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**EMPOWERING GAMING & ESPORTS  
IN SAUDI ARABIA AND BEYOND**





Hawk Gaming Group stands as a leader in gaming and esports, delivering transformative initiatives and innovative solutions for public and private sectors. Leveraging extensive international partnerships, we drive global knowledge exchange and redefine the boundaries of gaming and esports excellence.

**NATIONAL  
GAMING  
& ESPORTS  
STRATEGY** استراتيجية  
قطاع الألعاب والرياضات الإلكترونية

As the Saudi gaming industry rapidly expands, HawkGG positions itself as a strategic partner, committed to supporting the National Gaming and Esports Strategy (NGES) and contributing to the Kingdom's goal of becoming the **CENTER OF THE GAME**.



# TEAM

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**TURKI FAISAL**  
FOUNDER & CEO

Turki is poised to drive growth and innovation in Saudi Arabia's gaming sector, leveraging his passion for gaming, extensive global network, and business development expertise. His technology and military background enable him to lead transformative esports initiatives, enhancing growth and global recognition for the industry.



**ABDULAZIZ KHALED**  
DIRECTOR

Abdulaziz is an experienced professional in the private and public sectors, a gaming enthusiast who uses his network to foster local market growth and innovation. He has worked across diverse industries, including technology, defense, and investment.



**ARI DAVIES**  
HEAD OF TECH

Ari is a former Partner at Deloitte Japan's Cyber division with over 20 years of cybersecurity experience, now focuses on enhancing digital security in the esports and gaming industry, protecting user data and creating secure gaming environments.



**DAISHIRO OKADA**  
INDUSTRY ADVISOR

A gaming industry veteran and former President (COO) of Square Enix, he led organizational and cultural transformation. He now focuses on Japan's national strategy initiatives, promoting societal co-creation, workplace innovation, and support for content creators in gaming.



**WOUTER SLEIJFFERS**  
ADVISOR - EUROPE

A seasoned esports professional with eight years of experience showcases strong leadership skills that boosted growth, revenue, and value for Fnatic and Excel Esports.



**NICHOLAS KHOO**  
ADVISOR - CHINA

Experienced esports consultant and Global Esports Federation member, specializing in strategy, partnership development, and player growth to enhance the global esports industry.



**MASATAKA IHARA**  
ADVISOR - JAPAN

Leads initiatives to revolutionize online brand presence using AI for brand enhancement and security. His innovative strategies protect clients' digital images while boosting online visibility.



**ERIC JOU**  
ADVISOR - APAC

APAC video gaming expert with 14+ years in the industry, skilled in community development and corporate relations. Experienced in regional esports and marketing activations for 7 years.



**ALAIN BANFI**  
ADVISOR - LATAM

Alain Banfi is a consultant focused on digital solutions, partnerships, and innovation strategies. He specializes in Brazil's carbon offset projects and global sectors such as financial services and IoT, and has led rapid testing of digital platforms.





# SERVICE PORTFOLIO

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**BESPOKE**  
SERVICES

**ESPORTS**  
SERVICES

**GAMING**  
SERVICES



# SERVICE FRAMEWORK OVERVIEW

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Explore the HawkGG’s framework designed to support your journey at every stage:

## Kingdom to the World (K2W)



- Empower Saudi Esports and gaming sector to scale globally.

## World to the Kingdom (W2K)



- Facilitate international gaming companies entering Saudi Arabia.

## Local to Global (L2G)



- Expand gaming companies and esports teams from their local markets to the global stage.





# ESPORTS SERVICES

A specialized service suite in helping esports teams expand globally, thrive locally, and achieve competitive excellence with tailored strategies and unrivaled expertise.

## Global Expansion & Partnerships



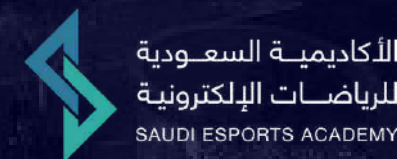
- **Strategic Partnerships:** Identify and facilitate collaborations with other teams, influencers and organizations.
- **Global Entry Strategies:** Tailored plans for regions including MENA, Europe, Asia, LATAM, and Africa.
- **Sponsorship & Investment:** Introductions to prospective sponsors and investors.

## Saudi Market Integration



- **Onboarding Assistance:** Support and navigate onboarding for esports programs.
- **Local Partnerships:** Access Saudi-based sponsors, government entities, and esports teams.
- **Soft Landing:** Operational, integration, and adaptation support for local market success.

## Network







# GAMING SERVICES

A dedicated service suite crafted to assist gaming companies in their global expansion, build robust regional footprints, and attain operational excellence through customized strategies and unparalleled expertise.

## Global Expansion & Partnerships



- **Strategic Partnerships:** Identify and establish partnerships with studios, publishers, and service providers.
- **Global Entry Strategies:** Develop tailored global entry strategies for key markets; MENA, Europe, Asia, LATAM, and Africa.
- **Sponsorship & Investment:** Introductions to prospective investors, sponsors, and key stakeholders.

## Saudi Market Integration



- **Onboarding Assistance:** Navigate the process of entering Saudi gaming initiatives and programs.
- **Local Partnerships:** Access to Saudi-based funds, government entities, and gaming organizations.
- **Soft Landing:** Operational, integration, and localisation support for local market success.

## Network

SAVVY  
GAMES GROUP

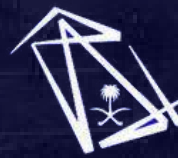
SCOPELY



القديية  
Qiddiya



KACST  
مدينة الملك عبدالعزيز  
للعلوم والتقنية



وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY

صندوق  
التنمية الوطني  
NATIONAL DEVELOPMENT  
FUND



SUP  
ERC  
ELL

EPIC  
GAMES

RIOT  
GAMES

SQUARE ENIX®

SEGA

CiGA  
中国独立游戏联盟  
China indie Game Alliance

bilibili

stc play

CAPCOM®



SHUEISHA GAMES

animoca  
BRANDS





# BESPOKE SERVICES

## DUE DILIGENCE

With support from our group cybersecurity company **HAWK SECURITY GROUP**, we provide essential **due diligence** services that help you make informed decisions before partnering or investing in gaming and esports companies.



### Why Due Diligence Matters?

- **Market Saturation:** Proper due diligence helps you identify the companies with sustainable growth potential and a strong competitive edge.
- **High Risk:** identifying business and corporate risks, ensuring that you don't engage with anyone that could compromise your investment or reputation.

### How We Help Minimize Risk?

- **Business Analysis:** We evaluate the company's performance and growth potential to ensure they have a sustainable business model.
- **Benchmarking:** We analyze how the company stacks up against competitors and identify unique strengths and weaknesses in the market.

## MAKE INFORMED DECISIONS

**In a market as risky and crowded as gaming and esports, our due diligence services provide the security and insight needed to avoid pitfalls and ensure you partner with the right companies.**





# BESPOKE SERVICES

## CUSTOMIZED SOLUTIONS

In partnership with **NES Gaming**, we offer exceptional services in live event production, broadcast management, gaming education, and strategic consultation. This partnership allows us to provide customized solutions for the gaming industry's complex needs, ensuring excellence and exclusivity for our clients.



### Live Event Production

- Planning, coordination, and execution of esports tournaments.
- Stage design, equipment setup, and seamless live streaming.

### Gaming Education

- AI-powered training for skill development and coaching to enhance esports performance.
- Curriculum development, esports club creation, and skill-building programs.

### Broadcast & Content Production

- Comprehensive broadcasting services: camera work, live commentary, and streaming integration.
- Creation of engaging content: video production, storytelling, and graphics for social media and promotional materials.

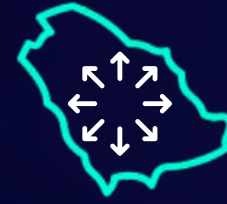
### Workforce Solutions

- Sourcing and placement of professionals in writing, editing, graphic design, and social media.
- Flexible staffing to meet dynamic industry demands.



# RECENT PROJECTS

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KINGDOM TO THE WORLD  
(K2W)

## Ignite! | The Game



وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY

We curated a roster of top speakers for a series of workshops, masterclasses, and panels. Following these, we introduced a gamification web app that greatly enhanced the interactivity and educational quality of the event, significantly contributing to enriching the local gaming community and aligning with the National Gaming & Esports Stratgy.

### Masterclasses & Workshops

#### GAMING 360 — HOW TO REACH GAMERS



Gamer Insights



Marketing Mastery

#### MAKING THE MOST OF THE DATA WITHIN YOUR GAME



Data Proficiency



Data-Driven Strategies

#### GAME MONETIZATION STRATEGIES & MAXIMIZING REVENUE



Creative Monetization



Revenue Optimization

### Invited Participants



YIELD  
GUILD  
GAMES

GAME  
DISTRICT



THE  
SANDBOX



GGPREDICT

inStreamly



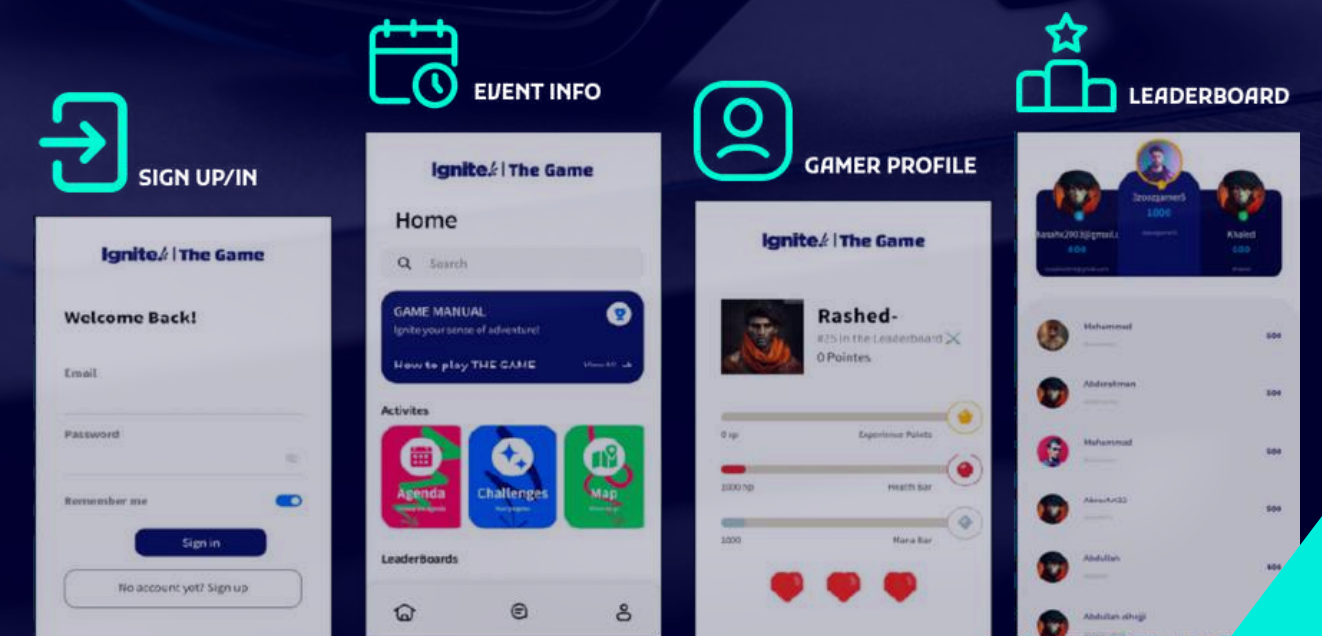
TESS  
VENTURES



SHRAPNEL

### Gamification App

We introduced an immersive gamification feature that allowed participants to create personalized profiles detailing their roles within the gaming industry. Attendees scanned designated QR codes through out the venue to engage in various activities. This interactive experience provided a platform for networking and knowledge sharing.





# EVENTS PARTICIPATIONS

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[LEARN MORE](#)



[LEARN MORE](#)



[LEARN MORE](#)



# RECENT PROJECTS



## WORLD TO THE KINGDOM (W2K)

By providing comprehensive market entry strategies, Hawk helped these companies navigate the local regulatory environment, identify and establish key partnerships, and adapt their offerings to align with Saudi's National Gaming & Esports Strategy.

### ZETADIVISION

**Zeta Division & Qiddiya:** Zeta Division joined the Qiddiya Gaming & Esports Club Program after strategic proposals aligned their expertise with Qiddiya's vision, securing their entry into the Saudi market.



**Talon Esports & EWC Festival:** Talon Esports introduced exclusive Saudi-themed merchandise in collaboration with Certified Saudi at the EWC Festival, featured at the STC Gaming Hall.



**ESPORTS  
WORLD CUP**

### PARAVOX

**Paravox & EWC Festival:** Paravox secured a spot at the Esports World Cup festival, showcasing their game at the STCplay Hall, gaining valuable exposure to key figures in the Saudi gaming community.



**ESPORTS  
WORLD CUP**

### ASTRA NOVA

**Astra Nova & NTDP:** Astra Nova signed with the National Technology Development Program (NTDP), positioning themselves within Saudi Arabia's initiative to drive technological innovation and economic growth.



البرنامج الوطني  
لتنمية تقنية المعلومات  
National Technology  
Development Program







# CLIENTS & PARTNERS



وزارة الاتصالات  
وتقنية المعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY



ArabBrazilian  
Chamber of Commerce  
الغرفة التجارية  
العربية البرازيلية





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***LEVEL UP THE GAME!***

