



Fandom Sports Media Corp.

(CSE:FDM)

A Sports Bar in the Palm of Your Hands

Company Description

FANDOM SPORTS is a sports entertainment and gaming company focused on finding and creating the best interactive sports content. The Company allows sports fans to unleash their primal sports passions by engaging with other fans, cheering for their favourite teams and jeering their opponents. Sports superfans worldwide consume ‘snackable’ sports content on their mobile phones, wanting to interact with it. FANDOM SPORTS has them covered.

Investment Highlights

- Revolutionary Blockchain-based Sports Entertainment Platform.**
 FANDOM SPORTS engages users in a unique mobile app with competitive sports experience where players make predictions about live game events. The Company provides a one-stop shop centering on interactive short form sports content amongst fans about their favorite teams, players and rivals, all built in to game of predictions where dissent is key. The app achieves this through the sports entertainment platform which uses metadata from sportradar.com to identify the winners for each prediction, thereby providing users with an opportunity to immerse themselves in their fandom in an essentially peaceful manner. We see this untapped sports entertainment market as a ‘sweetspot’ for the Company, as large-scale social media players are not nimble enough to fill this gap.
- Highly Configurable and Adaptable Multi-Tenant Solution.** The core mobile product – the FANDOM SPORTS app beta will launch during Q42018 on a cloud-based, multi-tenancy enabled blockchain architecture, available on Android and iOS platforms. From a content management perspective, the blockchain design, built in collaboration with HHS Tech Group, enables the sequential storing of metadata that can be used to further understand the behavior of players to continually improve upon the user experience. Consequently, the end goal is to attract users to become invested as “players” to build their “Player Card,” while competing for rewards and prestige. On a forward-looking basis, we see this as a high-margin, recurring revenue opportunity for the Company, as die-hard sports fans are kept in the FANDOM SPORTS ecosystem. In addition, once the app is deployed, we see multiple, partnership-based revenue streams across advertising, brand sponsorship, curated content and white-label app options on the blockchain sports entertainment platform.
- Strong Market Growth on Mobile Gaming and Significant eSports Upside.** According to Newzoo, consolidated mobile gaming topline is expected to reach \$70.3B, accounting for 51% of the global market. On a forward-looking basis, the mobile gaming market is estimated to reach approximately \$107B in size, growing at a CAGR of 26.8% compared to 2012. Of equal significance, the prevalence of eSports represents another secular theme. To put this in perspective, at the end of 2017, there was more eSports video content consumption than Netflix, Hulu, HBO and ESPN combined, reaching 665 million viewers globally. In a similar fashion, eSports is expected to propel gamification into a bigger industry than traditional sports by 2021, which implies significant upside for FANDOM SPORTS, given the Company’s recent foray into this nascent vertical. (opening an eSports entity in Helsinki, Finland).

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Price Performance



Market Data (CSE:FDM)

Price (October 31, 2018)	\$0.09
52 Week Range	\$0.07-\$0.36
Market Cap (M)	\$11.8
Shares Outstanding, Basic:	138.4M
Free Float	79.1K
Average Daily Volume (3 months)	78K
Total Debt*:	-
Last Reported Cash*:	\$2.5M
Total Assets*:	\$ 3.3M

Headquarters Vancouver, B.C.
Website fandomsports.net

Top Shareholders

Henri Holm	7.1%
Blair Lawrence Naughty	5.8%
Tristan Brett	2.9%
Lumina Global Partners	1.8%
Jeff Hunt	1.3%

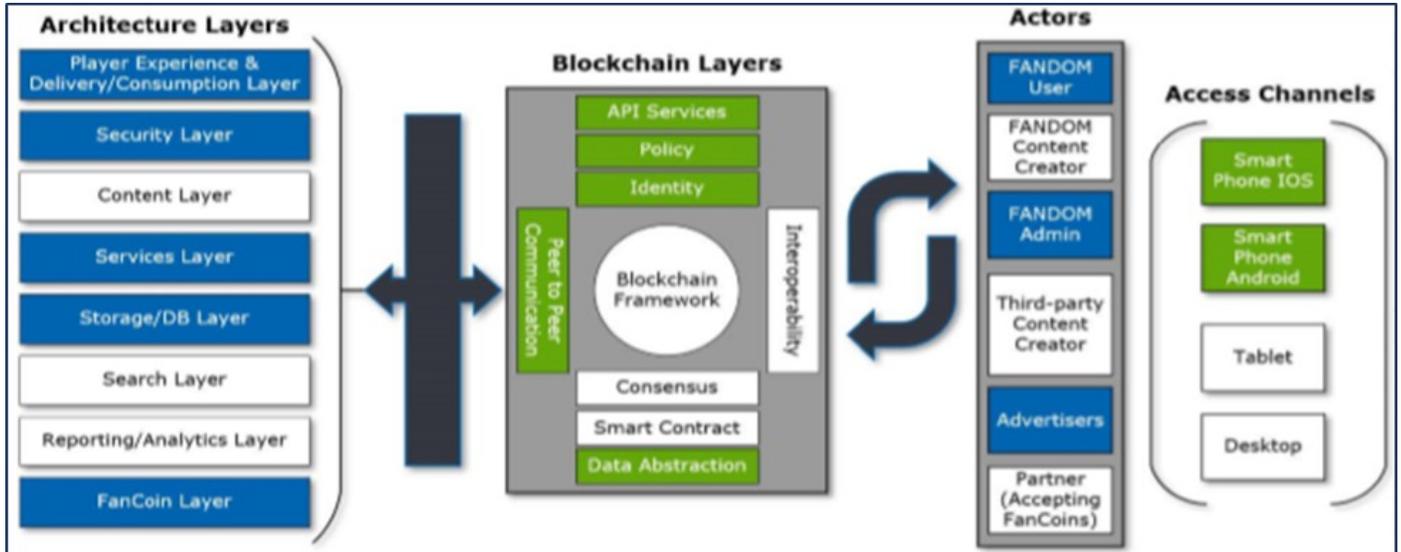
Management

Henri Holm	CEO
Jonna Birgans	President & Chief Content Officer
Alexander Helmelt	CFO
Nick Schober	Head Writer for Content Creation

**As of October 31, 2018
All figures in CAD unless otherwise stated.
Source: Company Reports, Capital IQ*

- Strong Management Team Supports Our Constructive Outlook.** FANDOM SPORTS is led by a strategic management team with a great track record in business development, finance, technology and content curation. Mr. Henri Holm, CEO, previously served as Senior VP at Rovio Entertainment (HEL: ROVIO), where he oversaw the development and growth of the highly successful *Angry Birds* franchise across Asia. His financial and strategic acumen in the digital start-up space gives us further confidence in the Company’s execution roadmap into Q42018 and into 2019.

Figure 1: FANDOM SPORTS Platform Architecture



Source: HHS Technology Group

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