

Bigger than the NFL, NBA and MLB... COMBINED?

Every gamer can now play for cash & prizes like the pros.

The *ecosystem* driving eSports is ready. Come join us!

PROBLEM STATEMENT:

- 1) **Esports opportunities are concentrated in pro competitions, which contribute only 17% of total esports market value. *The remaining 83% is largely neglected!*** Substantial opportunity exists in any ecosystem that can meet the competitive needs of *all* gamers at *all* skill levels.
- 2) **There is no stable on-ramp allowing amateurs to enter the world of competitive esports.** There are dozens of popular esports games. Few offer consistent opportunities for fair play against like-skilled opponents. None provide comprehensive and persistent mechanisms to track player skill that span multiple top esports titles.

ESTN SOLUTION:

ESTN has developed the ***only*** platform that enables consistent game-agnostic player tracking and equitable matchmaking. The ESTN ecosystem also provides opportunities for all gamers, regardless of skill, to **win cash prizes of *unprecedented* sizes** for amateur play.

BUSINESS MODEL:

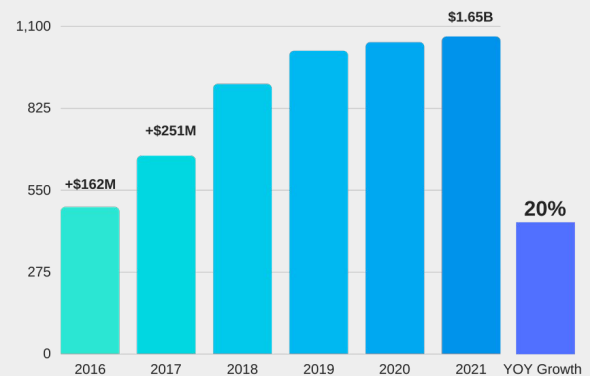
ESTN has **two primary core revenue streams**. Gamers purchase “**Seats**” that secure entry into tournaments. Delegated Seat Owners (**DSOs**) purchase the rights to these Seats.

- The DSO system confers ownership rights to individual Seats.
- Owning Seats, and sharing in their revenue, encourages DSOs to proactively promote ESTN to fill their Seats.
- A Seat offered at a **monthly fee of \$20 can return up to 50%** of its recurring revenue to controlling DSOs.
- The remaining 50% of Seat fee balances are split between ESTN's platform fee and tournament prize pools.
- Seat fees will vary based on difficulty of competition and other factors. Monthly fees may range from \$20 to \$100.
- The ESTN platform can easily accommodate **20 million active users**. At full capacity, and with Seat fees set at \$20 per month, our **annualized Seat fee revenue will be \$1.2 billion**.
- Projected sales of **15 million Seat rights** to DSOs, at a pre-sale rate of \$25 per year, **will add \$375 million to the top line**. This brings ESTN's **total annual core revenue potential to nearly \$1.6 billion**.

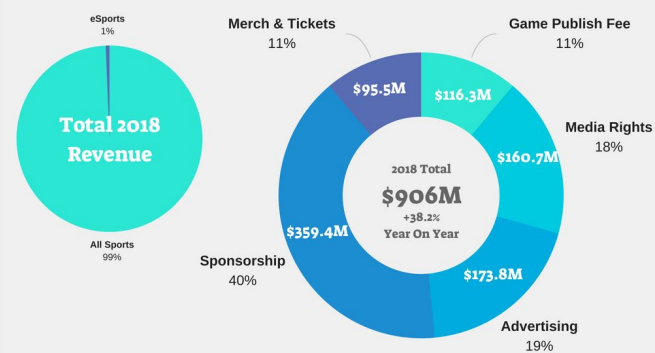
These projections also provide for **prize pools of up to \$200 million per month, or \$2.4 billion per year**.

Our path to 20 million users requires us to achieve a **4% market penetration** rate across the **combined player base of the world's 20 most popular esports titles**. This path is easier every day in an industry that has sustained double-digit growth for over a decade.

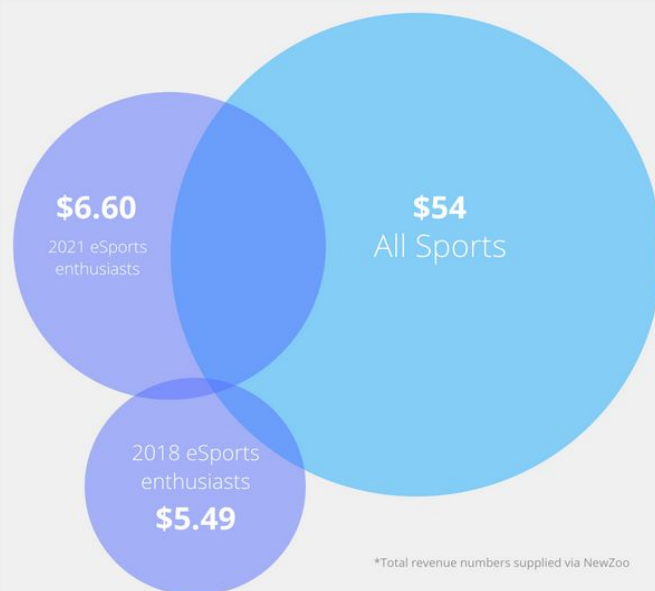
eSports Yearly Revenue



2018 eSports Revenue Streams | Global



Revenue Per Fan



Core Components of the ESTN ECOSYSTEM

PLATFORM:

- Tracks performance and secures fair matchmaking across numerous top esports titles with the proprietary **UPR player ranking system**
- Tiered league structure **accommodates all skill levels**
- UPR tracking prevents high-skilled players from entering low-skill leagues to “farm” amateurs for loot or financial rewards
- **Financial incentives encourage new entrants** into competitive play
- Integrates with popular streaming and esports engagement platforms

DISTRIBUTION CHANNELS:

- We are initially targeting a penetration rate of **1% to 3% of the combined player base** in the world's top 10 to 20 esports titles.
- Our platform technology and DSO structure allows us to target the entire **digital-game-playing population of approximately 2.3 billion people**, a population as large as Facebook's entire user base
- Partnerships and/or **licensing agreements with developers** will provide additional entry points into this market
- Our roster of major partners, investors, and advisors already includes FanKey, Elite Esports India, Mark Wahlberg, Mike Ditka, Kurt Warner, Hank Baskett, Ron Jaworski, Chris Puckett, and others.

SEAT LICENSING (DSOs):

- A stable, streamlined, and visible way for anyone to capitalize on the booming esports market, with **no coding or gaming skills needed**.
- All **DSOs benefit from ESTN's worldwide advertising and branding efforts**, which minimizes individual DSO marketing requirements.
- The DSO system can easily onboard and support esports influencers who want to make real money while pursuing their passion

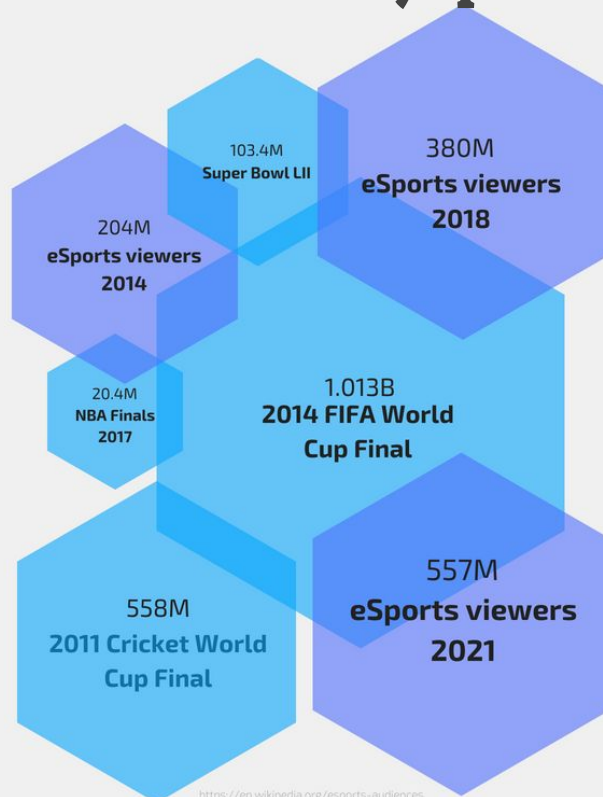
TOURNAMENT ENTRIES (SEAT FEES):

- For \$20 (or more) per month, players can play against skill-appropriate opponents in tournaments for any platform-supported game
- UPR and Credits provide consistent incentives for regular play
- Uncapped financial incentives for both players and DSOs will drive rapid worldwide adoption of the ESTN platform
- Higher Seat fees produce greater opportunities for all entrants

ESTN.TV:

- Supports a variety of interactive esports-focused video programs
- Will be syndicated across all popular streaming platforms: Apple TV, Roku, Amazon Fire, Facebook Live, Google Home, Twitch, YouTube...
- Potential programming may include how-to guides for games, skill-building tutorials, esports news, and even scripted programs
- Everything is deployed to support ESTN's core value proposition: live streams featuring the best tournament action from around the world

Audience Size By Sport



UTILITY TOKEN

- **ESTN token is an Ethereum-based token**
- Utility token allows players and DSOs to access and utilize the ESTN platform
- **ESTN tokens fuel the ESTN ecosystem**
- Tokens secure tournament entries (Seat fees), enable purchases on our ecommerce platform, and are exchangeable for their owner's preferred fiat currency
- ESTN Credits can be earned with every game played, whether win, lose, or draw
- **Credits are exchangeable 1,000-1 for tokens** and can also purchase exclusive platform rewards or premium Seats
- All UPRs are recorded on the ESTN blockchain and updated after every game
- The ecosystem utility sets initial ESTN token prices at a retail rate of at **\$10 USD**

Contact: **Robert Raff**
Phone: **(818) 208-5335**