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# By Mates AB

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Social Impact Through Gaming



# By Mates

## Social impact through gaming

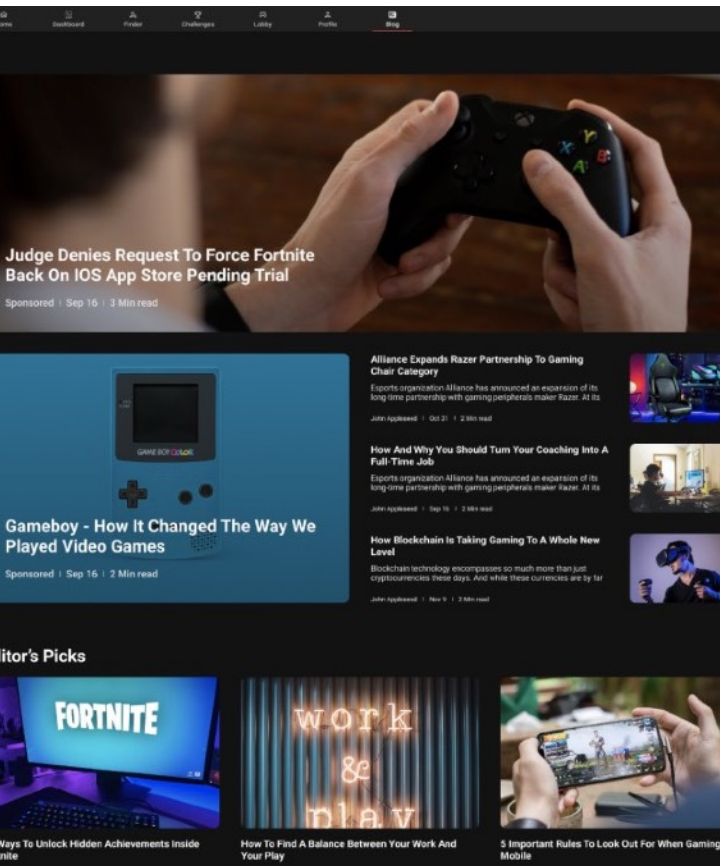
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From the world's first esports camp to a full service community platform serving major municipalities and sports clubs with a digital community. Insights from parents, gamers and educators has given By Mates an understanding of the ecosystem called gaming.

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# Executive Summary

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## R<sub>evenue</sub>

There are four different revenue streams. Both Business to Business and Business to Consumer.

## P<sub>roof of concept</sub>

We have tested all verticals and are now in the process of activating clients in all four.

## M<sub>arket</sub>

Gaming is a growing market. The need for education, marketing and training is something that we have seen grow every year since the start.

## T<sub>iming</sub>

The timing for digitalization services is right now. Globally governments are allocating budgets for the readjustments that are coming. Gaming is a key factor in this process.

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# The Problems

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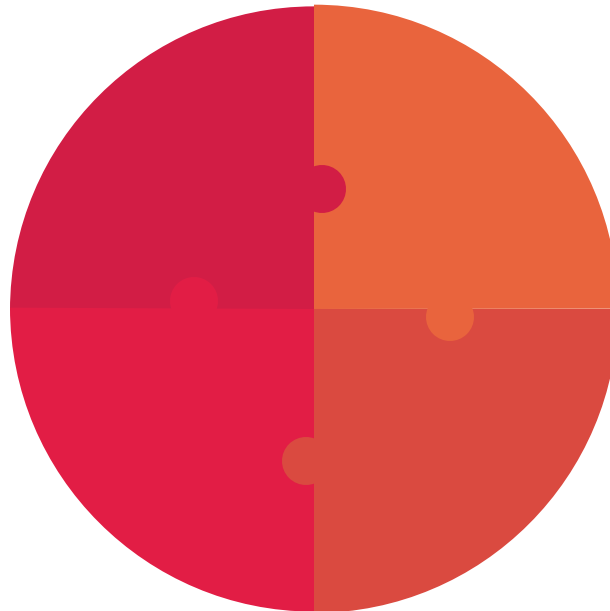
There is a rising problem with both an uncontrolled online environment and the ambition from government to democratize digital education. The less fortunate geographical areas are missing out and the harsh environment online is pushing youth in a bad direction.

## Internet & Youth

The wild and uncontrolled environment that today's youth navigate in while on internet is causing major problems for the society.

## Parents

The younger generation is expecting the same kind of activation online as previous generations did offline. Hard for parents to adjust for online activities



## Sports

Sport clubs and live sport events are struggling to keep their members. Sponsors are finding better ways to find exposure.

## Gaming as a hobby

Hard to find safe places to meet friends, practice gaming and casually hang out with friends.

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# The System

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The system is built around the power of community. From that core we have developed four main services. The services are sold separately but all benefit from the same core.

## Subscriptions

With more than 40 000 users we can see that the driving factors in our community is challenges, training and rewards. Amplifying premium memberships to include premium challenges and training everyday is our next feature.



## Digital After School Club

Closed community with supervision and education.

## Community Marketing

Making brands relevant to gamers by creating challenges within almost all games.

## Digital Tools For Live Events

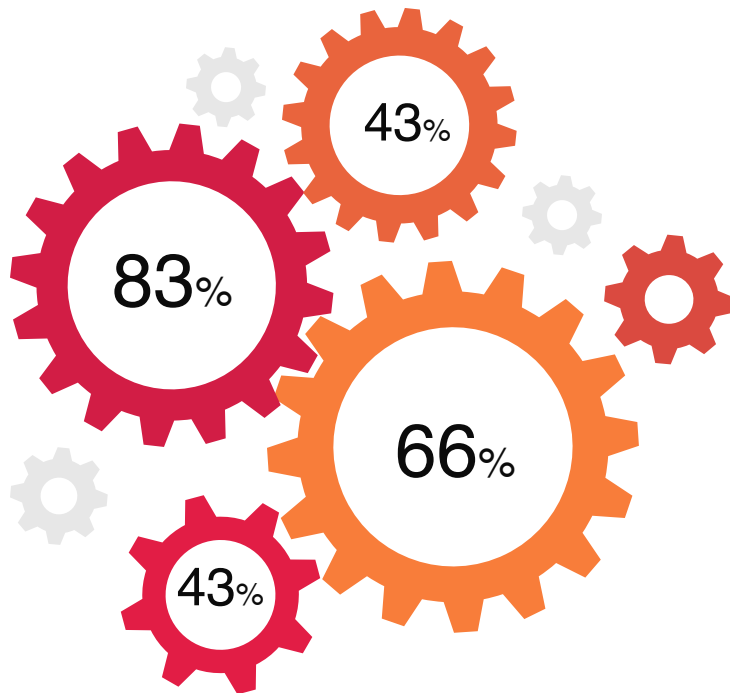
Digital community for sports and live events that can amplify the value for sponsors.

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# The Market

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The Gaming market continues to grow and as it expands, we can see new markets and opportunities take shape. By Mates has identified several of these opportunities within the hybrid of digital and physical activities.



## One Market – many opportunities.

There is a rising problem with kids who refuses to go to school and spend their time online instead. The problem has become an issue for municipalities and schools trying to find solutions. It is an expensive problem and there is no easy fix, however, the government is now allocating more resources to find better ways. Similar is true for many sport organizations who lost members to the digital world.

### Key potential

- Helping municipalities engage youth online
- Setting up digital communities for sport clubs
- Rewarding physical activities in the digital world
- Sponsorships within sports

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# Partnerships

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Overwolf

*Gaming activation*

**Powerful tools for interacting within games and a key partnership for By Mates.**



Azerion

*Mobile Gaming*

Access to more than 10 000 mobile games and the ability to engage both our community and Azerions with challenges makes for great potential.



Stockholms Stad

*Youth Activation*

**Moving forward with Stockholms Stad with proof of concept in the area of Hässelby whereby Mates activate and engage youth in our digital after school club.**



O-Ringen

*Sponsors & Member Activation*

Activation of sponsors and participating members during the event and after.

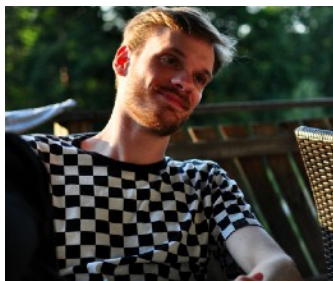
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# The Team

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**Andreas Bengtson**  
CEO



**Gabriel Eriksson**  
COO



**Joachim Rittfeldt**  
Esport Advisor



**Felix Myhr**  
PUBG



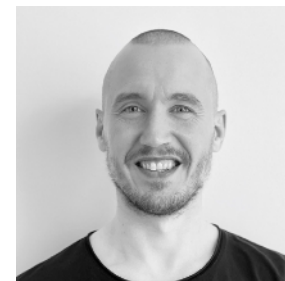
**Per Bergström**  
Chairman of the board



**Ulrik Börjesson**  
CTO



**Rasmus Bergström**  
Advisor Tech



**Marcus Bergström**  
Advisor Tech



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# The Ask

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88.73 Million SEK

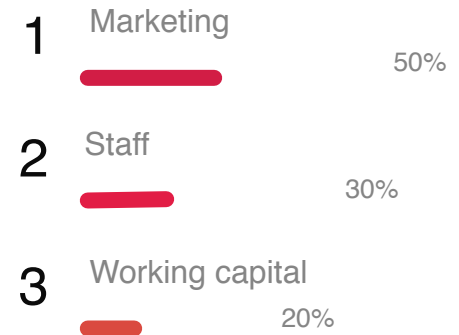
Pre money

*1.7 already committed*

10 Million SEK Asking

1.7 Million is already secured with the majority coming from one of the largest owners.

Utilization of funds





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# Thanks for listening.

For further information please call or send us an email

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