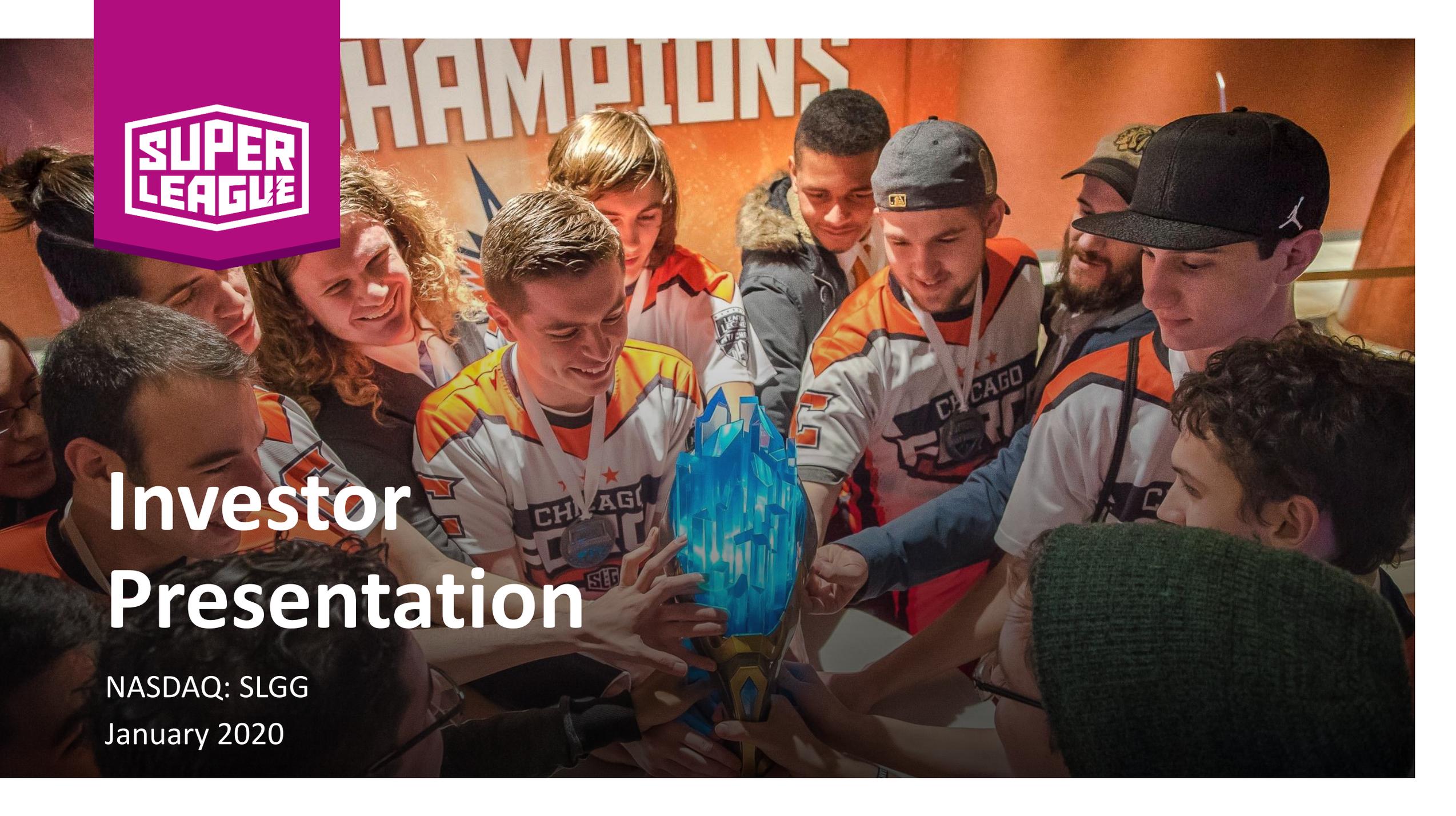




Investor Presentation

NASDAQ: SLGG

January 2020





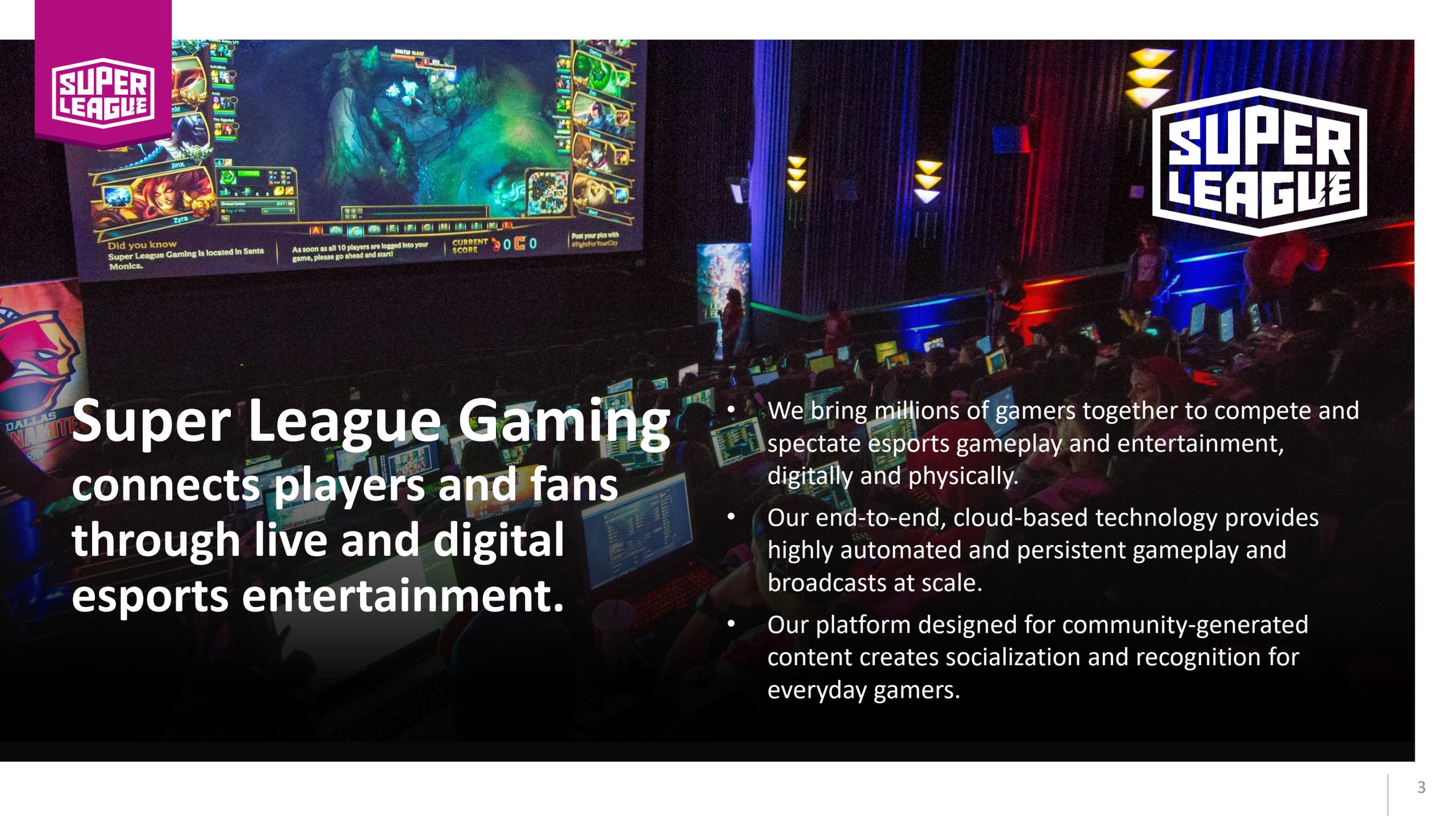
Forward-Looking Statements

Certain statements in this presentation constitute “forward-looking statements” within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended. Any statements that refer to expectations or other characterizations of future events, circumstances or results are forward-looking statements. You can also identify these statements by use of the words “may,” “will,” “should,” “plans,” “explores,” “expects,” “anticipates,” “continues,” “estimates,” “projects,” “intends,” and similar expressions. Forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. These risks and uncertainties include, but are not limited to the overall strength and growth opportunities in the esports industry, changes in consumer demand for the company’s services and the games the company licenses, changes in the competitive environment for the company’s technologies, services and products, and changes in the price of streaming services, licensing fees, and network infrastructure, hosting and maintenance. Given these uncertainties, you should not place undue reliance on these forward-looking statements. The views expressed herein are those of management and are based on currently available information. Estimates and projections contained herein have been prepared by management and involve significant elements of subjective judgment and analysis and are based on certain assumptions. No representation nor warranty, expressed or implied, is made as to the accuracy or completeness of the information contained in this presentation and nothing contained herein is, or shall be relied upon as a promise or representation, whether as to the past or the future.

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Important factors that could cause actual results to differ materially from those indicated by such forward-looking statements include, among others, those set forth in our in our prospectus dated February 25, 2019, our Quarterly Report on Form 10-Q for the quarters ended March 31, 2019 and June 30, 2019 and other filings that we make from time to time with the Securities and Exchange Commission. You may obtain copies of these documents free of charge by visiting EDGAR on the Securities and Exchange Commission’s web site at www.sec.gov.



**SUPER
LEAGUE**

**SUPER
LEAGUE**

**Super League Gaming
connects players and fans
through live and digital
esports entertainment.**

- We bring millions of gamers together to compete and spectate esports gameplay and entertainment, digitally and physically.
- Our end-to-end, cloud-based technology provides highly automated and persistent gameplay and broadcasts at scale.
- Our platform designed for community-generated content creates socialization and recognition for everyday gamers.



Competitive Gaming Has Arrived



THE AUDIENCE

400M+

Gaming audience on YouTube and Twitch is larger than the combined audience of Netflix, Hulu, HBO and ESPN.

More professional esports viewers than the NHL and MLB.



THE DEMOGRAPHICS

46%

Of avid gamers gameplay as a way to spend more time with family, and 55% see it as core to their social life.

69% of gamers expressed interest in out-of-home gaming.



THE ENGAGEMENT

560B

Estimated number of minutes watched on Twitch in 2018.

Approximately 80% of esports content is consumed digitally.



THE MONETIZATION

\$3B

Estimated total for professional esports revenue in 2022, up from \$655M in 2017.

Total global gaming market revenue in 2019 of \$152 billion.



THE OPPORTUNITY

\$112/mo

Average Millennial gamers spend on total gaming content; \$29 of which is spent in donations to video content creators.

54% of Millennial gamers have full-time jobs and are the first generation of lifelong gamers.



THE SCHOLARSHIPS

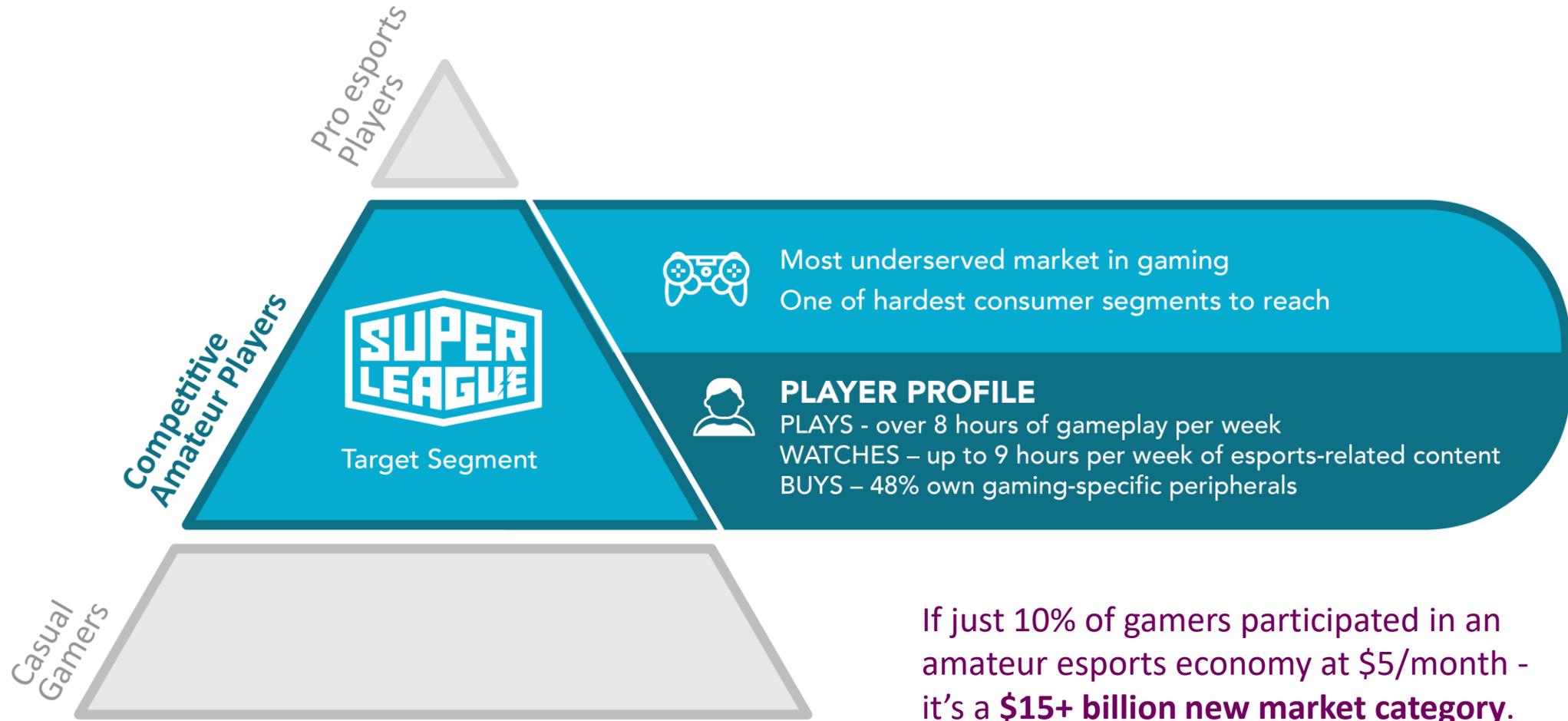
+100

Universities offer esports scholarships. Esports enthusiasts have higher college graduation rates and household incomes than traditional sports fans.



Sizing the Amateur Esports Market

There are an estimated 2.6 billion gamers globally.





Rise of the Competitive Gaming Market

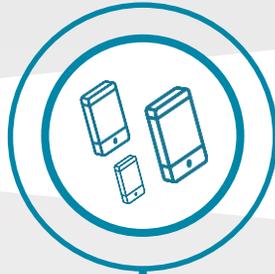
Macro trends are driving the exponential growth in gaming and esports.



Gaming enters mainstream culture



Digital Infrastructure emerges for DIY content creation and consumption



Game design becomes inherently competitive



Professional esports teams and leagues expand



Technology removes barriers for greater access to competitive gaming



Gaming is bigger than the movies and TV - gamers are the new content creators and stars of pop culture



Our Asset Footprint in 2019

Supported by **dozens** of top game titles.

60

countries

+500

venues

~1M

registered users

120M

video views

15MM

gameplay hours

75%

of video views (120MM)
from community-
generated content



Our Business Model

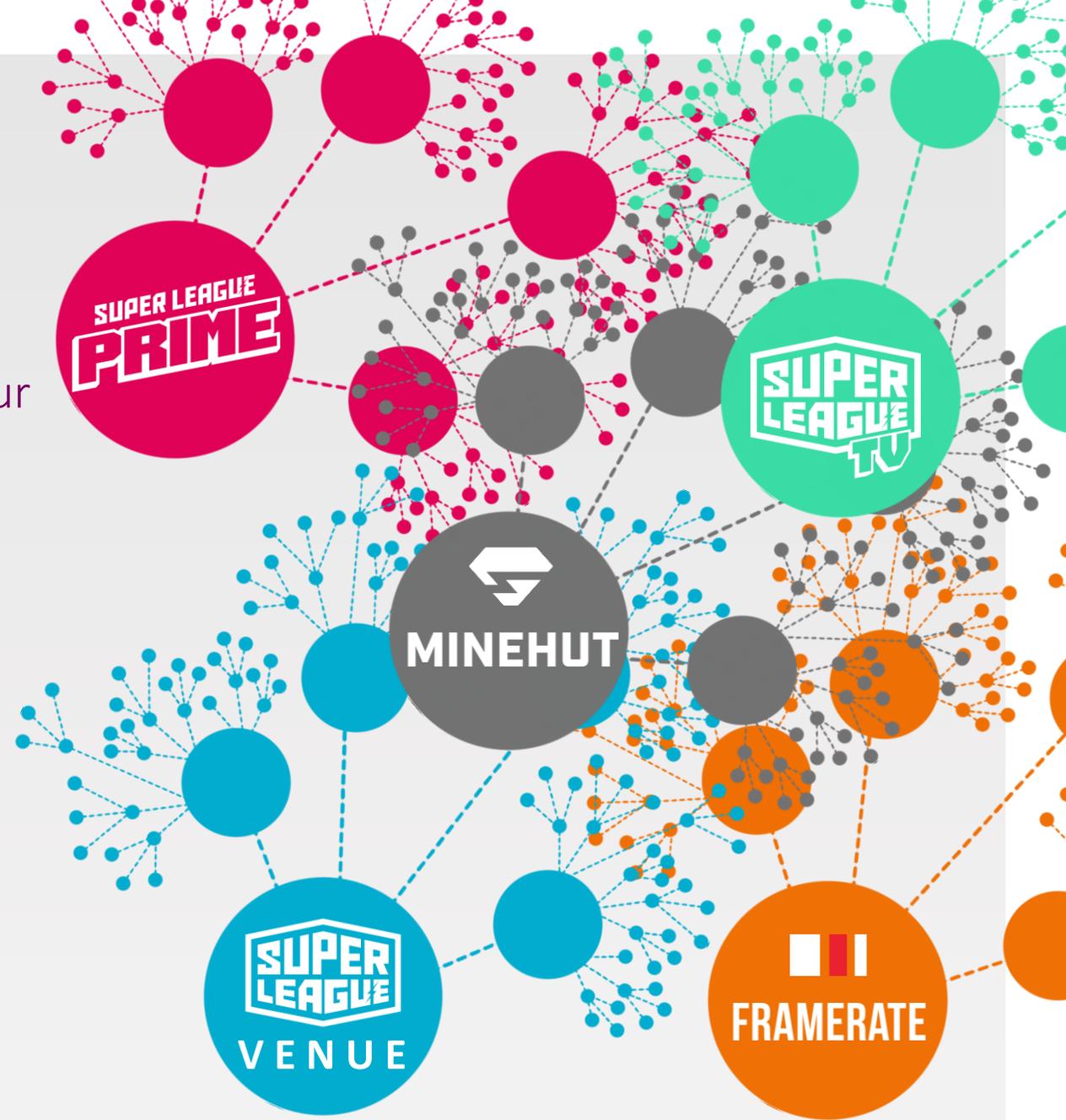
A branded house of physical and digital gamer experiences and offers. We monetize gamers, their gameplay and the content they generate through our platform.

Monetizing Gamers:

- Super League Prime Monthly Subscription
- Tournament Fees
- Digital In-Game Goods
- Consumer Products

Monetizing Audience:

- Brand Sponsorships
- Game Publisher Deals
- Advertising through Digital Reach
- 3rd Party Content Licensing





Stakeholders and Ecosystem

The currently fragmented global esports industry creates inorganic growth opportunities.

In the early stages of growth, the esports ecosystem faces key challenges for which our platform provides necessary solutions, and we have created a deep alliances with those key stakeholders.





Powerful Partners & Investors

An increasing syndicate of strategic commercial partners, many of whom also are investors in Super League.

Partnerships like this enable us to scale high-quality experiences, create rich content, and establish a competitive ladder to professional esports.

CURRENT PORTFOLIO



BRAND PARTNERS



VENUE PARTNERS



MEDIA PARTNERS



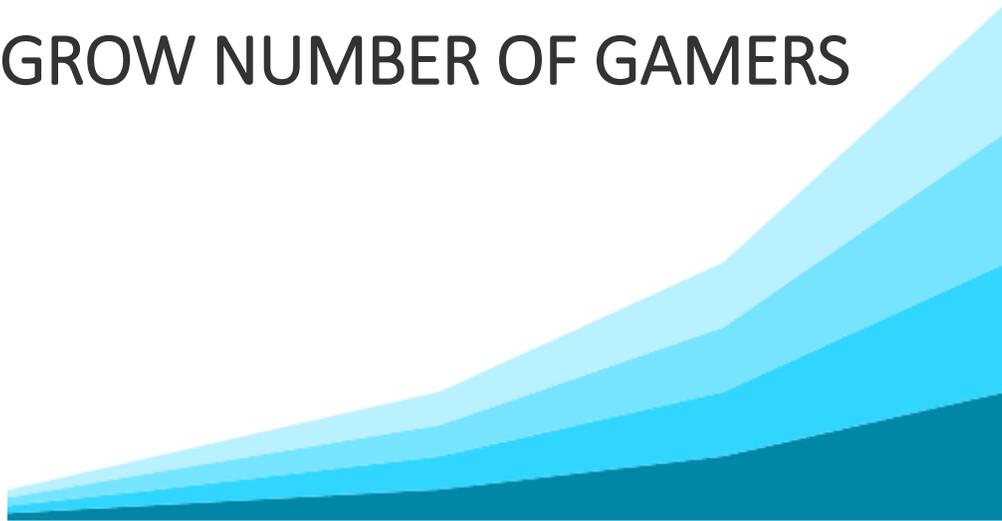
Instagram





How We Scale

GROW NUMBER OF GAMERS



- Venues
- Markets
- Subscription Offer
- Premium Consumer Offers

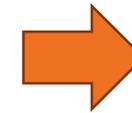


**Higher
Revenue per
User**

GROW SIZE OF AUDIENCE



- Community Generated Content
- Digital Channel Experience
- Ad Inventory
- 3rd Party Distribution Offers



**Premium
CPM's**



Investment Highlights

Exceptional Market Opportunity with Global Reach

- Large, underserved global audience of 2.4 billion gamers
- Audience viewing esports content surpasses all major streaming services
- Unique “pure play” that is game title agnostic

Leading Position as a Mainstream Esports Platform

- First-mover in the amateur esports category with trusted brand
- Cloud-based platform enabling competitive gameplay and entertainment at scale
- Platform offers a solution for brick & mortar retail, game publishers and broadcasters

Attractive Business Model with Accelerating Growth

- Significant year-on-year audience and registered user growth
- Retail partner network expansion for lower customer acquisition cost
- Growth of digital network and offers brings new advertising and direct-to-consumer revenue streams

Strong Management Team

- Executive team with 25+ years experience across the board
- Broad exposure to private and public sectors at scale in relevant industries
- Experience at IMDb (Amazon), Fandango, Gateway, BP, Endeavor, Take Two and PWC to name a few

Top Tier Game Titles





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APPENDIX



Highly Experienced Management Team

25+ years of experience across each member of the executive team.

Ann Hand
Chair, President & CEO



David Steigelfest
Co-Founder, Director & Chief Product Officer



Samir Ahmed
Chief Technology Officer



Matt Edelman
Chief Commercial Officer



Clayton Haynes
Chief Financial Officer



Andy Babb
EVP, Game Partnerships





Our Current Portfolio

Top-tier titles have potential to bring **hundreds of millions of users** to our platform.

TITLE	PUBLISHER	GENRE	TARGET DEMOGRAPHIC	ESTIMATED MAU/Players
PUBG MOBILE	Tencent Games	“Battle Royale”	14 – 34	100MM ⁴
Street Fighter V	Capcom	Fighting Game	18 – 30	4MM ⁵
League of Legends	Riot Games	Multiplayer Online Battle Arena (MOBA)	14 – 34	100MM ¹
Minecraft	Microsoft (Mojang)	Sandbox	6 – 14	74MM ²
Clash Royale	Supercell	Collectible Card Game; Tower Defense; Real Time Strategy; MOBA	14 – 50	100MM ³
Fortnite	Epic Games	Battle Royale	8 – 34	125MM ¹

= 503MM



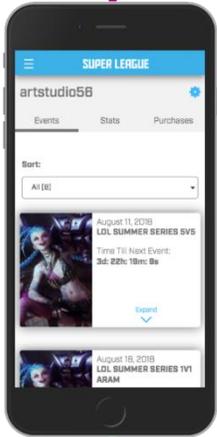
Sources: 1) statista.com, 2) popsugar.com, “Minecraft Boss Helen Chiang on Her New Role, Breaking Records, and What’s in Store For 2018,” May 8, 2018, 3) 100MM MAU across all 4 of Supercell’s games announced via twitter.com, March 7, 2016. 4) IGN, May 17, 2019. 5) As reported by Capcom, 3.7MM units sold, 2019.



Our Platform Building Blocks

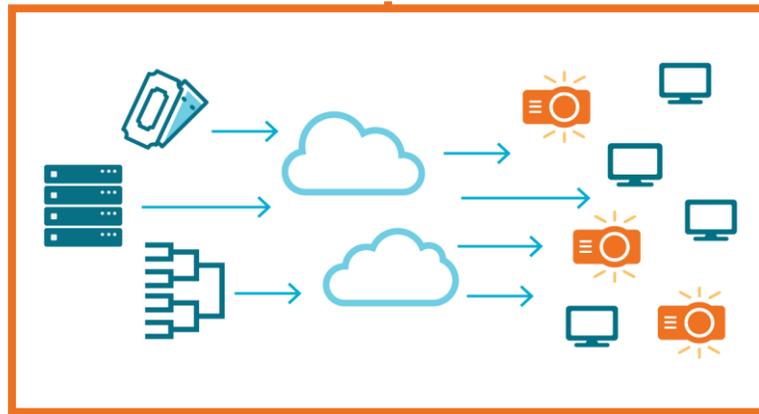
End-to-end platform enabling experiential gameplay and content capture at scale.

1



Player Match-Making
applies criteria to intelligently match gamers and create teams and tournaments based on skill level, geography and other filters.

2



Integrated & Automated Tournament Operations
support all major components from game API integrations for game data extraction and leadership management through to ticketing, event operations, and prize fulfillment.

3

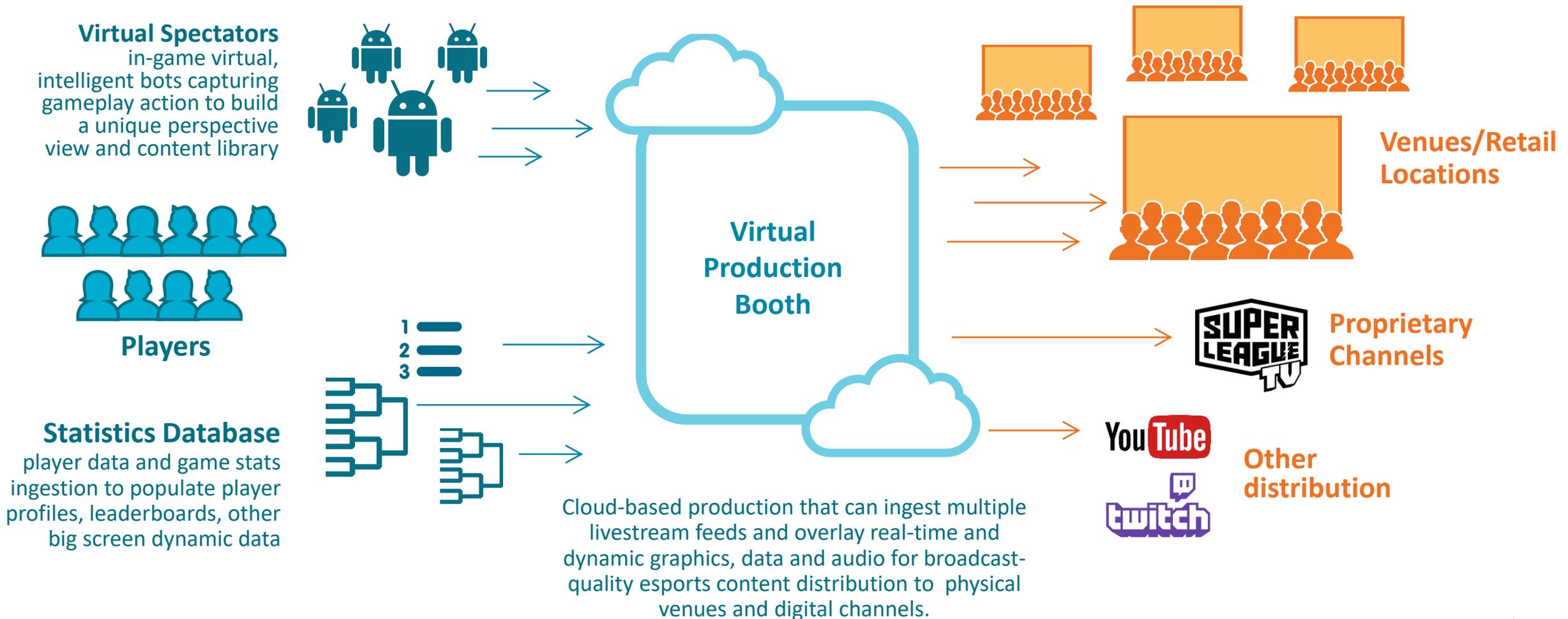


Visualization & Broadcast System
uniquely captures and live streams an immersive and dynamic “stadium screen” perspective through our proprietary gameplay spectating and cloud-based production booth engine capable of simultaneous broadcasts across multiple locations and channels.



Proprietary Visualization & Broadcast System

Leveraging leading edge cloud capability for livestream amateur esports at scale.





Our Offerings

A game and location agnostic platform, offering rich diversity and flexibility.

Our “always on” platform offers a variety of programming for our members to engage in, ranging from national to local, daily to seasonal, and online to in-person gameplay and viewing.

