LEADERS IN

FREE TO PLAY MOBILE GAMES

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

ANALYST CALL – Q1 2022

MAY 12, 2022

LEAF Mobile Inc., d/b/a East Side Games Group (the "Company"

Forward Looking Statements

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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

Growth Ramp Continues in Q1

- RECORD Q1 REVENUE
- RECORD Q1 PLAYER AUDIENCE
- SCALING GAME KIT(S) PARTNER GAMES
- RUPAUL GROWTH
- THE OFFICE WORLDWIDE LAUNCH
- FUNKO POP! ACQUISITION

Q1 REVENUE
$35.6M
+55% YOY

End of Q1 Cash
$6.2M

Q1 MAU
1.8M
+74% YOY

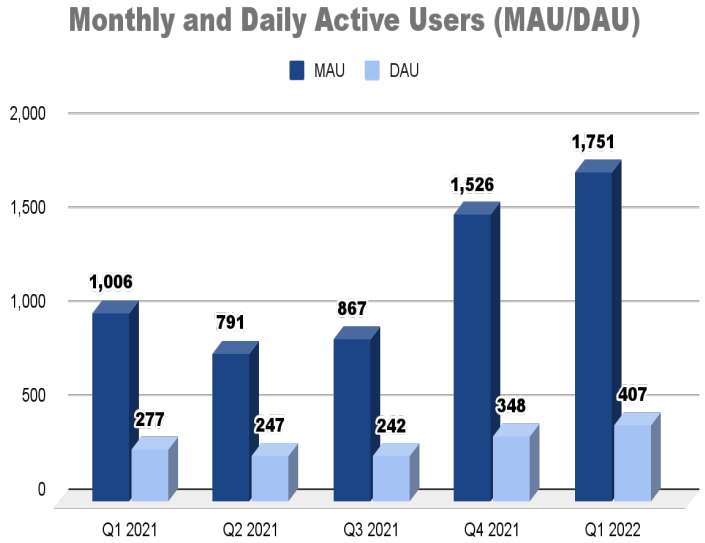
Q1 adjEBITDA
$3M

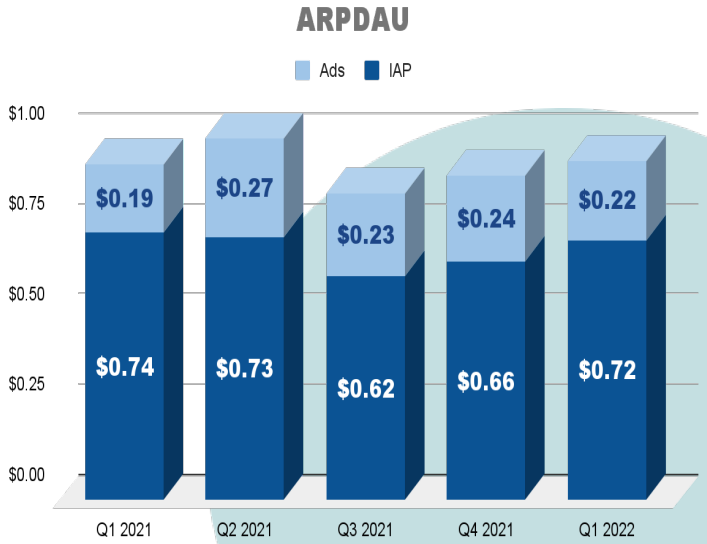
ESGG as reported under IFRS. Does not include LEAF and LDRLY from April 17 to Dec. 31, 2020 and Jan 1 to Feb 5, 2021
DAU, MAU and ARPDAU - Refer to definitions on Non-GAAP measures in MD&A.

OPERATING
METRICS

ESGG Q1 Operating Metrics

Record (DAU) & (MAU) – Increasing ARPDAU





DAU +47% **MAU +74%**

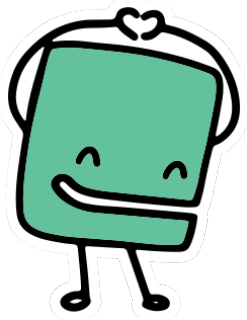
vs Q1 21'

+$0.04

vs Q4 21'

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

NEW
GAME & KIT
HIGHLIGHTS



GAME KIT MISSION

We enable CREATORS to SUCCESSFULLY deliver memorable MOBILE GAMING experiences that engage players EVERY DAY.

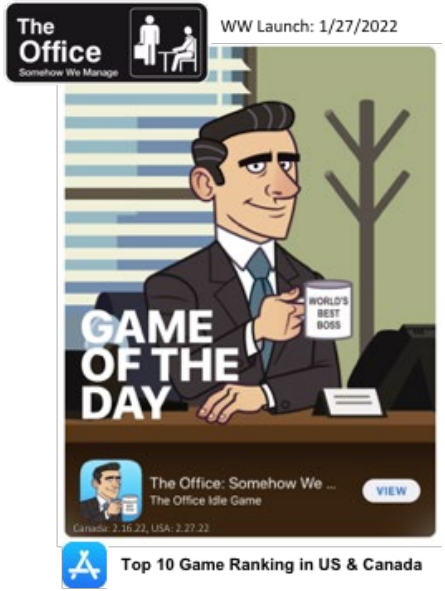
SINCE 2011
PROUDLY CRAFTED IN EAST VANCOUVER
FIERCELY INDEPENDENT

ICONIC Global Franchises

By Fans for Fans

WORLD OF WONDER

CAA CreativeArtistsAgency



NBC UNIVERSAL

STAR TREK LOWER DECKS

Soft launched in select territories Q1
World Wide Launch 2H

BBC DOCTOR WHO

Launching 2022

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

MIGHTY KINGDOM

NOPOWERUP

ZAIBATSU INTERACTIVE

NETFLIX

Accretive Acquisitions

Expanded Partnerships
Multi game & Multi genre

New Distribution
Partnerships

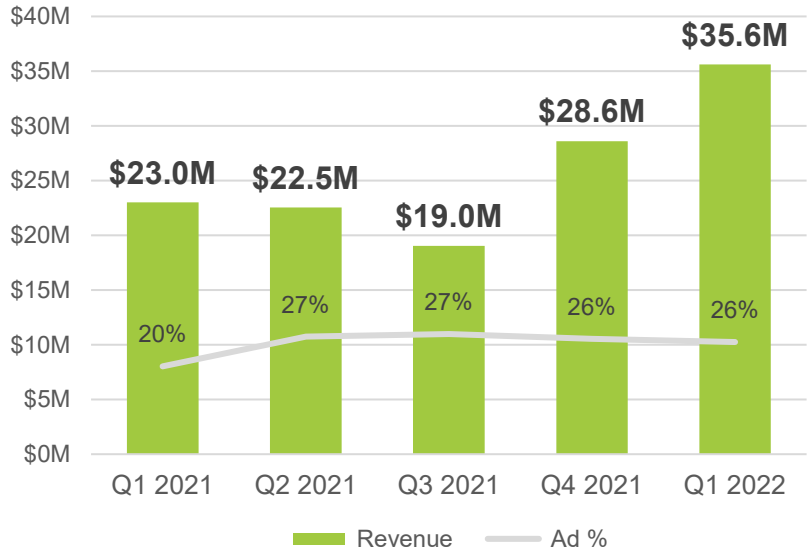
Q1 2022

FINANCIALS

ESGG Q1 Financial Results

As reported Record quarterly revenue. ($CAD)

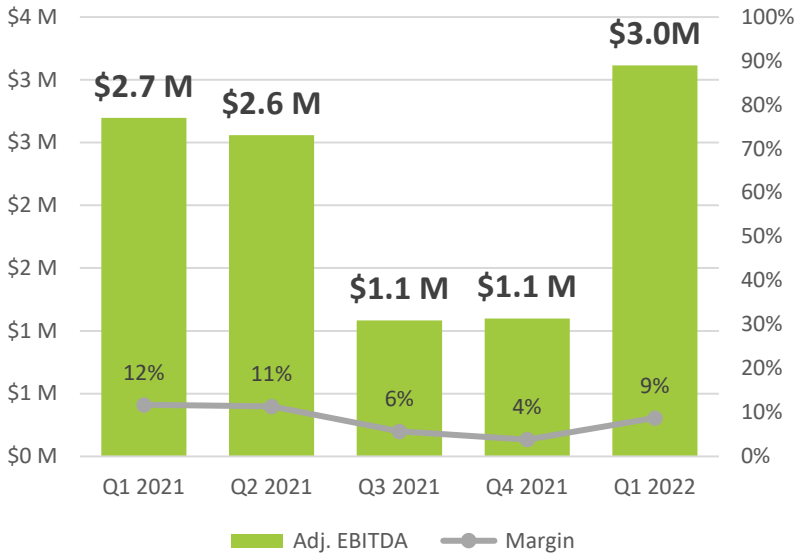
REVENUE



+$12.6M / +55%

vs Q1 21'

Adjusted EBITDA



+$0.3M / +9%

vs Q1 21'

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

Q1 Financial Highlights

CAD (Millions)	Q1 2022	Q1 2021	Δ
REVENUE	**$35.6**	**$23.0**	55%
Gaming	26.5	18.4	44%
Advertising	9.1	4.6	98%
COST OF SALES	**11.2**	**8.0**	40%
GROSS PROFIT	**$24.4**	**15.0**	63%
Gross Margin %	*69%*	*65%*	
NET INCOME (LOSS)	**$0.5**	**$1.3**	
ADJ. EBITDA	**3.0**	**2.7**	

CAD (Millions)	Q1 2022	Q1 2021	Δ
Cash Flow from Operations	$5.0	($2.1)	7.1
Cash Flow from Investing	($0.1)	$9.7	(9.8)
Cash Flow from Financing	($8.0)	($4.4)	(3.6)
INCREASE (DECREASE) IN CASH	($3.1)	**3.3**	(6.4)
CASH - Beginning	9.2	4.4	
CASH - Ending	**6.2**	**7.7**	

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

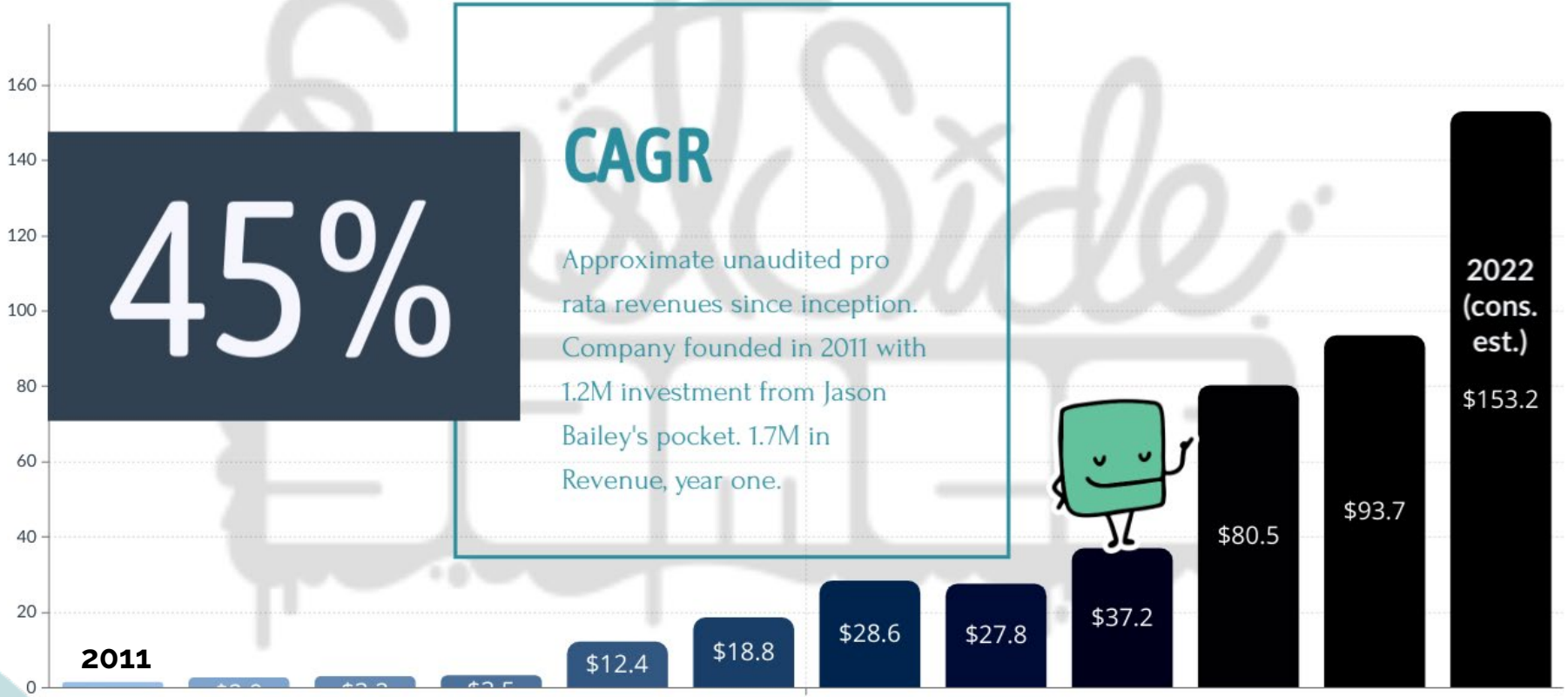
55%
YOY GROWTH

Quarterly Revenue growth of 55% vs. same period 2021 and 25% over Q4 2021

$6.2M
CASH BALANCE

Strong financial position with $6.2 million cash balance and undrawn credit facilities of over $15 million

Annual Revenue Growth in $M CAD since 2011



Mature Game Performance

2021 Performance Overview

Revenue: $30,532,826

COGS: $6,602,505

Marketing: $9,359,506

Team and Support Costs: $1,425,691

(Before allocations for general overhead and admin)

2021 Profit: $13,145,124

43% Margin

FY 2021

SUMMARY

SUMMARY

Record Growth Continues as we execute against plan

- **RECORD GROWTH** from *The Office: Somehow We Manage* and a full quarter of *RuPaul's Drag Race Superstar* and core portfolio EBITDA delivery

- **RECORD PLAYER AUDIENCE ON DISCIPLINED UA INVESTMENT**
  - Strong influx of new players with successful UA campaigns.

- **RAMPING IP AND GAME KIT PARTNERSHIP PIPELINE –**
  - ViacomCBS, Star Trek: Lower Decks (WW Launch Early 2H 2022)
  - BBC Studios, Doctor Who (WW Launch Late 2H 2022)
  - Mighty Kingdom partnership expansion

- **ADDING GAME KIT FEATURES**
  - Acquired Funko Pop! Blitz
  - Added new Genres in Merge, Match and Master

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

ANALYST
Q&A

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