



# INVESTOR PRESENTATION

February 2023

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This Presentation contains statements and information that, to the extent that they are not historical fact, may constitute “forward-looking information” within the meaning of applicable securities legislation. Forward-looking information may include financial and other projections, as well as statements regarding future plans, objectives or economic performance, or the assumption underlying any of the foregoing. Forward-looking information in this presentation includes statements about the objectives and business plans of Swarmio Media Holdings Inc. (the “Company”); the potential benefits to customers and users of the Company’s platform; potential market size or market opportunities; future revenue streams and billing models; deals in the Company’s pipeline and whether those transactions will be signed or benefit the Company; and the Company’s ability to scale. Forward-looking information is based on the reasonable assumptions, estimates, analysis and opinions of management made in light of its experience and its perception of trends, current conditions and expected developments, as well as other factors that management believes to be relevant and reasonable in the circumstances at the date that such statements are made, but which may prove to be incorrect. Forward-looking information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to differ materially from any future results, performance or achievements expressed or implied by the forward-looking information. Accordingly, readers should not place undue reliance on any such forward-looking information. Further, any forward-looking statement speaks only as of the date of this presentation. New factors emerge from time to time, and it is not possible for the Company’s management to predict all of such factors and to assess in advance the impact of each such factor on the Company’s business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements. The Company does not undertake any obligation to update any forward-looking information to reflect information, events, results, circumstances or otherwise after the date hereof or to reflect the occurrence of unanticipated events, except as required by law including securities laws. For a more detailed discussion of the risk factors associated with the Company’s business please see the “Risk Factors” listed in the Company’s prospectus dated November 10, 2021 available at [www.SEDAR.com](http://www.SEDAR.com).

# INVESTMENT HIGHLIGHTS

1

## Patented Technology

Swarmio Media is a Canadian technology company focused on deploying its proprietary turnkey gaming and esports platform, Ember, which enables telcos and game publishers to engage and monetize gamers. Swarmio has partnered with several of the largest telcos in Asia, Middle East and North Africa, with potential access to more than 250 million telco users.

2

## Massive Industry Tailwinds

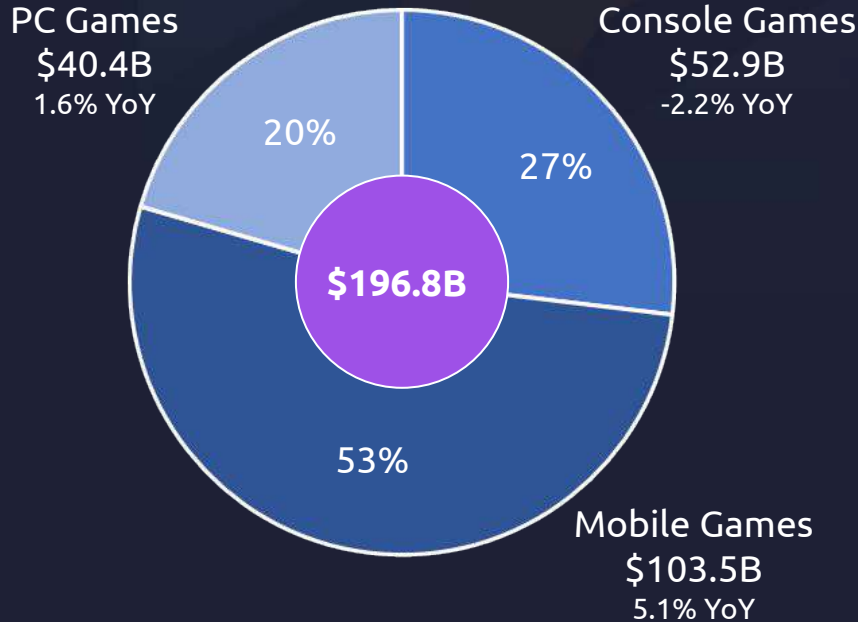
Video gaming is the largest entertainment market in the world with \$200+ billion global revenue and 3+ billion players worldwide. Globally, telcos are struggling to increase revenue. The gaming market provides a viable pathway for telcos to monetize millennials and digital natives.

3

## Enormous Growth Opportunity

Swarmio's strategic focus is on regions with the largest populations of gamers where credit card penetration is very low: Latin America, Asia, Africa, and the Middle East. 2 billion gamers in these regions remain unbanked, underserved, and unable to purchase gaming content. Swarmio allows gamers to buy gaming content using alternative payment channels such as direct carrier billing, direct top-up and e-wallets.

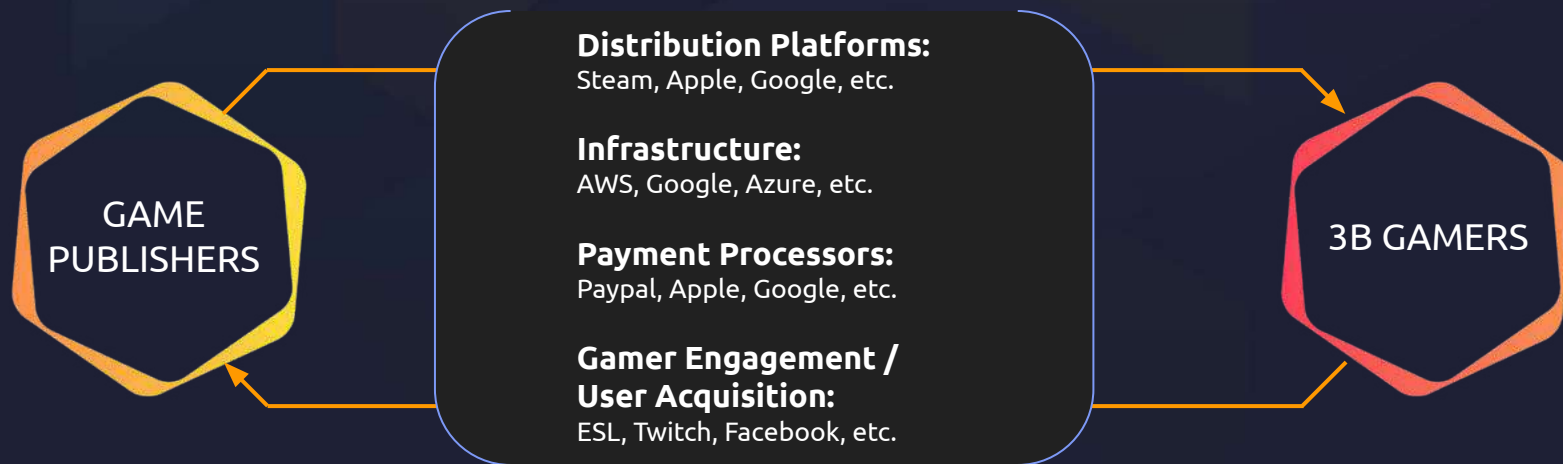
# MARKET OVERVIEW - 2023 GAMING INDUSTRY



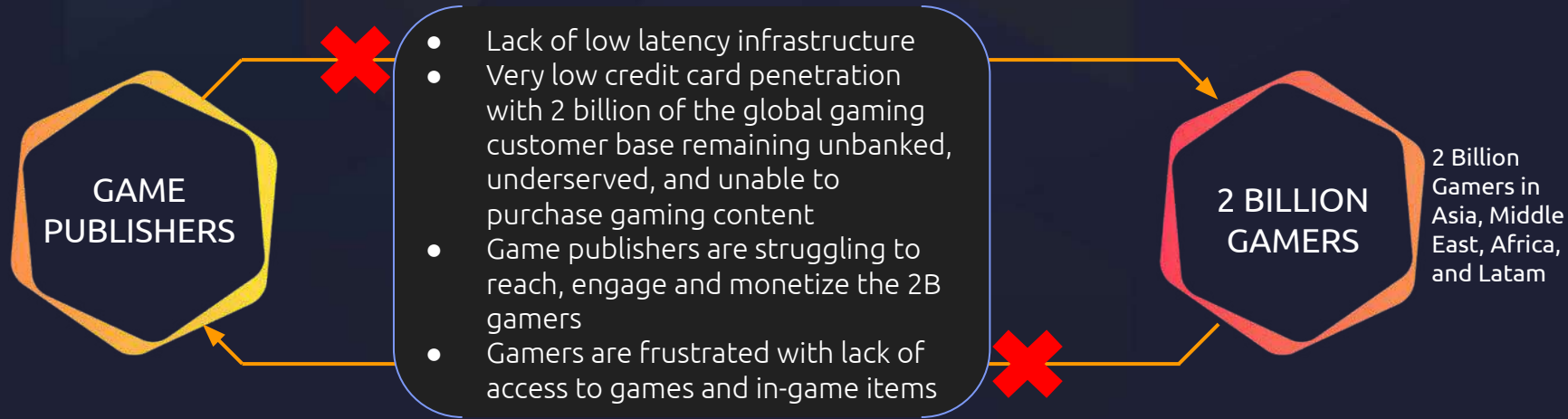
- Largest entertainment market in the world with **\$200B USD** annual revenue
- **53%** mobile games revenue with **5.1%** YoY growth
- **3 billion** gamers in the world

# MARKET OVERVIEW - GAMING VALUE CHAIN (DIGITAL)

USD \$200B Annual Revenues

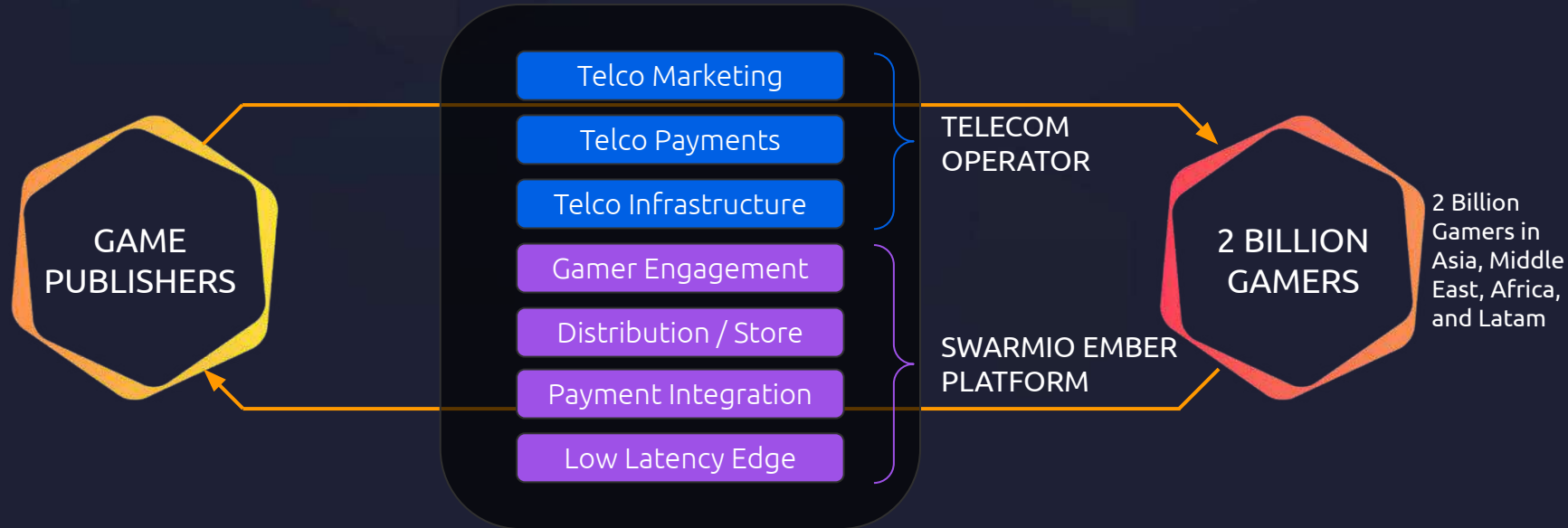


# THE PROBLEM: 2B+ GAMERS ARE UNDERSERVED



# SWARMIO'S SOLUTION: 2B GAMERS UNLOCKED

Swarmio's EMBER platform allows telecom operators and game publishers to engage and monetize the 2 billion gamers in Asia, Middle East, Africa, and Latam.

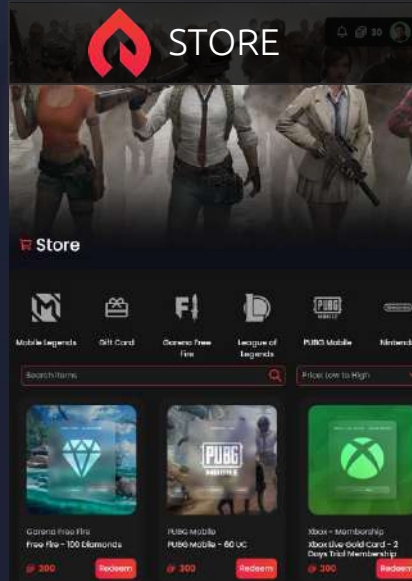


# EMBER PLATFORM - CORE FEATURES



## GAMING & ESPORTS

Gamer engagement and gamification platform



## E-COMMERCE

E-commerce store for the gaming community



## FINTECH - PAYMENTS

Gamer's digital wallet with telco payments

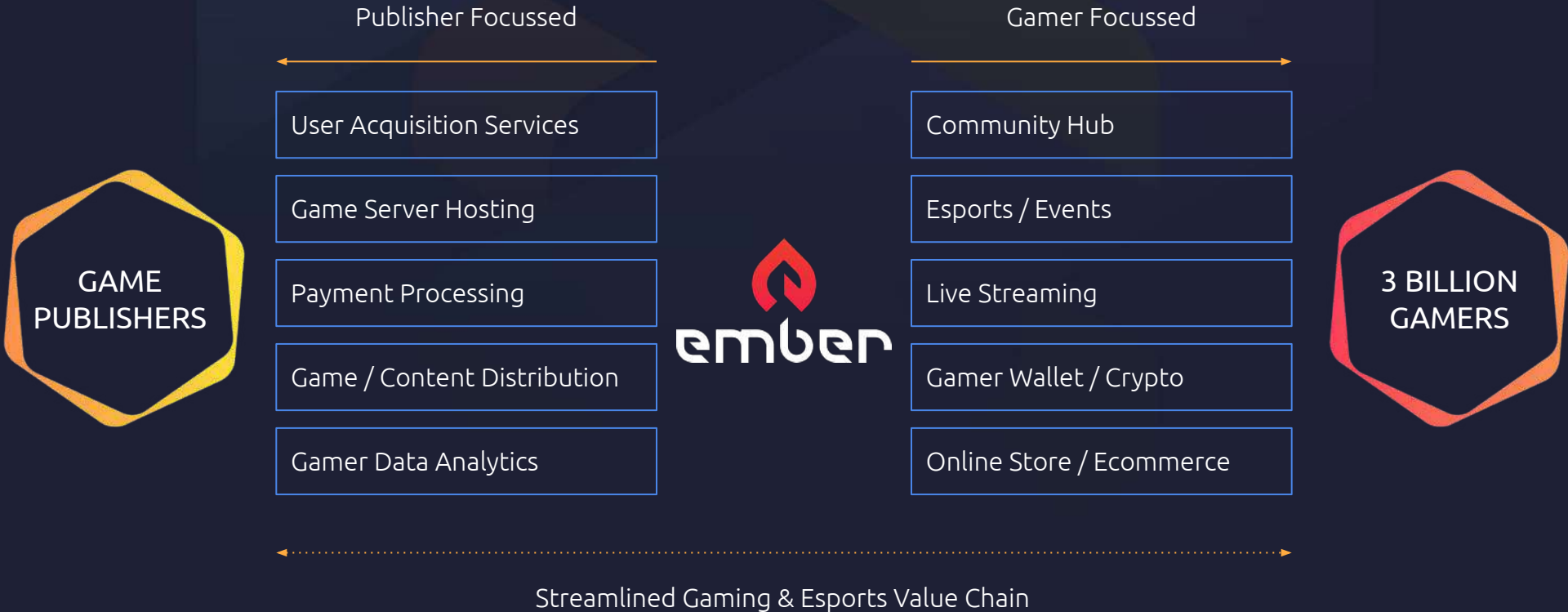


## EDGE CLOUD

Low latency edge computing solution (patented technology)



# EMBER - CONNECTING PUBLISHERS DIRECTLY TO GAMERS

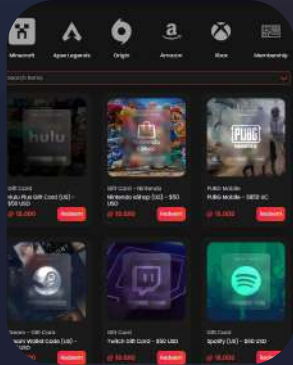


# EMBER - REVENUE STREAMS



## Subscription

Recurring revenues from Gaming & Esports subscriptions.



## Store

On-demand revenues from sale of in-game tokens, contents and skins.



## Payments

Payment Gateway for Publishers and Developers.



## Edge Cloud

Low latency edge hosting solution for game publishers and developers.



## Game Publishing

Turnkey solution for publishers and developers. Regional publishing rights.



## Advertisement

Integrated and unique advertising campaigns for brands.

Current Monetization Models

Future Monetization Models

# BUSINESS MODEL: REVENUE SHARE



- Enable game publishers to monetize the 2 billion gamers who don't have access to credit cards.
- Provide low latency edge hosting, user acquisition, marketing, and telco payment channels for game publishers/developers.
- Swarmio shares 20% - 50% of the revenue from the publishers with the telcos.

- Enable the purchase of in-game items with telco mobile payments.
- Low latency access to games.
- Users pay for a monthly subscription (\$3 - \$5 per month) and buy items in the store using mobile payment channels.
- Swarmio shares 20% - 50% of the revenue from the gamers with the telcos.

# OUR TELCO PARTNERS

In 2022, we have signed telcos with an aggregate total of **250 Million** captive user base. With our current sales pipeline we expect to **triple** this number in 2023.



<https://hub.arenaesports.ae/>

e& Group: **160+M** telco subs



<https://globe.emberhub.gg/>

Globe: **85+M** telco subs



<https://ooredoo.emberhub.gg/>

Ooredoo Group: **120+M** telco subs



<https://esports.slt.lk/>

Sri Lanka: **8+M** Telco Users

## CAP STRUCTURE

Issued & Outstanding	110,453,430
Warrants, RSUs & Options:	43,628,535
Fully Diluted:	154,081,965
Insider Ownership:	30%

Vijai Karthigesu	10%
InnovaCorp (Can. Gov.)	10%
Co-founders / Employees	18%
Retail / Institution / Public	62%

Head Office:	Halifax, NS, Canada
Founded in:	2015
Global Team:	60 Employees in 15 Countries
Business Operations:	Canada, Brazil, UAE, Saudi Arabia, Egypt, Bahrain, Tunisia, Sri Lanka, Philippines, Malaysia and Singapore

# SWARMIO LEADERSHIP TEAM



**Vijai Karthigesu**  
CEO

Vijai is a serial entrepreneur, tech executive, innovator, and a thought leader in the fields of telecom networking, 5G and edge cloud technologies with 25+ years of industry experience.



**Sorin Stoian**  
CTO

Sorin is a creative and results driven IT architect with 20+ years of experience in IT infrastructure, cloud, software defined systems, cyber security, and agile software development.



**Tesh Kapadia**  
EVP, Sales

Tesh is an accomplished sales executive with more than 25 years of proven telecom sales experience across the globe. He is also a frequent speaker in telecom industry forums.



**Aseef Khan**  
VP, Gaming

Aseef has grown and advised multiple companies within the FinTech, MarTech, Entertainment and Video Gaming industries. He is passionate about new technologies and video games.



**Vinicius Esteves**  
SVP, Monetization






Vinicius is an industry expert in mobile payment, direct carrier billing and mobile marketing. He has 20+ years of mobile payment industry experience across the globe.



**Jonathan Visva**  
CAO

Jonathan has more than 25 years experience working in Canada and the US. His experience covers multiple business verticals in companies ranging from start-ups to enterprises.

# COMPETITIVE LANDSCAPE

			 <b>ESL</b>	 <b>CODASHOP</b>	 <b>UniPin</b> VOUCHER GAME ONLINE
Company Name	Swarmio Media	Sea Group	ESL Faceit Group	Coda Shop	Unipin
Market Cap / Valuation		<b>\$30B</b>	<b>\$1.5B</b>	<b>\$2.5B</b>	<b>\$1B</b>
Gamer Community Hub	✓	✓	✓	✗	✗
Esports / Events	✓	✓	✓	✗	✗
Payment Gateway	✓	✓	✗	✓	✗
Gamer Store	✓	✓	✗	✓	✓
Edge Cloud	✓	✗	✗	✗	✗
Live Streaming Tech	✓	✗	✗	✗	✗
Telco Partnership	✓	✗	✗	✗	✗



# swarmio media

THANK YOU

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