

OTC Markets Group

From OTC markets, global headquarters in lower Manhattan, you are listening to the OTCQB podcast, featuring the innovators, entrepreneurs behind the companies that trade on the venture market.

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Joining us today is Konrad Wasiela, the CEO of ESE Entertainment that trades on our OTCQB Venture Market under the tick ENTEF. ESE Entertainment is a Europe based entertainment and eSports infrastructure company, focused on the technology media, content creation and distribution within the gaming eSports related audience and industries. Konrad, thanks so much for joining us today.

Konrad Wasiela

Thank you so much as Cecilia for having us on, uh, really excited for this interview

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As the founder of ESE Entertainment, tell us about your professional sports background and how your vision for ESE emerged.

Konrad Wasiela

Absolutely. So, you know, I'm a proud alumni of the Canadian football league. So I played professional football, um, at the highest level, uh, and it really kind of gave me some insight to the entertainment industry in general, uh, because pro sports essentially is just entertainment on a large scale. And I was really lucky to work with some of the best coaches and best organizations, uh, in the history of that storied football league. So I learned a, at a very young age, uh, and the business side always really enticed me and how it overlaps into eSports. Uh, and part of the vision was, you know, I was in Europe, um, doing some business, building this company, and I got invited to watch the world championships for CS, go in Poland in a city called Katovi, uh, it's called IEM Katovi. And I went to this event and I got off the train and I saw billboards with eSports players on it.

Konrad Wasiela

Uh, and I saw crowds in the tens and tens of thousands, uh, entering at this stadium that had had 30 plus thousand people, uh, inside. And I was absolutely floored. I knew this was big. Uh, but when I got a glimpse of it, I immediately had a flashback, uh, to my days playing as a professional athlete myself. And I said, I just, I need to, I need to really take this serious. I mean, it, it just blew my socks off. You know, I went back, continued the journey, continued to study this space, uh, you know, engage with some very, um, very talented people in the industry. You know,

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individuals that have 10, 15, 20 years of experience. Uh, and as we were building out our model and our vision, uh, we realized that the time is right now, uh, this is bigger than anybody can expect. Uh, and you know, those feelings that I had that day are facts. Now, you know, this has now evolved into a billion plus billion industry in 2020, and it's only gonna continue to grow. It's only gonna continue to intersect traditional sports, uh, and tie in, you know, media, social media entertainment as a whole music. So it, you know, overall it's just been, you know, a tremendous kind of eye opener, uh, and I'm glad to be in this industry at the ground floor. And I think, you know, our company has allowed investors to get into this opportunity at the ground floor.

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So come, what exactly are eSports and talk about your business model and mission as an eSports infrastructure company.

### Konrad Wasiela

Yeah. So this is also the exciting part and, you know, and I really like to simplify for investors, uh, and people following the space, uh, similarly to why I had such a great fit that is coming from a professional sports background is the fact that eSports are actually very similar. Uh, eSport is actually just a competitive game using video games. So just the same way that you'd see guys compete on the football field in the NFL or CFL or compete in hockey, in the NH or NBA. It's the exact same thing. You know, you have competitors competing, uh, in a particular video game, and that's why it's so enticing because we've already had this storied history, um, of com competition with sport. And now we've translated that into video games, you know, and as, as it pertains to our business model, um, we have basically two main pillars, one being technology, and another one being our gaming franchise from, as it pertains to the technology side, we have our own digital tournament software where competitions take place, large scale, uh, and even smaller one-off tournaments.

### Konrad Wasiela

And we're able to license that software around the world. We also have our e-commerce platform where we sell products and we have significant affiliate revenues. And then we're also in the SIM racing space where we do 3d track scanning, uh, and generate revenue by implement, um, different motor sport events via SIM racing, uh, into the game of settle Corsa. And then as it pertains to the gaming franchise, we have exclusive digital media rights and media rights, uh, around the globe in certain countries and regions. We have our own professional eSports team called kick, uh, and we own and manage our own leagues, our own

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tournaments, uh, where we generate revenues via setup fees, entry fees, sponsorship, um, and the media, right. So I really like to simplify it for people just, you know, consider it a parallel would be like the Dallas Cowboys, for example, you know, you have an opportunity to buy into a team like kick at the ground level.

Konrad Wasiela

How do you monetize it? You know, similarly to how they monetize, you know, on the weekend, you know, we, we have tournaments, you know, it, it, the parallels really similar, and I think people are over complicating it, uh, and there's a lot of buzz around the thing, but you have to really just kind of scale it back and look at it as a, a business and how you're gonna monetize and how we do that is VR infrastructure. So we view ourselves as basically the battery pack, you know, of the in industry, because we have those infrastructure capabilities in place. As I mentioned, we have the technology in place. We have the media rights, um, the entire ecosystem as it, uh, to different gaming titles, to our team, et cetera, so that we could scale our business. In addition to that, we have, well, we anticipate to have over, uh, you know, 150 employees, uh, after completing a, our most recent acquisition, uh, which will obviously allow us, um, to grow and, and have an even stronger base from an infrastructure standpoint.

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What is the difference between your global physical and digital assets?

Konrad Wasiela

Yeah, so great question. Um, physical assets, you know, we have access and partnerships with some of the biggest studios. So physical studios, both in Los Angeles and in Europe, um, where we could host tournaments, live events, et cetera. However, more exciting part of the business is we're really hyper focused on the digital side, uh, obvious for obvious reasons, you know, COVID, uh, really put a hamper onto the physical side. So we made an immediate shift into the digital side and it's absolutely taken off. And the digital side is more tech based or online tournaments. You know, our media rights, digital media rights distribution. Uh, we have some great distribution partners like that distribute, you know, our games and our tournament on channels like Amazon fire, Samsung TV, uh, Roku live. Uh, and then we also have a partner called PSAT. It's the biggest media conglomerate in all of the central Eastern Europe. Uh, so we have some fantastic partners there for distribution

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Asset global company. How are you helping to bridge the eSports communities

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between Europe, Asia and North America?

Konrad Wasiela

Well, I think we're one of the rare companies that actually have people on the ground, uh, on those continents. So we have a big team in Europe, a team in Asia, Southeast Asia, specifically, uh, and in North America as well. So, and that's both in Canada and the us market. So having people on the ground, uh, is a tremendous advantage for us to scale. Uh, and like I said, using our digital platforms, uh, we're able to do that seamlessly. Uh, and it's a huge advantage as an mentioned. Um, not only from a perspective of being on several different contents, but being able to run our business 24 7 around the clock 365, uh, which is really important. Uh, and quite frankly, there's some opportunities that present themselves in Europe, some that present themselves in north America, but we don't miss out on anything. Uh, we always get to be involved in every deal and scale onto each continent because we're already present there.

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Gaming and eSports are one of the fastest growing industries in the world. How does ESE differentiate itself in the global gaming environment?

Konrad Wasiela

This part really gets me fired up. Um, you know, aside from the gaming publishers, uh, pure play eSports companies have really struggled to monetize their assets and quite frankly, really struggle to even gain revenue. Um, and I think that's where we really separate in the other groups. Uh, and it's gonna be crystal clear, uh, within the next few months here, you know, a after completing our next acquisition, we anticipate to have over 12 and a half million, uh, Canadian and revenue, uh, and basically at a break even profitable standpoint, uh, with an extremely tight capital structure of still anticipated under 50 million shares. Outstanding. So, you know, the real differentiator here from a investment standpoint is we're gonna have revenues, extremely tight cap structure. Um, and we're in a sector that has incredible multiples, um, on revenue. And, and we just can't wait to show people that we actually know how to generate revenue, uh, in this segment. Uh, and I think we're gonna be rewarded for that.

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What is ESE looking forward to in 2021,

Konrad Wasiela

We're looking for hyper growth. Um, our M&A strategy is clearly stated. I've, I've, I'm



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a little bit of a broken record if you watch some of my previous interviews, uh, it's a clear focus. We want to be a multi-billion dollar company. Uh, we are going to generate significant revenues of your M&A pipeline. I have over a hundred million in revenue, uh, sitting in our pipeline right now for acquisitions. Uh, and we're gonna be aggressive. We're gonna be signed in Lois. We're gonna be closing deals and we're gonna be stacking on revenue, um, and a creative revenue, so break even, or profitable. Otherwise we won't even look, uh, at deals. So we're gonna be very conscious of our shareholders. We're gonna keep this structure tight. We're only gonna on groups that are profitable or break even. And quite frankly, they have to be in line with the vision. Uh, you know, sacrifices will need to be made, uh, for the bigger plan, which is a multi-billion dollar company. And if you wanna be a part of ESE's growth, um, you know, you're gonna have to come on, uh, and add tremendous value. Uh, we won't be burning cash or, you know, going off of hype risk, going off basic fundamentals. Uh, and we're gonna stick to that and build a, a monster company here.

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ESE Entertainment began trading on the OTCQB Venture Market in December of 2020, and is also traded on the TSX-V. So how, how does cross trading on the OTCQB market enhance your global investor strategy?

Konrad Wasiela

Well, it immediately opens us to the, to the U.S. market and quite frankly, that exposure gets that many more eyeballs onto our deal, uh, and we're aggressively entering into the U.S. to market. So the timing's perfect. Uh, it just really just opens up that market, in my opinion, not only to the us market, but on a global scale, uh, for people to participate, uh, in this great company. And, you know, I just think that the growth, you know, the growth has just started, cuz we just listed on the OTCQB. Uh, so I think there's this tremendous upside, uh, for more, you know, American investors to come on board and, and really expand, help us expand, uh, throughout 2021.

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Well, it's been a great, uh, pleasure to talk with you, Konrad,

Konrad Wasiela

Likewise, and you know, anyone who wants to review more of our company or materials, uh, don't hesitate to visit [www dot E uh](http://www.ESE.com), there's links there, you know, investor presentations, contact information, uh, don't be shy, you know, call the number, send out an email, download the investor presentation. And like I said, this



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is a ground floor opportunity. Um, do your homework, look at the comparables and you'll be pleasantly surprised. I mean, uh, we're going upwards and onwards here.

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ESE Entertainment trades under the symbol, ENTEF on our OTCQB Venture Market.

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