



INVESTOR PRESENTATION

NASDAQ: NIPG

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Growth
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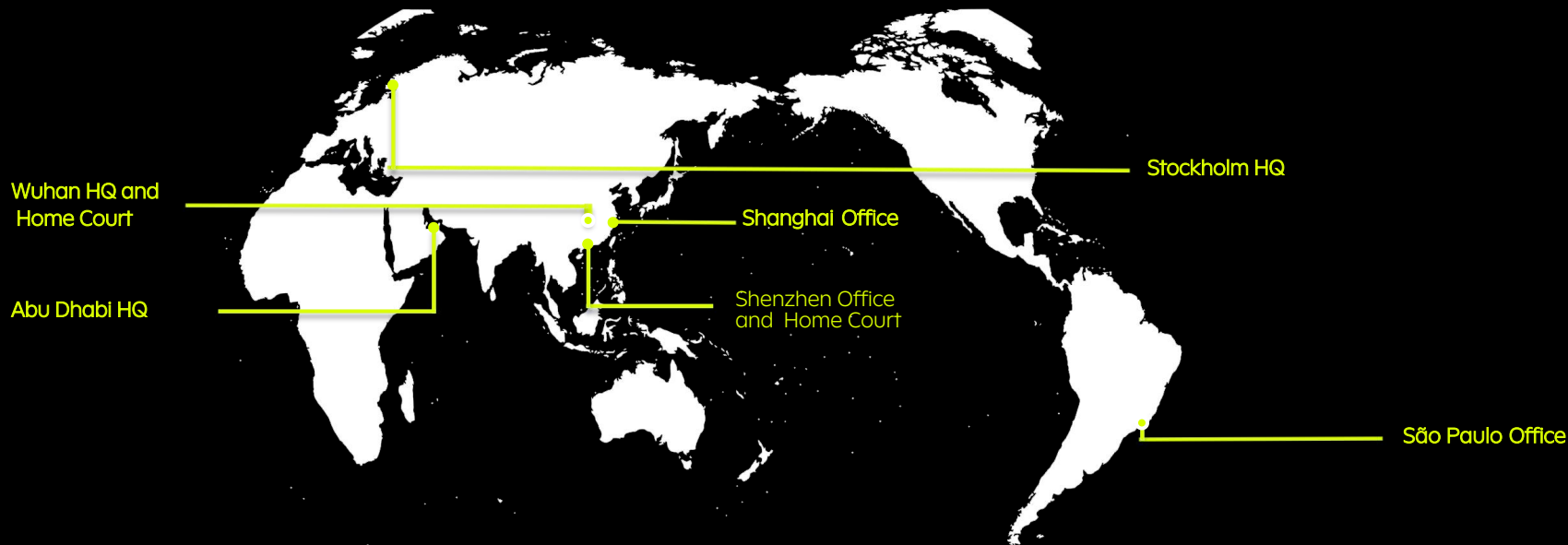
05

Leadership &
Governance

01 COMPANY OVERVIEW

NIP Group (NASDAQ: NIPG) is a **digital entertainment company** created for a growing global audience of gaming and esports fans. Building on the success of its competitive teams, Ninjas in Pyjamas and eStar Gaming, with an **innovative mix of business ventures**, including **talent management, event production, hospitality and game publishing**, NIP Group is **developing transformational experiences** that entertain, inspire and connect fans worldwide.

NIP Group operates in **multiple countries and regions**, including China, Europe, South America, and the Middle East. It has home courts in Wuhan and Shenzhen, with regional offices in Stockholm, Shanghai, São Paulo, and Abu Dhabi.



MILESTONES

Demonstrated success in acquisition and integration



2000

| Ninjas in Pyjamas, the predecessor of NIP Group, founded in Sweden

2014-2017

| eStar Gaming founded in Wuhan, rapidly expanding into mobile esports

| Victory Five (V5) founded in Shenzhen

2018

| Acquired event production brand MAG Studio

2019

2020

| eStar and V5 announced the merger to establish ESV5, creating a leading esports industry group

2023

| Launched a talent management business under the eStar Entertainment brand

2021


| NIP Group completed the merger with Ninjas in Pyjamas, achieving globalization

2024

| Successfully listed on Nasdaq in July 2024 under the ticker symbol NIPG
| Established partnership with Homeinns Hotels Group to launch esports-themed hospitality
| Entered into the game publishing market
| Acquired Young Will, a leader in teen culture-themed short video content

ESPORTS TEAM OPERATIONS



 **57** CHAMPIONSHIP WINS
in tier one competition as
of June 30, 2024

 **31** ATHLETES
as of June 30, 2024



 **62** TOURNAMENTS WINS
as of June 30, 2024

 **56** ATHLETES
as of June 30, 2024



Competing globally across 13 leagues as of June 30 2024

EVENT PRODUCTION

腾讯
Tencent

Trusted partner



Two home venues
Arena production



Non-esports
event production



Self-owned IP

- Worked extensively and closely with Tencent to promote their games to bring the best esports experience to their audience
- Recognized by Tencent as one of its best regional event service providers in 2020 and 2021
- Hosting LPL and KPL matches in the Shenzhen NIP home court and Wuhan eStarPro home courts
- Helping partners outside of the esports ecosystem in China to produce online and offline events
- Producing exhibitions, local tourism projects and traditional sports events
- Mainly engaged in IP event planning & operation, and esports education-related content



3rd KPL national Grand finals, produced by MAG



Wuhan arena home game



2022 Digital Ice & Snow Games



Esports education classroom

GAME PUBLISHING

In September 2024, NIP Group expanded into game publishing with the launch of a dedicated publishing division, integrating vertically in the esports & gaming chain.

INTEGRATED ECOSYSTEM

- Building a digital entertainment ecosystem by bringing esports and event-based marketing into game publishing
- Extending product life cycle and player base that drive long-term growth and innovation
- Leveraging and deepening our cooperation with key gaming ecosystem partners

NEW SYNERGIES WITHIN THE GROUP

- Leveraging cross-department capabilities in talent management, event production, and game publishing
- Creating & retaining an entire esports ecosystem within the Group: the game title, the esports surrounding it, and the associated event experiences
- Unified player experience and community engagement

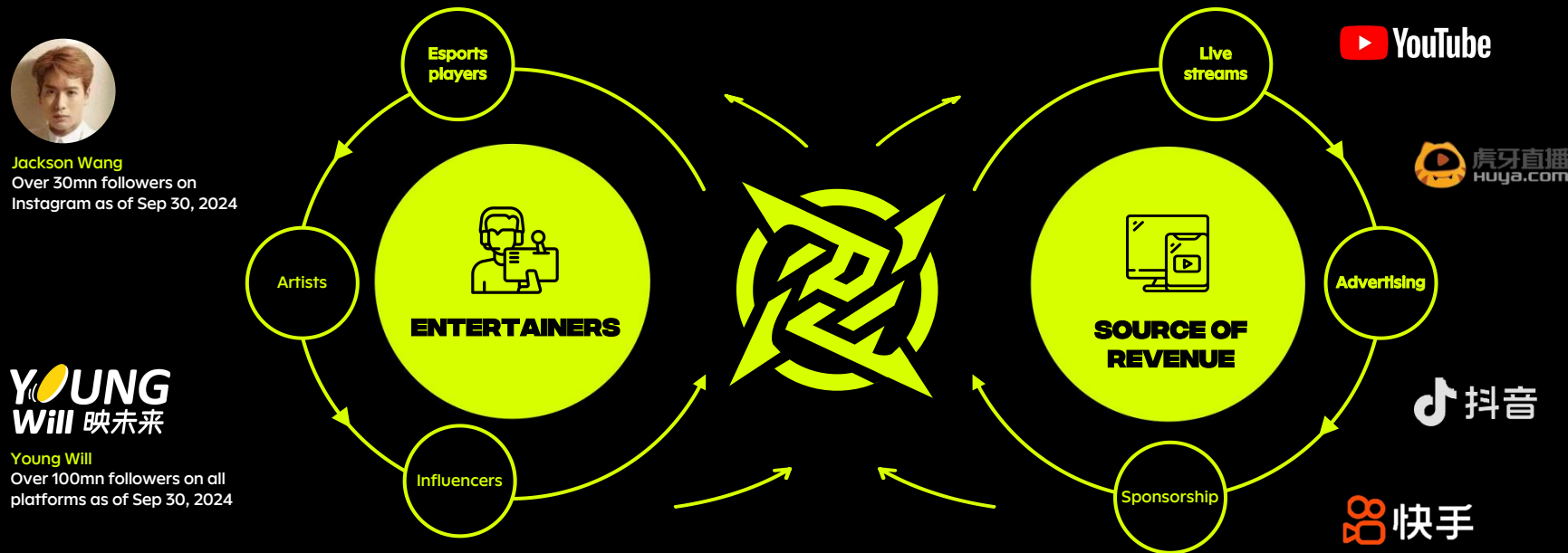


Flagship Title: "Re: Aetatis"
Launched December 2024

- ❑ Esports-ready sci-fi MOBA mobile game with multiple play modes
- ❑ Appeals to both hardcore and casual players

TALENT MANAGEMENT

The talent management division focuses on pan-entertainment live streaming, expanding into diverse business models. Streaming services cover platforms like Huya and TikTok. In October 2024, NIP Group acquired Young Will, a leader in teen culture-themed short video content, increasing the total followership in the unit to 150 million.



CREATIVE STUDIOS

NIP Group specializes in developing creative solutions that are **unexpected** and connect with a target audience that is **passionate** about gaming and esports

CREATIVE STRATEGY



Worldwide campaign & partnership with the global sports brand FILA

CREATIVE PRODUCTION



Promotion of Samsung Electronics' Android smartphones and tablets

CREATIVE INNOVATION



Platform for direct fan engagement and monetization

02 INDUSTRY OVERVIEW

**MAINSTREAM
ADOPTION DRIVEN
BY INTERNATIONAL
EVENTS**



**ASIAN GAMES
INCLUSION SINCE
HANGZHOU 2023**









**2024 ESPORTS WORLD
CUP BACKED BY PIF**



**IOC DECIDED TO CREATE
OLYMPIC ESPORTS
GAMES IN 2025**




























MASSIVE YOUNGER FAN BASE

Compared to traditional sports, esports has a bigger and younger fan base

	ESPORTS TOURNAMENTS			TRADITIONAL SPORTS TOURNAMENTS		
						
	LOL WORLDS	KPL	TI	NBA	NFL	EPL
ANNUAL REVENUE	Approximately USD 0.2 billion	Approximately USD 0.1 billion	Approximately USD 0.5 billion	Approximately USD 10.0 billion	Approximately USD 15.2 billion	Approximately USD 6.9 billion
AVERAGE AGE OF FANS	24	23	25	32	40	38
TOURNAMENT FINALS VIEWERS	350.0 Million (League of Legends Worlds 2021)	92.4 Million (2021 KPL Spring Finals)	Over 200.0 Million (The International 11)	16.5 Million (NBA Finals)	120.0 Million (Super Bowl)	11.4 Million (Liverpool vs Manchester United)

MOST WINS IN GLOBAL TOP LEAGUES

Compared to other leading players, NIP Group has the most wins in global top leagues out of any esports organization¹

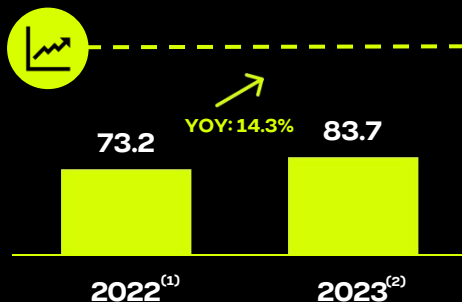
	NIP GROUP	COMPANY A	COMPANY B	COMPANY C	COMPANY D	COMPANY E	COMPANY F
SPECIALIZED FIELD	      	   	 	  	 	    	   
NO. OF CHAMPIONSHIPS IN GLOBAL TOP LEAGUE	19	11	1	3	7	7	0
UNIQUE GAMES WHERE TEAM WON GLOBAL TOP-LEAGUE CHAMPIONSHIP	4	2	1	1	3	2	0

03 FINANCIAL SUMMARY

Solid revenue growth

\$83.7M

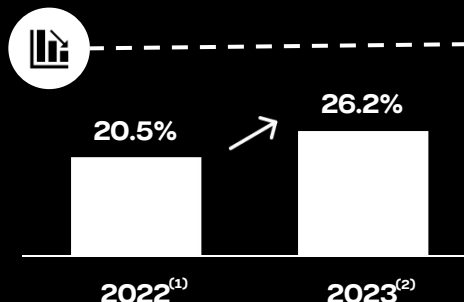
2023 Net revenue



Increasing operating expense ratio³ mainly due to share-based compensation expense

26.2%

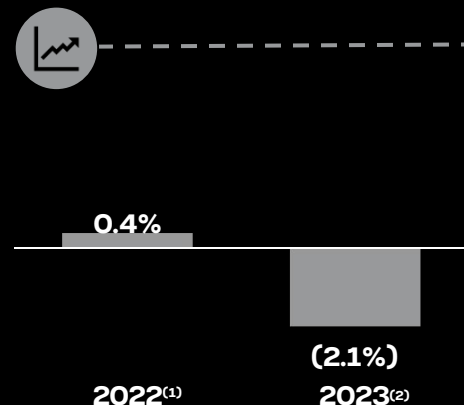
2023 Operating expense ratio³



Decreasing adjusted EBITDA margin⁴

-2.1%

2023 Adjusted EBITDA margin⁴



Notes: Net revenue numbers in the chart are in US\$m

1. The financial data for 2022 are adjusted on an unaudited pro forma basis to present the combined historical results of operations of us and Ninjas in Pyjamas as if the combination had occurred as of January 1, 2022.

2. The financial data for 2023 reflect our acquisition of Ninjas in Pyjamas on January 10, 2023.

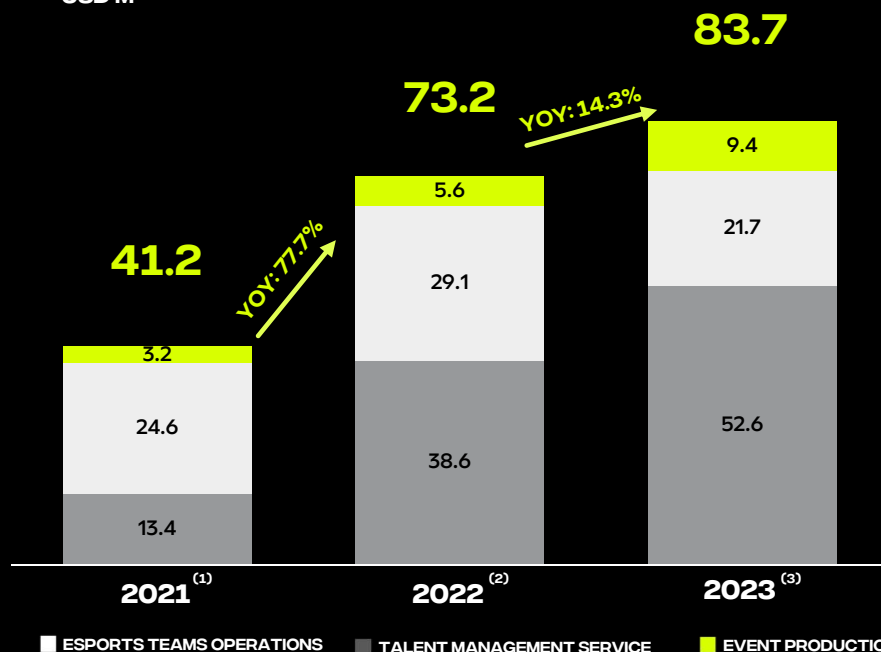
3. Operating expense ratio is calculated by dividing total operating expenses by net revenues.

4. Adjusted EBITDA margin is calculated by dividing adjusted EBITDA, which is calculated as net loss excluding interest expense, net, income tax (benefit) expense, depreciation and amortization and share-based compensation expense, by net revenues.

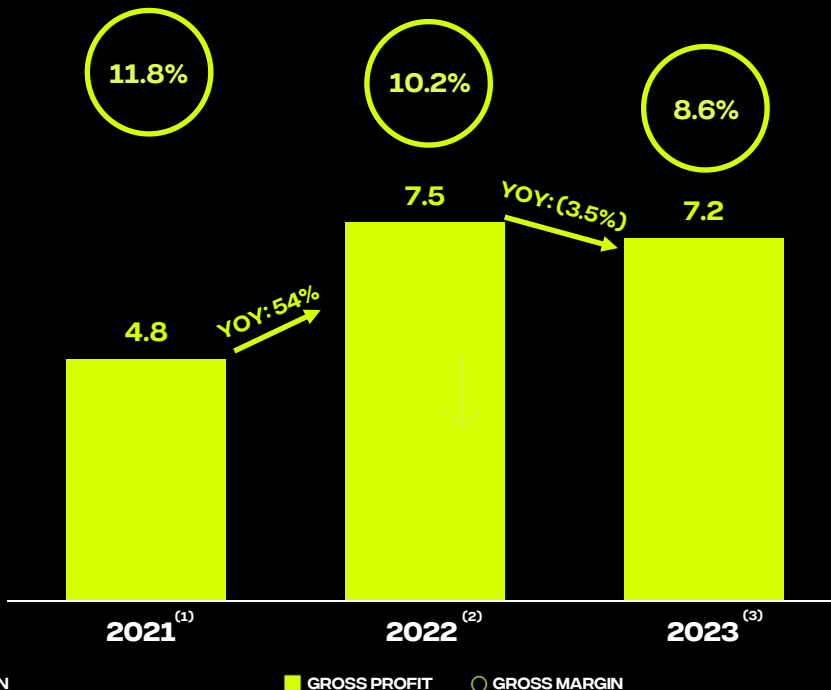
SOLID REVENUE GROWTH

NET REVENUE

USD M



GROSS PROFIT AND GROSS MARGIN



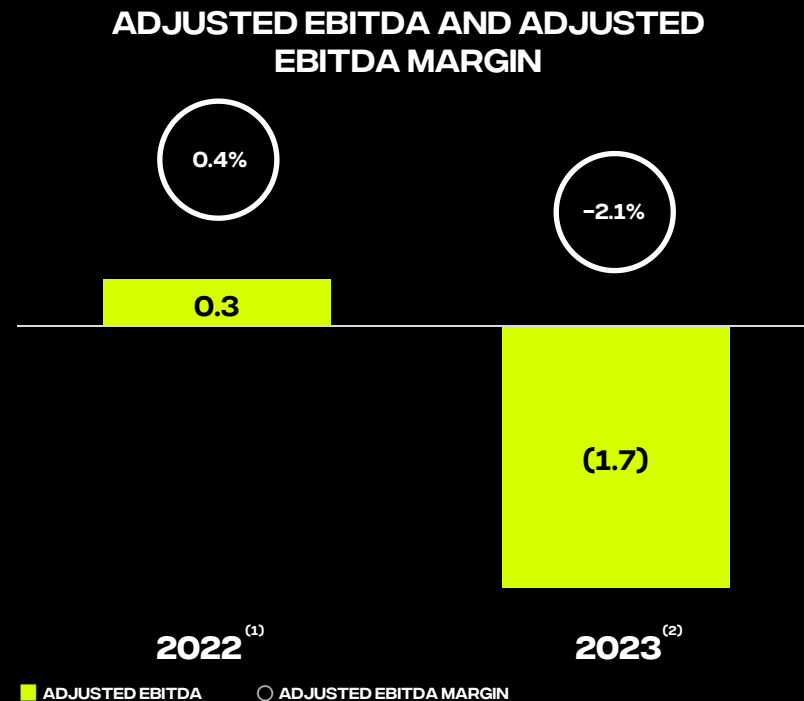
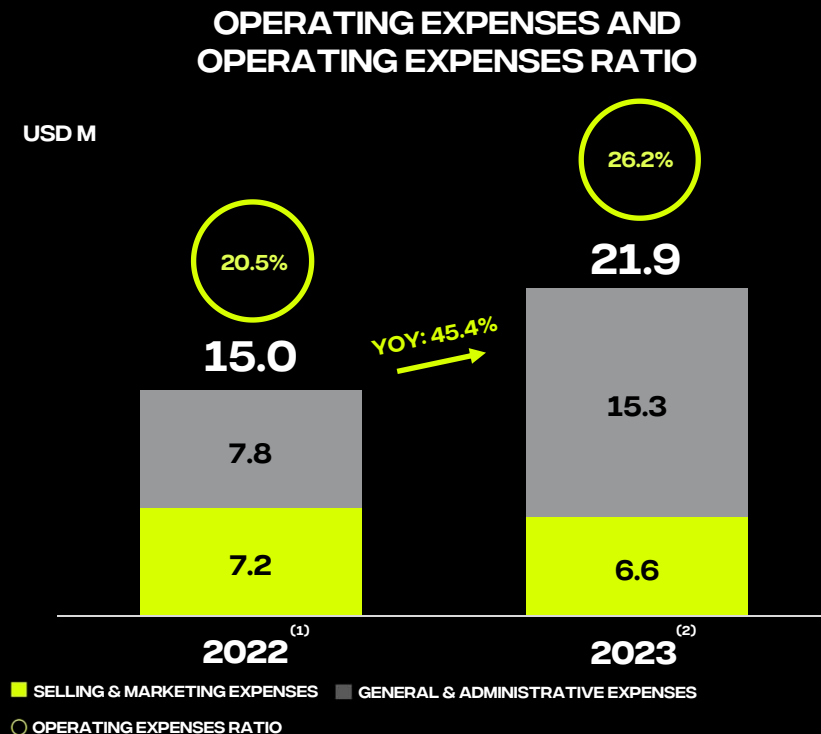
Notes:

1. The financial data for 2021 are adjusted on an unaudited pro forma basis to present the combined historical results of operations of us and Ninjas in Pyjamas as if the combination had occurred as of January 1, 2021.

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OPERATING EXPENSE



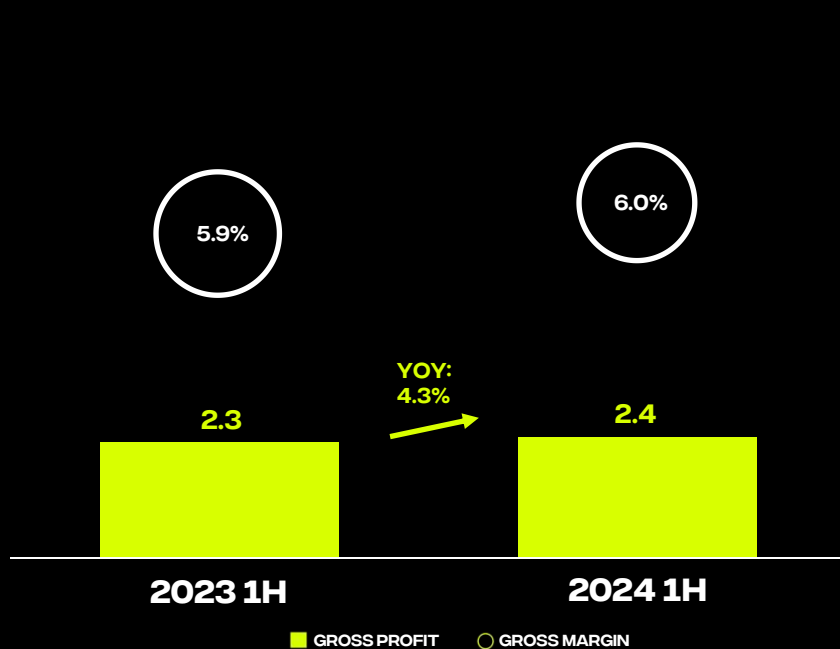
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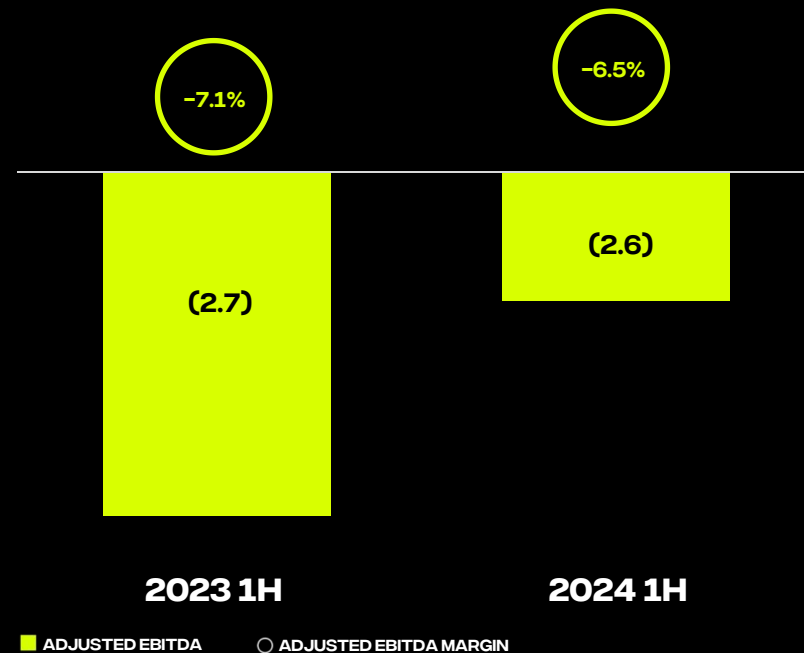
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APPROACHING SUSTAINABLE PROFITABILITY

GROSS PROFIT AND GROSS MARGIN



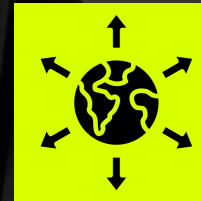
ADJUSTED EBITDA AND ADJUSTED EBITDA MARGIN



04 GROWTH STRATEGIES

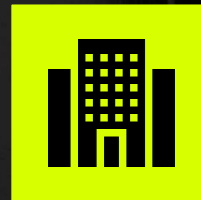
MENA EXPANSION

- Expand esports presence across geographies
- NIP Group Selected as Cornerstone Partner for Abu Dhabi Investment Office's Launch of National Gaming & Entertainment Cluster



GAMING HOTELS

- Established partnership with Homeinns Hotels Group to launch esports-themed hospitality
- Diversify revenue streams and immerse guests in the NIPG entertainment ecosystem



M&A

- Successful merger of two prominent esports organizations, Ninjas in Pyjamas and eStar Gaming
- Demonstrated ability by management to identify synergies and execute transactions provides company with a greater universe of opportunities for acquisitions and investments



DIVERSIFIED REVENUE STREAMS DRIVING SUSTAINABLE GROWTH

MAIN BUSINESS MODEL

ESPORTS TEAM MANAGEMENT AND OPERATIONS



Revenue sharing with leagues



Branded Merchandise



Prize money



Athlete transfer and rental fees

TALENT MANAGEMENT SERVICE



Live streaming revenue/virtual gift sharing



Advertising revenue



Sponsorship deals

ESPORTS-RELATED EVENT PRODUCTION



Service fees for planning and organizing events



Advertising revenue



EXPANDING ESPORTS+



ESPORTS HARDWARE



ESPORTS EDUCATION



SUBSCRIPTION SERVICES



GAMING HOTELS



IP LICENSING



VR ESPORTS



CREATIVE STUDIOS



GAME PUBLISHING

05 EXPERIENCED LEADERSHIP & STRONG GOVERNANCE

VISIONARY FOUNDERS AND WORLD-CLASS MANAGEMENT



MARIO HO
Chairman & Co-CEO



HICHAM CHAHINE
Co-CEO



XIAOT SUN
President



BEN LI
CFO



ALLEN SUI
COO



VULCAN ZHANG
CSO



RAY ZHANG
CXO

WORK EXPERIENCE



DIVERSIFIED BLUE CHIP SHAREHOLDERS

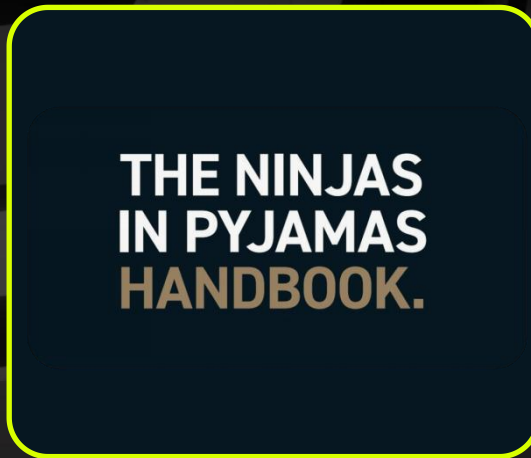


ESG STRATEGY AND COMMITMENT

NIP Group is committed to assuming social responsibilities as an esports company and injecting more positive energy into society



Environmental Sustainability and Conservation—
Partnered with wildlife conservation organization WWF
for the global Earth Hour campaigns



Promoting Social Responsibility – Collaborated
with Friends, the Swedish anti-bullying NGO,
resulting in the co-production of the Ninjas in
Pyjamas Handbook.



Poverty Alleviation —Collaborated
with the Shenzhen Autism Research
Association discussing social
participation and integration of youth
with intellectual disabilities.

INVESTMENT HIGHLIGHTS



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THANK YOU!