



The Business of Gaming & Gaming Content

Good Game Group Inc. "Good Game" operates at the intersection of Content, Community, and Commerce, pioneering a unique gaming ecosystem targeting the 3.3B+ global gamers in the \$240B+ global games market (Yahoo Finance) that currently lacks a central hub. Centered around our global reality TV competition, 'Good Game' (a 'Gaming Idol' for gamers), we showcase diverse celebrity stories while hosting the celebs and engaging the gaming community from our Hubs – physical spaces designed for community socialisation, events/tournaments, and AAA reality show production – alongside our digital presence on platforms like Discord and YouTube. Through brand partnerships, we integrate commerce directly into our content and social media, offering authentic product experiences to drive sales from younger generations effectively while driving the future of gaming culture.

For 2025, Good Game is targeting 4 shows: India, US, UK and Australia.
Good Game India Highlights below:



1. 1B+ Guaranteed Impressions through local partner:



2. 60M+ Additional social media reach through celebrity judges:



3. Hub 1 (NYC, USA) will deliver an additional 7.5K live and over 700K digital visitors per month

Market Overview

Globally, there are approximately **3.32 billion*** active video game players. The global video game market is forecasted to reach **US\$346.71 billion in 2028**, experiencing growth at a CAGR of 8.58% during the period spanning from 2024 to 2028**.

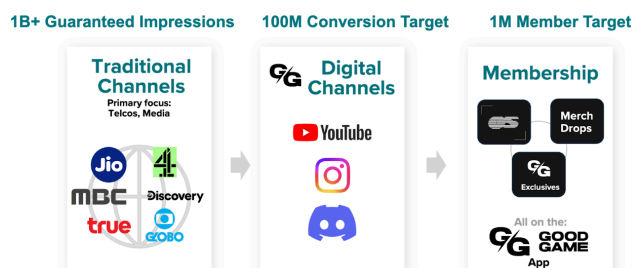
Good Game Reality TV

Good Game Group founder Rai Cockfield's award-winning 2022 pilot, Good Game Asia, garnered over 20M TV and 200M+ digital views, demonstrating the power of 'as-live' reality TV in gaming. Building on this success with an updated format, new AI-driven technology integration and an experienced team, the groundbreaking Global Reality Good Game Competition will delve deeper into the content creator's journey, offering novel challenges to captivate both casual reality TV viewers and dedicated gamers.

Membership Benefits

Through our membership program, accessible via both Web3 (\$GDGM) and global payment methods, Good Game plans to shift to a participatory, community-driven experience membership model, empowering fans as stakeholders with exclusive access to content and merchandise.

Good Game 2025 Key Metrics

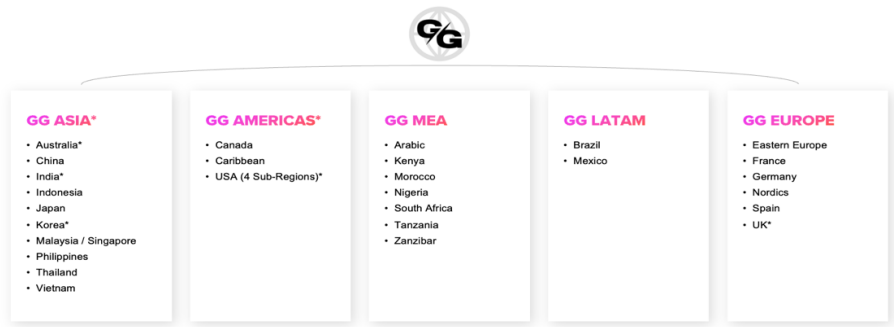


Good Game estimates **\$44M revenue** and **\$15M EBITDA** for FY2025, primarily through show revenue (sponsorships/broadcast revenue), while scaling commerce and memberships to drive increased value in 2026-2028.

A Global Competition:

Starting with India, winners from our Country-level reality tv shows will then travel back to our Regional Gaming Hubs (Production Studios) to compete against other nations, before culminating in the Good Game World Series Finale.

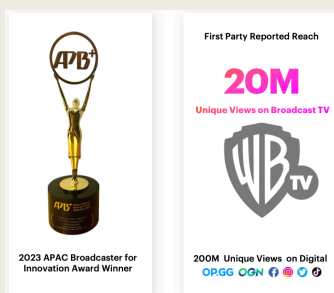
Global Rollout



*Shows already in-progress for 2024/25, all other global shows are in-planning for future dates

Proven Success

Award-winning Pilot with demonstrated viewership



Good Game Group INC

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Founder & CEO:

Raiford C. Cockfield III

The Team

The Good Game team comprises global experts in gaming content (production & management), community building (Twitch, Vevo, NBA, OGN), and commerce (eBay, Twitch).

<p>Raiford C. Cockfield III CEO/Founder Developed Good Game Format. Former Twitch APAC Director, ecommerce (eBay), entrepreneurship and Private Equity/IB (Sethman Brothers).</p>	<p>Angela Chou Head of Product and Growth Product Management and Growth in Media: CBS, Vevo, and growth startups.</p>	<p>Sam Asfahani Chief Creative Officer Founder of OS NYC. Built, run and designed esports leagues and produced award winning content in gaming and esports (NBA).</p>	<p>Genie Kim Head of Korea Former project manager for OGN global business, and architect behind OGN Overwatch Apex league.</p>
<p>Gregory Duffy Growth Product Manager - Lead Growth Strategy and Analytics in Entertainment/Media: Pandora, ViVO, Sony, and growth VC-funded startups.</p>	<p>Nattapon (Aon) Ruethapai Community (SEA) Former community lead for Twitch TH, and former community team for Online Station, Thailand's largest YouTube MCN.</p>	<p>Joao Pott Production (LATAM) Creator of the 2 biggest independent esports Stadium in Brazil (BRL & Porto Alegre), and producer of official Riot, Blizzard, & Smitegate major tournaments.</p>	<p>Taeyoung Lim Production (Asia) Head Producer and Game Director of several of the top gaming and esports leagues and programs in Korea, including Twitch Rivals, LCK and Intel Extreme Masters.</p>

Opportunity

Good Game offers a compelling investment opportunity within the expanding global gaming market. Our programming effectively reaches the highly valuable and often elusive younger demographic. Leveraging the success of our pilot, a strengthened team, and cutting-edge AI and Web3 technologies, we are building a robust ecosystem designed to cultivate a large, engaged, and spending community. This positions Good Game for substantial economic growth and profitability, with the potential to become a dominant force in the evolving gaming landscape.

* <https://explodingtopics.com/blog/number-of-gamers>

**finance.yahoo.com – Video Games Market Report 2024-2028: Cloud Gaming, Shift to New Models of Monetization and 5G Internet Connectivity Drive Growth - A \$346.7 Billion Market by 2028 - August 12, 2024