TRUE》GAMERS

TRUE GAMERS
FRANCHISE

WHO WE ARE?

TRUE GAMERS
gaming clubs & cybercafes network

OUR GOAL
is to unite the entire gaming community

150+
Branches opened all over the world

750+
Tournaments executed

450 000+
Customers every month

14
Clubs in the UAE

10+
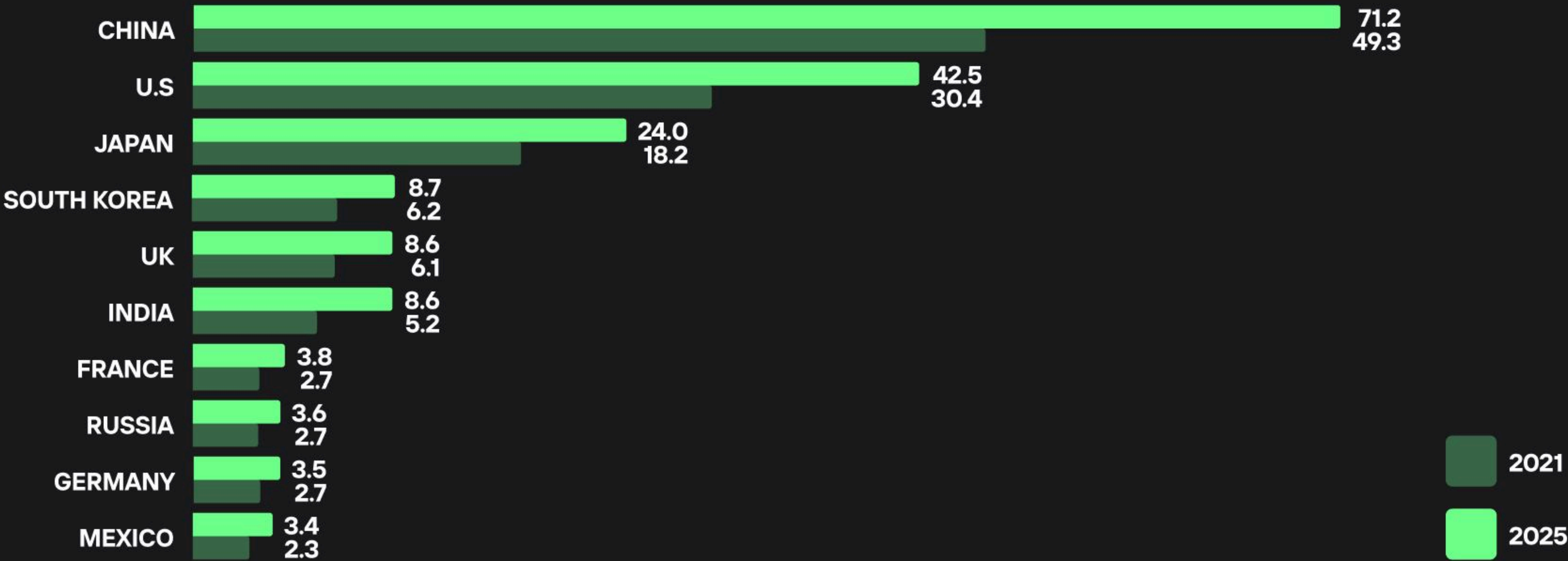Clubs in the process globally (EMEA)

10+
Tournaments per week

TRUE GAMERS IS ONE OF THE LARGEST GAMING CLUBS & CYBERCAFES NETWORKS IN THE WORLD

GAMING IS A HUGELY POPULAR AND PROFITABLE $200+ BILLION INDUSTRY

ESTIMATED REVENUE OF VIDEO GAMES PER COUNTRY (IN BILLION U.S. DOLLARS)

Country	2025	2021
CHINA	71.2	49.3
U.S	42.5	30.4
JAPAN	24.0	18.2
SOUTH KOREA	8.7	6.2
UK	8.6	6.1
INDIA	8.6	5.2
FRANCE	3.8	2.7
RUSSIA	3.6	2.7
GERMANY	3.5	2.7
MEXICO	3.4	2.3

WE ARE TAPPING INTO $8+ TRILLION USD GLOBAL FOOD AND BEVERAGE (F&B) MARKET

UPSCALE FOOD AND BEVERAGE
Finger food concept

CLOUD KITCHEN
To serve the exclusive high quality dishes to our gaming clubs

REVENUE F&B UP TO

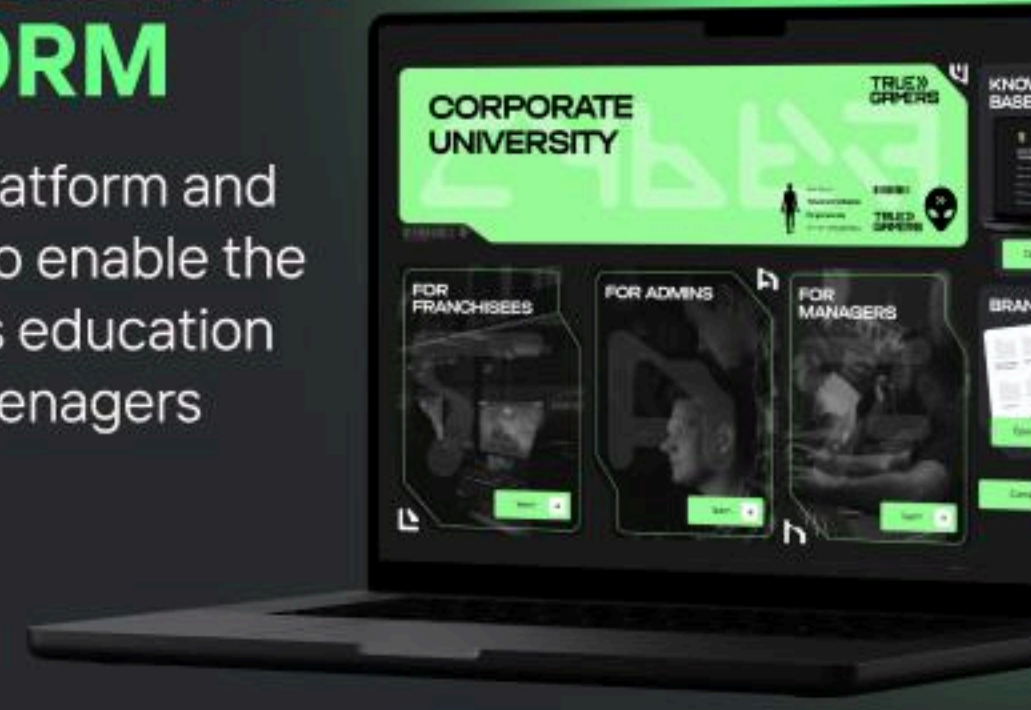# 40%

OFFLINE BUSINESS POWERED BY TECH

ROBO-DOG WAITERS

Own software and technological solutions for the implementation of robo-dogs in the service sector

EDUCATIONAL PLATFORM

Educational platform and partnerships to enable the IT and eSports education for kids and teenagers

ERP SYSTEM

Own ERP system for eSports clubs operations management & reporting

THE CONCEPT OF HOSTING

COMMON PC AREA
For players and big tournaments

BOOTCAMPS
For teams and companies who want privacy

CLOSED PS5 ROOMS
To play in the company
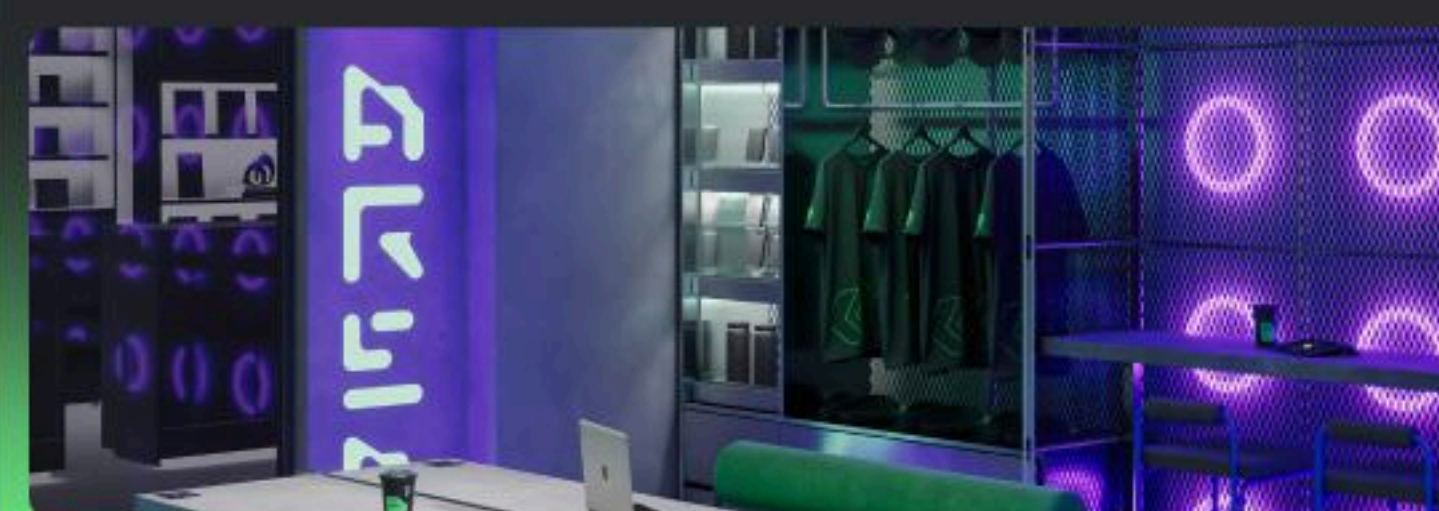

CAR SIMULATORS
For a unique experience

THE BAR AREA
With the opportunity to buy drinks, snacks & food

BRANDED MERCH ZONE

TRUE GAMERS CYBERCAFE CONCEPT

Modern place for digital nomads and professionals with hardware consumptive tasks as a blending of our gaming club, Starbucks and WeWork

01/ Regular gaming club with available PCs for hardware consumptive tasks in daytime

02/ Coworking/Cafe area for productive work during daytime and for chill at evening

03/ Configurable lighting is enabling various experience for clients during the day
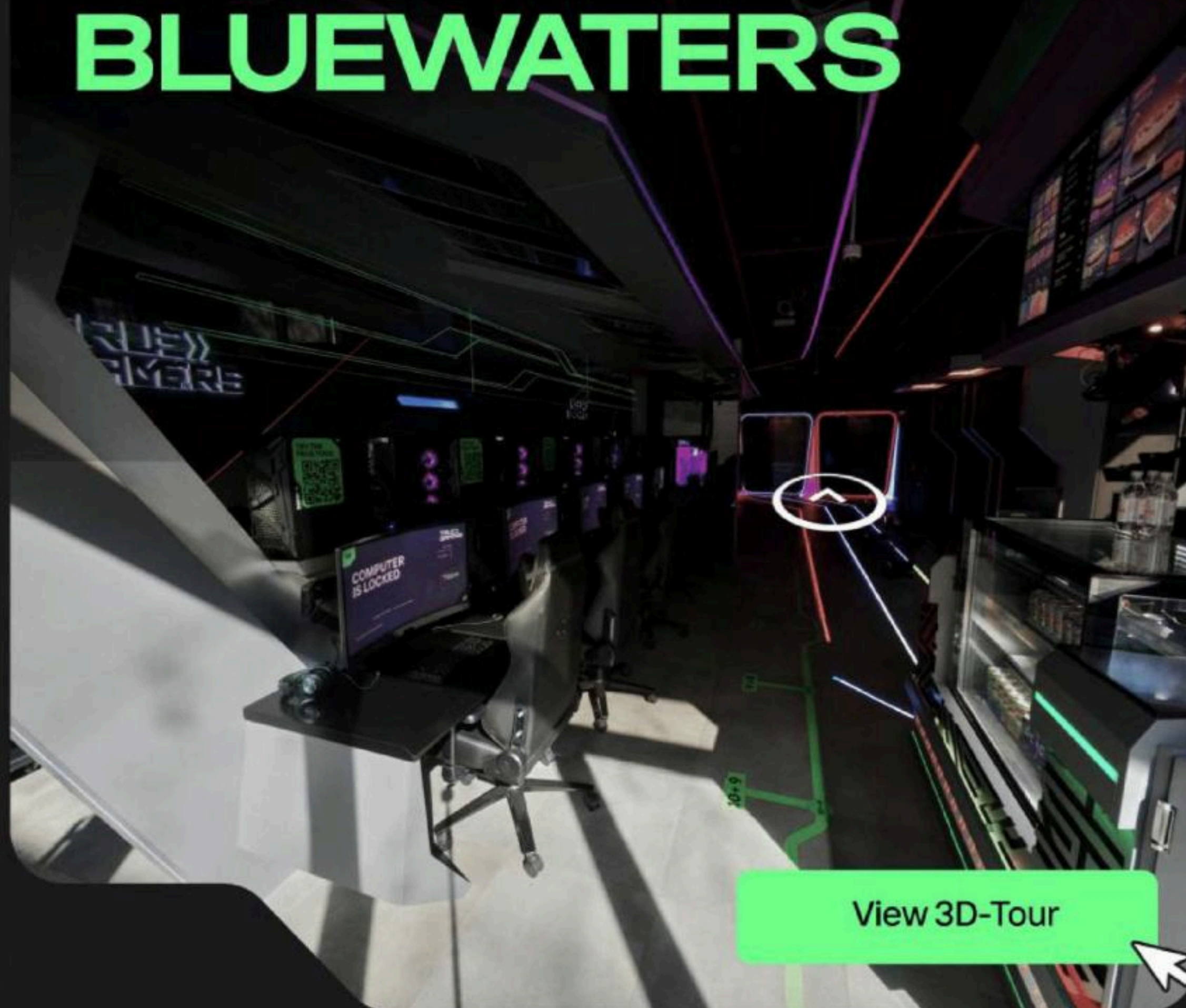
HOW OUR CENTERS LOOK

3D-Tour
DUBAI MALL

View 3D-Tour

3D-Tour
BLUEWATERS

View 3D-Tour

WE ARE ENSURING CONSTANT CLUB'S LOAD THROUGH WEEKDAYS

10.00-18.00

Digital nomads and professionals with hardware consumptive tasks (3D rendering, Photo/Video editing, AI/ML training, etc.)

15.00-19.00

Educational events and courses for kids and teenagers, regular visits after school

18.00-22.00

Young adults after work/university, regular tournaments and events

22.00-02.00*

eSports fans

*depends on the closing hours

24.00-18.00

Unutilized resources are dedicated for distributed cloud computing for external clients

TOURNAMENTS ARE OUR KEY COMPETENCE

TRUE GAMERS is a springboard for young and ambitious people who want to try their hand at professional esports.

Teams start their winning ways here by competing in local, regional and world tournaments.

SPONSORS AND PARTNERS:

logitech G   ZOWIE a brand by BenQ   ASUS   SONY

pepsi   VOLT   DXRACER   Red Bull

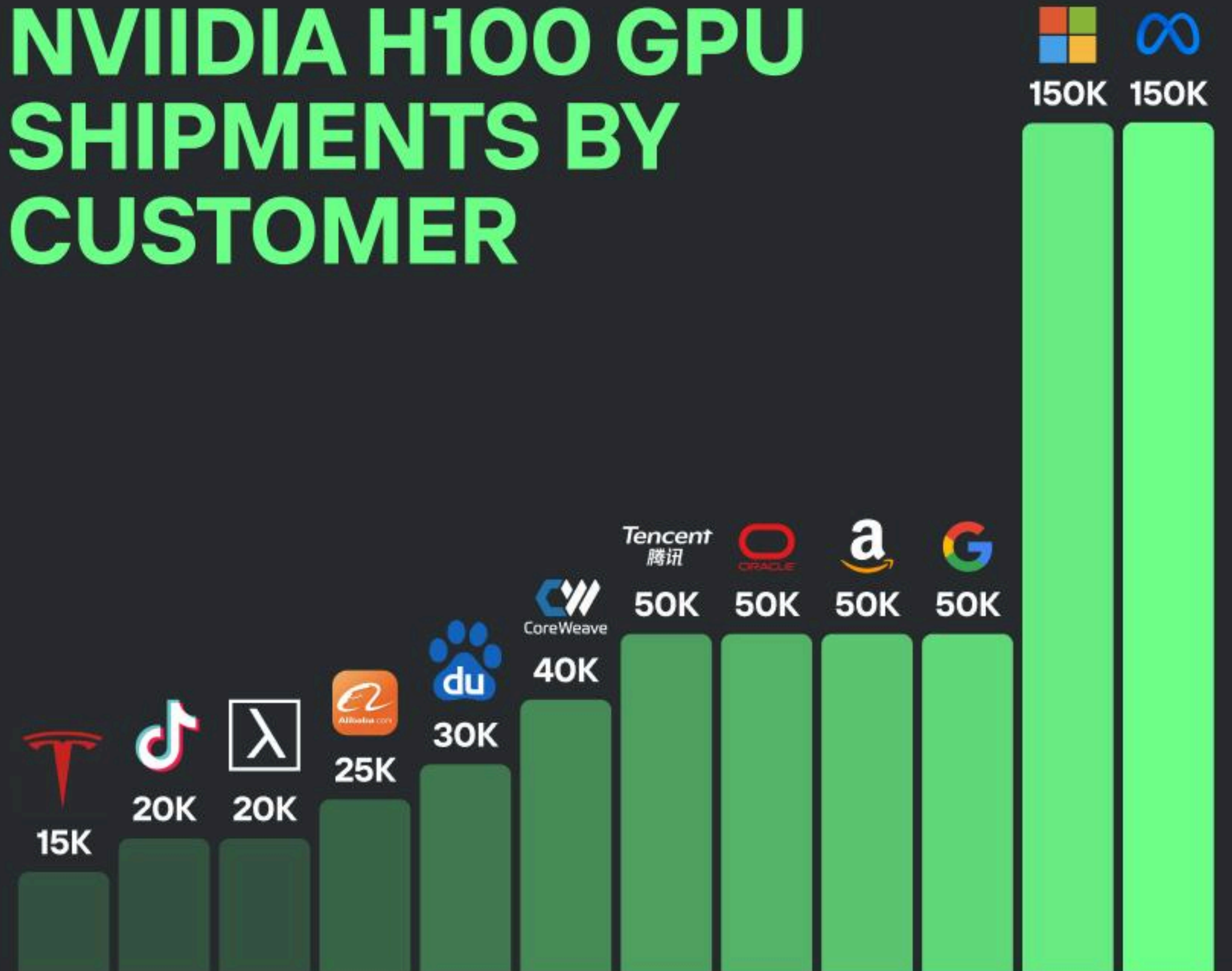# DISTRIBUTED CLOUD COMPUTING FOR EXTERNAL CLIENTS

There is a lack of GPUs for customers compute tasks (3D rendering, Photo/Video editing, AI/ML training, etc.)

Lead time for Nvidia H100-based serves supply is around 1 year

gaming clubs have ~800k hi-end GPUs with average load of 40%

We are developer our own software to enable distributed cloud computing by unutilized resources in gaming clubs for external clients

NVIIDIA H100 GPU SHIPMENTS BY CUSTOMER

15K	20K	20K	25K	30K	40K	50K	50K	50K	50K	150K	150K

TRUE GAMERS BOARD

ARTEM MERKULOV
COO

12+ years in Data Analytics and Operational Excellence 11k LinkedIn network, exDHL

ANTON VASILENKO
FOUNDER & CEO

Founder of 9 brands in 12 countries with 420+ branches and 800+ employees

VLADISLAV BELYANIN
FOUNDER & CPO

Co-founder of True Gamers (5 countries, 150 branches), eSports professional player 12k LinkedIn network

47 Headquarters core team

500+ Linear managers and admins in clubs

CONTACTS

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TRUE»GAMERS
Esports Gaming Cafes from Mars