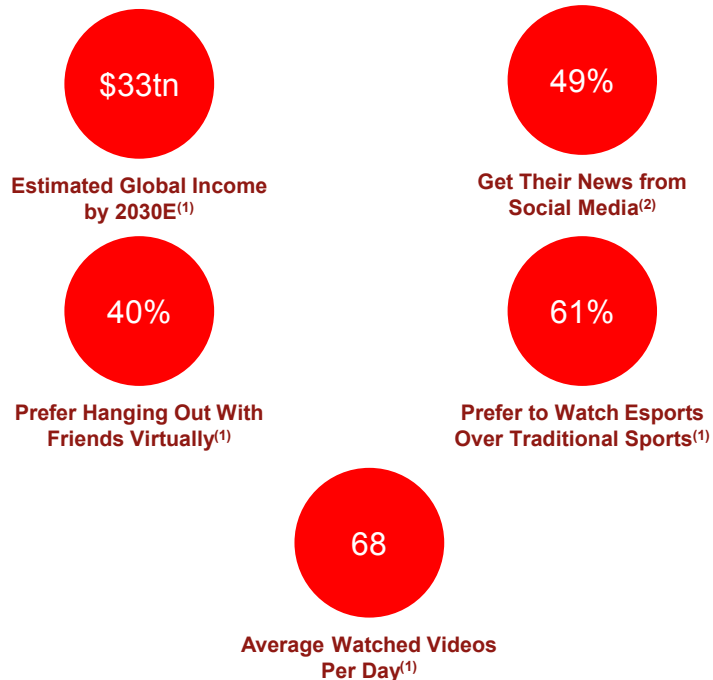




INDUSTRY DYNAMICS

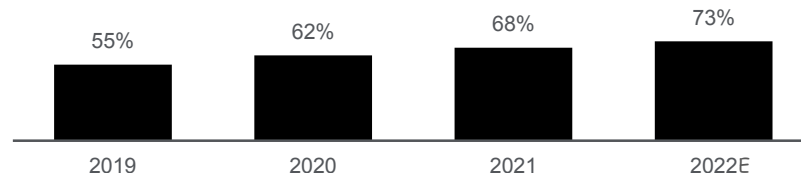
FAZE BENEFITS FROM SHIFT OF MEDIA CONSUMPTION AND DEMOGRAPHICS

Gen Z will Revolutionize Consumption

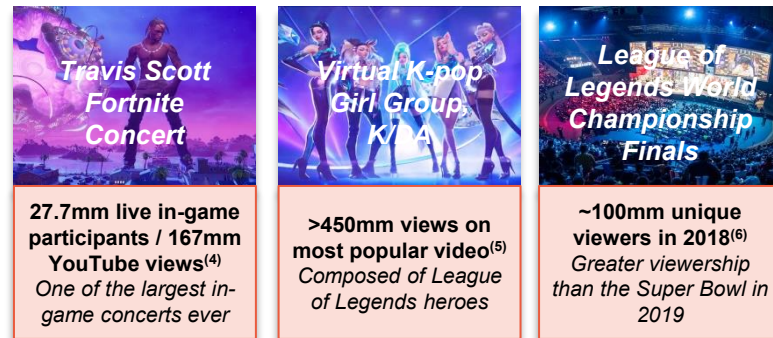


Ways to Reach Young Audiences Evolving

Share of U.S. Marketers Using Influencer Marketing⁽³⁾
% of Total U.S. Marketers with 100+ Employees



New Digital Content Reaching Young Audiences



(1) Bank of America "OK Zoomer: Gen Z Primer", November 2020.
 (2) Ypulse "Gen Z & Millennials Have Very Different News Sources", July 2020.
 (3) eMarketer, "New Forecast: US Influencer Marketing is Now a \$3 billion-plus Industry", August 2021.
 (4) Reuters "Travis Scott's Fortnite Concert Series Draws 27.7M unique views", April 2020. YouTube.
 (5) YouTube.

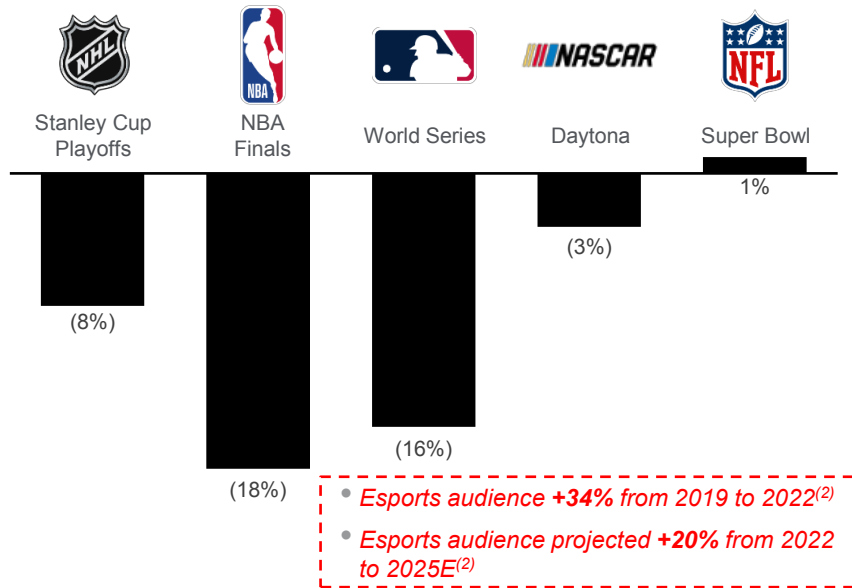
(6) CNBC "This Esports Giant Draws in More Viewers Than the Super Bowl, and it's Expected to Get Even Bigger", April 2019.



FAZE WELL POSITIONED WHILE TRADITIONAL SPORTS FACING PRESSURE

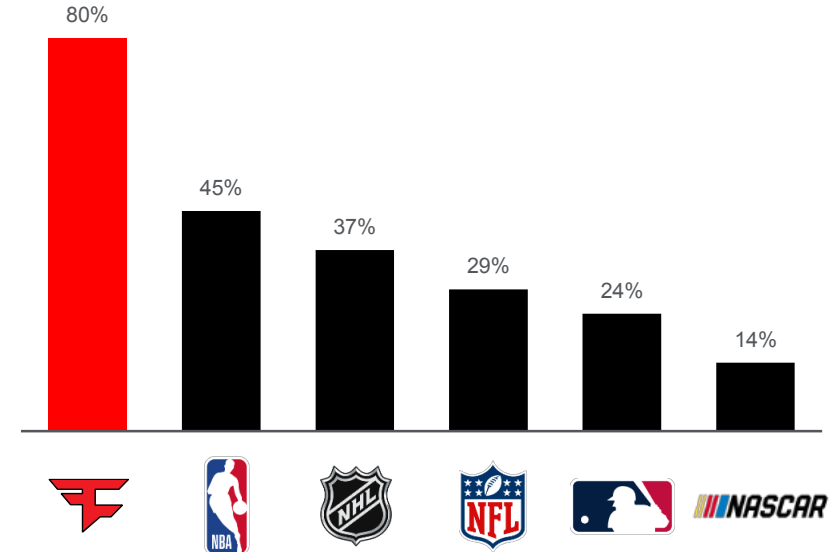
Traditional Sports Have Seen Recent Headwinds

2019-2022 % Change in Broadcast Viewership⁽¹⁾



Traditional Sports Skew Older

% of Audience Under 34⁽³⁾



(1) World Series representative of 2019-2021 % change given not played until October 2022. JSportsMedia Watch, "Stanley Cup Final Audience Middle-of-the-Road", June 2022; Sports Mint, "NBA Scores 12.4 Million Viewership in 2022 Finals", June 2022; ESPN, "Viewership for the 2021 NBA Finals on ABC Up 32% From Last Year", July 2021; SportsNaut, "MLB Ratings: 2021 World Series Television Ratings Improve, Still Long-Term Concerns for Baseball", November 2021; Sports Business Journal, "Daytona

500 Viewership Up from Record Lows in Recent Years", February 2022; SportsMedia Watch, "Super Bowl Ratings History (1967 - Present)"; Influencer Marketing Hub, "The Incredible Growth of eSports [+ eSports Statistics]", June 2022.

(2) Newzoo "Global Esports & Live Streaming Market Report", April 2022.

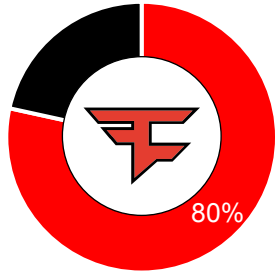
(3) Source: J.P. Morgan "Alexia's Sports Rights Almanac - 2020", June 2020.



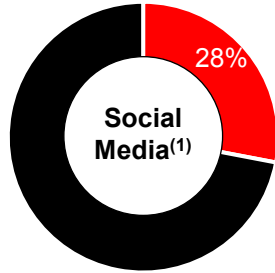
FAZE IS WELL POSITIONED TO ENGAGE AND SERVE GEN Z AT SCALE

FaZe Audience Indexes Significantly Younger than Other Media Averages

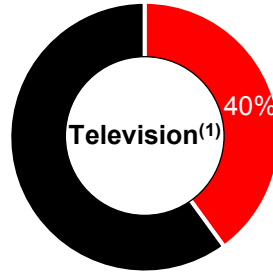
Core Audience Age Breakdown



■ 13-34 ■ 35+



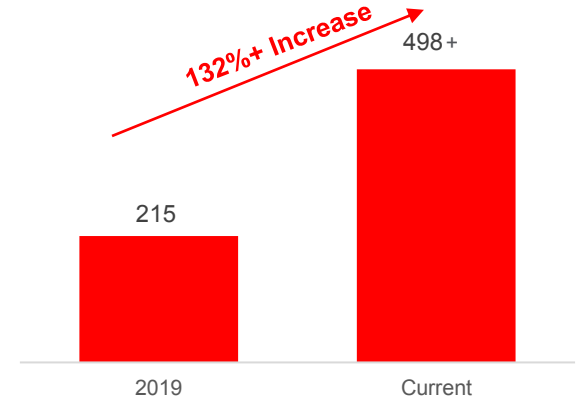
■ 18-34 ■ 35+



■ 2-34 ■ 35+

Massive FaZe Audience Continues to Grow

FaZe Social Media Reach⁽²⁾ mm



FaZe reached 1bn+ social media views in 2020



FaZe's core audience, 13-34 yr. old, is a demographic that is increasingly difficult to reach with other media

