



AG ALLIED

GAMING & ENTERTAINMENT

INVESTOR PRESENTATION

April 2024
(NASDAQ: AGAE)

Legal Disclaimer

Cautionary Note Regarding Forward-Looking Statements

This communication contains certain forward-looking statements under federal securities laws. Forward-looking statements may include our statements regarding our goals, beliefs, strategies, objectives, plans, including product and service developments, future financial conditions, results or projections or current expectations. In some cases, you can identify forward-looking statements by terminology such as “may,” “will,” “should,” “expect,” “plan,” “anticipate,” “believe,” “estimate,” “predict,” “potential,” “intend” or “continue,” the negative of such terms, or other comparable terminology. These statements are subject to known and unknown risks, uncertainties, assumptions and other factors that may cause actual results to be materially different from those contemplated by the forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside our control, that could cause actual results or outcomes to differ materially from those discussed in these forward-looking statements. The inclusion of such information should not be regarded as a representation by the Company, or any person, that the objectives of the Company will be achieved. Important factors, among others, that may affect actual results or outcomes include: risks associated with the future direction or governance of the Company; our ability to execute on our strategic and business plans; the substantial uncertainties inherent in the acceptance of existing and future products and services; the ability to retain key personnel; potential litigation; general economic and market conditions impacting demand for our services; our inability to enter into one or more future acquisition or strategic transactions; and our ability, or a decision not to pursue strategic options for the esports business. You should consider the areas of risk described in connection with any forward-looking statements that may be made herein. The business and operations of AGAE are subject to substantial risks, which increase the uncertainty inherent in the forward-looking statements contained in this communication. Except as required by law, we undertake no obligation to release publicly the result of any revision to these forward-looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. Further information on potential factors that could affect our business and results is described under “Item 1A. Risk Factors” in our Annual Report on Form 10-K for the year ended December 31, 2023, as filed with the SEC on March 28, 2024, as amended, as well as subsequent reports we file with the SEC. Readers are also urged to carefully review and consider the various disclosures we made in such Annual Report on Form 10-K and in subsequent reports with the SEC.

Who Are We?

Allied Gaming & Entertainment (“AGAE” or “Allied”) is a global experiential entertainment company with ample capital and resources focused on providing a growing audience of gamers and concertgoers with unique experiences through our assets, products, and services.



Our Roots



- Owned and operated World Poker Tour (WPT) 2014~2021, an innovative and leading name in internationally televised gaming and entertainment.
- Significant experience managing complex games and tournaments and driving revenue through multiple avenues.
 - Tournaments
 - Club WPT Social Poker Gaming
 - Proprietary content distribution
 - Club WPT Social Poker Gaming
 - Proprietary content distribution



- Own and operate **\$30 Million** purposely built, first-of-its-kind event and production facility on the strip for over 5 years
- \$1M state-of-the-art mobile esports truck, the only mobile arena in North America
- 1M+ visitors
- 80K+ registered competitors
- 500+ Proprietary esports tournaments organized
- 100+ third party events and tournaments hosted

Our Present



ASSETS

Unique Properties Assets

HyperX (naming rights partner) Esports & Entertainment Arena Las Vegas

Omen (naming rights partner) Esports & Entertainment Mobile Arena

Property Network

Fortress - Malborne Australia

2 more to come

MULTI-STREAM REVENUE

- Retail
- Food & beverage
- Venue rental
- Sponsorship
- Content distribution


Digital Properties Assets

Original branded content series:

- Elevated
- Wannabe
- SNS on the road
- CelebriTee Vegas Golf

Arena live shows:

- Spike Drop
- TCG night
- LOL
- Knockdown
- FRAGS



Where
Are
We
Heading?

Positioned for High Scores

Allied is transforming its esports leadership into an all-encompassing destination for gamers with significant expertise in:

- **EXPERIENTIAL MARKETING/BRAND ACTIVATIONS**
- **MOBILE GAMING**
- **VIRTUAL/LIVE-STREAMING EVENTS**
- **VIRTUAL AND LIVE SOCIAL SPACE FOR GAMERS**

Allied scores big with Gen Z audiences.

Live-streaming events are hard. We make them easy.

Our strong, event hosting track record demonstrates what's possible.

No patchwork solutions and outsourced providers. Our experiential marketing solution is in-house and turn-key.



Live Events and Branded Content Activations Deliver Successful Results

Increased Revenue

A fully engaged customer represents 23% more revenue than an average customer.

Higher Profit

Up to 2/3rds of a brand's profits stem from effective customer engagement.

Strength of Omnichannel

Companies that prioritized omnichannel customer engagement saw ~10% year over year average growth, compared to ~3% for companies that did not.

The future
belongs to those
with a foothold
in gaming,
especially
mobile gaming

Mobile Gaming

\$90.5 B

in revenue

49%

of Global Gaming Market*

4% YOY
Growth Rate

CAGR in global gaming revenue
projected through 2026**.

*2023, measured by spending

**2023 to 2026

Sources: Newzoo 'Global Market
Report' published in Jan 2024

The game has changed. Allied is positioned to Win



Global

More franchised properties
in management

Scalable

More Digital IP
in development

Repeatable

More diversified revenue streams
in access



EXPANDING INTO A WIDER RANGE OF **GAMING & ENTERTAINMENT**

**ALLIED ESPORTS
INTERNATIONAL**

Esports gaming & entertainment venue operation
Digital content sponsorship & distribution
Gaming live shows sponsorship & ticketing

**ALLIED EXPERIENTIAL
ENTERTAINMENT**

Live show organizing, sponsorship & ticketing
Experiential entertainment venue operation

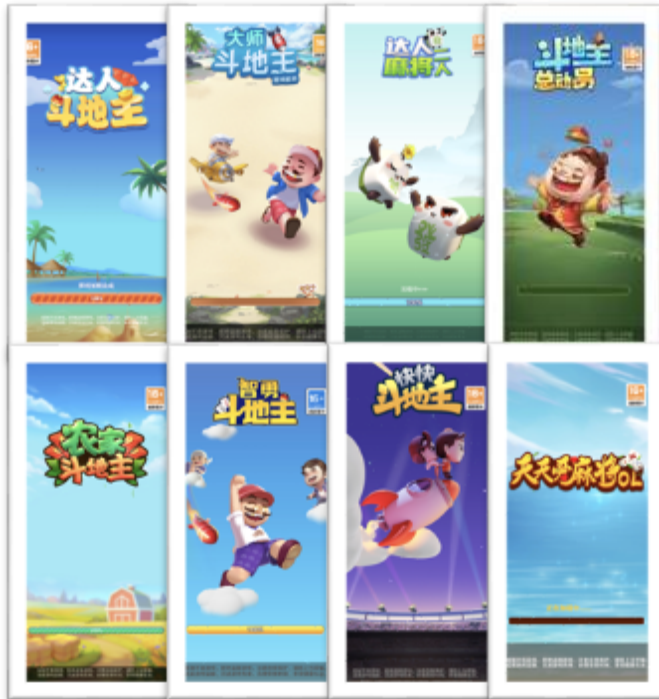
**ALLIED MOBILE
ENTERTAINMENT**

Mobile gaming advertisement
Mobile gaming in-game purchase

Strategic Investment in Z-Tech



Prominent mobile games developer and operator with proven distribution capabilities



- Specializes in the innovation, research, development and operation of mobile premium card and Mahjong casual games
- Utilizes advanced in-game advertising strategies to drive revenue streams
- Established a premier leisure entertainment platform and community
- Generated revenue of ~\$17 million (USD) and positive EBITDA, operating cash flow and net income in fiscal year, 2023
- AGAE owns 40% of Z-Tech's equity interests along with controlling interest in Board; financial statements consolidated into AGAE's

Controlling Interest in Skyline Music Entertainment



Joint-venture specializing in the organization and promotion of live entertainment events in Asia

- Top tier international artists concerts
- 'CHAO' music carnivals
- 'CHAO' music gala
- Card games and Mahjong tournaments



Allied Portfolio Overview

Allied Originals

Selected Allied Original content titles, streamed on YES network and Twitch with tens of thousands of CCV on average



Gaming Community Programming

Weekly programs for our gamer community, Frags ft. Fortnite, Knockdown! Fight Night, Saturday Night Speedway feat. Mario Kart, VALORANT Strafe Series,



Allied Experiential Entertainment

Live entertainment shows/concerts organizing, proprietary Show IP development, experiential entertainment venue development & operation



Allied Mobile Entertainment

Casual card games, mahjong games, casual games development



Ample capital to invest in growth both organically and through strategic tuck-in acquisitions.

Balance Sheet (as of 12/31/2023)

Cash and Short-term Investments	\$73.6 Million
Current Assets	\$78.3 Million
Total Assets	\$112.0 Million
Current Liabilities	\$12.0 Million
Total Liabilities	\$18.6 Million
Total Liabilities and Equity	\$112.0 Million
Working Capital	\$66.4 Million

FY 2022 & 2023 Financials

Revenue - 2023	\$7.7 Million
Revenue - 2022	\$6.4 Million
Net loss - 2023	\$3.6 Million
Net loss - 2022	\$10.8 Million

Experienced Management Team



Yangyang Li

Chairman of Board, AGAE

Experienced serial entrepreneur adept in spearheading merger & acquisition strategies and driving business consolidation across a spectrum of industries incl. advertisement, media, expo, gaming, entertainment, HR services, saas and telecom



Yinghua Chen

CEO, AGAE

Seasoned business leader and entrepreneur with extensive experience in media, events, technology and investment banking and a strong track record of fund raising and building strategic partnerships.



Roy Anderson

CFO, AGAE

Well-rounded finance expert with 35-years of experience in audit, tax and advisory services for public and private companies



Mark Green

COO, Allied Esports

Ex President Kahunaville Int'l, grew the company to +\$80m annual F&B revenue with 13 locations, extensive experience in venue and entertainment spaces operation



Looking Forward

Gaming industry

Current TAM: \$185B



Tencent 腾讯

Additional access via *acquisition.*



Live Event industry

Current TAM: \$65B

Access via continued growth.



Experiential industry

Current TAM: \$12B

Access via continued growth.



Esports

Current TAM: \$1.65B



Allied is setting sail for bigger markets.

Investment Highlights

- Expertise in the fast-growing gaming & entertainment industry
- Industry leading properties and content-development capabilities
- Numerous avenues to assist brands in reaching and generating revenue from consumers
- Experienced management team
- Balance sheet to fund growth without the need to raise capital



AG ALLIED
GAMING & ENTERTAINMENT

THANK YOU