

**OTC Markets**

Joining us today is John Dwyer the CEO of Gamelancer Media Corp. that trades on our OTCQB Venture Market under the ticker GAMGF. Acquired by Wondr Gaming, Gamelancer Media is a media and entertainment company producing short form video content for brands. With broadcasts on its owned and operated TikTok, Instagram, and Snapchat channels. John thanks so much for joining us today.

**John Dwyer**

Absolutely

**OTC Markets**

So quickly to get started tell us about Gamelancer's background story how it got started a little bit maybe about your background and the current you know business mission.

**John Dwyer**

Thanks for having me.

**John Dwyer**

Sure so um Gamelancer was started by ah Darren Lopez Ras Van Romanesque and Zack Longo back in 2019 and it really was ah um, a network that was focusing on TikTok Instagram and snapchat and we also own a variety of channels on Facebook and Twitter as well. But a particular focus on the new forms of social with a particular eye towards short form content which is the style of content you see on TikTok and Instagram reels. And so it really built as an aggregator network. So essentially people were submitting videos if you're a creator or a streamer or a gamer. You'd submit a video to Gamelancer and if it was good. We'd play you on one of our channels and tag you. And so you know this was early days in TikTok and we really just started to grow a presence and quickly emerged as the largest gaming platform on TikTok and snapchat I should say gaming community. Um, and then I was I was with a company called enthusiast gaming I was her senior VP and head of sales. And I left in 20 to start a company called wonder gaming which I took public with Mike Cotton and max demare and we were a customer of Gamelancer's. So essentially we approached them we said hey you guys have built this amazing network. How are you monetizing because we know how to sell media and it turns out you know.

**John Dwyer**

They had some great traction with snapchat but not really selling a lot across TikTok and the market really in 2020/2021 and hadn't quite realized the value of TikTok media inventory. And so we sold their content or their media inventory to our customers and once we won Samsung Canada and did a ah national deal. We convinced the Gamelancer guys to sell to us and then we changed our name to Gamelancer took all the branding and it's just been an absolute rocket ship since then with. You know the NHL, NCAA, pack 12 football. Ah you know we've got the NFL this we're doing NFL on ESPN this coming Monday night so things have really blown up. We're really excited.

**OTC Markets**

So talk a little bit more about your attraction to TikTok in particular, you know there's been a little bit of discussion about you know that data and but how do you see that as a vehicle for the us and a global you know Media Brand Advertising um you know marketing tool.

**John Dwyer**

Yeah I think it's important to talk about. You know the elephant in the room which is this jaundiced eye that the Us government has taken towards ticktock I think it's you know, very isolationist and its view and is largely xenophobic of obviously Chinese pressure and ah. Potential espionage and things of that nature but you know it's important to note that there are a variety of companies that have heavy heavy ccp the Chinese communist party ah backed influences like TenCent and its ownership of massive brands like Ubisoft. So. You know Chinese commerce and investment dollars. They're in are spread very heavily across assets all across the United States and TikTok has found itself in its crosshairs but the real meaning behind all of this is and just for context to those listeners TikTok. Owned by byte dance and byte dance has a variety of different investors which include funds like Sequoia. So what's happening in the United States right now is a big push to get byte dance to sell a majority stake in the overarching company which owns TikTok to a US entity. So. That's what all of this is about the banning of TikTok in and of itself is a farce.

**John Dwyer**

But it's really just a push to get more US ownership and biteance the parent company and so for all of those reasons what we've seen is that TikTok has emerged in this new genre of social and the reason we like it is short form video and so you know you hop on TikTok and you're watching. Ah, video on infinite scroll. You have the ability to like comment share and Bookmark. You're not being inundated with popup ads or banner ads or anything what we refer to as

---

programmatically advertising selling ad units. You're seeing what we would describe as a native experience. So it's vastly different than any of the other social media platforms. And so that's why for us we're big fans of TikTok and we think it's 100%. The future of social.

**OTC Markets**

So yeah, and I'm not I guess you know to expand on that a little bit you know I guess so you said you know TikTok is kind of your main platform. You know that resonates with the gen z, the millennial demographics um, are there any other Gateways that you see ah to get into that market?

**John Dwyer**

Absolutely yeah, we've got one of the largest networks on snapchat as well. So when folks see our monthly OTT revenue so OTT refers to the acronym over the top which is a streaming video so long form OTT platform is Netflix. Ah, short form OTT platform is snapchat Hulu. There's a variety of others. Um, and so ah, we really do have ah a business that's diversified outside of TikTok. We have an announcement coming up shortly with respect to the future of our business and YouTube which we're really excited to share with the market at the end of the day what we've built is. Largest social media network for gamers period and so that exists on TikTok and exists on Instagram and snapchat and obviously TikTok and snapchat to a huge degree but you know way to wait to folks see what we do with YouTube and I think people are going to get a very clear vision as to where this company is headed.

**OTC Markets**

On that note, what are the accomplishments that you had in 2022 for Gamelancer Media?

**John Dwyer**

I think for us, um, our relationship with a variety of Brands Royal Bank here in Canada has just been terrific. I mean this is Rbc is the number 1 brand in Canada by a country mile historically a very conservative brand that that is mindful and very thoughtful about. How it aligns its brands and more importantly, how they story tell this is arguably Canada's most trusted financial institution I believe the eighth largest in the world and you know we have a campaign that's live right now if you go on to ah to TikTok. Um onto our Joybox channel. So just go on to TikTok go into the search function. Enter the word joybox. And you'll see a live Rbc campaign and this is all with people from historically marginalized communities that are in the gen z demographic talking about financial literacy and what's

---

meaningful to them so we're really proud of that and this is at the crux of what social and especially TikTok is about which is community and diverse voices. And that's who we are as a company you know we're not just this monolith that owns a large network. We're also you know a creative entity. You know we own a creative content studio called joybox as mentioned in in Vancouver and here in Toronto now. Um, and so when we're working with brands like Rbc. We're storyboarding with them. We're helping them understand how the narrative works and how to build a presence and a community on TikTok. So we're really proud of that we did Samsung's largest digital campaign of the year here in Canada we are in market right now on our First Samsung USA campaign so Samsung's been amazing to work with and ESPN.

**John Dwyer**

Um, and especially the folks over at Star Comm in in Chicago just been absolutely fantastic to work with. We did the Stanley cup finals on TikTok. Um, we kicked off pac 12 nwc eight football on Labor Day weekend and now. You know at the moment we're in market on Monday night football with Aaron Jones and the Green Bay Packers so just a lot of great stuff in 2022 and it's just ah, um, a small portion of what you're going to see next year

**OTC Markets**

Yeah, so let's talk about next year what we expect to see in 2023?

**John Dwyer**

Well, um I think you'll continue to see increasing revenue quarter over quarter like you've seen in Q2 to Q3 and we're really excited for everybody to see q 4 which is you know we beat our internal expectations in Q3 by 38% and you know we're hopeful to achieve. Strong ah gains and out performance in q four and I think as it relates to next year our big plan is to show everyone that a TikTok is not just a place where content lives. Um, but people don't naturally transact you know our goal is to show as is TikTok's. Ah, that it is a hotbed for commerce as it relates to moving units from buying balcon earphones to a Samsung headset to opening up a checking account with Rbc or deciding you know you're going to get your first ah credit card and it's going to be an rvc avy on or something along those lines. This is the meaningful connections that we're creating and so we've had some of the biggest brands in the world. Trust us this here and this was like the pilot like we're still at the top of the first inning as far as we're concerned so next year you're going to see continued heavy entrenchment with these big brands. New brands. Ah, a more emboldened relationship with TikTok that we're going to be able to speak you know to great lengths about and just a company that is mature and leading the way not just here in Canada but leading the way globally, um and

showing everyone why TikTok is the future of commerce on social.

**John Dwyer**

And why building a community on these platforms like TikTok Instagram and snap is so important you know as it relates to where ecommerce is going to function over the next decade

**OTC Markets**

Very exciting. Gamelancer began trading on the OTCQB earlier this year. Why was it important for the company and your investors to upgrade to a premier market tier in the US?

**John Dwyer**

Yeah, we want access to the US market. I mean at the end of the day we are headquartered here in Canada and I'm as patriotic as the next Canadian but we're a tenth of the size of the United States and I would suggest a hundredth of the size of. You know the capital origination ah liquidity in the market velocity as it relates to trades. It's so its ground. It's the center of the universe right? So for a company like ours. We want to get into the United States as soon as possible and the OTCQB has facilitated that. Ah, in in a very easy fashion and you know what's great is that you guys have platforms such as this to help us tell our story and better understand what levers are out there to pull to kind of um, get more volume on our OTCQB but also to engage with the us and international audience.

**OTC Markets**

Absolutely well, it's a pleasure to have and host you. Ah John ah, thank you so much for your time today. Gamelancer Media Corp trades under the symbol GAMGF on our OTCQB Venture Market.

**John Dwyer**

Thanks for having me.

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