



INVESTOR PRESENTATION

NASDAQ: NIPG

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In addition to the U.S. GAAP financials, this presentation includes certain non-GAAP financial measures. The non-GAAP measures have limitations as analytical tools and you should not consider them in isolation or as a substitute for the most directly comparable financial measures prepared in accordance with U.S. GAAP. There is a number of limitations related to the use of these non-GAAP financial measures versus their nearest GAAP equivalents. The Company urges you to review the reconciliation of its non-GAAP financial measures to the most directly comparable GAAP financial measures set forth in the Appendix, and not to rely on any single financial measure to evaluate the Company's business.



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Company
Overview

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Growth
Strategies

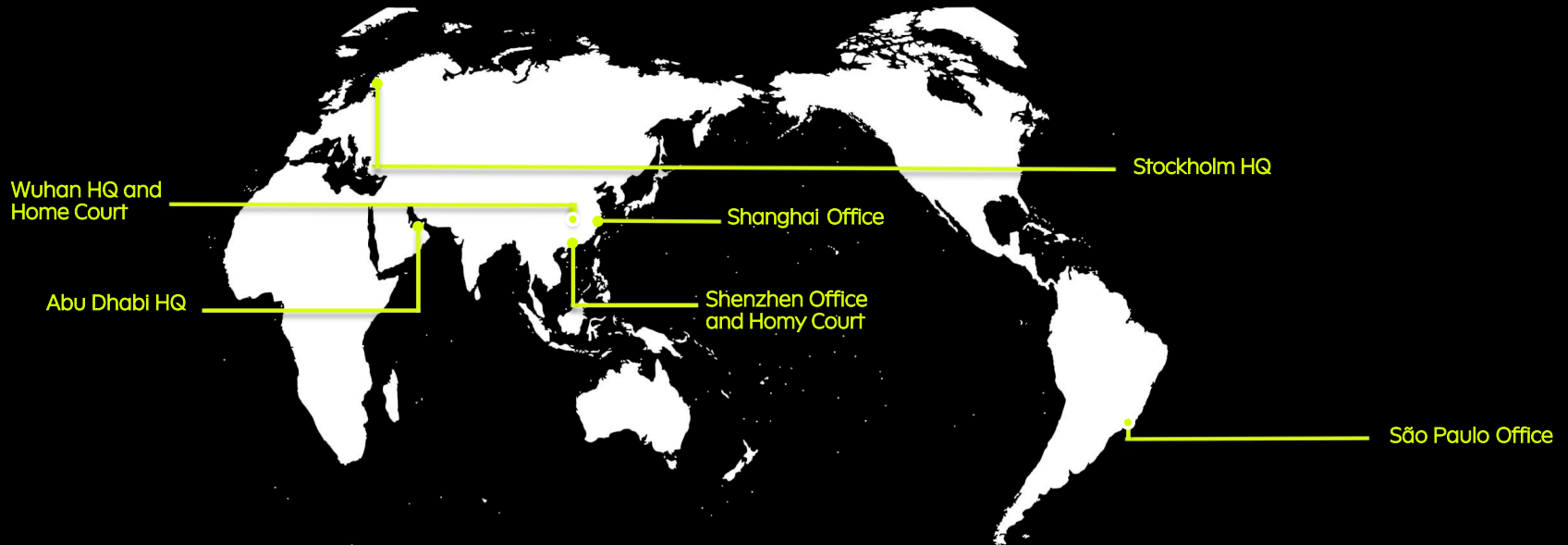
05

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 creating engaging experiences that entertain, inspire and connect fans around the world.

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

|| Acquired event production brand MAG Studio

2018

2019

2020

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

2023

2021

|| Launched a talent management business under the eStar Entertainment brand


|| Completed the NIP Group merger, creating a truly global globalization

2024

|| Successfully listed on Nasdaq under the ticker symbol NIPG
|| Established partnership with HomeInns Hotels Group to launch esports-themed hospitality
|| Entered game publishing market; launched first MOBA title Re: Aetafis
|| Acquired Young Will, a leader in teen culture-themed short video content
|| Expanded into the Middle East; established partnership with ADIO

ESPORTS TEAM OPERATIONS



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

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



 **60** TOURNAMENT 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

- Working extensively and closely with Tencent to promote their games and 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 sport 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

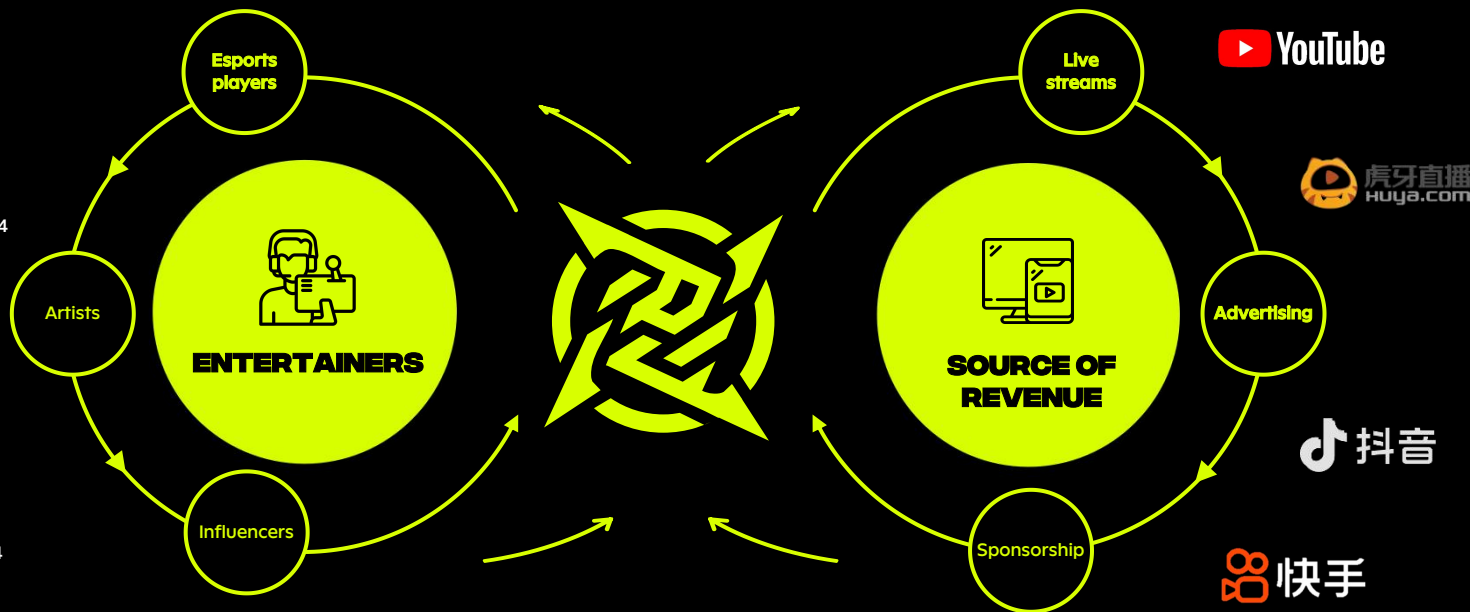
The talent management division focuses on pan-entertainment live streaming, expanding into diverse business models. Streaming services cover platforms like Huya and TikTok. In October 2024, NIP Group acquired Young Will, a leader in teen culture-themed short video content, increasing the total followership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



Jackson Wang
Over 30mn followers on
Instagram as of June 30, 2024



Young Will
Over 100mn followers on all
platforms as of June 30, 2024



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 CREATING OLYMPIC
ESPORTS GAMES IN 2025**

TAPPING INTO LARGE YOUNGER FAN BASE OPPORTUNITY

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	USD 0.2 billion	USD 0.1 billion	USD 0.5 billion	USD 10.0 billion	USD 15.2 billion	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

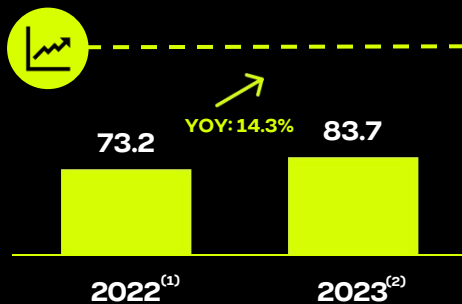
	NIP GROUP	COMPANY A	COMPANY B	COMPANY C	COMPANY D	COMPANY E	COMPANY F
SPECIALIZED FIELD							
NO. OF CHAMPIONSHIPS IN GLOBAL TOP LEAGUE	19	11	1	3	7	7	0
UNIQUE GAMES WHERE TEAM WON GLOBAL TOP LEAGUE CHAMPIONSHIP	4	2	1	1	3	2	0

03 FINANCIAL SUMMARY

Solid revenue growth

\$83.7M

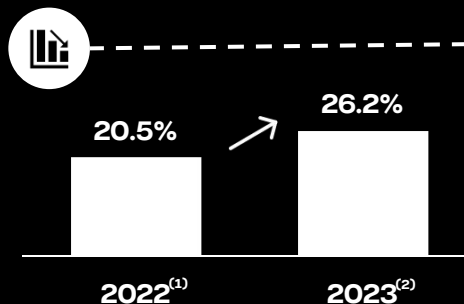
2023 Net revenue



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

26.2%

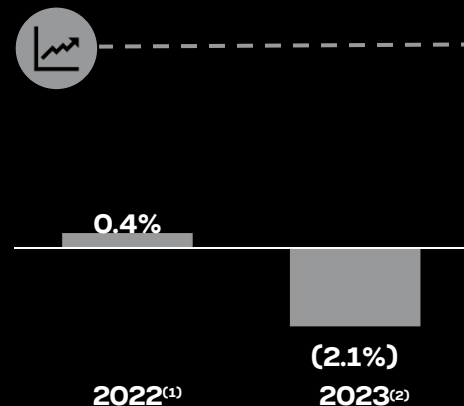
2023 Operating expense ratio³



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.

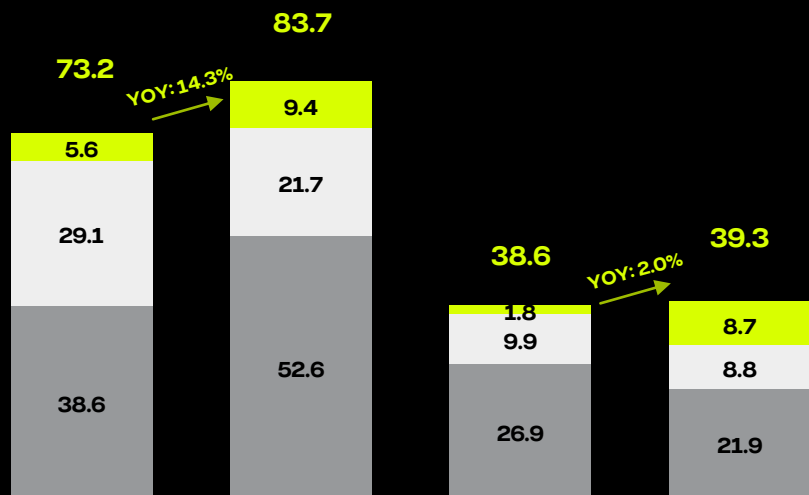
3. Operating expense ratio is calculated by dividing total operating expenses by net revenues.

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.

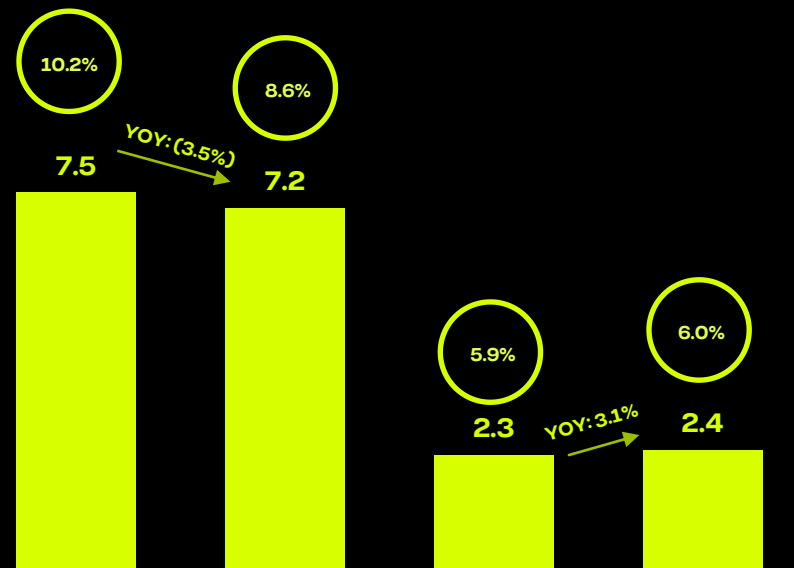
SOLID REVENUE GROWTH

NET REVENUE

USD M



GROSS PROFIT AND GROSS MARGIN



■ ESPORTS TEAMS OPERATIONS ■ TALENT MANAGEMENT SERVICE ■ EVENT PRODUCTION

■ GROSS PROFIT ○ GROSS MARGIN

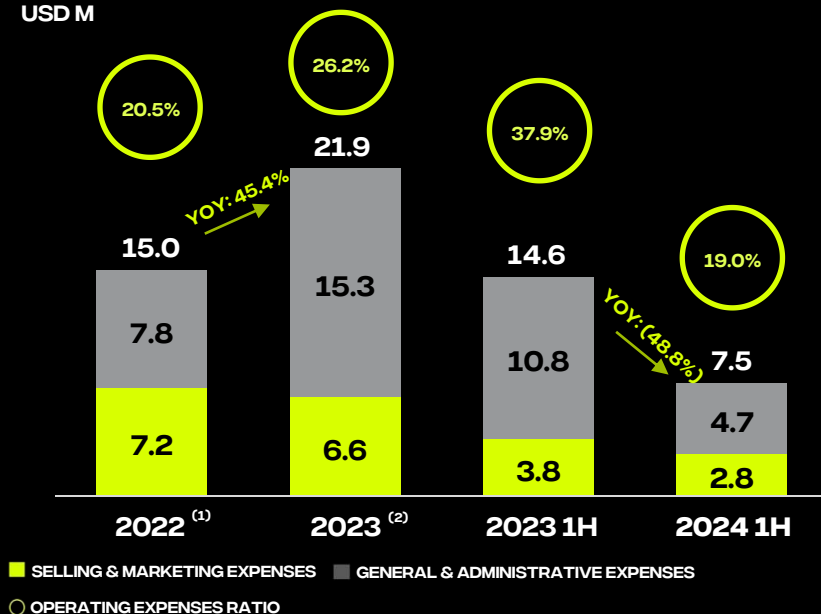
Notes:

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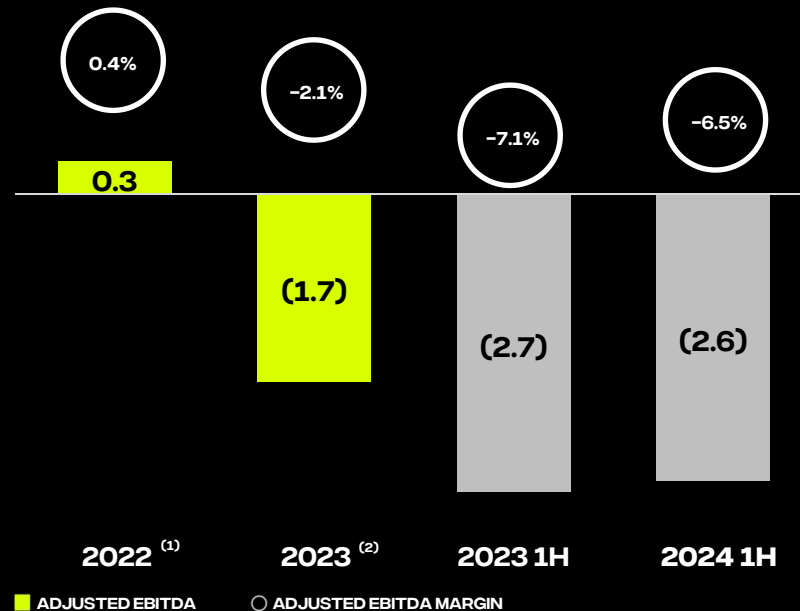
APPROACHING SUSTAINABLE PROFITABILITY

OPERATING EXPENSES AND OPERATING EXPENSES RATIO

USD M



ADJUSTED EBITDA AND ADJUSTED EBITDA MARGIN



Notes:

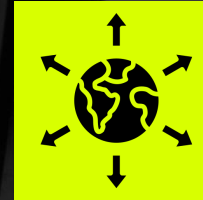
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04 GROWTH STRATEGIES

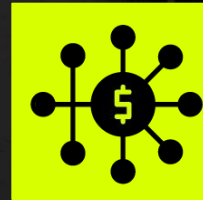
MENA EXPANSION

- Expanded esports presence across geographies
- Partnering with Abu Dhabi Investment Office to accelerate Abu Dhabi's esports industry



REVENUE DIVERSIFICATION

- Diversified revenue streams driving sustainable growth
- Expanding esports+



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



EARLY MOVER IN THE LARGE MENA MARKET

The Middle East is rapidly becoming a **major gaming hub**. As part of our expansion, NIP Group is strengthening its presence in Abu Dhabi, supporting the growth of a robust gaming ecosystem in the region.

FOSTERING THE GAMING ECOSYSTEM

- Entered into a gaming subsidy agreement with the Department of Culture and Tourism of Abu Dhabi
- Partnered with Abu Dhabi Investment Office to accelerate esports industry in Abu Dhabi
- Building key business verticals in the region

SUPPORT FROM LOCAL GOVERNMENT

- Financial and non-financial growth opportunities valued at up to US\$40 million over a four-year period
- Support in the form of lease and staff subsidies



Strategic partnership with Abu Dhabi Investment Office:
Support totalling up to approximately US\$40 million to be
disbursed in installments over a four-year period ⁽¹⁾

Notes:

1. The support is contingent upon NIP Group's satisfaction of certain conditions precedent and specified performance milestones, including quantitative and qualitative KPIs and revenue targets

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



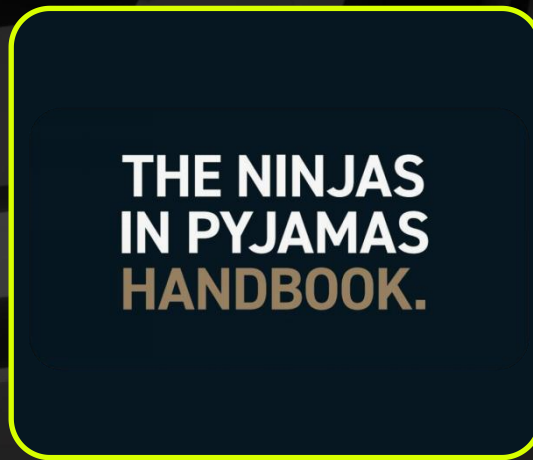
ESG STRATEGY AND COMMITMENT

NIP Group is committed to assuming social responsibilities 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



Leading esports organization with the most expansive global footprint

Largest portfolio of video game titles at the highest level of competition

Expanding strong and loyal fan base

Proven talent development system across esports and entertainment

Demonstrated success in acquisition and integration

Diversified revenue streams and geographic expansion driving sustainable growth and increasing profitability

Passionate management team supported by marquee shareholders

Uniquely positioned for growth at the intersection of gaming, entertainment and technology

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nipg.com
Official Website

ir.nipg.com
IR Website



APPENDIX



GAAP TO NON-GAAP RECONCILIATION

(US\$ in thousands, except for %)	For the Year Ended December 31,			For the Six Months Ended June 30,	
	2022		2023 ⁽³⁾	2023	2024
	Actual	Pro Forma (Unaudited) ⁽²⁾			
Net Loss	(6,306)	(6,050)	(13,258)	(11,271)	(4,666)
Add:					
Interest expense, net	365	460	523	218	340
Income tax (benefit) expense	(139)	6	(1,201)	(818)	(931)
Depreciation and amortization	5,266	5,694	6,083	2,866	2,698
Share-based compensation expense	166	166	6,122	6,257	-
Adjusted EBITDA	(648)	276	(1,731)	(2,748)	(2,559)
Adjusted EBITDA margin ⁽¹⁾	(1.0)	0.4	(2.1)	(7.1)	(6.5)

Notes:

1. Adjusted EBITDA as a percentage of net revenues.

2. The consolidated statement of comprehensive loss data for 2022 is 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.

3. The consolidated statement of comprehensive loss data for 2023 reflects our acquisition of Ninjas in Pyjamas on January 10, 2023.



THANK YOU!