

INVESTOR PRESENTATION



X1 ENTERTAINMENT GROUP

A GAMING & MEDIA PORTFOLIO COMPANY

OCTOBER 2022



CSE:XONE



OTCQB:XOEEF

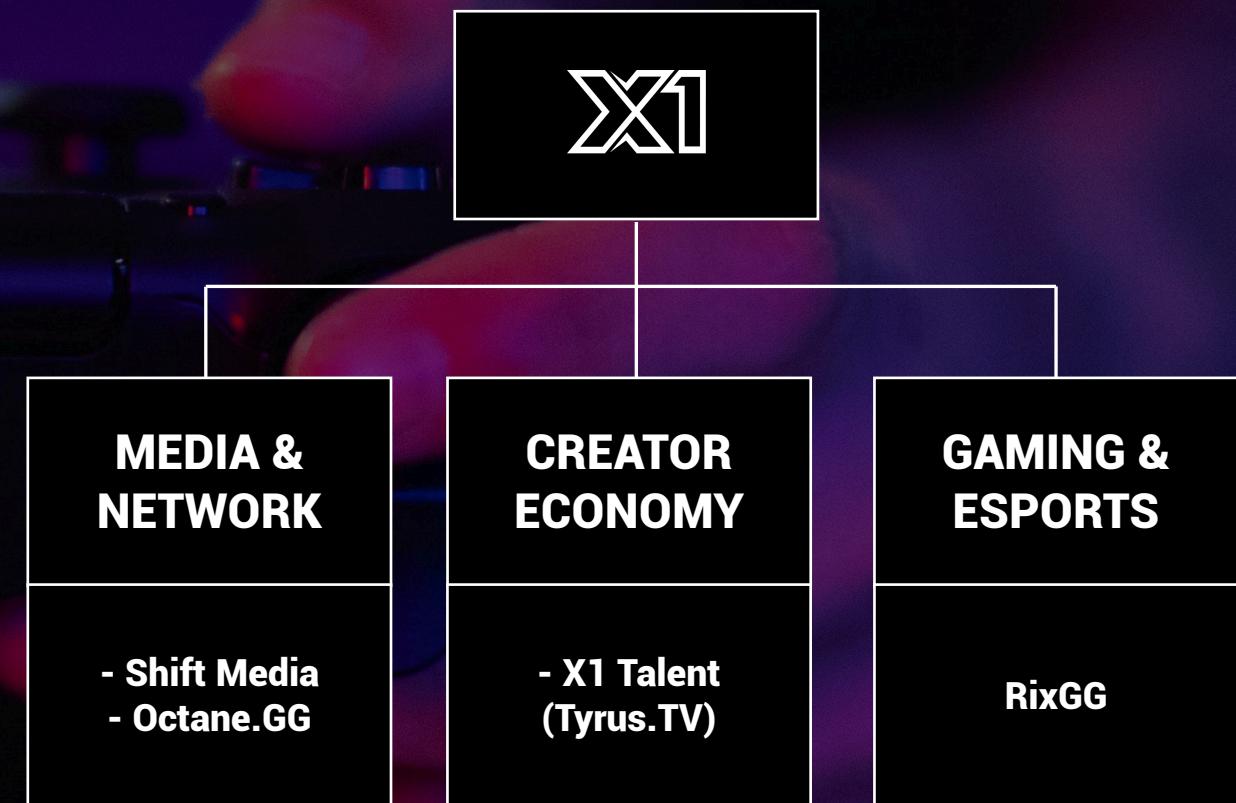
A GAMING & MEDIA PORTFOLIO COMPANY

X1 Entertainment Group is a gaming and entertainment company with a diverse portfolio of assets across the gaming & esports, media, and entertainment industries.

Since inception, X1 has acquired the following assets: Tyrus.TV, Shift Media, Octane.GG, and RixGG.

X1 will continue building upon its existing portfolio of assets using a combination of organic growth and accretive M&A.

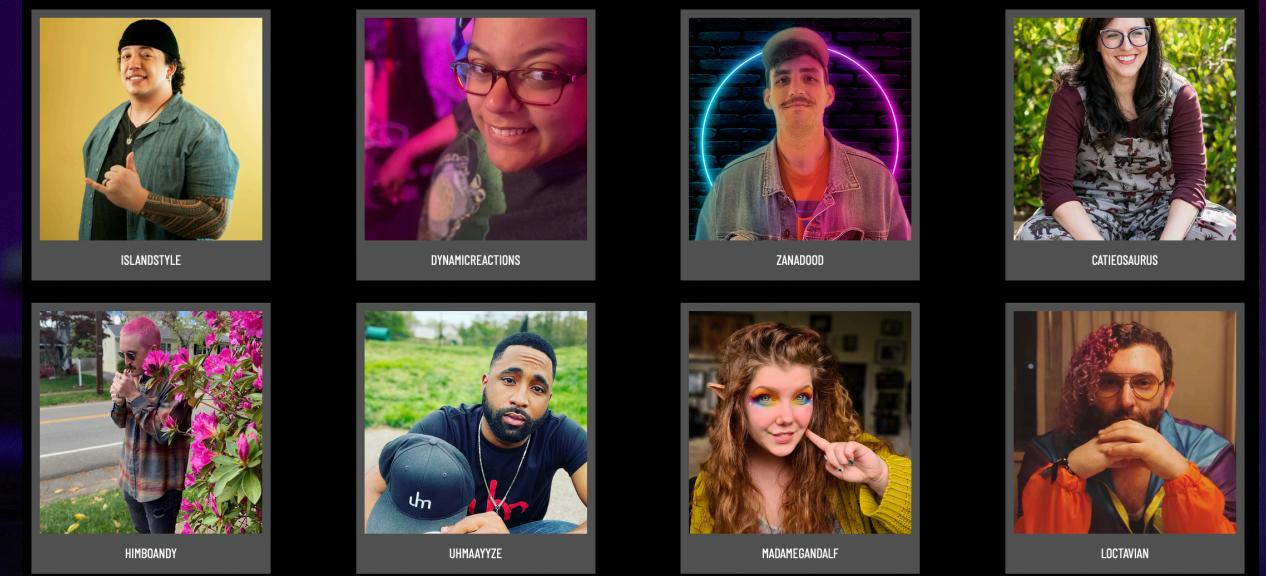
A DIVERSIFIED PORTFOLIO COMPANY
WITH THREE MAIN BUSINESS UNITS:



X1 TALENT



X1 Talent (formerly Tyrus.TV) is a creator economy agency with a subscription-based revenue model. X1 Talent oversees the social media distribution (Tik Tok, Twitter, YouTube, Twitch, Instagram) for many of the top gaming and entertainment talents in the world.



Content Creator personalities pay X1 Talent a monthly subscription fee between \$500 and \$1000 to fully manage their social media presences and exclusively represent them for sponsorship opportunities with some of the largest brands in the world including, Hello Fresh, Warner Brothers and BMO.

SHIFT MEDIA

SHIFT

Shift Media is an independent news source for Rocket League fans. It first rose to prominence by getting exclusive, behind-the-scenes information on Rocket League roster moves and tryouts before they were public knowledge. Shift plays a key role in ensuring the conversation around Rocket League esports continues beyond the pitch through coverage and insight regarding roster transactions and general Esports news.



Shift currently reaches over 8 million impressions during the seasonal period of RLCS, while seeing growth of 14 million impressions during transfer periods where the roster news cycle is most active.

SEASON IN REVIEW
(OCTOBER 2021 - AUGUST 2022)

47M

Impressions

3M

Engagements

6%

Engagement Rate

+23K

Gained Followers

Octane.GG



Octane is the leading Rocket League Esports statistics platform providing in-depth match statistics across the top events in the space. Since its inception in 2017, Octane has collected data for hundreds of thousands of games and thousands of players, teams, and events. As the primary source of statistics for Rocket League, Octane has amassed a valuable trove of data on the history and evolution of players and teams from their rookie days to playing on the world stage.

The screenshot displays the Octane.GG homepage with several sections:

- Ongoing Events:** RLCS 2022-23 Fall North America (NA), RLCS 2022-23 Fall Middle East (ME), RLCS 2022-23 Fall Asia-Pacific (ASIA), Nitro League Season 12, Telialigaen Fall 2022 Division 1, and IRC Serie A Season 9.
- Top 20 Players of 2021:** #01 MONKEY MOON (EVAN ROGEZ) with stats: Rating 1.155, GPM 0.79, SPM 2.08, SHOT ACC. % 23.4, GPO 0.86, KDP 454.82, APG 0.63, SHP 3.86, SWP 65.5, WIN% 63.7. Includes tournament placements: RLCS X SPRING REGIONAL 1: 1.322, RLCS X WINTER REGIONAL 3: 1.289, RLCS FALL REGIONAL 1: 1.285.
- News:** RLCS 2022-23 Fall North America, Team AXLE, Luminosity Gaming, RLCS 2022-23 Fall North America, Knights, Nefarious, RLCS 2022-23 Fall North America, DarkZero Esports, Ghost Gaming, RLCS 2022-23 Fall North America, Nefarious, XSET, RLCS 2022-23 Fall North America, Luminosity Gaming.
- Records:** Various player records listed under "OLDER".

X1 anticipates utilization of Octane's Rocket League statistics database in launching future offerings, such as a possible Rocket League fantasy product.



RixGG is a competitive Esports organization based in the U.K – fielding teams in [League of Legends](#): [Wild Rift](#) and [Valorant](#). RixGG has also hosted Esports tournaments such as [Huntress Trials](#) to provide females and marginalized gender groups a way to compete in Esports as well as to scout talent.

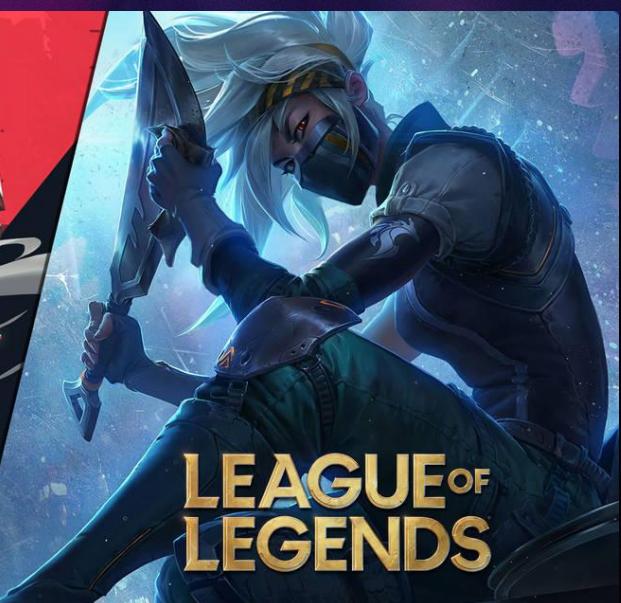
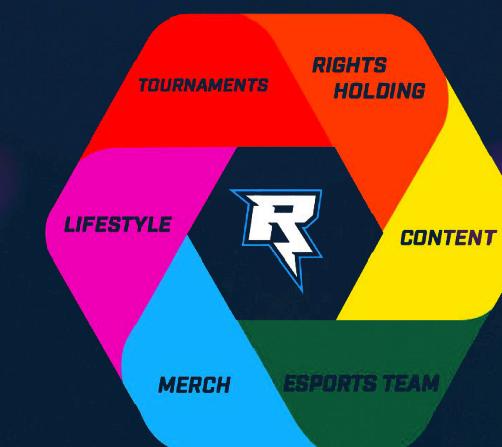
GAMES WE PLAY

LEAGUE OF
LEGENDS
WILD RIFT

VALORANT

MORE THAN AN ESPORTS TEAM

1. LEAGUE/TOURNAMENTS
2. RIGHTS HOLDER ADVISORY
3. CONTENT
4. ESPORTS TEAMS
5. MERCHANDISE
6. LIFESTYLE





1. REVENUE GROWTH & CASH FLOW POSITIVITY

INCREASE REVENUE THROUGH M&A. TARGETING CASH-FLOW POSITIVE COMPANIES WITH STRONG YEARLY REVENUE GROWTH.

2. ACCRETIVE M&A & ORGANIC GROWTH

BUILD UPON EXISTING PORTFOLIO OF ESPORTS AND GAMING ASSETS VIA A COMBINATION OF ORGANIC GROWTH AS WELL AS ACCRETIVE M&A.

3. UNLOCK VALUE THROUGH REALIZING SYNERGIES

ADD VALUE BY SEAMLESSLY INTEGRATING TARGET ACQUISITIONS INTO EXISTING BUSINESS MODEL.

MANAGEMENT + DIRECTORS

CEO

MARK ELFENBEIN

As Chief Executive Officer at X1, Mark oversees the company's operations, building on more than 20 years of experience leading rapidly growing companies in new emerging industries. Mark has previously served as chief revenue officer, president or CEO of five publicly traded companies in the areas of music, gaming, mobile and AI which combined raised financing in excess of \$1 billion. During this period, he was chief revenue officer at Sentient Technologies, which raised nearly \$180 million, the largest sum at the time for an artificial intelligence (AI) company. Prior to that, Mark was president and CEO of Slyce Technologies, where he led the company's deployment of a visual search technology that had tremendous success among Fortune 500 companies. Earlier in his career, Mark was a founder of Mood Media, the largest global provider of in-store music and sensory experiences with over \$500M in annual revenues, and co-founder and head of revenue for Fun Technologies, an online pay-to-play tournament gaming business which was acquired by Liberty Media for \$484M. Mark was a former Grammy awards voting member and Billboard music awards winner. His family founded the iconic Canadian global TV marketing company, K-tel International, a leading disruptor in the music and consumer products industry.

CFO

BOBBY DHALIWAL

Mr. Dhaliwal works as a financial consultant with a number of TSX-V and CSE listed companies in the resources and technology sector, including in the roles of CFO and controller. These companies are Canada-based with various international operations. His professional experience includes assistance on initial public offerings, continuous disclosure and financial reporting, implementation of accounting software, various equity financings and implementation of internal control policies. Mr. Dhaliwal graduated from Langara College, Vancouver, and holds a bachelor of accountancy.

DIRECTOR

LATIKA PRASAD

Ms. Latika Prasad has been an Officer and/or a Director of private and publicly traded companies for 30 years. She is currently the Corporate Secretary of Realgold Resources Corp. since December 2016. She was a Director and Corporate Secretary of Turmalina Metals Corp. from April 2017 to July 2019 (TSX.V: TBX), and previously, Director and Assistant Corporate Secretary at Wabi Exploration Inc. (CNSX: WAB) from September 2015 to July 2017. She served as the Chief Financial Officer of Azincourt Resources Inc. (TSX.V: AAZ) from October 2011 until June 2013 and as a Director from May 2011 to April 2013.

DIRECTOR

SAMANTHA SHORTER

Ms. Shorter has over a decade of experience in providing reporting, assurance and accounting services to publicly traded companies, including technology companies. She left public practice in 2011, where she acted in the capacity of Audit Manager with a major Canadian accounting firm and has since taken on a variety of leadership roles. Her depth of governance and accounting knowledge insures effective implementation and oversight for financial reporting, administration and internal controls development and budgeting. Ms. Shorter completed a Bachelor of Commerce with Honours at the University of British Columbia. She is a Chartered Professional Accountant (CPA,CA) and Certified Internal Auditor.

DIRECTOR

BILL O'HARA

Bill is the former Managing Director, Head of Equity Sales at Haywood Securities. Bill joined Haywood Securities in 2003 after an institutional equity sales role at Credit Suisse First Boston and National Bank Financial. Prior to that, he was an associate equity analyst in the gold sector at First Marathon Securities. Bill holds a Master of Science degree from London School of Economics, with distinction and the CFA designation.

COMPETITIVE LANDSCAPE

GAMING & ESPORTS COMPANY COMPARABLES

COMPANY	VALUATION
STILLFRONT GROUP	\$14B
SCOPELY	\$5.4B
FAZE CLAN	\$1B
FUN TECHNOLOGIES***	\$484M
ENTHUSIAST GAMING	\$400M
ALLIED ESPORTS	\$60M
X1 ENTERTAINMENT GROUP	\$15M

*** Mark Elfenbein, the current CEO of X1 Esports, was a co-founder and Head of Revenue for FUN Technologies – an online pay-to-play tournament gaming business, which sold to Liberty Media in 2007 for \$484M.

CAPITAL STRUCTURE

X1 ENTERTAINMENT GROUP

CAPITALIZATION TABLE	SHARES
ISSUED & OUTSTANDING	47,577,491
WARRANTS AT \$0.70	6,981,487
AGENTS' OPTIONS AT \$0.70	313,007
OPTIONS AT \$0.45	3,500,000
FULLY DILUTED SHARES OUTSTANDING	58,371,985

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