



YALLA
ESPORTS

WHAT

ELECTRONIC SPORTS ARE
MULTIPLAYER ONLINE VIDEO
GAMES PLAYED COMPETITIVELY

SPORTS

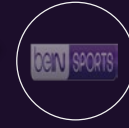


SPORTS VS ESPORTS

WHO

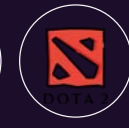
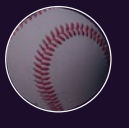
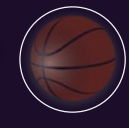
ESPORTS IS FOR THE SPECTATORS,
GAMERS AND COMPETITORS ALIKE

TEAMS & PLAYERS



TOURNAMENTS & LEAGUES

GAMES & TITLES



WHY

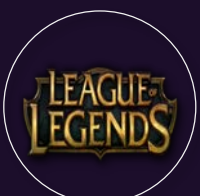
FOR THE FAME, THE FORTUNE, THE
COMPETITION, THE ENTERTAINMENT
VALUE AND DUE TO PASSION.



WHERE

ESPORTS TOURNAMENTS ARE HELD ACROSS THE
GLOBE, AND A LOT OF ONLINE TOURNAMENTS EXIST TO
ALLOW PEOPLE TO COMPETE WHEREVER THEY ARE

ESPORTS



PURPOSE



1

NURTURE MENA ESPORTS TALENT

2

BUILD A RELEVANT ESPORTS BRAND

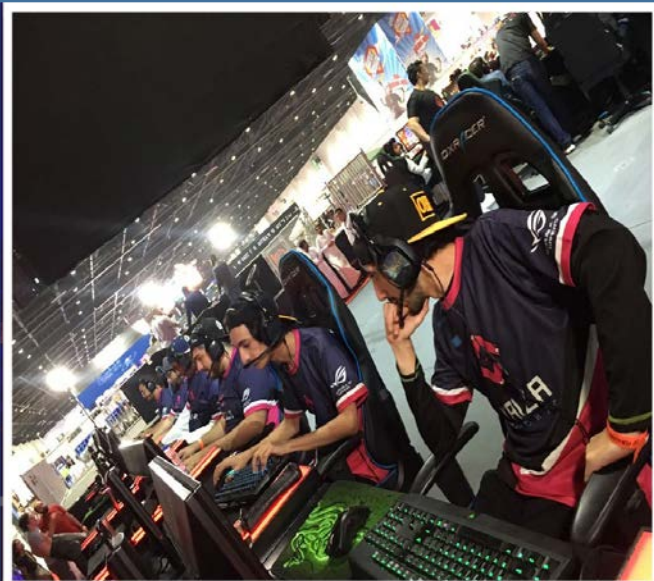
3

BECOME A MAJOR STAKEHOLDER IN THE GLOBAL ESPORTS ECOSYSTEM



NO MAJOR ESPORTS ORGANIZATION IN THE MENA REGION

BACKGROUND



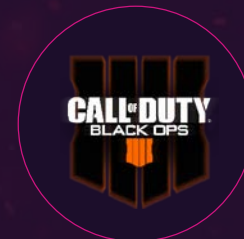
OUR TEAMS



OVERWATCH



RAINBOW SIX SIEGE



CALL OF DUTY



FORTNITE

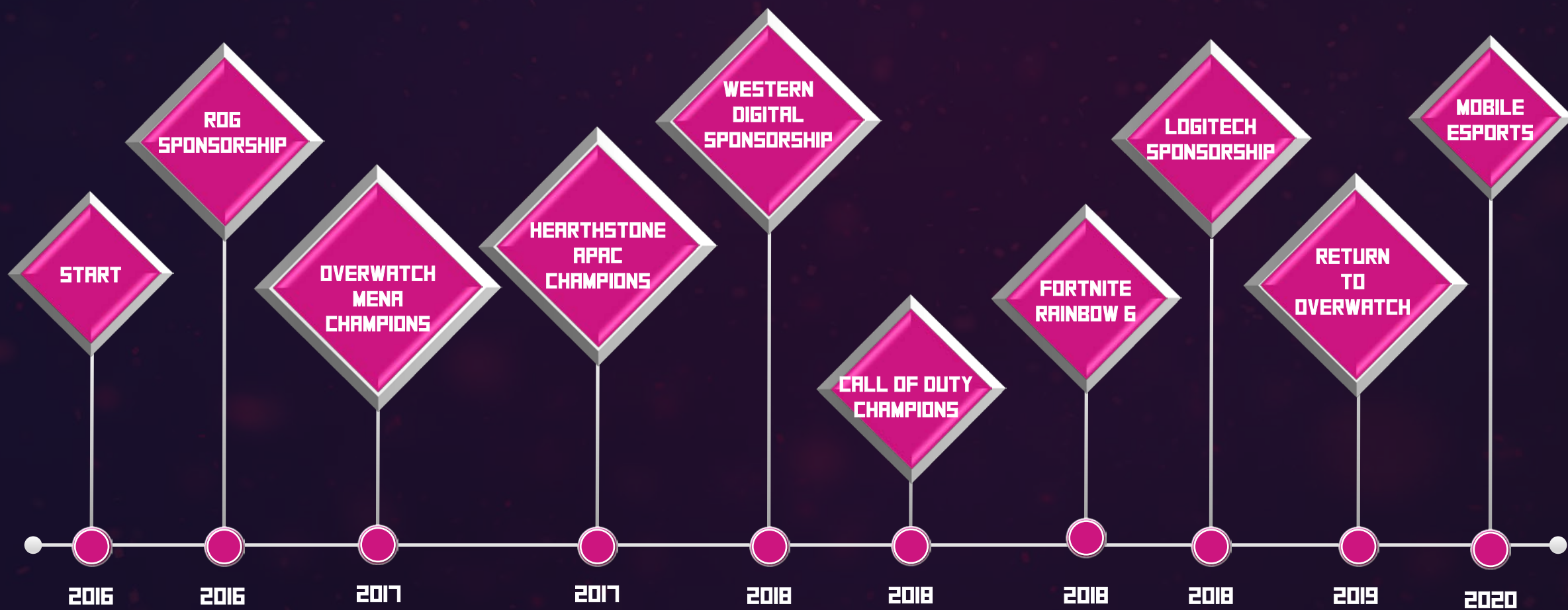


HEARTHSTONE

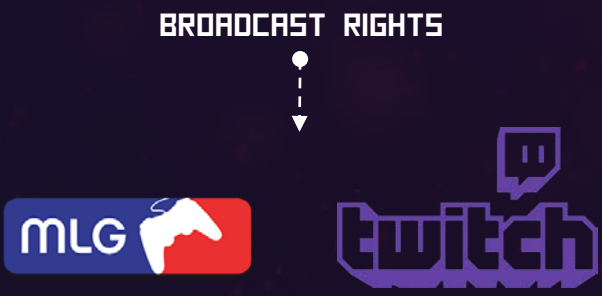


STREAMERS

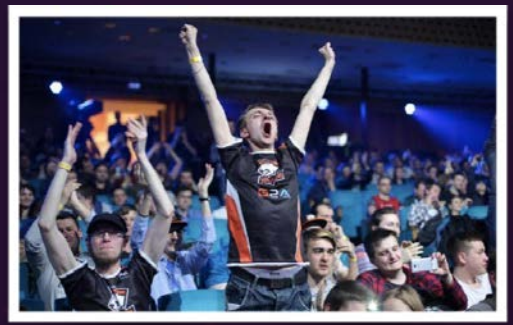
TIMELINE



BUSINESS MODEL



REVENUE SHARE PRIZE MONEY / EVENTS



FANS

SUBSCRIPTIONS

IN GAME SALES

MERCHANDISE

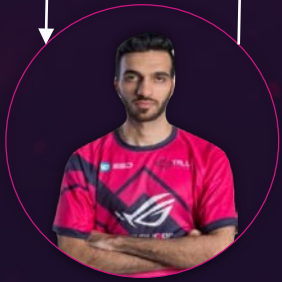


ADVERTISEMENTS
ACTIVATIONS



SPONSORSHIPS

SALARIES



PLAYERS

PLAYER
TRANSFERS

OPPORTUNITIES



INFLUENCERS



TOURNAMENTS & EVENTS

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THANK YOU

