



FNATIC

CHAMPIONING
THE PERFORMERS

BY ALL METRICS, GAMING IS THE MOST CONSUMED FORM OF ENTERTAINMENT.

37%

of global internet users are gamers in 2020

Source: Global Web Index

GAMING USERS (2020)

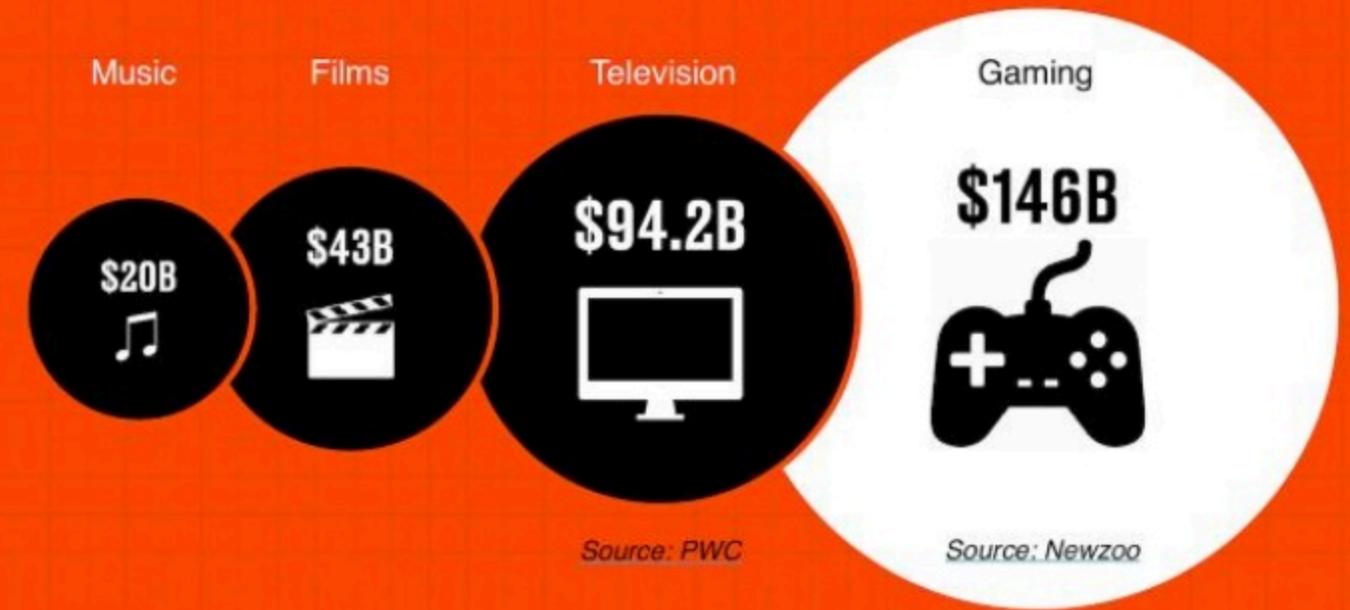


*2018 DAU GAMING CONTENT

Source: Direct from released numbers



GAMES MAKE MORE MONEY THAN MUSIC, FILMS AND TV



Source: PWC

Source: Newzoo

PEOPLE SPEND MORE TIME WATCHING GAMING THAN WATCHING NETFLIX



Source: Netflix

Source: Youtube Gaming

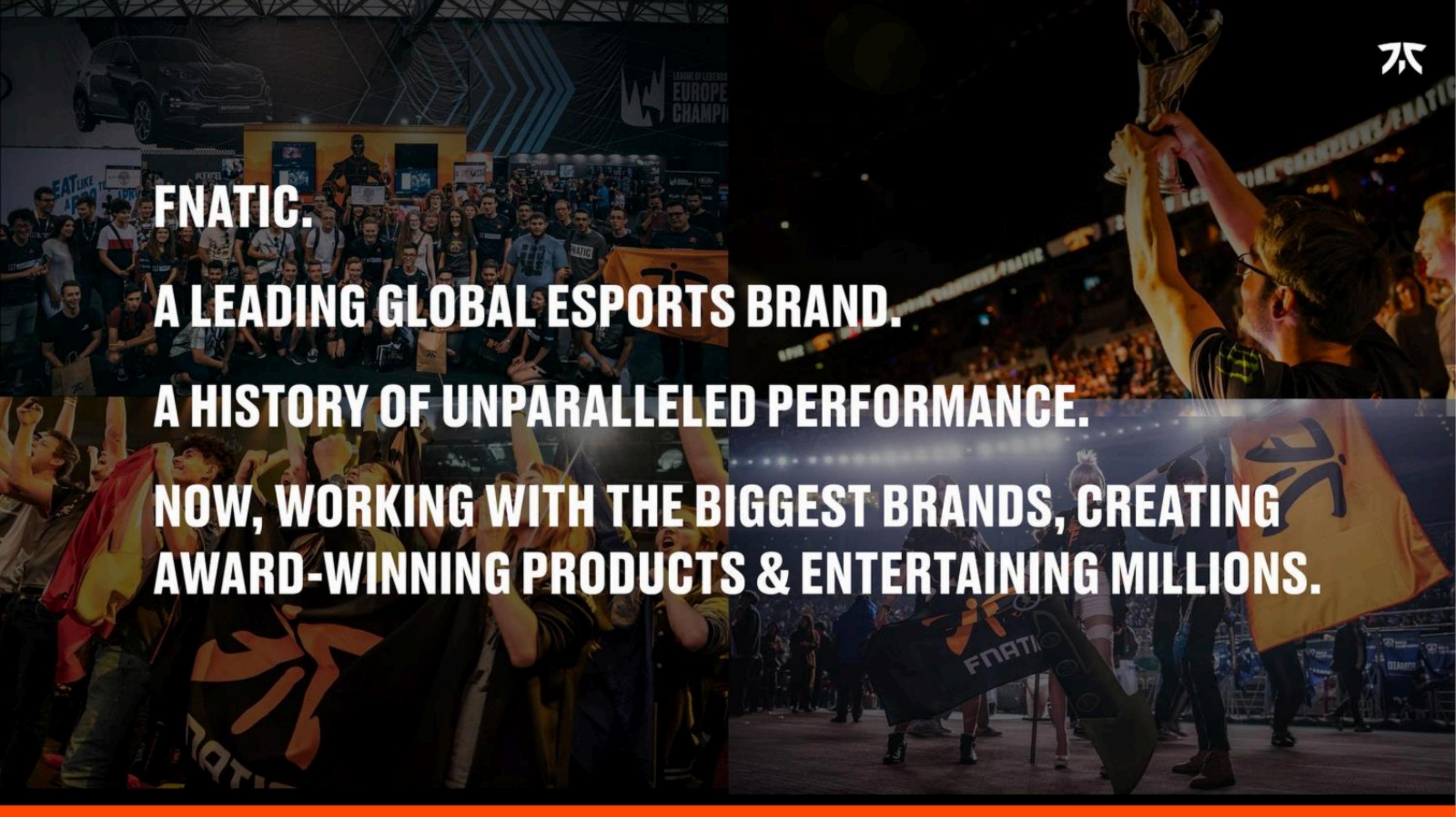


FNATIC.

A LEADING GLOBAL ESPORTS BRAND.

A HISTORY OF UNPARALLELED PERFORMANCE.

**NOW, WORKING WITH THE BIGGEST BRANDS, CREATING
AWARD-WINNING PRODUCTS & ENTERTAINING MILLIONS.**





AMONG HISTORY'S MOST DOMINANT ESPORTS TEAMS.

370+

MEDAL WINS

15

YEARS AT THE
TOP

16M

TOTAL SOCIAL
FOLLOWERS



*"Esports equivalent of football
super-team Real Madrid"*

BBC

*"Fnatic is at the forefront of its
industry... playing a large part in
charting Esports' future course"*

Forbes

30

TITLES SINCE
INCEPTION

\$15.7M

PRIZE MONEY WON

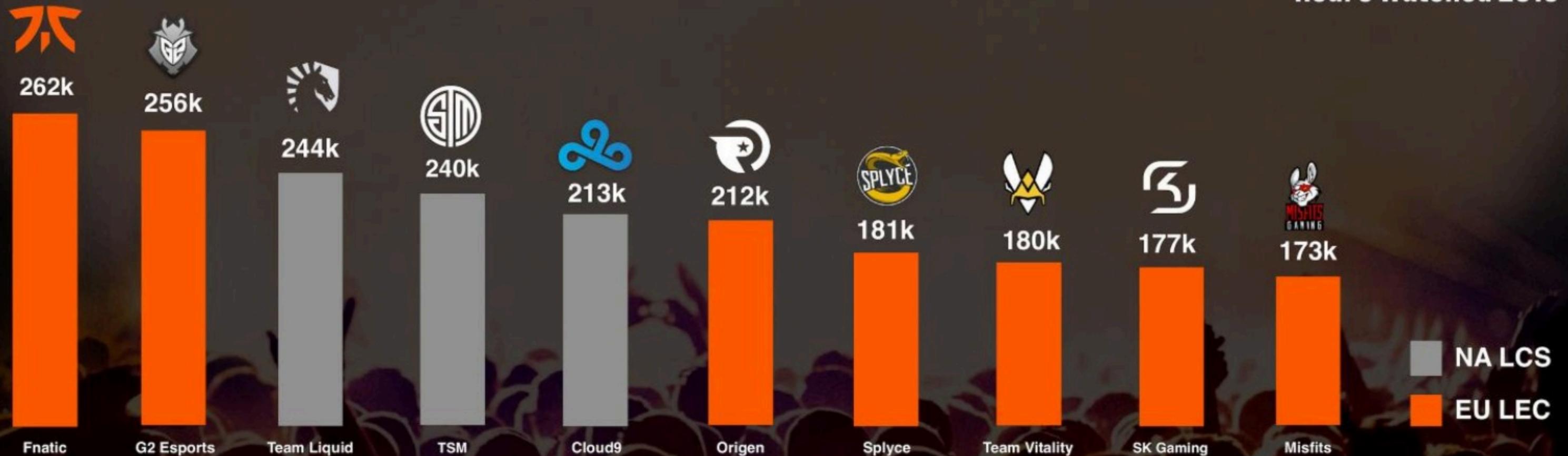
209

CHAMPIONSHIPS

THE MOST POPULAR TEAM BY AVERAGE VIEWERS

ESPORTS VIEWERSHIP STATS
League of Legends Majors (2019)

FNATIC STATS
73M
Hours Watched 2019



A man in a suit and glasses is writing on a whiteboard in a crowd. The whiteboard has handwritten text: "Fnatic", "SSS", and "DK". The background is a blurred crowd of people, some with red and white flags.

FNATIC MISSION
TO FORGE A NATION OF 1B FNATICS

FNATIC PURPOSE
TO SEEK OUT, LEVEL UP & AMPLIFY
EVERY GAMER ON THE PLANET

WE'RE LASER FOCUSED ON DRIVING GAMING PERFORMANCE, THROUGH:

WINNING TEAMS IN THE BIGGEST GAMES



PERFORMANCE PRODUCTS



BIG BRAND PARTNERSHIPS



LEADING CREATORS



WE GENERATE REVENUE IN 4 MAIN WAYS.

Each has its own opportunity to scale.



ESPORTS

MEDIA RIGHTS

IN-GAME ITEMS

PRIZE MONEY

BRANDS

TRADITIONAL SPORTS SPONSORSHIPS (E.G. LOGO PLACEMENT)

BRANDED CONTENT

ACTIVATIONS

PRODUCTS

PRO WEAR

LIFESTYLE APPAREL

PERFORMANCE ESPORTS EQUIPMENT

DIGITAL

GAME TRAINING

FNATIC OP EQUIPMENT ENHANCEMENT SOFTWARE

STREAMER AFFILIATE NETWORK

WITH TEAMS IN THE BIGGEST TITLES



LOL

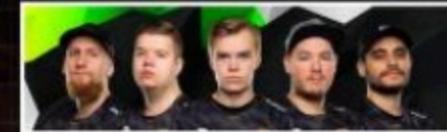
LEAGUE OF LEGENDS



BWIPO
SELFMADE
NEMESIS
REKKLES
HYLISSANG

CS:GO

CS GO



KRIMZ
JW
BROLLAN
FLUSHA
GOLDEN

DOTA2

DOTA 2



MOON
ICEICEICE
DJ
JABZ
RAVEN

FIFA21

FIFA 21



TEKKZ
HARRY

FORTNITE

FORTNITE



CFR

RAINBOW6

RAINBOW SIX



MAG
STIGS
ACEZ
TEX
MENTALISTO

PUBGM

PUBG



ASH
OWAIS
FRANKY
MAXKASH

**WE DEVELOP AND SELL
OUR OWN EQUIPMENT
TO MAKE GAMERS
BETTER.**

Developed in conjunction
with our pros.

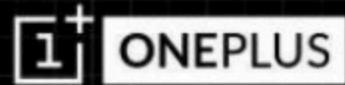
FNATIC GEAR.



WE'RE TRUSTED BY THE WORLD'S BIGGEST BRANDS TO MAKE THEM RELEVANT IN ESPORTS.



CURRENT PARTNERS



RECENT CAMPAIGNS

GUCCI



WHAT WILL WE USE YOUR MONEY FOR?



1. EXCELLENCE IN PERFORMANCE

PERFORMANCE TEAM - driving holistic development of our talent

ACADEMIES - structure reinforced and enhanced operations

FACILITIES - Performance driven with everything needed to win; Berlin next

2. DIGITAL RAMP UP

FNATIC MEMBERS - deepen relationship with community

FNATIC OP - digital tools for gaming setup and training improvements

3. IN HOUSE STUDIO

LEVEL UP CONTENT - improve execution capability through in-house agency

UPLIFT MARKETING - partner content, turn around time and reducing costs

4. EXPANSION

EXPAND TITLES - goal to have Fnatic teams and players in core regions globally; we'll seek game franchise opportunities and locations fit to sell performance products

R6 - relocate Rainbow 6 team to Japan



**SHAPE OUR FUTURE AND BE
#ALWAYSFNATIC**

THANK YOU



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