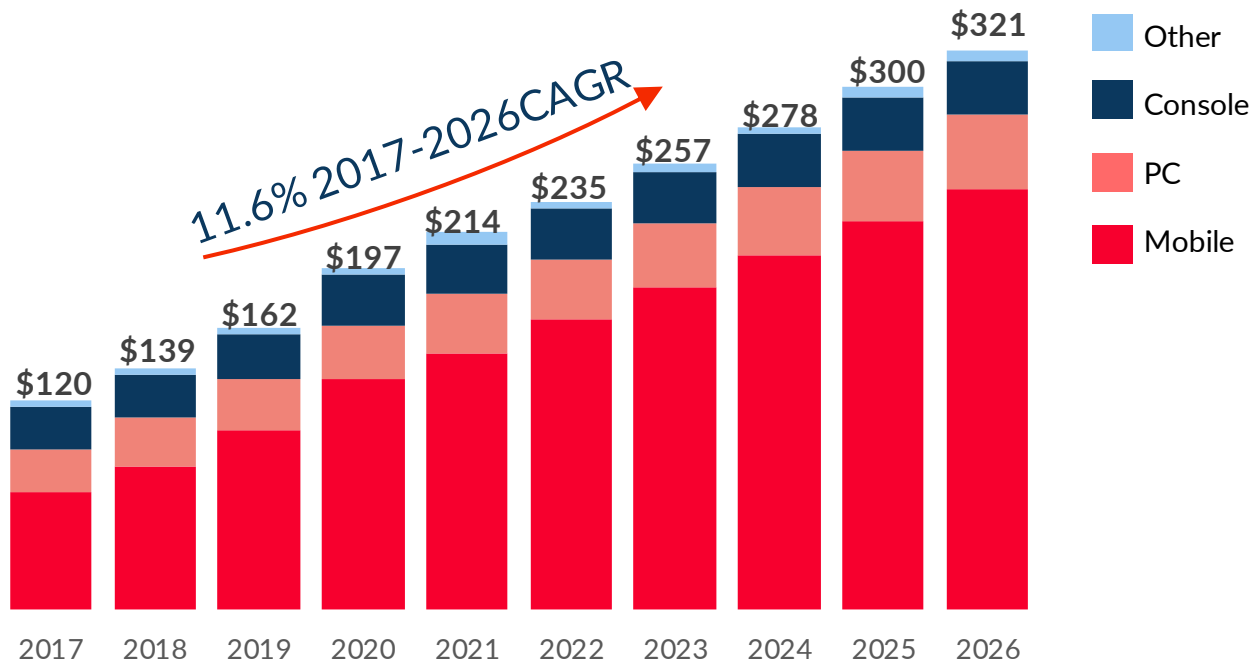


Source: eMarketer, March 2022

GAMING, THE PREMIER FORM OF GLOBAL ENTERTAINMENT, IS A HUGE AND GROWING REVENUE GENERATING MACHINE



GLOBAL GAMING REVENUE AND SOURCE BY PLATFORM, US\$B



Gaming has established itself as the most important entertainment segment, expected to gross US\$235B in 2022, **4x the revenue generated by the movie industry in the same period**

Despite its size, gaming is expected to continue growing at very attractive rates over the coming decade

Source: PwC's Global Entertainment & Media Outlook 2022-2026.

THE LATAM GAMING OPPORTUNITY



THERE ARE **+266 MILLION** GAMERS IN **LATAM** CONSUMING GAMING AS THEIR MAIN SOURCE OF ENTERTAINMENT

Source: NewZoo Gaming Report 2021,
Inter-American Development Bank
2019.

US \$8,400M

Gaming Revenue 2021

25.2%

4Yr CAGR

4.1%

Share of Global Revenue

662M

Population

470M

Internet Users

266M

Gamers

US \$2,700M
Mexico

US \$650M
Colombia

US \$2,600M
Brazil

US \$350M
Chile

US \$750M
Argentina

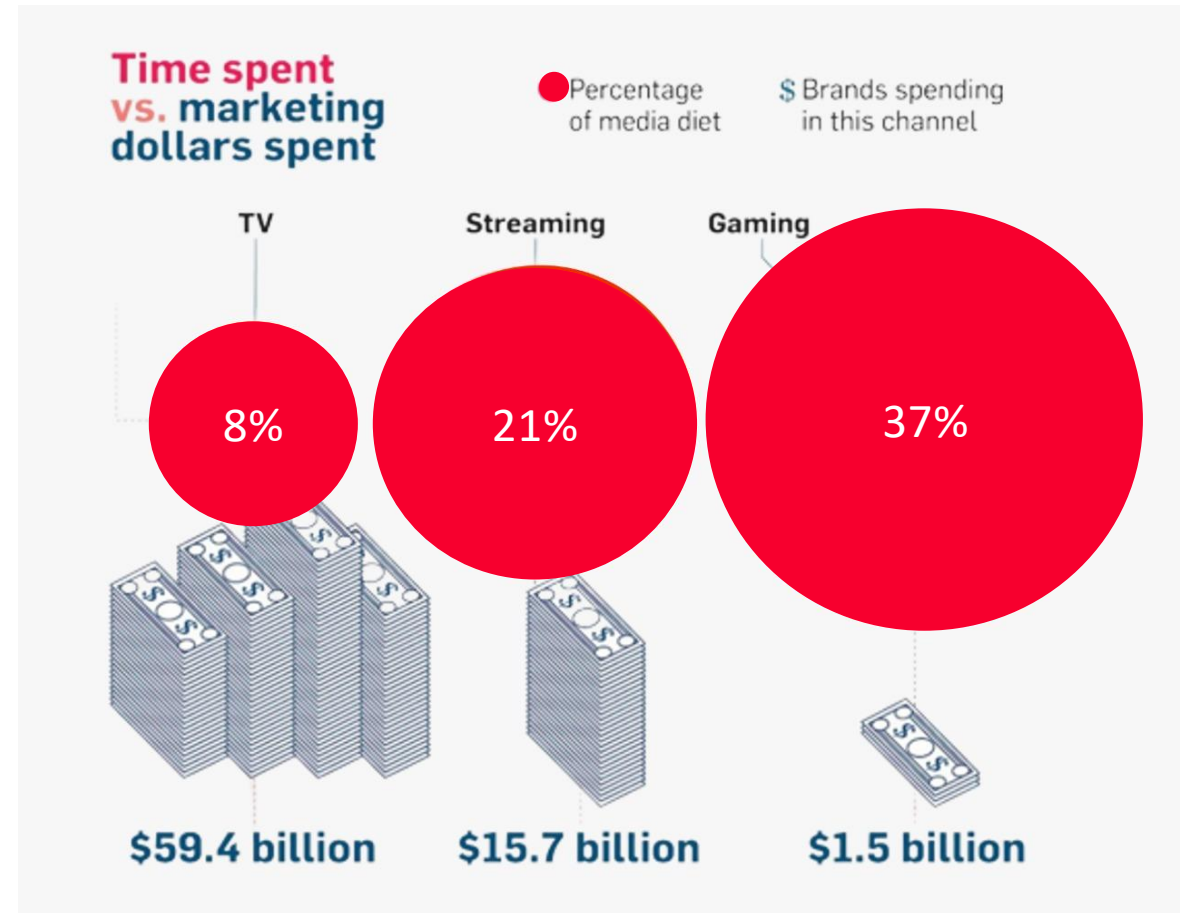
THE PROBLEM: CORRECTING THE MARKETING SPEND IMBALANCE



Brands are finding it hard to make the transition from traditional media into digital

Extremely limited access to the media outlets consumed by the younger generations further expand the problem

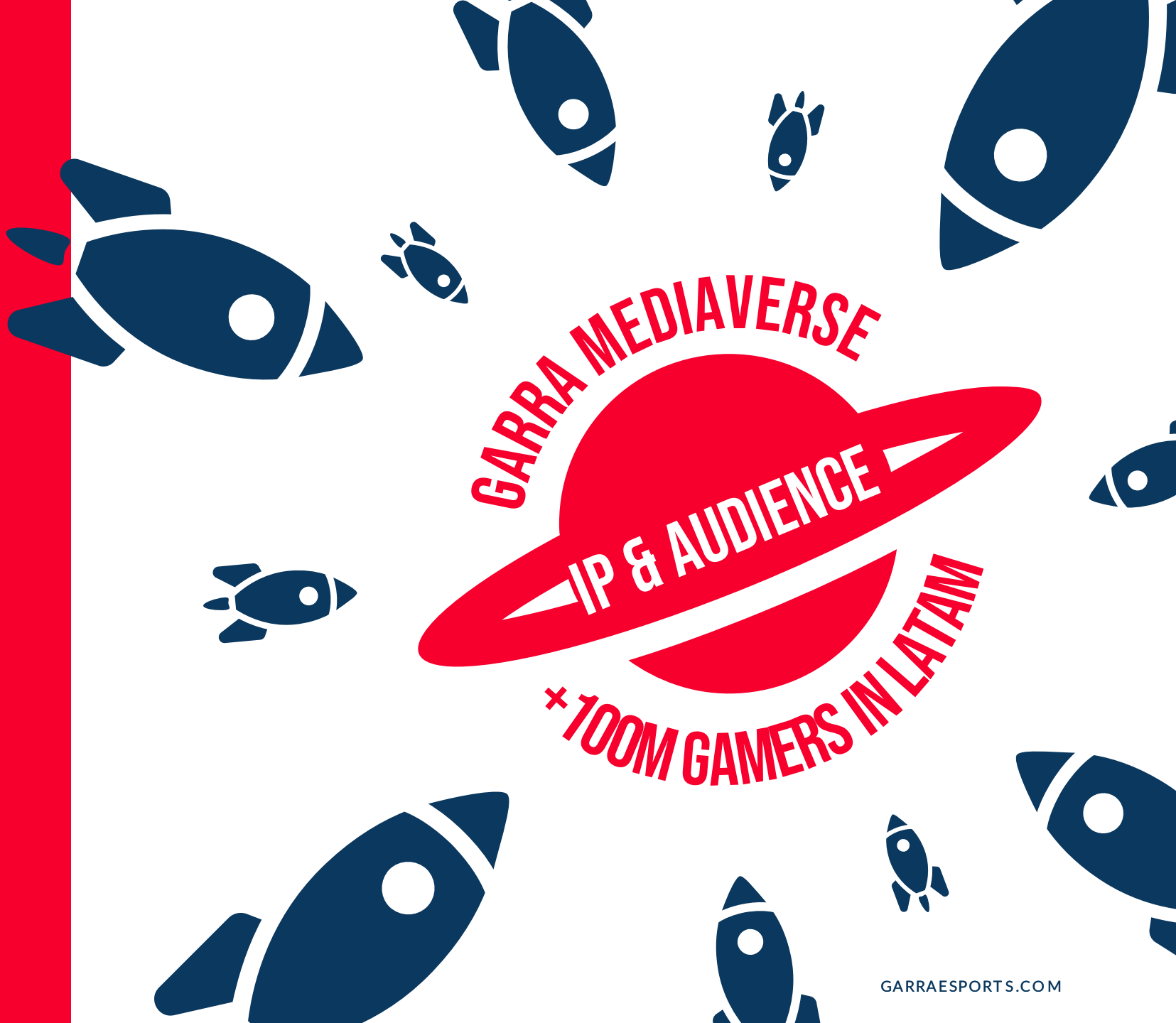
Source: Deloitte, 2022



At its core, Garra Esports owns two unique assets upon which we scale the business:

IP and Audience

Companies from across industries seek both the vehicles and audiences we provide to optimally deliver their messages



GARRA ESPORTS IS THE ONLY REGIONAL PLATFORM OFFERING SCALED AND EASY MARKETING ACCESS TO THE MOST ATTRACTIVE UNTAPPED CONSUMER COHORT IN LATAM TO THE WORLD'S LEADING BRANDS



**+100M GAMERS
IN LATAM**



1. We build communities of young gamers through the curation of top gaming entertainment assets

2. We integrate tailor-made 360° gaming marketing solutions

3. We enable targeted engagement with the most elusive audiences for the world's leading brands

OUR WORLD CLASS

GAMING MEDIAVERSE



ESPORTS

Our teams are watched by audiences of millions and thousands of amateur players compete in our leagues



Brands such as Nestle, Bimbo, Danone and Predator sponsor our teams and leagues for the opportunity to interact with massive audiences

CONTENT

Stellar collection of storytellers and entertainers



We create gaming content that is consumed by young audiences across own (20%) and partner channels (80%)

EXPERIENCES

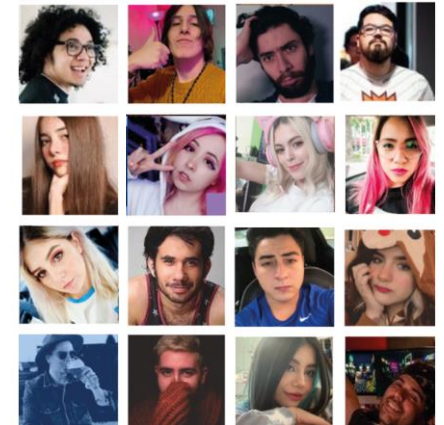
Array of regional and local mass, tailored and specialized events



Experiences monetized directly through ticketing, sponsorships and merch, and indirectly through our partners

INFLUENCE

+40 top talents with +73M subscribers



+20
MORE

We manage sponsored content fed into our talent roster enabling the amplification of all efforts

UNIQUE

COMPETITIVE POSITIONING

ESPORTS

Competition - Hundreds of esports clubs focused on prize winnings and hundreds of community driven tournaments

Garra - An organization that **focuses on the value of audiences** and that has built a vast experience to attract players from across the region

EXPERIENCES

Competition - Many local tournament operators and community managers that address smaller local communities with niche experiences

Garra - Largest live events and virtual forums with regional reach, delivering **large audiences and continuity to sponsors**



**THE ONLY INTEGRATED
GAMING MEDIAVERSE
IN THE REGION**

CONTENT

Competition - Isolated efforts lacking gaming specialization, with limited ability to target audiences consistently

Garra - Multiple gaming content sources ranging from providing **integral content solutions** for all partner needs and the opportunity to curate into licensable IP

INFLUENCE

Competition - Multiple aggregators specializing in overall influencer reach capable of delivering breadth, but lacking gaming sensitivity and depth of engagement

Garra - Top gaming influencers providing amplification to other vertical content in pursuit of **depth+breadth ROI's**

THE WORLD'S LEADING BRANDS

UNDERSTAND THE VALUE OF OUR MEDIAVERSE

SELECTED CUSTOMER LIST



Ricolino



tigô

A



Office DEPOT

P&G



Google



VISA

BOOYAH!

AVAYA



BIMBO

Coca-Cola

ROYAL CARIBBEAN



Lipton



movistar



Trident



Schneider Electric

citibanamex

LISTERINE

cinépolis

DANONE



BEST-IN-CLASS TEAM

OUR **TEAM** HAS BEEN CAREFULLY ASSEMBLED TO
UNDERSTAND ADVERTISER NEEDS AND DELIVER
UNRIVALLED 360° **GAMING SOLUTIONS**



ROBERTO CANOVAS

CEO - Garra Esports



JORGE RAMIRO

Chairman - Garra Esports



JORGE LIZARRAGA

MD - Gaming Partners



CRISTINA R MONROY

MD - Effects or Films



ANNIA M DUGELBY

MD - Ignite Digital Media



KEVIN CHEN

CFO - Garra Esports



THE WORLD'S MEGATREND

GAMING IN A WEB 3.0 WORLD



A

ESPORTS FANS ARE TWICE AS LIKELY TO USE CRYPTO VS THE AVERAGE US ADULT

In Jan'22 46% of US Esports Fans responded they were likely or very likely to use Crypto compared to 19% of Total Adults and compared to 32% of Esports Fans a year before

B

HARDCORE GAMERS ARE 4X MORE WILLING TO PURCHASE NFT'S THAN AVERAGE ADULTS

Gaming intensity is directly correlated to acquisition of digital collectibles. 6% of US Adults, 13% of Esports Fans, 16% of Midcore Gamers and 26% of Hardcore Gamers have purchased NFT's in the US

C

VAST MAJORITY OF GAMERS AND ESPORTS FANS UNDERSTAND THE METAVERSE

More than $\frac{3}{4}$ of Mid to Hardcore Gamers and Esports fans are confident that they understand what the Metaverse is vs less than 42% of regular US Adults

D

MAJORITY OF HARDCORE GAMERS AND ESPORTS FANS BELIEVE IN DIGITAL ASSET OWNERSHIP

67% of Hardcore and 59% of Esports fans believe that being able to own NFTs, Crypto, Virtual Property & Land in the Metaverse is a huge opportunity vs 31% of average US Adults

Source: YouGov, Profiles Study, US, March 27, 2022

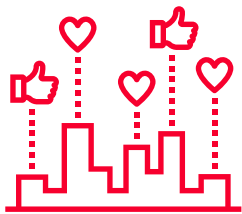
THE NEXT FRONTIER: EXPANDING OUR MEDIAVERSE



MULTIPLYING MONETIZATION REACH FOR OUR +100M AUDIENCE

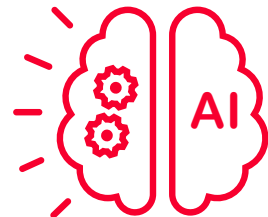
ESPORTS AS METaverse DEMAND DRIVER

As hundreds of metaverses try to differentiate themselves; many are turning to esports and gaming to adopt a fanbase



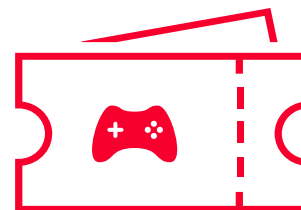
ARTIFICIAL INTELLIGENCE TO ENHANCE SERVICE

Delight our early-adopter / tech-driven audience producing market segments of 1 through AI driven services and decision making



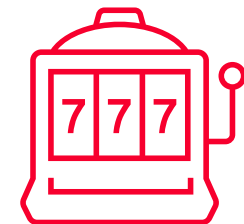
VIP ACCESS TO EXPERIENCES VIA NFT'S

NFT's are moving from digital asset ownership to gaining access to services and experiences, most fueled by gaming content



FEED I-GAMING THROUGH OUR MASS APPEAL

With customer acquisition costs north of US\$120, the prize for connecting our audiences into the space are nothing short of massive



OUR PLATFORM OF TOP GAMING IP ENABLES THE DELIVERY OF A WIDE ARRAY OF **SCALABLE ENGAGEMENT SOLUTIONS** FROM CONTENT AND EXPERIENCES TO DATA SCIENCE AND WEB3 INITIATIVES



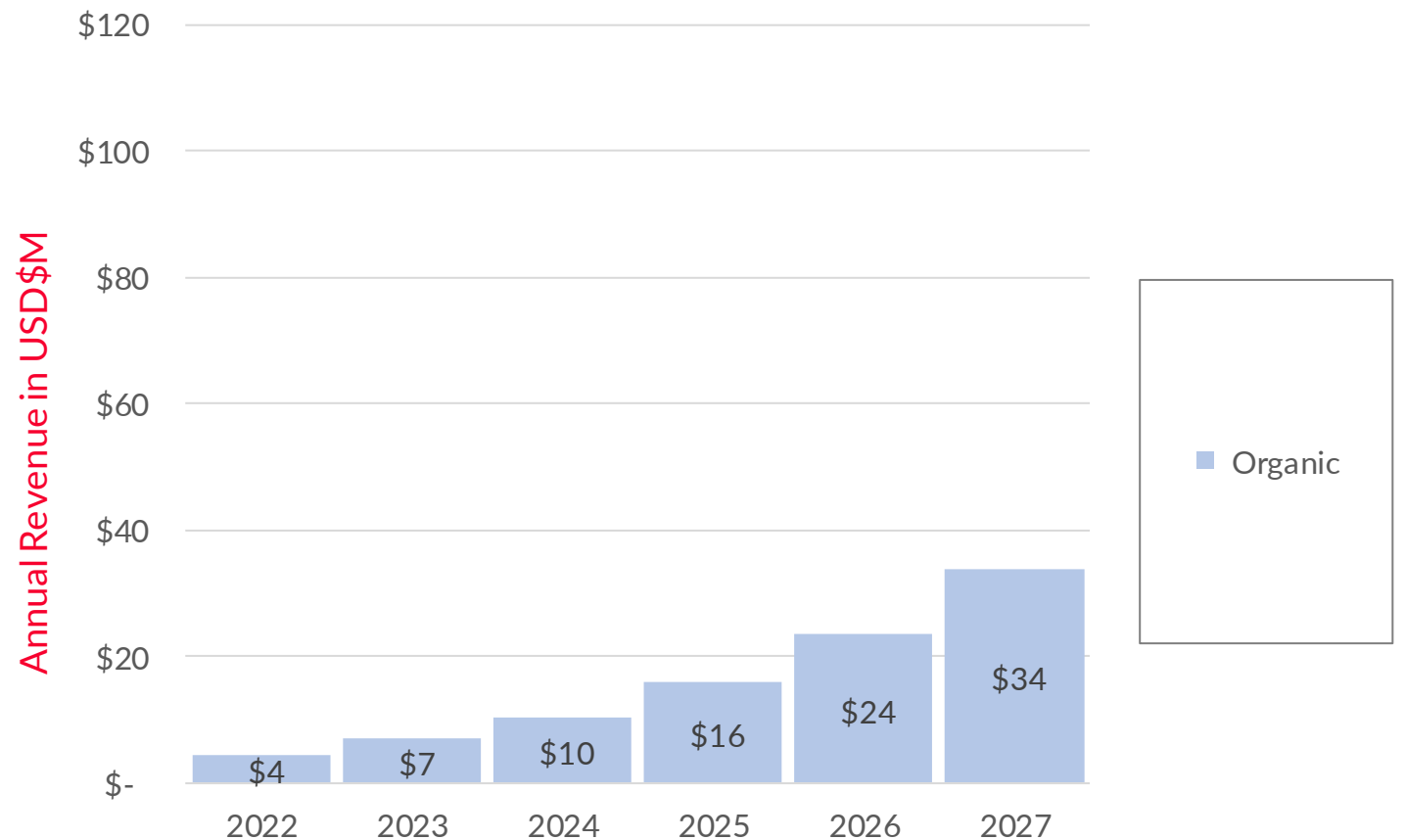
- 4** Be the global media solutions behemoth in all matters younger gen
- 3** Redefine the boundaries of marketing harnessing the power of web3 toolkits
- 2** Become the go to partner for data solutions geared towards younger generations in LATAM
- 1** Monetize audience through the provision of gaming marketing solutions for brands

GAMEPLAN

9X
ORGANIC
GROWTH



Our business is growing +60% YoY with **increasing pent-up demand and ample regional scalability** to maintain organic growth within current verticals

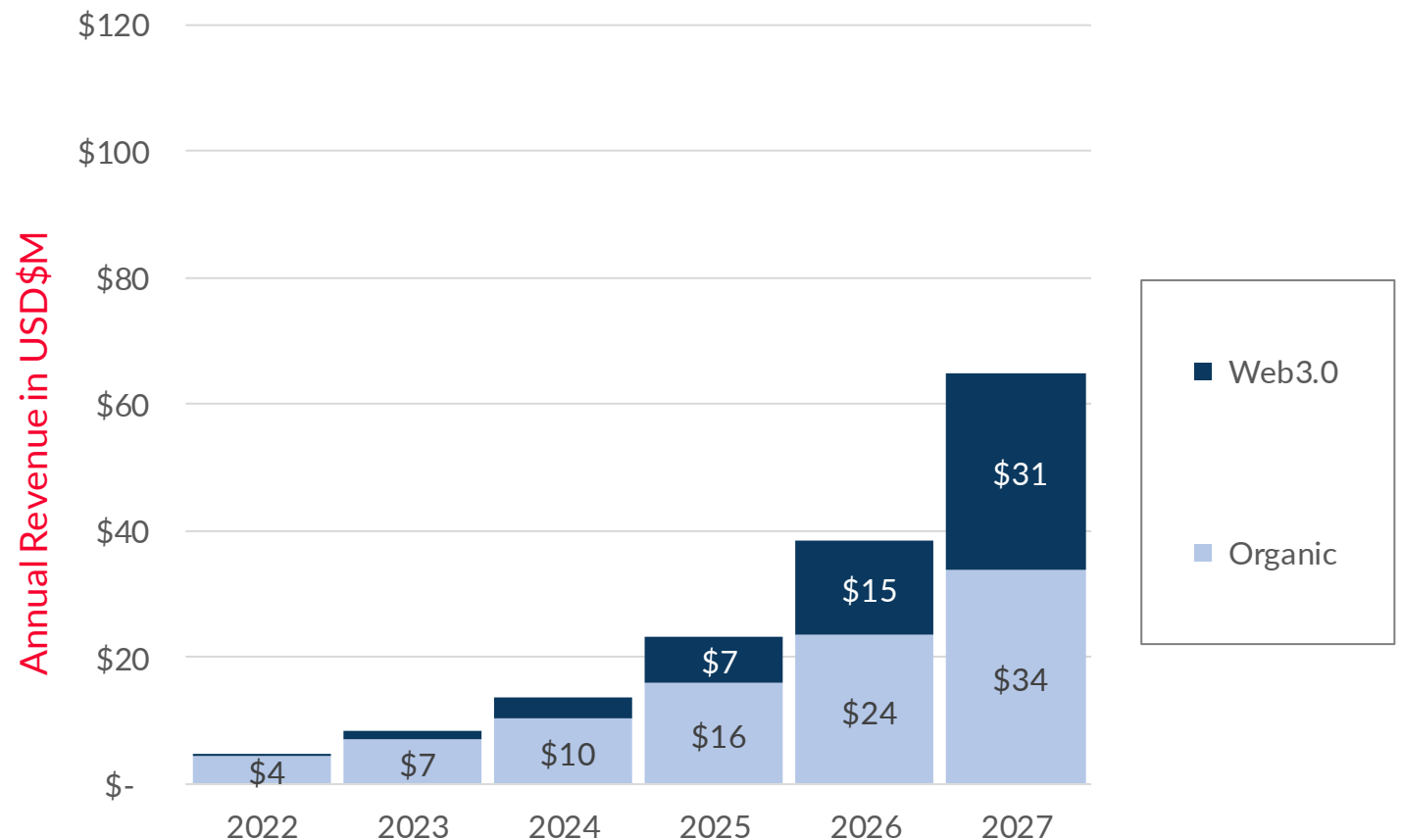


GAMEPLAN

OUR IP &
COMMUNITIES
ACCELERATED
THROUGH
WEB3.0
PARTNERSHIPS



We have numerous untapped opportunities within web 3.0 ecosystem to license our IP and facilitate our communities to boost demand of metaverses, NFT markets and new gaming cryptos

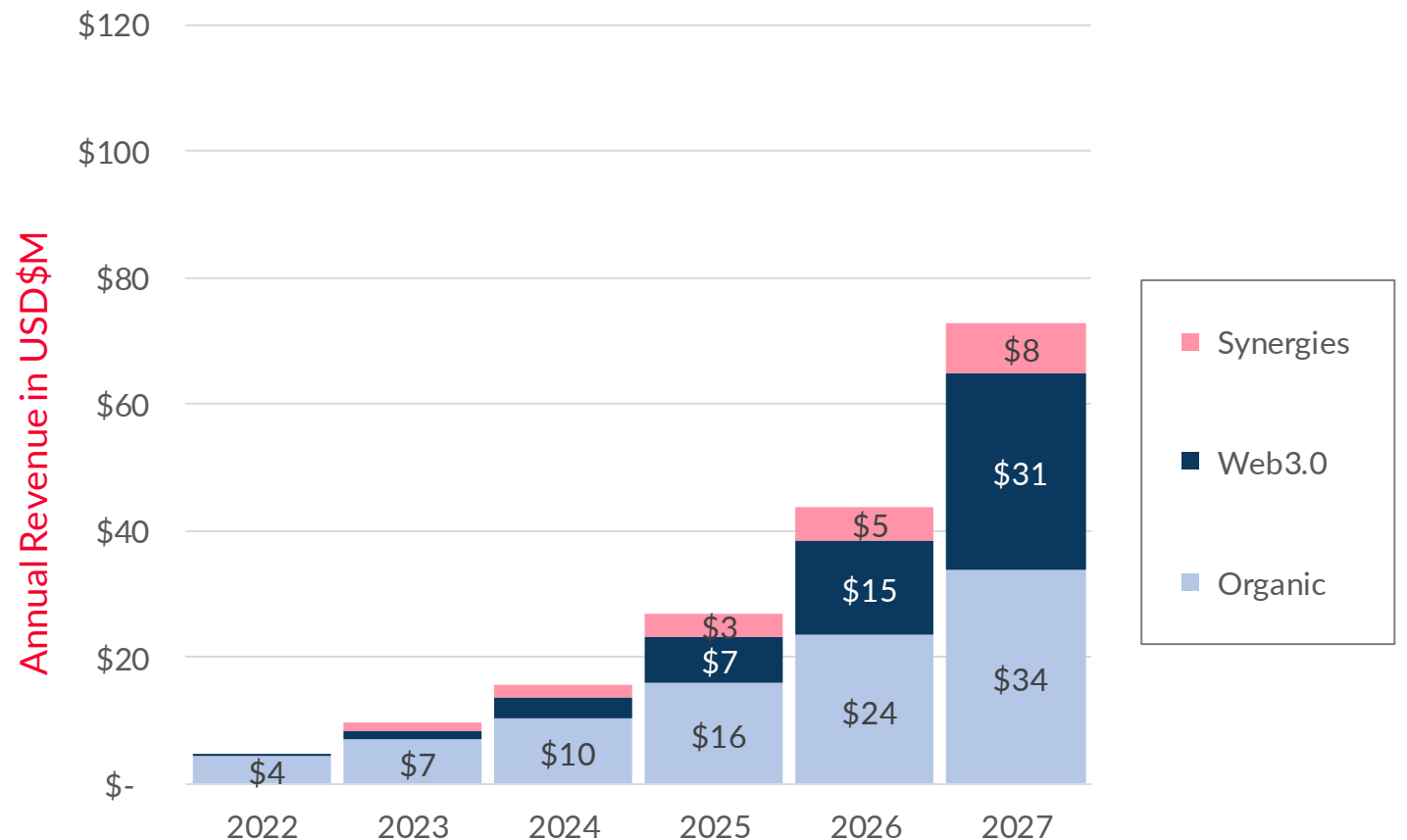


GAMEPLAN

THE 1+1=3 EFFECT IN INTEGRATED MARKETING & MEDIA



Our focus on continuing our fast historic growth has not allowed us to extract a large part of the value locked in our Mediaverse (i.e. cross-selling, up-selling, analytics, etc.). Part of the plan is **to focus on monetizing value from what is already there, through focus, technology and organizational streamlining**

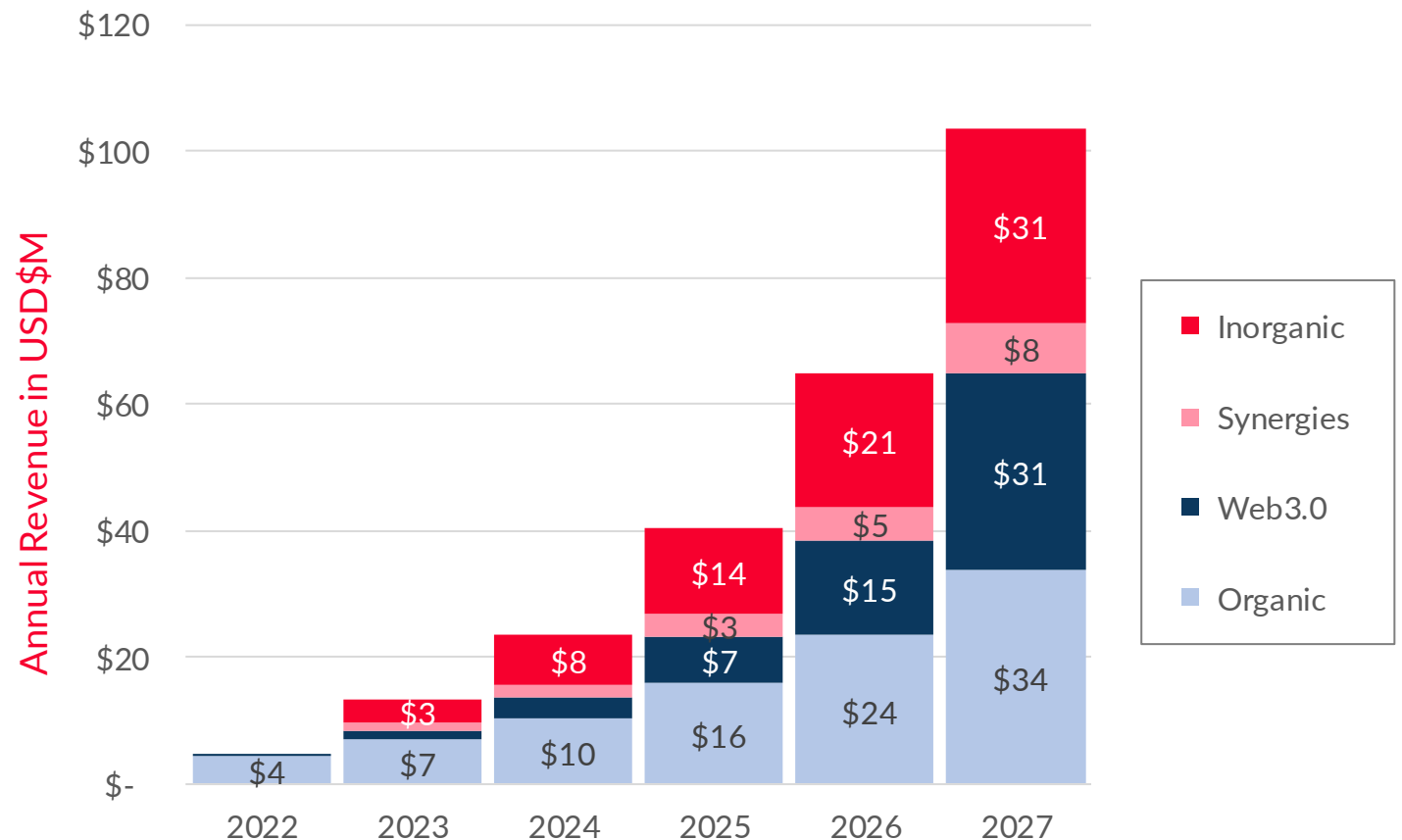


GAMEPLAN

ATTRACTIVE INORGANIC OPPORTUNITIES



There are numerous stand-alone undervalued gaming assets in the region that can only be optimally monetized and catalyzed by an integrated Mediaverse, creating a large opportunity for accretive inorganic growth

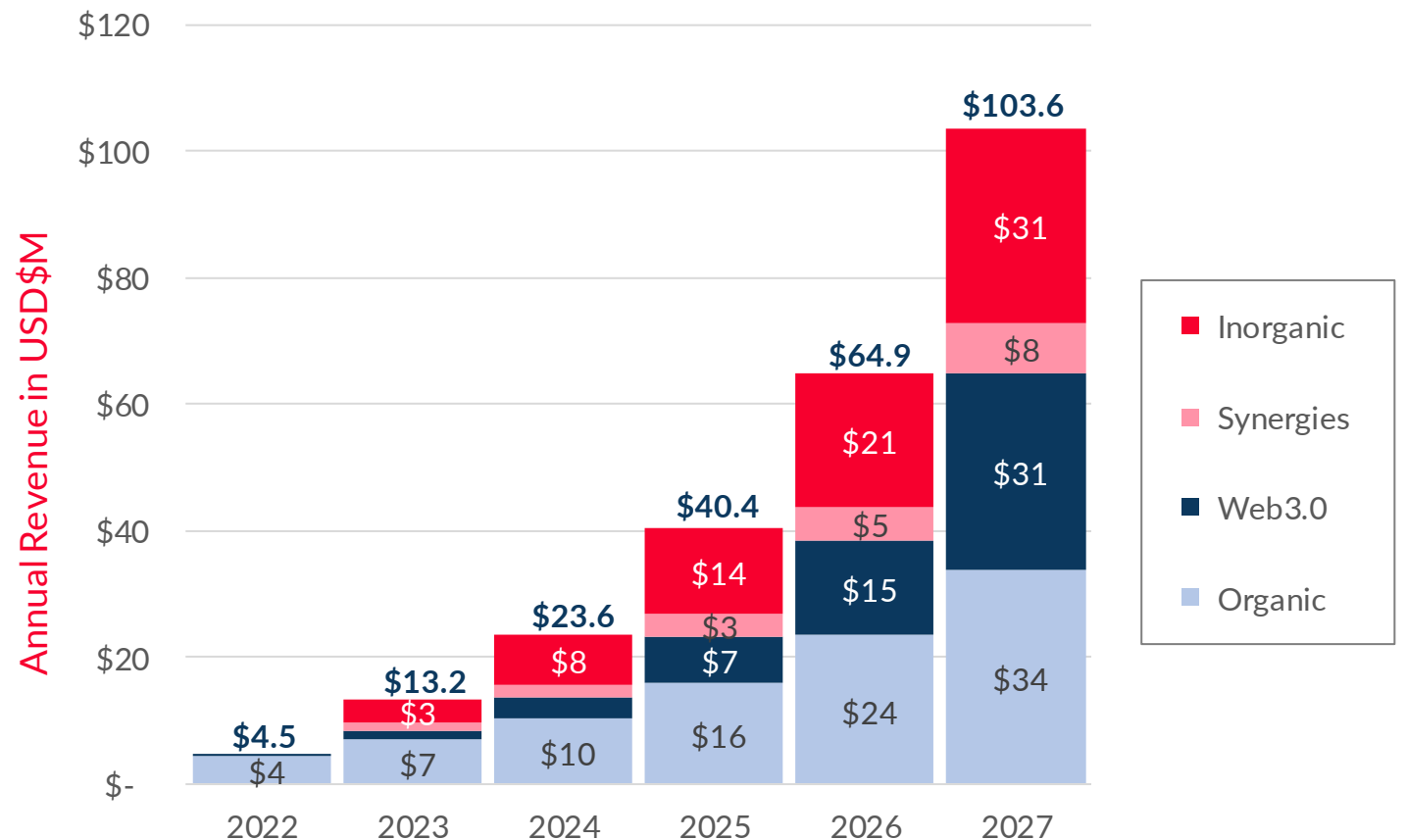


GAME PLAN

UNDISPUTED
LATIN
AMERICAN
LEADER



Our end game is to become the **undisputed lead in Latin America** and the **go-to partner for Global Brands** looking to profitably deploy their marketing dollars on Latin American Millennials and Gen Z's



GARRA ESPORTS IS RAISING CAPITAL TO FUND ITS NEXT STAGE OF GROWTH



USE OF FUNDS

Geographic Expansion: Expand our Mediaverse to key LATAM countries and the US Hispanic market, including 3 dedicated commercial teams and the gradual build-up of operational capability in new geographies

Acquisitions: Complete the full acquisition of group companies and pursue pre-identified undervalued assets

New Vertical Partnerships: Invest in web3.0 partnerships, licensing IP and bringing our audiences into metaverse and NFT projects

**LET'S BUILD THE
GAMING
MEDIAVERSE
IN LATIN AMERICA TOGETHER**



DISCLAIMER

FORWARD LOOKING STATEMENTS



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