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Joining us today is Jonathan Dwyer, the executive director and co-founder of Gamelancer Gaming that trades on our OTCQB Venture Market under the ticker WDRGF. Gamelancer is an entertainment company growing a mobile focus social media network in gaming. Their global network of owned and operated channels in the gaming community, Gamelancer has over 28 million followers and subscribers across their channels and sell direct and programmatic media across this network to the world's largest brands, John, thanks so much for joining us today.

Jonathan Dwyer

Thanks for having me.

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Excellent. So, to start, tell us about your background and the entertainment technology industry and then you know the journey of how and why you founded Gamelancer.

Jonathan Dwyer

Sure, I got into the space working for a company called luminosity gaming and then subsequently we merged with, slash, were acquired by enthusiast gaming. Which, subsequent to trading on the Toronto Venture Exchange and then the TSX listed on the Nasdaq, I left in January 2020 to start what was called Wonder Gaming and so Wonder Gaming went public may of 2021, and we were actually a customer of Gamelancer and so Gamelancer had built the largest social media network in gaming on TikTok, Instagram, and Snapchat in my previous career at enthusiast we were selling media across YouTube. none plus individual URLs and a programmatic none view towards accessing the global gaming community. The overall thesis being that you know in order to access gamers. You really fundamentally need to live where they live whether that be on Twitch or YouTube or any of the other video platforms. But we saw a trend moving more and more towards social media in particular, TikTok, and that's really what informed our decision to become a customer of a Gamelancer and then subsequently acquire them a little earlier this year.

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So, Jon, can you explain the different branches of the company? You know such as the esports and f tea is media and then how they all work together.

Jonathan Dwyer

Sure, so we're a media none entertainment company. So all the decisions that that we make here at Gamelancer are informed by the network so we own None channels across Instagram TikTok and snapchat none followers None of which are on are on TikTok and so we are curating video upwards of None videos a day which are broadcast across our channel so we own handles like at gaming and at gamer on every major social media platform our largest channel being at gaming on TikTok which has none followers and 56% of audiences in the United States nets for us are a product line so we run campaigns for large brands such as royal bank here in Canada as well as Samsung here in Canada and the Us we recently won the . Rap to be the TikTok partner for the and NH for the stanley cup playoffs and so as part of some of these activations we will include the ability for individuals interacting with our campaigns to purchase and Nets. So, if you're you know, participating in a gaming tournament that we're part of you purchase a net to enter the tournament. And now you have that nest as a token to demonstrate that you are part of it but also to get, access to tickets to subsequent events and have firs tried refusal to those events. So, the nets for us have always been a product line and ability to. To bring a unique utility to items such as tournaments that we may be part of or running for some of our clients. but none and foremost you know our network and in particular across TikTok is our biggest focus and we're just seeing massive engagement with some of the largest brands. and agencies both here in the united in Canada the United States and in Europe

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So, what is Game lancer's strategic advantage in the highly competitive digital asset space.

Jonathan Dwyer

So, owning real estate on TikTok in particular but TikTok, Instagram, and Snapchat is really important in the world of YouTube you're seeing viewers and content therein being bombarded by Popup ads and banner ads. you're clicking on a video and being asked to halt. You know 1 to 2 times throughout the duration of actually viewing the content to be served advertising. On TikTok in particular, you're not seeing programmatic advertising the only advertising you're being. You're being shown on a platform that's infinite scroll which means you can scroll through it constantly is curated advertising from TikTok directly or from the individuals who own the channel, so we have the largest. Gaming network on TikTok by a country mile There's nobody even close for reference you know what the largest gaming property on the planet is arguably being phase klan they've got about six point two million followers on Tiktok. We've got. As I mentioned a moment ago a little over 24000000 followers so that none mover advantage that

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we have created a very significant bulwark against you know competitors trying to demonstrate that they have a network similar in size. And I think that size and scope is a significant advantage to us because our audience is 56% in the United States and around 79% in the US, Canada, the UK and Australia which are the most sought-after regions as it relates to where brands and agencies are spending their dollars. So, you know we fundamentally believe that we're None to thirty-six months ahead of the competition as it relates to their ability to build a network similar in size and scope and I think the most important thing to understand when analyzing the value of a network on platforms like TikTok, is that these cannot be created artificially. There's not a high presence of bots like you'll see on other platforms like Twitter which has become a vogue over the past two months of the dialogue around how many users are authentic and real. On TikTok, the owner of TikTok does an exceptional job on making sure that bots which are artificial followers do not have the opportunity to really have a stronghold across certain accounts. So, you're having a very authentic engagement. And one that demonstrates to advertisers that these followers are real.

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So, walk us through your recent agreement with Playmaker.

Jonathan Dwyer

So, Playmaker as a company out of Miami they have a network of a little none followers on Instagram they're very interesting for us because. They have a similar engagement with the gen z audience. So, across the None game Lancer channels. Our audience is predominantly between the ages of None to 30. We hit None to 35 when you get to run the 38-year-old mark we really see significant drop off. And that's really our sweet spot that gen z in young millennial category game joy. Playmaker has a very similar demographic but they're serving content to a similar audience in age, but all geared towards sports. So, whereas if you go to any of our channels. Be it at gaming at gamer e-girl Gamelancer and beyond on Instagram, TikTok, and snap you're going to see content that's geared towards the gaming community when you go on to the Playmaker channels, you're going to see content that's aimed at the same age demographic but serving them. content around sports namely the NBA, the NFL, and NCA basketball and football and beyond. So, it really broadens the scope of our offering so when working with customers you know whether it be agency direct. sorry agency related with operations like Starcom in the United States or working directly with clients like Samsung, who's a Starcom client. We're able to provide them meaningful engagement with the gaming community and now with our partnership with Playmaker. We have very significant access into the conventional sports realm as

well.

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What's on the horizon for the second half of the year

Jonathan Dwyer

For us it's all about demonstrating revenue, you know we feel very fortunate that we were able to acquire Gamelancer in the timing that we did you know prior to what I think has become a very significant turn in the markets. Not just from a capital market standpoint but across the board I think everybody can argue we're on the brink of recession if it's not already underway and so I think companies are going to be defined by the assets that they currently own and their ability to monetize therein. So, for us, it's about demonstrating that our 3 silos of revenue driven by our network are stable and growing rapidly and those are direct media sales across all of our None channels our recurring ott revenue. Across snap discovery and a number of other ott platforms and our growing programmatic business so for us, you know we are very fortunate to have this core asset. We don't have any debt at the moment we'll be announcing debt financing sometime in the near future. So, we're in a very good position to weather this storm, not only from a financial perspective as it relates to the balance sheet but also because we made this very accretive acquisition of Gamelancer.

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This is very exciting, so Gamelancer just started trading on the OTCQB earlier this year. Why was it important for the company and your investors to trade on a premier market tier in the US?

Jonathan Dwyer

Yeah I mean for us, it's a great opportunity being on the CSE here in Canada certainly offers it its advantages but it's very limiting in many ways as it relates to accessing the U.S. retail and institutional community and so to be on the OTCQB affords us that opportunity, I've been in New York on a non-deal road show the past two weeks I'm in New York and Boston, at least once a month every month growing our investor community growing awareness around Gamelancer. Value proposition and the fact that upwards of 80% of our business is done in the United States and I think in the absence of being listed on the OTCQB, it's inherently confusing for the American retail and U.S. retail and institutional U.S. investor to you know, buy on say the CSE, the TSX-V or the NEO and that's not to cast aspersions on them at all. We're very delighted to be on the on the Canadian Securities Exchange. But again, you know the U.S. community wants to see companies like ours. You know, be listed on the OTCQB or OTCQX and

have that opportunity to buy on platforms that they're more familiar with so for us, it's a great opportunity and something we're really excited about.

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Thanks well John it's been a pleasure speaking with you today. Thanks for your time.

Jonathan Dwyer

Thank you.

OTC Markets Group:

Gamelancer trades under the symbol WDRGF on our OTCQB Venture Market.

**This is an autogenerated transcript and may contain typos.*