

MARKETING

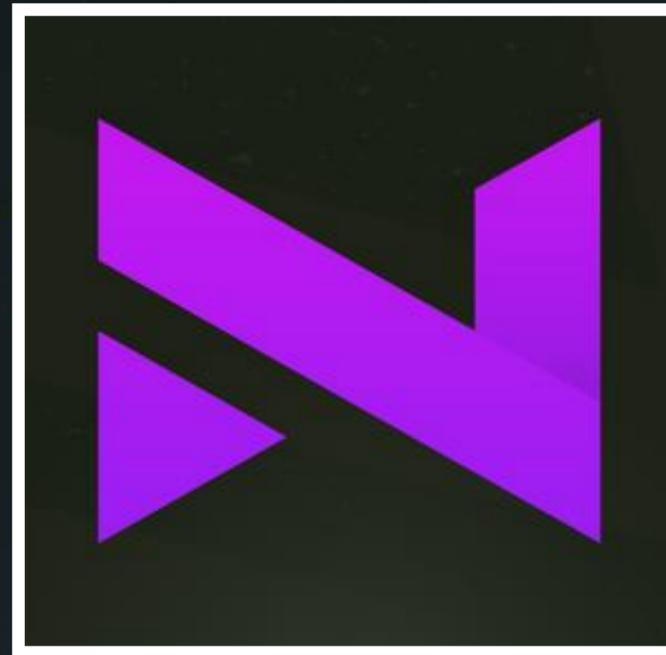


PITCH DECK



**“AN IDEA CAN TURN TO
MAGIC OR DUST,
DEPENDING ON THE TALENT
THAT RUBS AGAINST IT”**

BILL BERNBACH



I am the most followed Twitch streamer from Serbia with a full-time broadcasting career spanning over 5 years. I have a big international audience with a large portion (>50%) based in the United States. I have worked with companies like Gigabyte, Razer, G2A, Cougar Gaming, PWC, Maikai Copenhagen...

Let's talk numbers...



MY TWITCH CHANNEL

MY PRIDE. MY HOME.

Twitch has been my home for the past 6 years... I started streaming on July 14, 2014. and I have loved every second of it so far. Out of 4.6 million broadcasters on the platform in 2020. (according to various sources), I'm in the top 500 creators on the platform by follower count. Even after taking a break from mid 2017 to late 2018 due to health/family issues, during my comeback in 2018 i've averaged 600-800 concurrent viewers showing the strength and loyalty of my community. Now we're even bigger and better...

In the past two years alone I have accomplished many great things, but more on that later...

Number of followers:
506,180

Average CCV:
4,120*

Peak CCV:
30,044*

CCV - Concurrent Viewers
*2020. stats according to SullyGnome

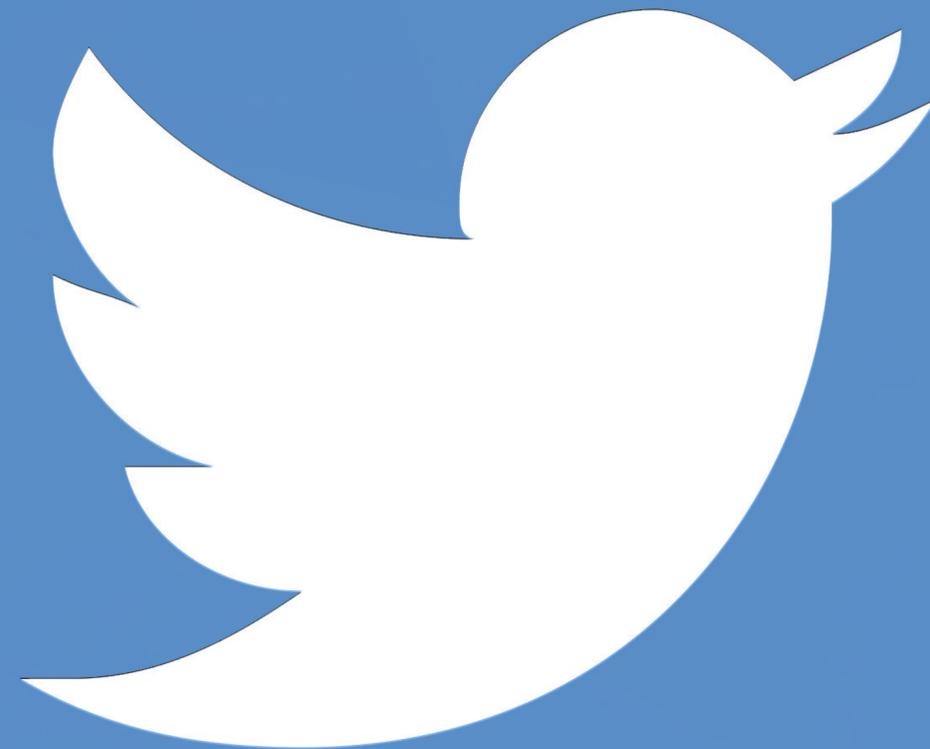
MY TWITTER ACCOUNT

“OPINIONS ARE MY OWN” LOL

I usually tweet when I go live or when I’m competing in a game I’m playing and updating my audience with almost real-time results.

My Twitter account mostly grew in my CS:GO days as I was kind of the “skin expert” and many people used to trust my judgement on how they should invest money into CS:GO skins.

I am followed by many esports industry experts, game developers, game studios and more.



Number of followers:
38,300*

Tweet impressions:
373,000*

Profile visits:
14,475*

Mentions:
450+*

*December 2020. stats



ALIANA (ALI) MILLER
@STRATTACASTER

Global Influencer
Programs Lead
@RiotGames



PAUL CHAMBERLAIN
@ARKEM

Programmer & anti-cheat
lead @RiotGames



ROD BRESLAU
@SLASHER

Journalist and 'world's #1
esports consultant'



RICHARD LEWIS
@RLEWISREPORTS

Award-winning esports
journalist, livestream
commentator



SHAHIN KANAFCHIAN
@SHAHIN

Competitive Gaming
Partnerships for
@PlayApex at @EA



CARLOS RODRIGUEZ / OCELOTE
@CARLOSR

Founding CEO of G2
Esports



BATTLESTATE GAMES
@BSTATEGAMES

The Developers behind
Escape from Tarkov, a
hardcore story-driven
MMO



TREVOR WILLIAMS
@HIREZTH3B4R0N

Hi-Rez Studios Vice
President - Head of
Business Development



CLOUDFUEL
@CLOUDFUEL

Esports Manager @Twitch
/ @TwitchEsports /
#TwitchRivals

SOME OF MY MORE PROLIFIC FOLLOWERS

As previously stated, I've got a bunch of people from within the gaming/esports industry following me on Twitter.

From influencer managers to game developers, gaming studios, music artists, gaming journalists, professional hosts and esports commentators, esports competitive platforms and a lot of professional esports players ranging from CSGO, League of Legends to Call of Duty, PUBG, Apex Legends, Valorant etc. Of course, many of my 'colleague' streamers are following me on Twitter as well.

MY INSTAGRAM ACCOUNT

**“BEST VALORANT
PLAYER YOU’VE
EVER SEEN! LINK
IN BIO.”**

Instagram is just one more social outlet I like posting my gaming highlights to, it usually resonates well with my audience. Posting pictures from my private life works even better.

Number of followers:

80,000

Estimated reach / post:

30,880

Weekly impressions:

98,700

Engagement rate:

1.43%



MY YOUTUBE CHANNEL

MY BEST MOMENTS AVAILABLE FOREVER!

My YouTube channel holds some of my best gaming moments and stream highlights. As of late, it's been quite steadily growing and reaching a broader audience within the gaming community on YouTube.

Subscribers:
119.2K

Monthly views (Last 90 days):
2.1M

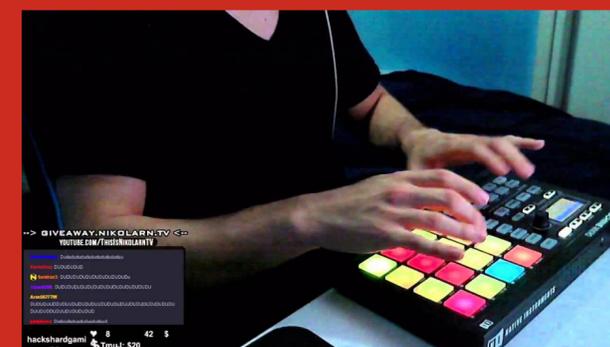
Monthly impressions (Last 90 days):
31.3M

Watch time (hours) (Last 90 days):
244.8K



THREE HEIRLOOMS IN 39 PACKS!

1.8M views



The best ever "Dududu" spam ever!

491k views



When you remix the game live!

244k views



**8M
PEOPLE
HAVE
SEEN
THIS
THUMBNAIL
IN JULY 2020.**

I am running a couple of 24/7 broadcasts on my YouTube channel as an experiment these last couple of months... It pretty much showcases some of my best games featuring high kill wins, games with trick shots, tips and tricks etc...

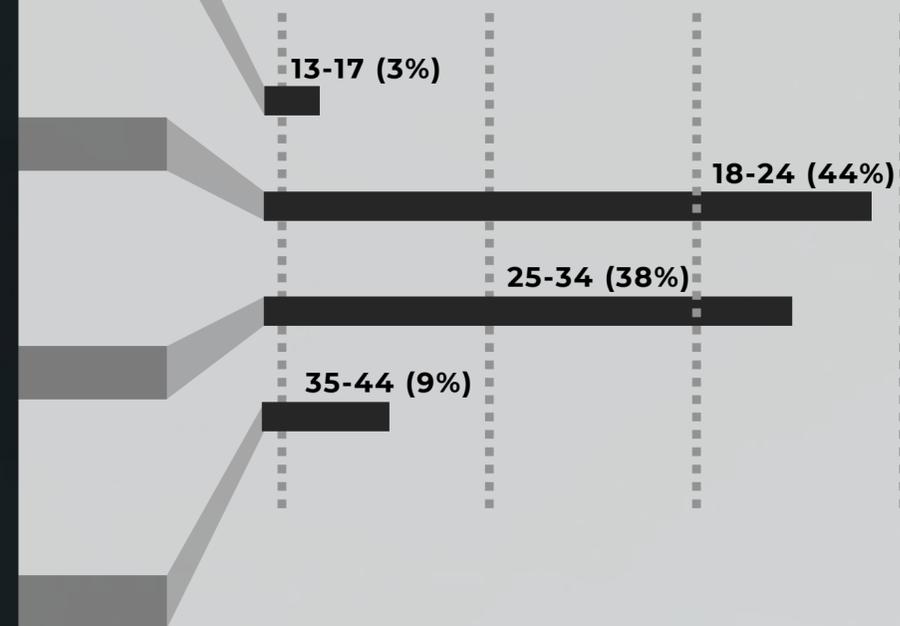
The general idea is to provide a 24/7 outlet that people can enjoy even when I'm not live on Twitch. So far it's proven to be quite the success and has gotten me many new followers both on and off YouTube.

DEMOGRAPHICS

VIEWER AGE & GENDER

A large portion of my audience are males between the age of 18 and 34. Students and working people (middle/upper class).

Interests: Gaming, Energy drinks, Esports, Gaming peripherals, Cars, Crypto, Gambling.



Twitch



19%

YouTube

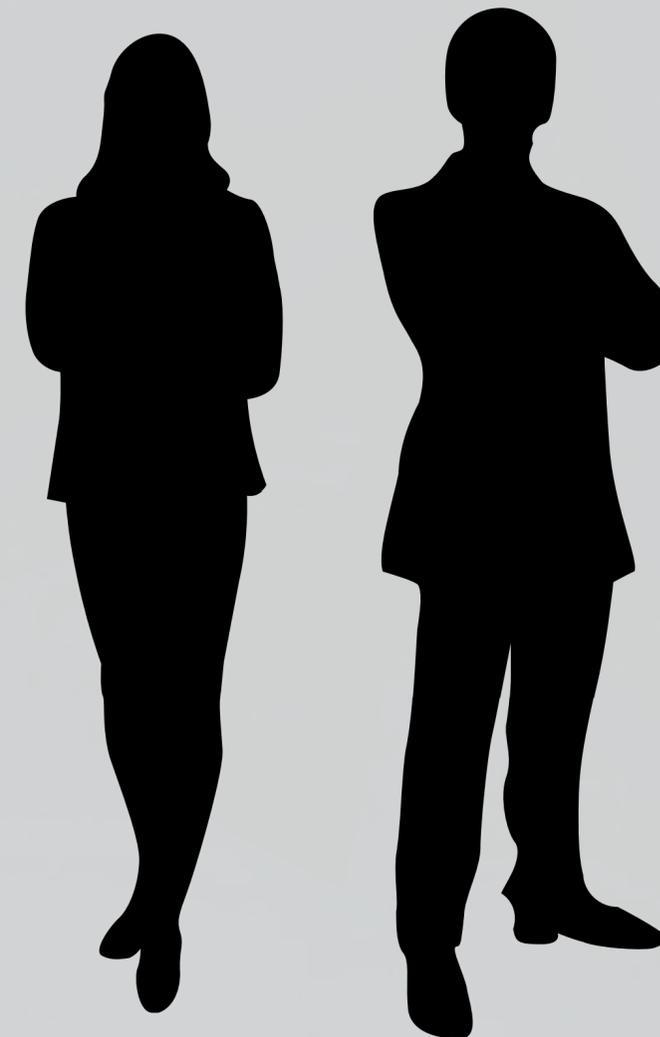


9%

Instagram



34%



Twitch



81%

YouTube



90%

Instagram



66%

DEMOGRAPHICS

VIEWER GEOGRAPHY

Percentage of viewers
50%



EUROPE.

Percentage of viewers
47%



UNITED STATES.

Percentage of viewers
1%



JAPAN.

MR. WORLDWIDE.

Oddly enough, being a content creator that's born and raised in Serbia, only 0.2% of my audience is actually from Serbia. A lot of my followers come from France, Germany and Poland followed by Brazil and Russia.

My streams have a strict "English only" rule and all of my content is in the English language. I am very fluent in English, both written and spoken and my accents makes me sound almost as a native American.

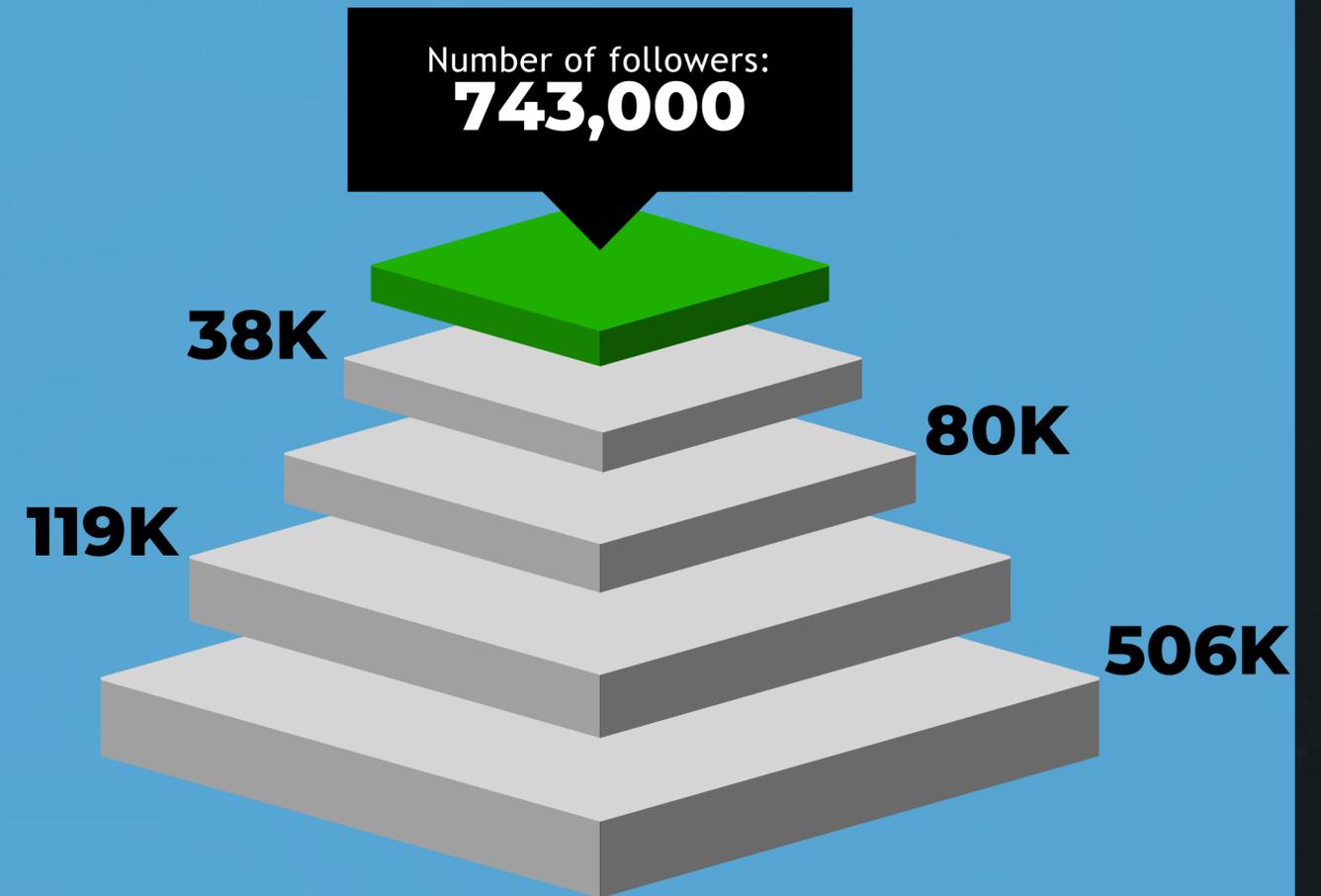


TO SUM IT UP...

THAT'S A LOT OF FOLLOWERS.

As you can see, I have over half a million followers across all of my social outlets and my content reaches around **3.2 million people** on a monthly basis across all of my social outlets.

All of this is subject to **steady growth in 2021**. with me being primed to 'ride' the Twitch Drops hype wave hard every time and perform in games at a high level! I'm already growing steadily as a content creator, hit many personal **all-time highs** and will continue to grow my other social outlets other than Twitch. Already caught the attention of **Riot Games, Hi-Rez Studios, G2 Esports and Razer** just to name a few companies and hopefully will grab the attention of more.



SOME OF MY PREVIOUS

PARTNERSHIPS

Below are just some of the many different companies that I have worked with in the past.

These don't include many various brand deals and promotions I've ran on my social outlets in the past couple of years.

Most of these partnerships lasted a year or longer, with some coming in through various esports organizations I've been a part of.

GIGABYTETM
TECHNOLOGY

RAZERTM



AKRACINGTM
RACE AHEAD



netmarble



MARVEL



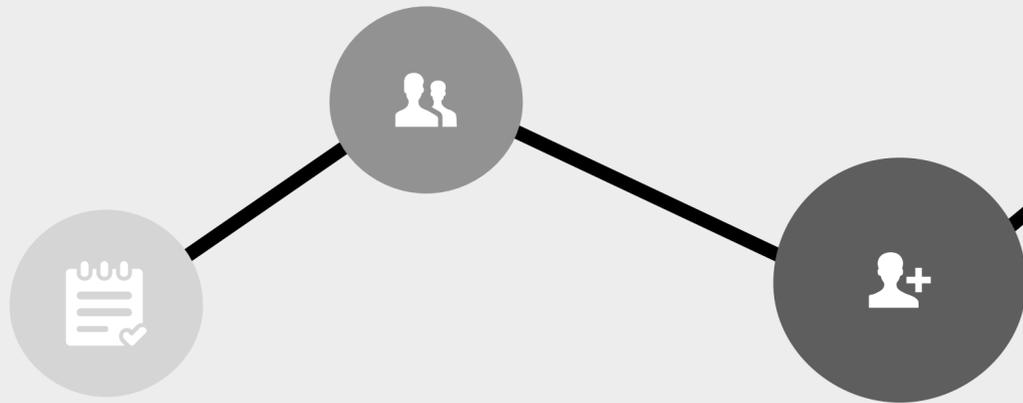
MAIKAI
COPENHAGEN

HI-REZ[®]
STUDIOS

PARTNERSHIP ANALYSIS



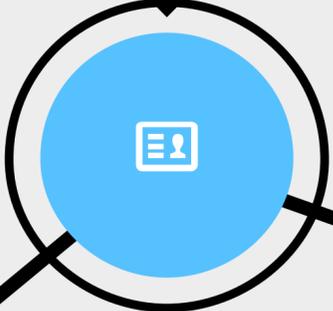
Asked my audience what **their expectations** are of the campaign and if they're looking to support the brand



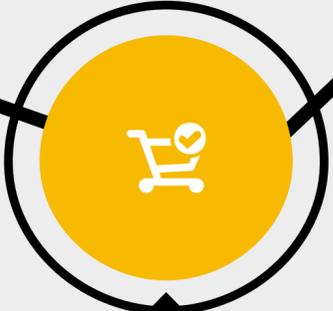
Negotiated a **beneficial deal** for both the company and me as an influencer

Built creative brand activation programs to **excite and engage** potential customers

Registered users
110,500



Customers
77,000



On average, customers spent anywhere from \$9 to \$12 USD per purchase.

That's around 100 new customers every day!

MOST RECENT CAMPAIGNS

GETTING THOSE CLICKS!

I get offers to run short ad campaigns on my Twitch stream quite regularly and they always perform quite well.

Some of the recent absolute success stories are:

- Campaigns for **Rogue Company** and **Smite** in collaboration with **Hi-Rez Studios**;
- Campaigns for **NetMarble** promoting their “**The King of Fighters ALLSTAR**” and “**The Immortal Hulk**” mobile games;
- Campaign for **Digital Devolver**, a video game publisher. In their words, it was the “most successful sale they’ve ever done”.

Digital Devolver game sale campaign clicks (2 days)

2.9K

Resulted in plenty of sales during the promo period

Rogue Company (Hi-Rez Studios) Campaign clicks (9 days)

12.5K

NetMarble The Immortal Hulk campaign clicks (4 days)

4.1K

NetMarble The King of Fighters x WWE campaign clicks (4 days)

4.9K

Smite (Hi-Rez Studios) Campaign clicks (7 days)

7,3K

* Stats provided by bit.ly

LET'S TALK

ESPORTS



ESPORTS ACCOMPLISHMENTS

APEX LEGENDS

Even though Apex Legends is a relatively young game, its esports scene is growing on the daily. Just in 2020 alone, it was expected to have over \$5 million USD in prize pools on events hosted all over the world.

I was signed to Team Singularity from Denmark and already have solid accomplishments in this highly competitive scene.

JANUARY
2020

7TH

In January I participated in the Apex Legends Global Series qualifier and took 7th place out of 640 EU teams.

This placement qualified my team for the Global Series Major 1 and allows us to compete in Arlington, Texas for a prize pool of \$500,000.

DECEMBER
2019



In December, my team won 1st place on the Cruz Arena Invitational outperforming many amazing teams like Athaim, Aequilibritas and Cooler.

OCTOBER
2019



Won 3rd place on one of the first Apex Legends events that was hosted by the Twitch esports division called Twitch Rivals.

Twitch Rivals pits the biggest content creators against each other.



SPEEDRUNNING

HITMAN 2 EX-WORLD RECORD HOLDER

Being an avid speedrunner across different games, I have always enjoyed speedrunning the Hitman serial.

In 2018, just a month after Hitman 2 was released I set the world record for a full game speedrun. What usually takes a normal person 7-10 hours of gameplay, took me 15 minutes and 36 seconds, on the highest difficulty.

The run was verified by Speedrun.com and was only beaten 7 months later.



TRAINED BY NON-OTHER THAN
Max Verstappen

ALRIGHT...

I WASN'T REALLY TRAINED BY MAX

I JUST NEEDED AN EXCUSE
TO USE THAT PHOTO AND
BRAG ABOUT THE WORLD
RECORD...

FUN FACT:
THAT PHOTO WAS ACTUALLY
PHOTOSHOPPED FOR ME BY
ONE OF MY VIEWERS!



 **Winners**



 **Nikolarn**



 **ExoticZ**



 **Slopodopolous**



 **roguefank**

\$25,000 TWITCH RIVALS

ROGUE COMPANY

EUROPE SHOWDOWN CHAMPION!

On December 3rd me and a couple of friends competed in the Twitch Rivals event for Rogue Company and went undefeated the entire tourney having a perfect 7-0 score and only losing 9 rounds in total throughout the entire event.



Twitch Rivals  @TwitchRivals · Dec 3

UNDEFEATED

team Nikolarn's perfect run made them the \$25,000 Twitch Rivals: @RogueCompany Europe Showdown Champs!

-  @Nikolarn
-  @ExoticZlol
-  @Slopodopolous
-  @RogueFank

ggs to all of the EU squads & our partners

THU DEC 3
ROGUE COMPANY SHOWDOWN

 **Winners**

LET'S TALK

VALORANT

02.

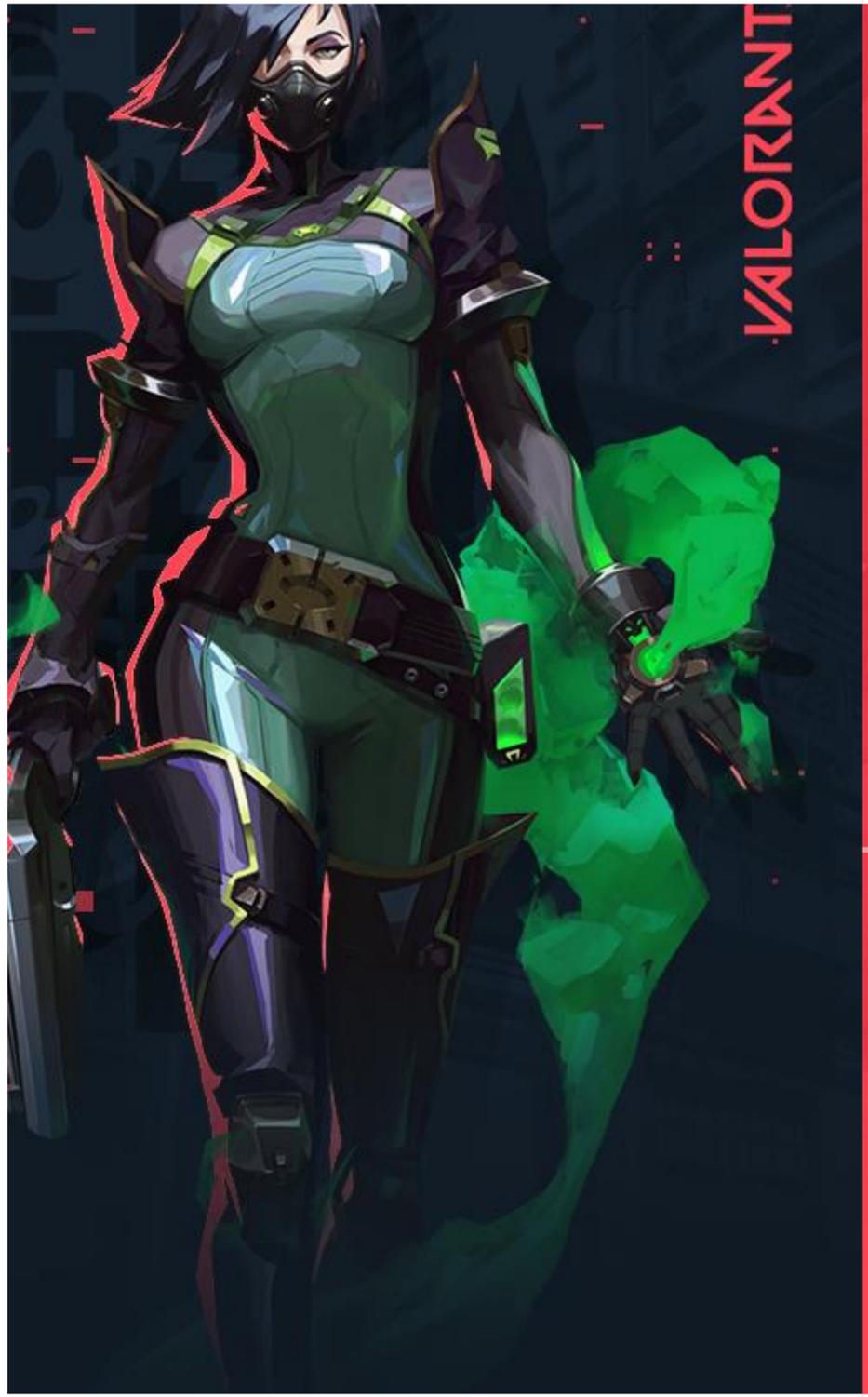


DEFY THE LIMITS

RIOT GAMES

DEFY THE LIMITS





VALORANT

Valorant is a free-to-play multiplayer first-person shooter developed and published by Riot Games. It was released on June 2nd of 2020, with a closed beta that launched on April 7, 2020.

The debut of the new game from Riot Games on Twitch was an enormous success. On the first day of beta-test we saw a phenomenal result of 1,7 million concurrent viewers, but after just one week the numbers have dropped to 1 million on average. It's worth noting that most of the categories on Twitch can't even dream of these numbers. Valorant broke the all-time concurrent viewers record on Twitch.

“DROPS ENABLED”

VALORANT CLOSED BETA

During the closed beta period of Valorant I was one of the most popular streamers was ranked 12th most watched streamer out of 428k streamers in the category according to SullyGnome.



New Followers (60 days)
94,1K



Average viewers (60 days)
5,946 (Peaked at 30,044)



Hours watched (60 days)
2,533,679



VALORANT

113K Viewers · 4.4M Followers · Shooter FPS

Offers in-game Drops. [Learn More.](#)

Following

Block

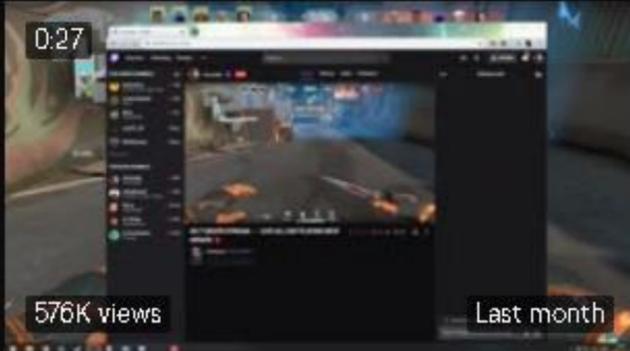
Hide Thumbnails

Live Channels Videos Clips

Filter by Language Top ALL

RUNNER UP OF THE VALORANT CLIP SECTION

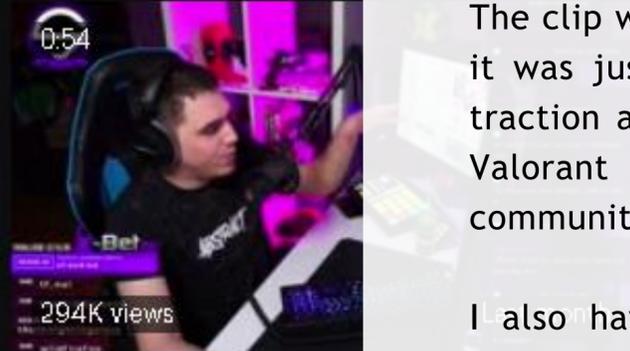
#3 MOST WATCHED CLIP



How to know if you've gotten a drop/...
Anomaly
Clipped by freakdevil



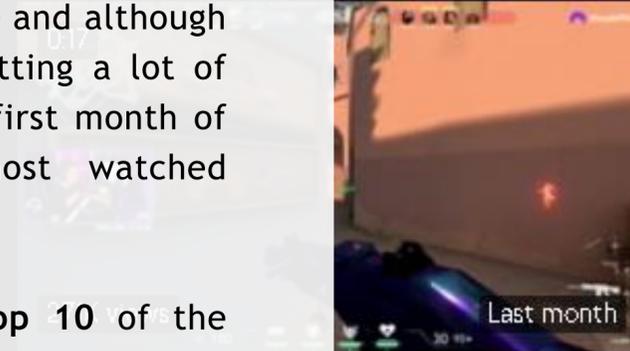
Summit stretching
summitlg
Clipped by theofficialqts



How to get a drop 100% easy
Nikolarn
Clipped by valorantdrop741



niko is INSANE
Nikolarn
Clipped by soundbashttk



THE BALKAN MONSTER
Nikolarn
Clipped by thrive_val



Ninja Flexing His Wealth
TimTheTatman
Clipped by trohon



official response from Doc for those ...
DrDisrespect
Clipped by thefluffyone2015



NEXT LEVEL spray transfer :O
Nikolarn
Clipped by longlegstv



WTF NIKO!?!?
Nikolarn
Clipped by mralejann



THE BALKAN MONSTER
Nikolarn
Clipped by thrive_val

The clip was made by someone from my audience and although it was just meant to be funny, it ended up getting a lot of traction and earning over 290k views. For the first month of Valorant on Twitch, having the second most watched community clip is a huge accomplishment.

I also have 4 more community clips in the top 10 of the Valorant clips section that all summed up together have over 1.2 million views!

Browse

Categories Live Channels

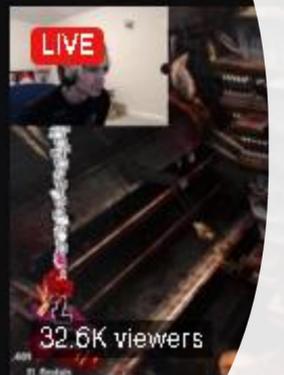
Filter by



Duo Cash Cup w/ Cheater (Warzone Later)
Tfue
Fortnite
English



YOUR #1 DROP SOURCE! !drop // Twit...
Nikolarr
VALORANT
Drops Enabled English Playing with Viewers



VIDEO GAME GOLEM
xQcOW
Catherine: Full Body
English

TWITCH GLOBAL
#2 MOST WATCHED STREAMER
FOR LIKE, A MINUTE...

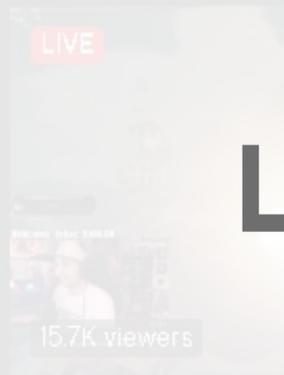
For a brief period on 22nd of May, I managed to attract an audience as big as **35.1k concurrent viewers!** That meant that I was right there next to Tfue as the second most watched streamer on the entire platform for a brief moment. It was a fantastic experience and definitely something to work towards in the future to try and achieve on a more consistent basis.



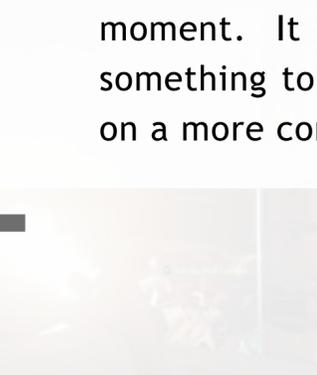
CONTINUE A NADAR...
alanzoka
Subnautica
Portuguese



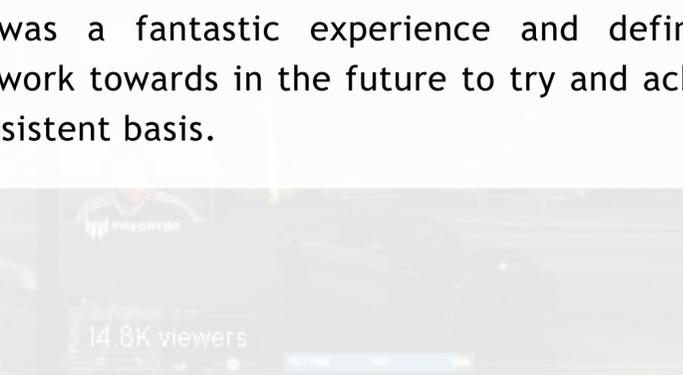
Rerun: DreamHack Masters Dia 3 Portões Abre...
gaules
Counter-Strike: Global Offensive
Portuguese



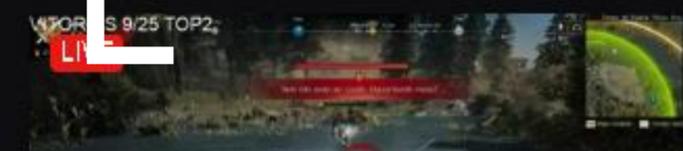
sot chillin' [@summit1g]
summit1g
Sea of Thieves
English



Billy | La dream team de la LSPD (Twitter @Reb...
RebeuDeter
Grand Theft Auto V
French



DISSIMULATION LISTENING PARTY AT MID
miniminter
Just Chatting
English



ABSOLUTE DROPS KING!

ROGUE COMPANY

Rogue Company released an early access open beta and offered access keys to the community in form of Twitch Drops

STARTED
20TH OF JULY

1 MONTH GROWTH:
53,000 FOLLOWERS

HOURS WATCHED GROWTH:

80%

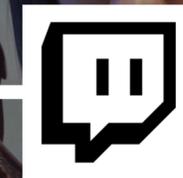
JULY



#2 MOST WATCHED STREAMER

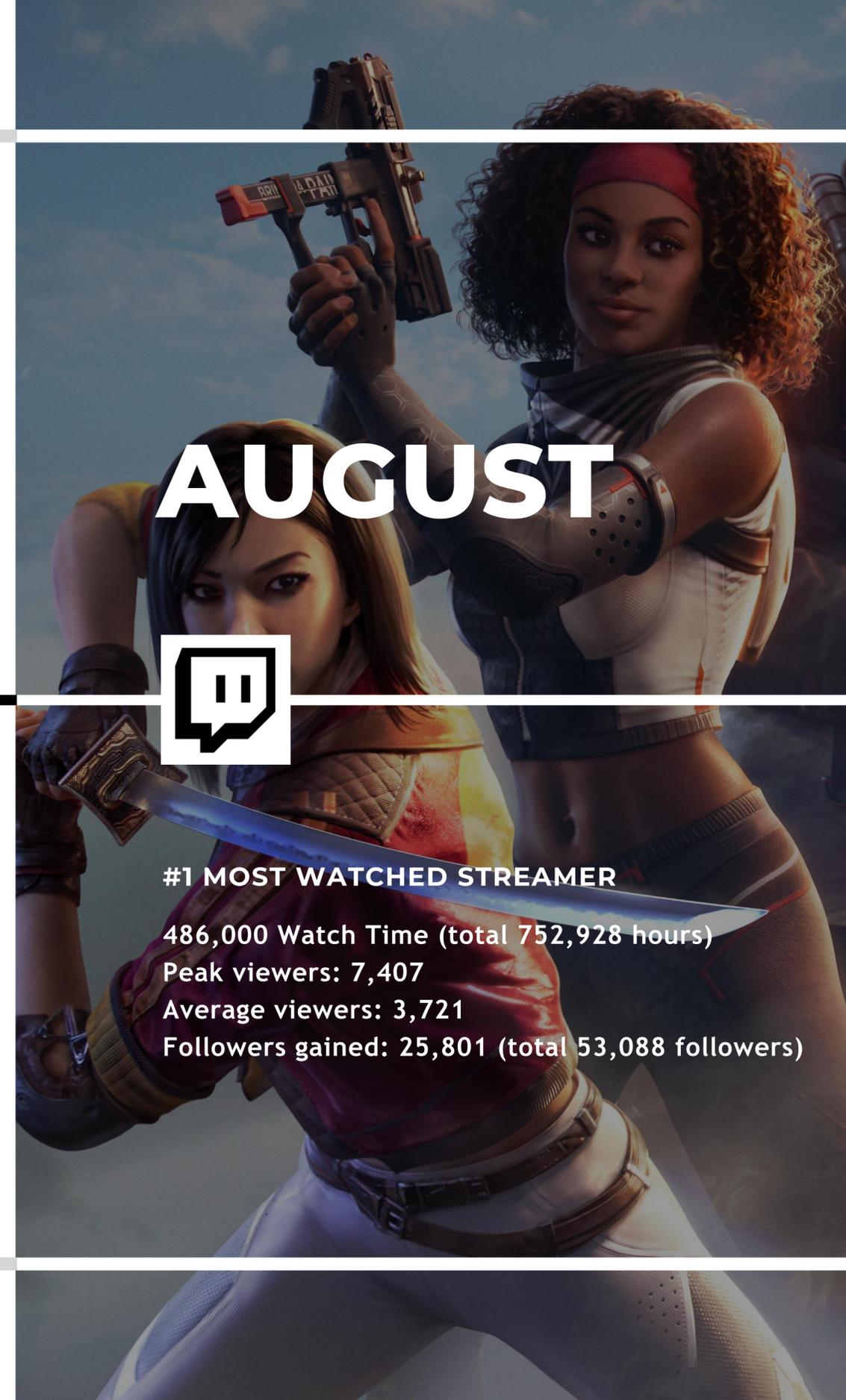
367,000 Watch Time
Peak viewers: 7,334
Average viewers: 4,837
Followers gained: 34,044

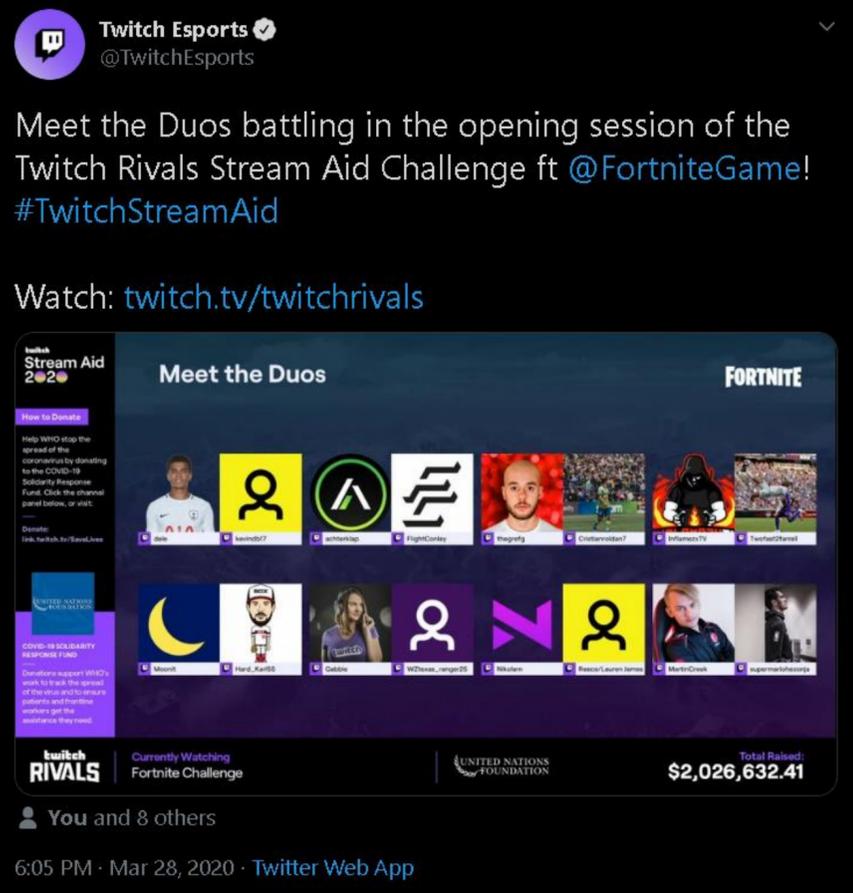
AUGUST



#1 MOST WATCHED STREAMER

486,000 Watch Time (total 752,928 hours)
Peak viewers: 7,407
Average viewers: 3,721
Followers gained: 25,801 (total 53,088 followers)





The **Twitch Stream Aid** event happened on the 28th of March and had the worlds of gaming, music and sports come together to benefit the **COVID-19 Solidarity Response Fund** for **WHO** powered by the United Nations Foundation.

The event featured some of the **biggest names in the sports, music and gaming world** and had paired celebrities with gamers for charity tournaments.

The event had just under **16 million views** in a span of **12 hours** and during the event, **\$2,844,443** was raised!

I was lucky enough to play in the **Fortnite Twitch Rivals** event and managed to raise **\$3400** alone during the event!

More information here: <https://streamaid.twitch.tv/>

WHENEVER I HAVE A CHANCE TO I ALWAYS **GIVE BACK!**

On the 28th of March i was honored to be invited to the **Twitch Stream Aid** event and played the first half of **Fortnite Twitch Rivals** with **Reece James** (Premier League - Chelsea) and the second half of the event with **David Pastrnak** and **Jake DeBrusk** (NHL - Boston Bruins) in front of tens of thousands of people!





LET'S GET IN TOUCH.

I'd love nothing more than to **get in touch** or **meet at your offices** and discuss anything and everything we can do to **successfully engage** my audience and discuss potential brand activations.

I'm available every day from **9AM to 11PM** for a call / to meet up.



Ask via email.



business@nikolarn.com



Belgrade, Serbia