

## **GameSquare Named Agency of Record for World of Dance**

*GameSquare becomes the official sales and marketing agency for World of Dance, while also being selected to produce the 2026 World Summit, which will bring competitors from over 50+ countries to the Anaheim Convention Center on July 7 - 10, 2026*

**FRISCO, TEXAS / September 23, 2025 – GameSquare Holdings, Inc.** (NASDAQ: GAME) ("GameSquare" or the "Company") a next-generation media, entertainment, technology and digital native treasury company, today announced it has been named the agency of record for World of Dance. Under the agreement, GameSquare will be the exclusive sales and strategy partner, leading commercial efforts across the World of Dance's global portfolio and intellectual property. In addition, GameSquare will produce the World of Dance Summit taking place in July 2026 at the Anaheim Convention Center.

World of Dance is a cultural icon and the most recognized brand in competitive dance, with a digital community of more than 32 million followers and a reach of over 100 million viewers annually through live events, digital content, and syndication. With a core audience spanning ages 13 to 34, the World of Dance sits at the intersection of youth culture, music, fashion, and movement, all united by a shared love for dance.

"The World of Dance has built an unparalleled platform that resonates deeply with young, diverse, and global audiences," said Justin Kenna, CEO of GameSquare. "By combining GameSquare's expertise in large-scale event production and culture-driven brand partnerships with the World of Dance's worldwide reach and cultural cachet, we're excited to deliver an elevated Summit experience and unlock new opportunities for creators, performers, and partners around the globe."

As agency of record, GameSquare will support the World of Dance's growth initiatives by unlocking new opportunities for brands and creators to engage with young and diverse audiences. This partnership underscores a shared commitment to elevating culture, empowering creators, and building passionate global communities through storytelling, technology, and live experiences.

"Our partnership with GameSquare Holdings ushers in a new chapter for 2026 and beyond. Their proven success in activating gaming culture will now power growth, and innovation across the World of Dance global ecosystem," stated David Gonzalez, President and Founder, World of Dance.

"World of Dance has always been about connecting culture, creativity, and community on a global scale. GameSquare brings a proven ability to create innovative partnership solutions that resonate with today's youth-driven marketplace. This strategic alliance amplifies our ability to deliver unique brand integrations and expand the reach of our live events and digital platforms," said Larry Peters, Chief Revenue Officer, World of Dance.

## **About World of Dance**

World of Dance is the world's largest dance entertainment platform, connecting live events, digital content, and network television. Launched in 2008, it has grown into a global phenomenon, including the #1 NBC series featuring Jennifer Lopez, a digital community of 32+ million followers, and international competitions in over 65 countries.

## **About GameSquare Holdings, Inc.**

GameSquare (NASDAQ: GAME) is a cutting-edge media, entertainment, and technology company transforming how brands and publishers connect with Gen Z, Gen Alpha, and Millennial audiences. With a platform that spans award-winning creative services, advanced analytics, and FaZe Clan Esports, one of the most iconic gaming organizations, we operate one of the largest gaming media networks in North America. As a digital-native business, GameSquare provides brands with unparalleled access to world-class creators and talent, delivering authentic connections across gaming, esports, and youth culture. Complementing our operating strategy, GameSquare has developed an innovative treasury management program designed to generate yield and enhance capital efficiency, reinforcing our commitment to building a dynamic, high-performing media company at the intersection of culture, technology, and next-generation financial innovation.

To learn more, visit [www.gamesquare.com](http://www.gamesquare.com).

## **Forward-Looking Information**

This news release contains "forward-looking information" and "forward-looking statements" (collectively, "forward-looking statements") within the meaning of the applicable securities legislation. All statements, other than statements of historical fact, are forward-looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward-looking statements. In this news release, forward-looking statements relate, among other things, to: the Company's future performance, returns generated by its business strategies, revenue, growth and profitability; and the Company's ability to execute on its current and future business plans. These forward-looking statements are provided only to provide information currently available to us and are not intended to serve as and must not be relied on by any investor as, a guarantee, assurance or definitive statement of fact or probability. Forward-looking statements are necessarily based upon a number of estimates and assumptions which include, but are not limited to: the Company's ability to grow its business and being able to execute on its business plans and strategies, the success of Company's vendors and partners in their provision of services to the Company, the Company being able to recognize and capitalize on opportunities and the Company continuing to attract qualified personnel to support its development requirements. These assumptions, while considered reasonable, are subject to known and unknown risks, uncertainties, and other factors which may cause the actual results and future events to differ materially from those expressed or implied by such forward-looking statements. Such factors include, but are not limited to: the Company's ability to achieve its objectives, the Company successfully executing its growth strategy, the ability of the Company to obtain future financings or complete offerings on acceptable terms, failure to leverage the Company's portfolio across entertainment and media platforms, dependence on the Company's

key personnel and general business, economic, competitive, political and social uncertainties. These risk factors are not intended to represent a complete list of the factors that could affect the Company which are discussed in the Company's most recent MD&A. There can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. Accordingly, readers should not place undue reliance on the forward-looking statements and information contained in this news release. GameSquare assumes no obligation to update the forward-looking statements of beliefs, opinions, projections, or other factors, should they change, except as required by law.

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