LEADERS IN

FREE TO PLAY MOBILE GAMES

TSX: **EAGR** OTCQB: **EAGRF**

ANALYST CALL - Q4 2021

MAR 10, 2022

LEAF Mobile Inc., d/b/a EastSide Games Group (the "Company")

Forward Looking Statements

This presentation contains general background information about LEAF Mobile Inc., d/b/a EastSide Games Group (the “Company”) in summary form, and does not purport to be complete. It is confidential, not for distribution to the public, for information purposes only, and may not be reproduced or distributed to any other person or published in whole or in part. It is not a general advertisement, general solicitation or an offer to sell or buy any securities, nor is it advice or a recommendation. This presentation or the fact of its communication shall not form the basis of or be relied on in connection with any contract or investment decision whatsoever in relation thereto. No securities commission or exchange has reviewed, commented on or assessed the adequacy or accuracy of this presentation.

Statements in this presentation (the “Presentation”), including the information set forth as to the future financial or operating performance of the Company, that are not current or historical factual statements may constitute “forward-looking” information within the meaning of applicable securities laws. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. When used in this Presentation, such statements may include, among other language, such words as “may”, “will”, “expect”, “believe”, “plan”, “anticipate”, “intend”, “estimate” and other similar terminology. These statements reflect current expectations, estimates and projections regarding future events and operating performance and speak only as to the date of this presentation. prospective investors should not place undue importance on forward-looking statements and should not rely upon this presentation as of any other date. These forward-looking statements involve a number of risks and uncertainties. The forward-looking statements included in this Presentation are made only as of the date of this presentation. The Company undertakes no obligation to update any forward looking- statements to reflect subsequent events or circumstances. There can be no assurance that the projected results can be realized or that actual results will not be materially higher or lower than those projected.

This presentation contains "forward-looking" statements including those regarding our financial guidance, our strong product roadmap and pipeline, our healthy balance sheet to support expected growth, and statements including words such as “anticipate,” “believe,” “estimate,” “expect,” “may,” “will,” “plan,” “intend,” “could,” “continue,” “remain,” “positioned,” "potential" and similar expressions or variations. You can locate these reports through our website at http://www.eastsidegamesgroup.com/investors.

EXECUTIVE Summary

Organic Growth Ramps in Q4

- RECORD Q4 & FY REVENUE
- RECORD Q4 PLAYER AUDIENCE
- RAMPING “SUPER MARQUEE” IP PIPELINE
- SCALING GAME KIT(S) PARTNERS

Q4 2021
$28.6M
+49% YOY

FY 2021
$93.2M
+37% YOY

Q4 MAU
1.5 MILLION
+53% YOY

RuPaul's Drag Race Superstar

Mighty Kingdom

NOPOWERUP

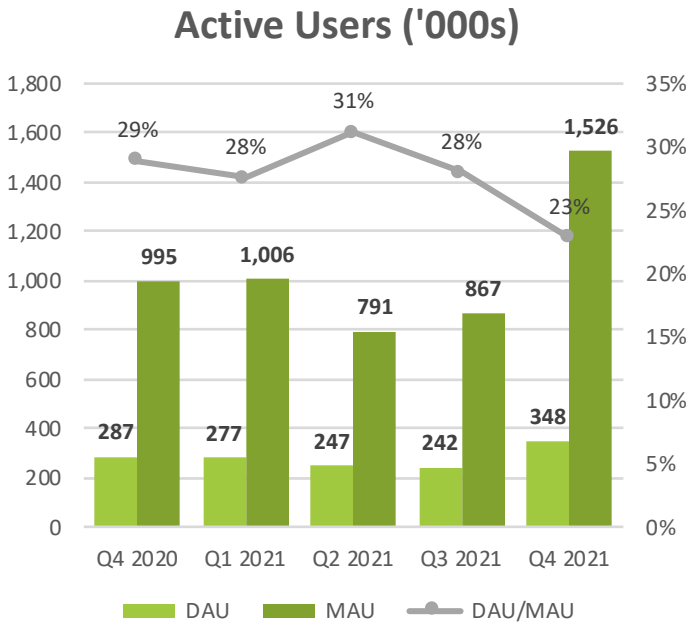
ESGG as reported under IFRS. Does not include LEAF and LDRLY from April 17 to Dec. 31, 2020 and Jan 1 to Feb 5, 2021
DAU, MAU and ARPDAU - Refer to definitions on Non-GAAP measures in MD&A.

OPERATING METRICS

DAU, MAU and ARPDAU - Refer to definitions on Non-GAAP measures in MD&A.

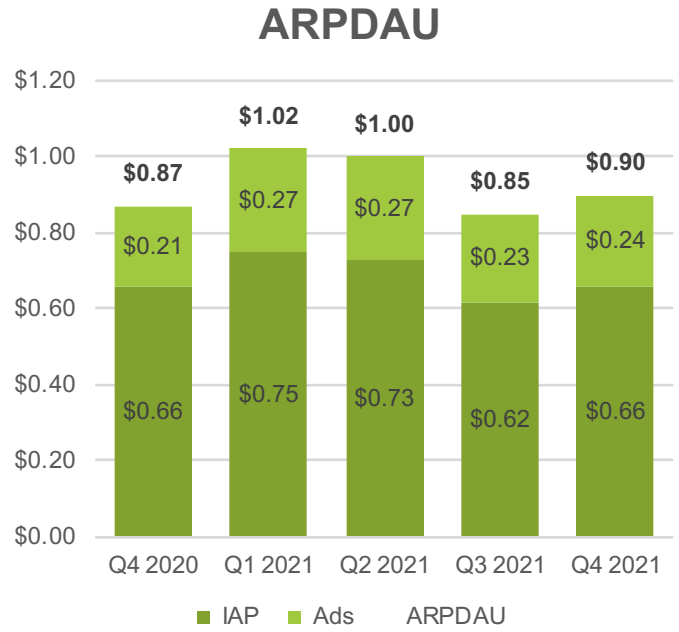
ESGG Q4 Operating Metrics

Record ARPDAU and Active Users (DAU) & (MAU)



DAU **+21%** MAU **+53%**

vs Q4 20'



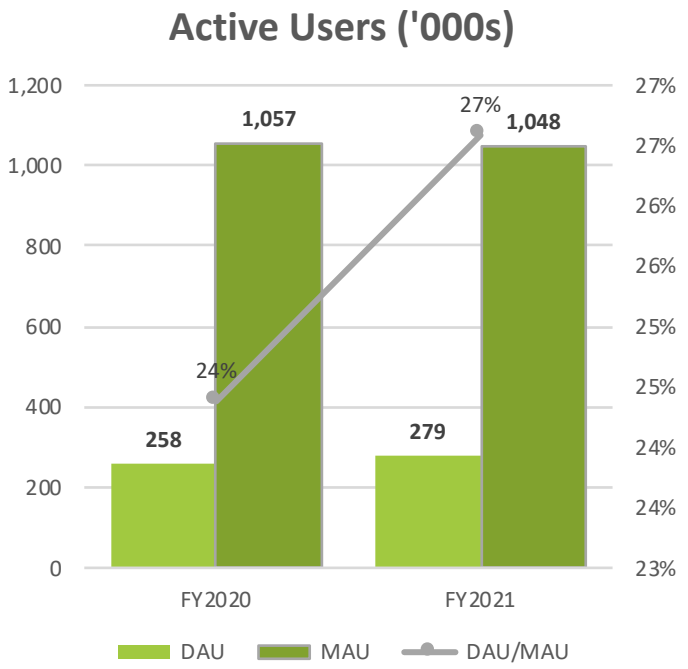
+3%

vs Q4 20'

DAU, MAU and ARPDAU - Refer to definitions on Non-GAAP measures in MD&A.

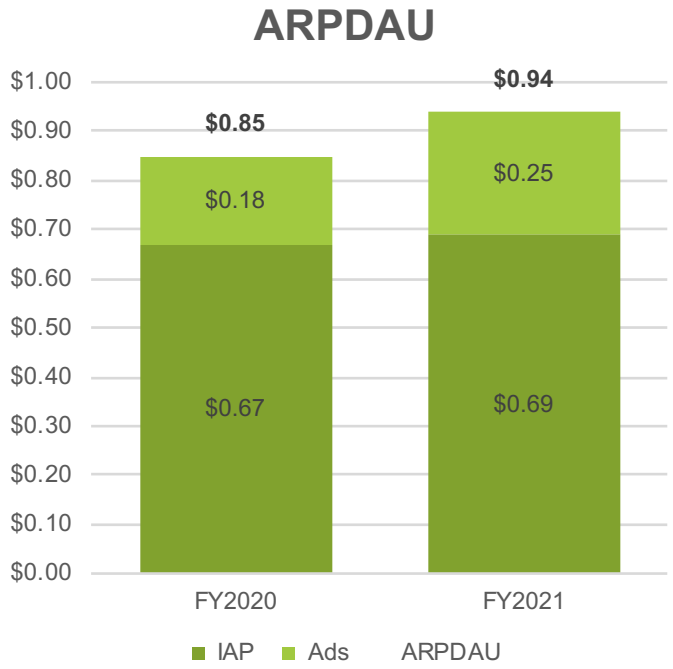
ESGG FY21 Operating Metrics

Record ARPDAU and Active Users (DAU) & (MAU).



DAU **+8%** MAU **STABLE**

vs FY 20'



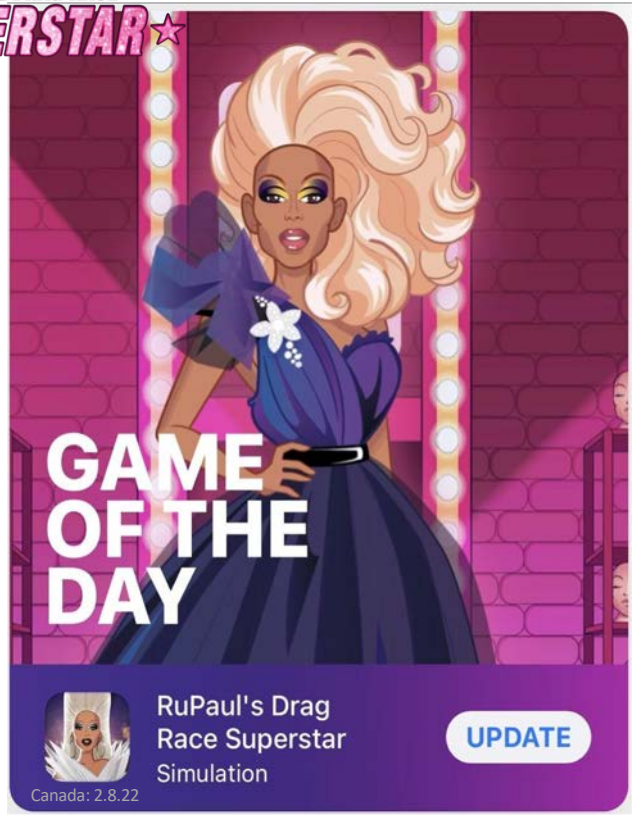
+11%

vs FY 20'

DAU, MAU and ARPDAU - Refer to definitions on Non-GAAP measures in MD&A.

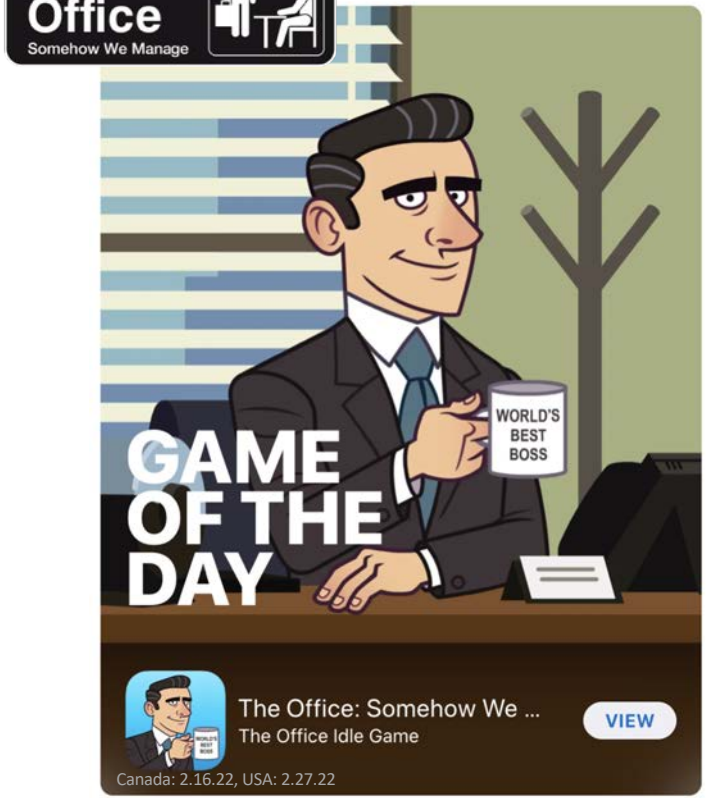
NEW
GAME & KIT
HIGHLIGHTS

WW Launch: 10/25/2021



 # 1 Ranking - all games in 5 countries

WW Launch: 1/27/2022



Top 10 Game Ranking in US & Canada

Source: Data Ai - IOS Highest Ranking Download METRICS as of Jan 10th, 2022

STAR TREK LOWER DECKS

BBC DOCTOR WHO

Iconic Global Franchises
at the Forefront of Pop Culture

TRAILER PARK BOYS

Extended & Expanded Partnership
Multi game & Multi genre

MIGHTY KINGDOM

NOPOWERUP

New & Expanded
Publishing & Game Kit
Partnerships

PRODUCT PIPELINE
RAMPING

RAMPING Product Pipeline

Strong exit from 2021 and building into a eventful 2022

12 GAMES

+3 “SUPER MARQUEE GAMES”

6+ PARTNERS PUBLISHING

BBC DOCTOR WHO

STAR TREK LOWER DECKS

The Office Somehow We Manage

STACKING GAME REVENUE

2021	1H 2022	2H 2022

PROFROMA REV *

$95.5M

+ Game Kit Partner titles launching throughout 2022

Lumen games · MIGHTY KINGDOM · BIGFOOT · NOPOWERUP

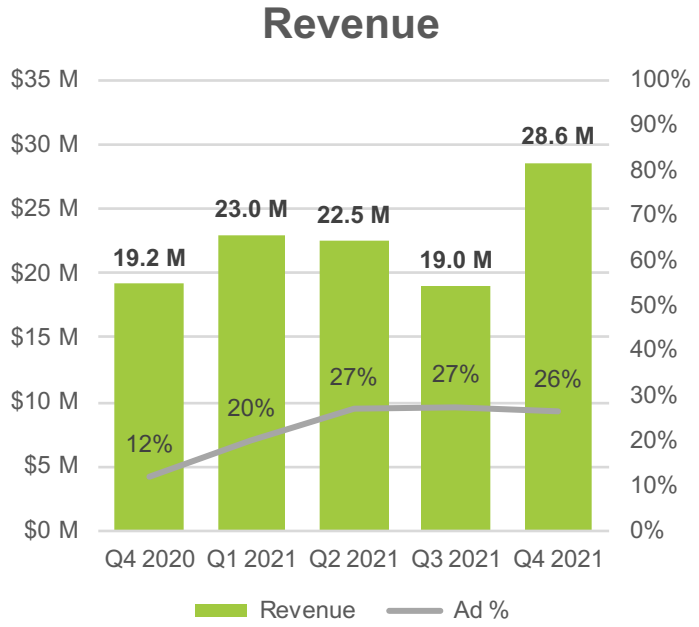
*Proforma financials - includes LDRLY & LEAF from April 17 to Dec 31 2020 and Jan 1-Feb 2021,

FY 2021

FINANCIALS

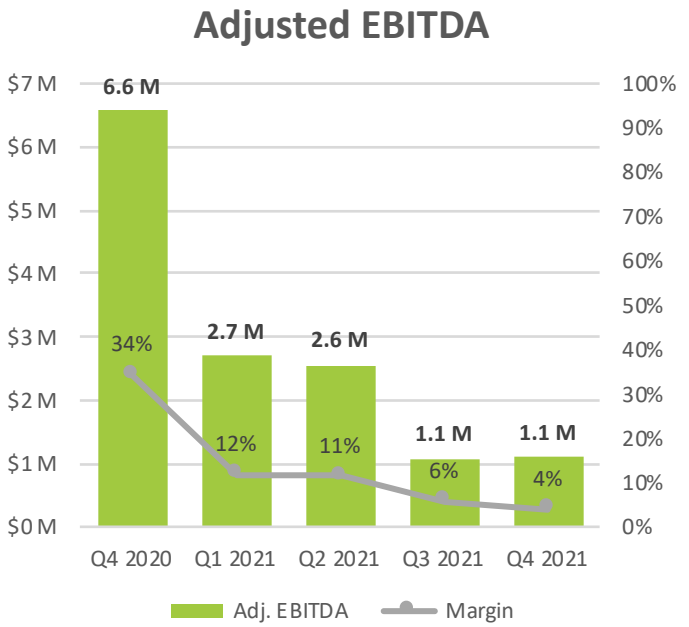
ESGG Q4 Financial Results

Record quarterly revenue.



+$9.4M / +49%

vs Q4 20'



-$5.5M / -83%

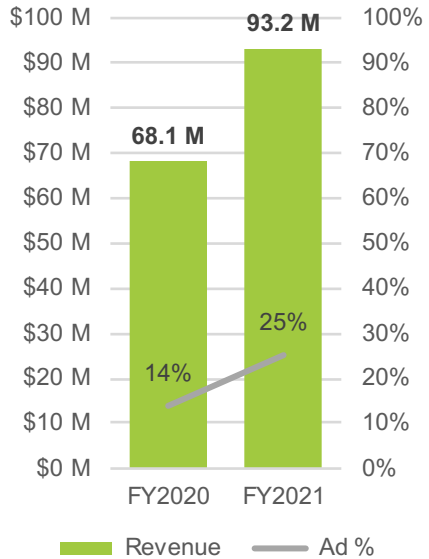
vs Q4 20'

ESGG as reported under IFRS. Does not include LEAF and LDRLY from April 17 to Dec. 31, 2020 and Jan 1 to Feb 5, 2021

ESGG FY21 Financial Results

As reported Record annual revenue.

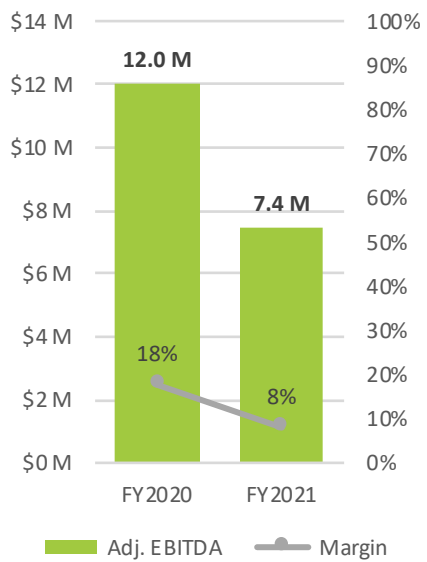
Revenue



+$25.1M / +37%

vs FY 20'

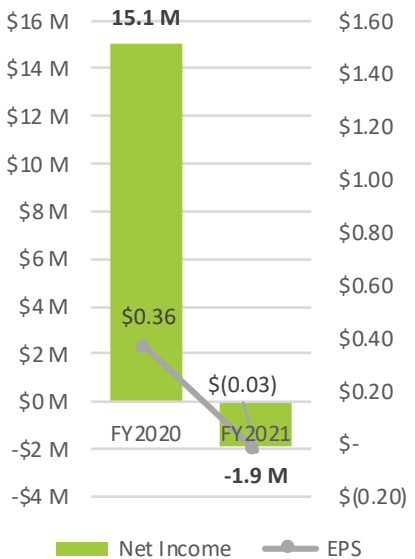
Adjusted EBITDA



-$4.6M / -38%

vs FY 20'

Net Income



-$17.0M / N/A

vs FY 20'

ESGG as reported under IFRS. Does not include LEAF and LDRLY from April 17 to Dec. 31, 2020 and Jan 1 to Feb 5, 2021

Q4 Financial Highlights

CAD (Millions)	Q4 2021	Q4 2020	Δ
REVENUE	**$28.60**	**$19.16**	49%
Gaming	21.05	16.86	25%
Advertising	7.55	2.3	228%
COST OF SALES	**9.9**	**4.25**	133%
GROSS PROFIT	**$18.70**	**14.92**	25%
Gross Margin %	*65%*	*78%*	
NET INCOME (LOSS)	**($0.80)**	**4.46**	N/A
ADJ. EBITDA	**1.1**	**6.57**	-83%
Adj. EBITDA Margin %	*4%*	*34%*	

CAD (Millions)	Q4 2021	Q4 2020	Δ
Cash Flow from Operations	($1.07)	$1.76	N/A
Cash Flow from Investing	($1.47)	($0.95)	N/A
Cash Flow from Financing	-	0.18	N/A
INCREASE (DECREASE) IN CASH	($2.54)	**1.00**	N/A
CASH - Beginning	11.78	3.42	244%
CASH - Ending	**9.24**	**4.42**	109%

49%
YOY GROWTH

Revenue growth of 49% vs. same period 2020 and 50% sequentially

4%
ADJ EBITDA MARGIN

8% Adj. EBITDA margin YTD and 4% for the quarter

$9M
CASH BALANCE

Strong financial position with $9million cash balance and an undrawn credit facility of $13 million

Cash generative business

- Cash flows from operations of $1.0M for the year.

ESGG as reported under IFRS. Does not include LEAF and LDRLY from April 17 to Dec. 31, 2020 and Jan 1 to Feb 5, 2021

FY 2021

SUMMARY

SUMMARY

Execution of Growth Strategy Delivers Record Q4 &FY

- **RECORD ORGANIC GROWTH** with first 2 months of RuPaul's Drag Race Superstar and stable core portfolio revenue delivery

- **RECORD PLAYER AUDIENCE ON DISCIPLINED UA INVESTMENT**
  - Marketing ecosystem adaptation and successful UA campaigns.

- **RAMPING "SUPER MARQUEE" IP PIPELINE** with 3 new introductions 2022
  - NBC's, The Office: Some How We Manage (WW launch 1/27/22)
  - ViacomCBS, Star Trek: Lower Decks (WW Launch 1H 2022)
  - BBC Studios, Doctor Who (WW Launch 2H 2022)

- **SCALING GAME KIT(S) SOFTWARE PARTNERS**
  - Investing in future growth with the most games in production ever (9+)

- **EXECUTING ON OUR 3 PILLAR STRATEGY**
  - Positions us to continue growth and deliver on our long-term objectives

DAU, MAU and ARPDAU - Refer to definitions on Non-GAAP measures in MD&A.

ANALYST
Q&A

Contact Us

info@eastsidegamesgroup.com
Ph: + 1 604.288.4417
www.eastsidegamesgroup.com

Investor Relations

IR@eastsidegamesgroup.com
Ph: + 1 604.288.4418

Follow **@esggroupinc** on