

**NORTH  
OF TYNE**  

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**COMBINED  
AUTHORITY**

 Creative UK

**North of Tyne  
Culture & Creative  
Investment Programme**

# FY24 VIPERIO INVESTOR DECK

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# VIPERIO: THE NORTH EAST OF ENGLAND'S LEADING ESPORTS CLUB SINCE 2013



# 2013: A GROUP OF FRIENDS IN A NORTH EAST BEDROOM



# 2017: COMPETING ON THE LARGEST STAGES



# 2023: CHALLENGING THE WORLD'S BEST

**800+**

**OUTPLACED TEAMS TO  
QUALIFY FOR BLAST RMR <sup>b</sup>**

**62k+**

**PEAK LIVE VIEWERS ON A  
VIPERIO FIXTURE <sup>a</sup>**

**4**

**PARTNERSHIP  
ACTIVATIONS <sup>b</sup>**



# ALL THIS, WITHOUT ANY INVESTMENT TO DATE

**50+**

TOURNAMENTS  
(2023)

**17,000+**

TOTAL SOCIAL  
FOLLOWERS

**5+**

PLAYER SALES  
AND TRANSFERS

**11+**

YEARS OF NORTH EAST  
REPRESENTATION



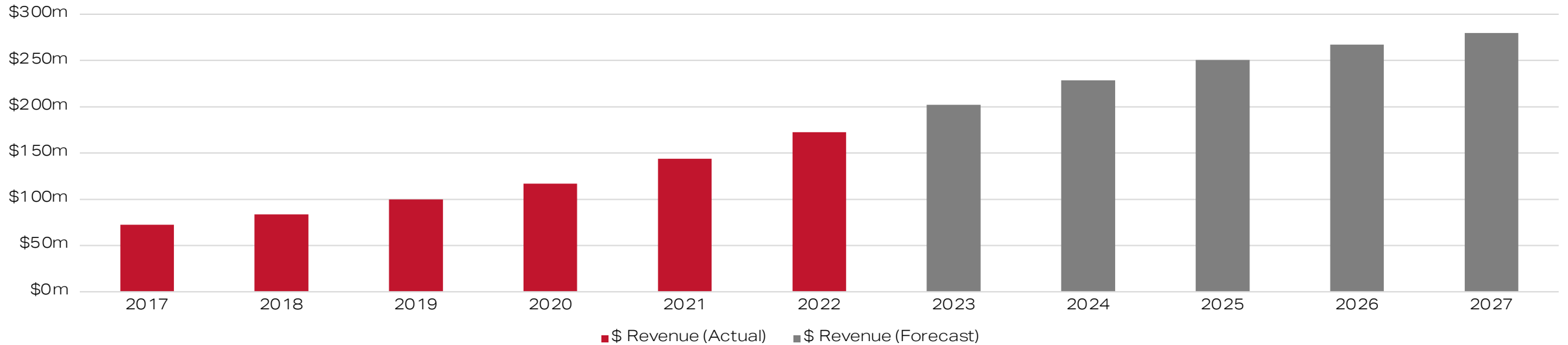
# CREATING LOCAL HISTORY





# UK ESPORTS CONTINUES TO GROW

### UK Esports Industry Revenue <sup>a</sup>



# 17m

**UK ESPORTS VIEWERS BY 2027 <sup>b</sup>**

# \$5.5m

**TOTAL PRIZE EARNINGS BY UK PLAYERS IN 2022 <sup>b</sup>**

# +38%

**FORECASTED REVENUE GROWTH (2023-27) <sup>a</sup>**

# 88%

**16-24 YEAR OLDS PLAYING VIDEO GAMES**





# OPPORTUNITY: PARIS MAJOR STICKER EARNINGS EXCEEDED \$110 MILLION IN 2023

**2+**

**CS2 MAJORS  
PER YEAR**

**24**

**TEAMS PER  
CS2 MAJOR**

**\$4.5m**

**STICKER REVENUE PER TEAM  
(BLAST PARIS MAJOR)**

**508k+**

**AVERAGE CONCURRENT  
VIEWERS (BLAST PARIS MAJOR)**



# OUR MARKET STRATEGY



**SIGN LOW COST,  
HIGH POTENTIAL  
TALENT**



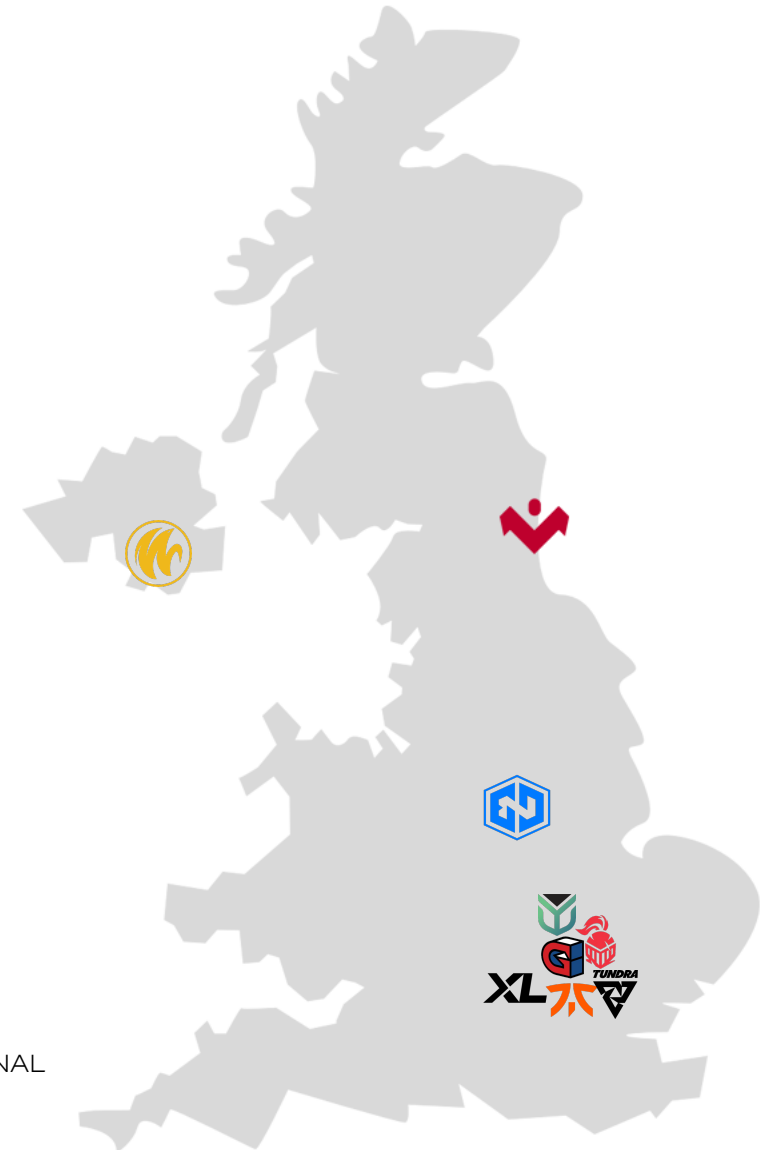
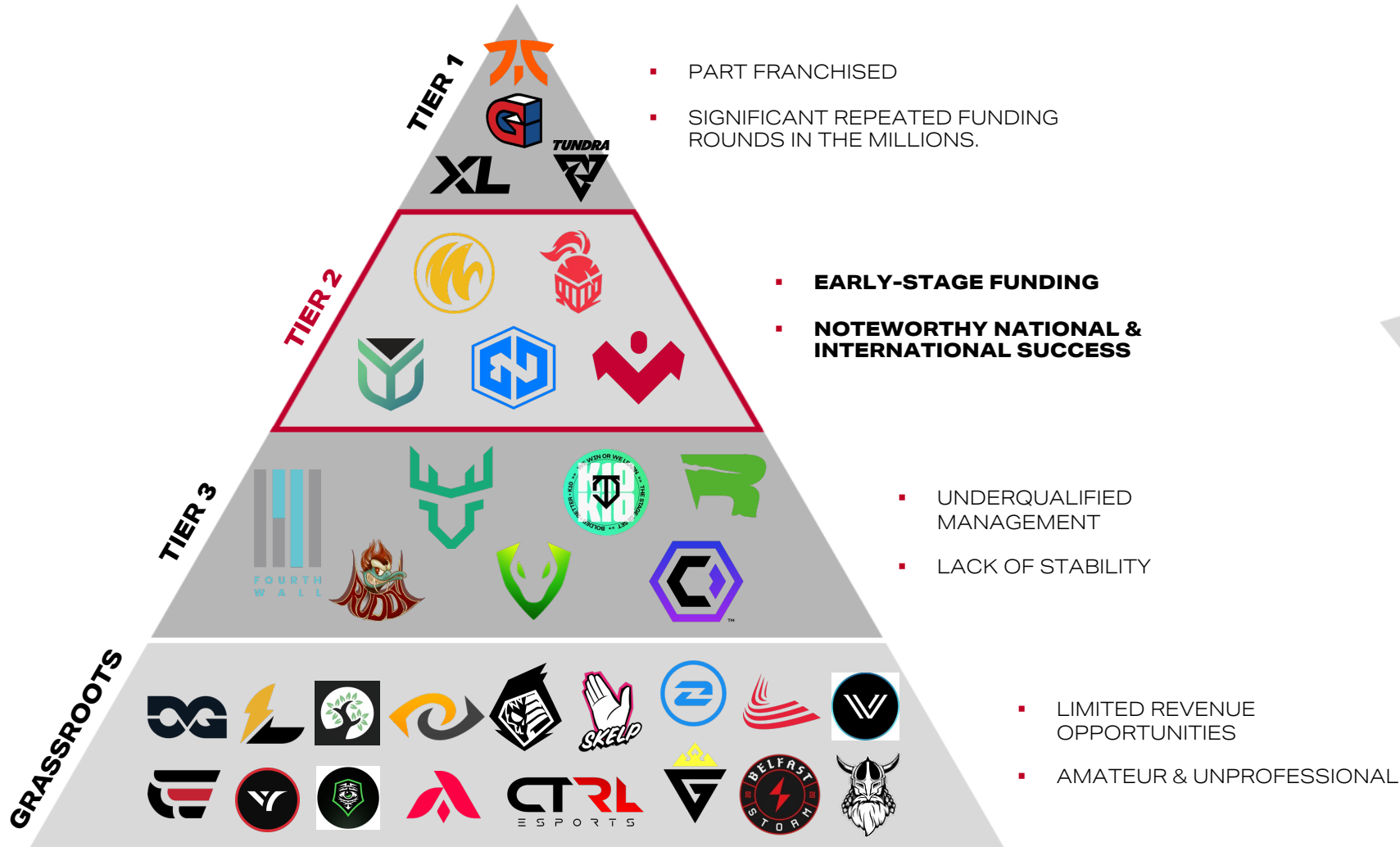
**FIELD TEAMS  
RANKED TOP 3 IN  
THE UK&I**



**DELIVER  
HIGH ROI  
SPONSORSHIPS**

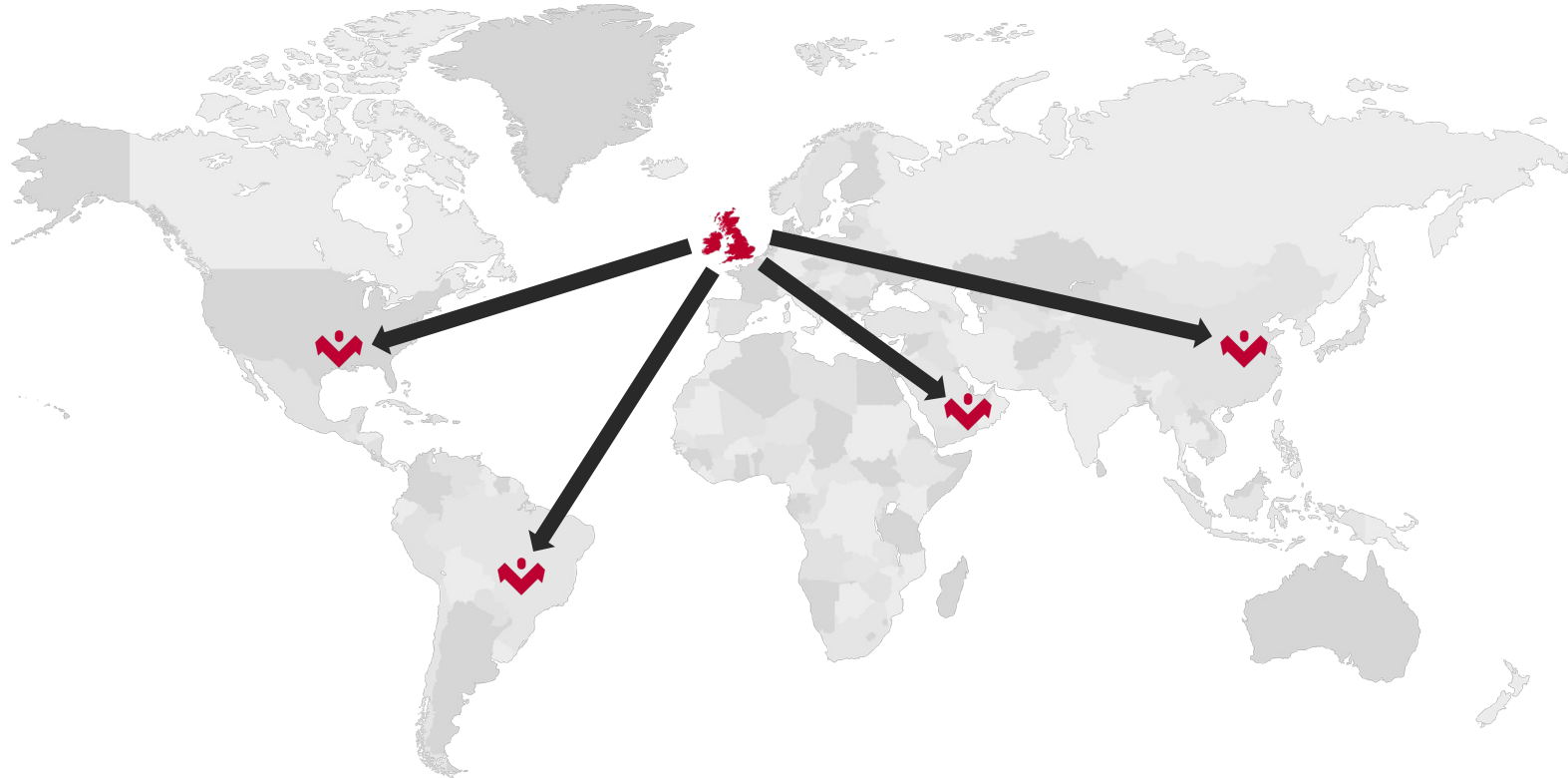


# DOMESTIC MARKET POSITION





# START LOCAL, THINK GLOBAL



## \$1bn

**GLOBAL SPONSORSHIP  
REVENUE BY 2024 <sup>a</sup>**

## +9.5%

**WORLDWIDE REVENUE  
CAGR (2023-27) <sup>a</sup>**

## 865m

**WORLDWIDE ESPORTS  
USERS BY 2027 <sup>A</sup>**

### EXPAND GLOBAL FAN BASE

Just like how Manchester United is a domestic club followed by those around the globe, a larger international fan base improves existing revenue streams.

### ACCESS TO GREATER SPONSORSHIP REVENUES

International brands are often willing to pay a premium to sponsor teams that have a strong global following. Venturing into different markets can improve Viperio's commercial value.

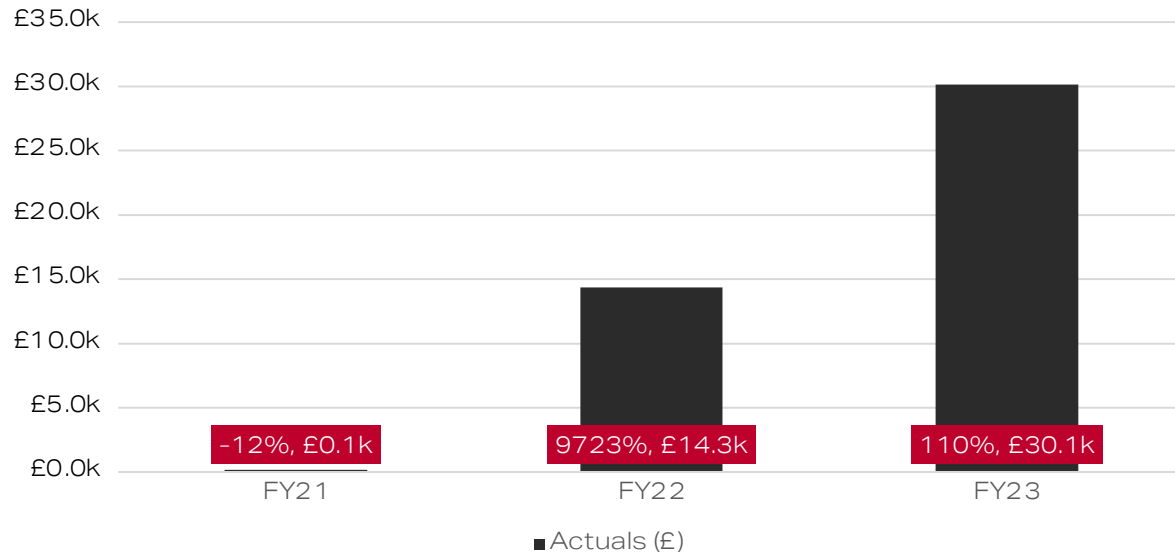
### MAXIMISE CHANCES OF COMPETITIVE SUCCESS

Leveraging an international talent pool and favourable regional qualification roots will improve Viperio's chances of regularly reaching the highest levels of competition.

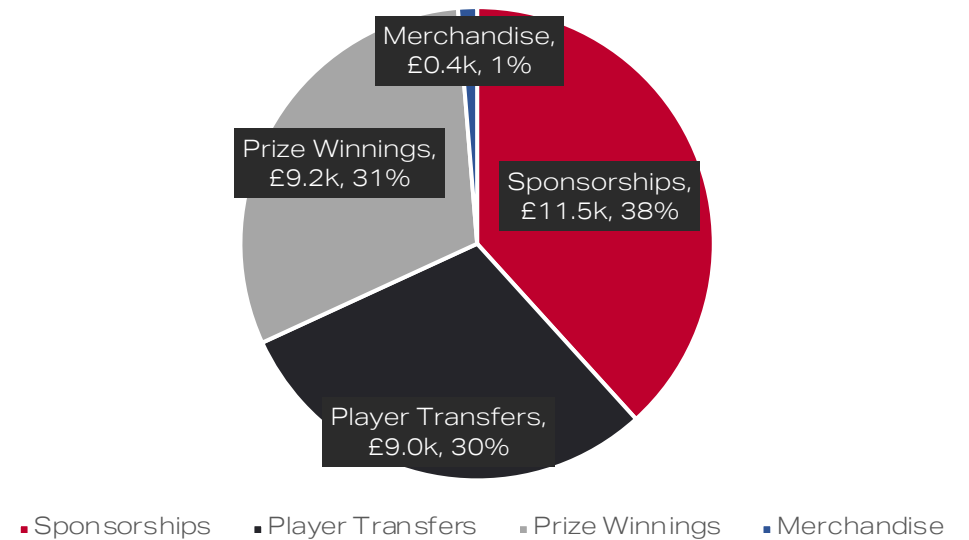


# FINANCIAL OVERVIEW

### REVENUE LAST THREE FINANCIAL YEARS (ACTUALS)



### FY23 REVENUE BREAKDOWN

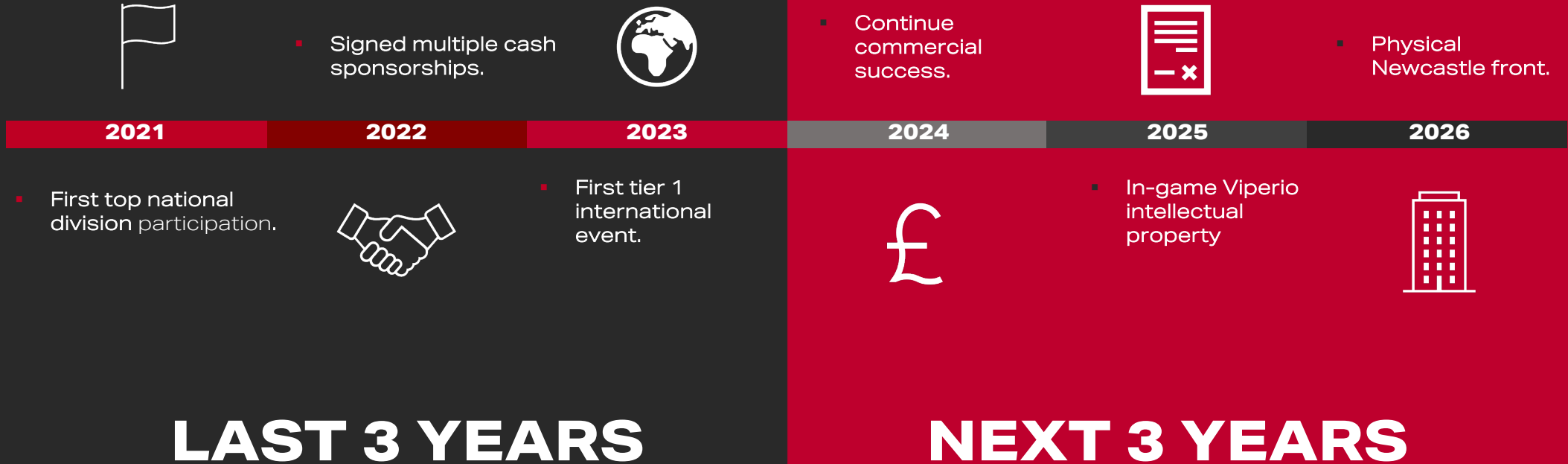


## COMMENTS:

1. For the year ending 31st July 2023, Viperio made an operating loss of (£1,484.00) GBP, marking another year of break-even operations and self-sustained activity.
2. FY23 saw Viperio sign multiple cash sponsorships for the first time in our company's history, signifying a shift from product only and affiliate deals to contracted statements of work.
3. FY23 also saw Viperio sign its first ever five-figure player transfer deal, with North American organization Team Secret buying out two players for \$11,000 USD.
4. Sponsorship remains the most important and controllable revenue stream at current, with player transfers and prize winnings directly linked to competitive success of our esports rosters.



# BUILDING ON OUR SUCCESS

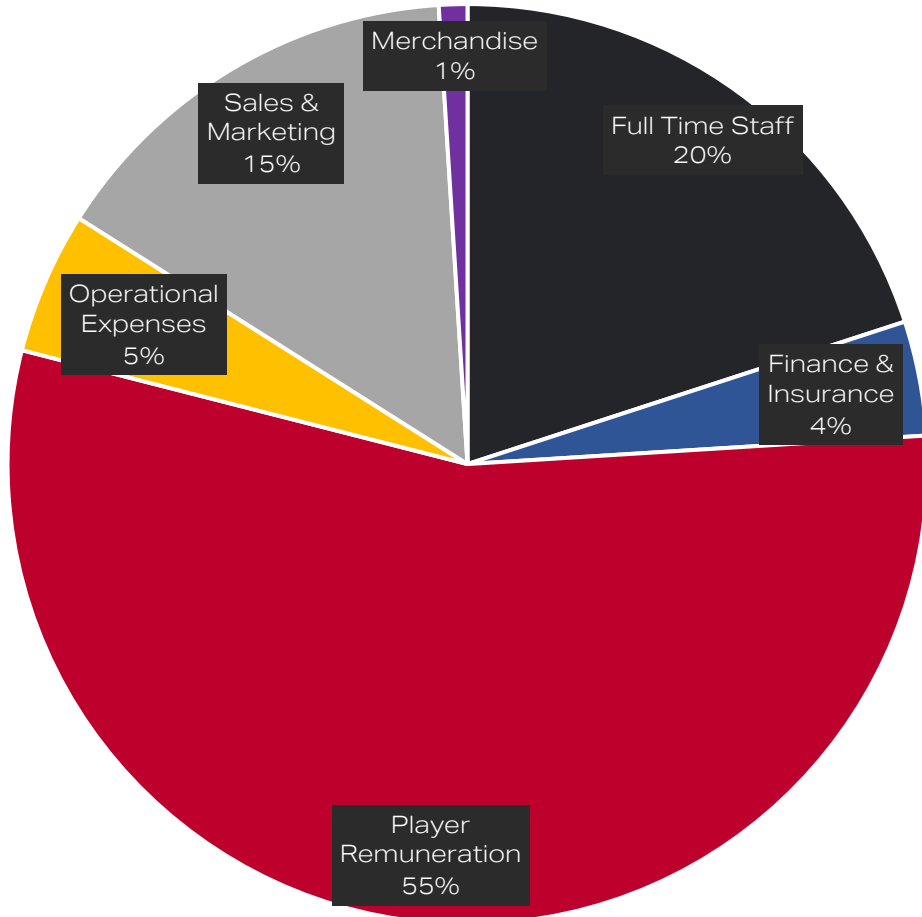


## LAST 3 YEARS

## NEXT 3 YEARS



# INVESTMENT USE



- Full Time Staff
- Finance & Insurance
- Player Remuneration
- Operational Expenses
- Sales & Marketing
- Merchandise





# A LEADERSHIP TEAM WITH THE SKILLS TO DELIVER



**CHRIS SWORD**

Founder & Managing Director



**ESPORTS & SALES**



**BRODIE MULVANEY**

Commercial Director



**COMMERCIAL & LEGAL**



**CONOR RABBETT**

Content Director



**MEDIA & BROADCAST**



**GARETH SISSONS-ROWE**

Head of Brand



**ESPORTS & DESIGN**



**STEVE RIGLER**

Non-Executive Director



**COMMERCIAL & LEGAL**





# SUCCESSFUL START ON OUR INVESTMENT JOURNEY

FY24 INVESTOR PRESENTATION

**"A COMPELLING PITCH BACKED UP BY TANGIBLE RESULTS AND ENTREPRENEURIAL POTENTIAL"**

Judging Panel, Creative UK North East Summit 2023

**"A PAIR OF HARD WORKING & COMMITTED GOOD GUYS IN CHRIS AND BRODIE THAT UK ESPORTS, AND ESPORTS FULL STOP ACTUALLY, NEEDS MORE OF"**

Sam Cooke, Managing Director at Esports Insider

**"VIPERIO CAPTURED THE ADMIRATION OF THE INVESTOR PANEL WITH THEIR COMPELLING PRESENTATION, BOLSTERED BY CONCRETE ACHIEVEMENTS & ENTREPRENEURIAL PROMISE"**

Kersten Chircop, Writer at Esports Punter

