



## FAZE CLAN PROMOTES MATT "BK" AUGUSTIN TO VICE PRESIDENT OF BRAND & CREATIVE STRATEGY

March 23, 2023

LOS ANGELES, March 23, 2023 /PRNewswire/ -- FaZe Holdings Inc. (Nasdaq: FAZE) ("FaZe Clan"), the lifestyle and media platform rooted in gaming and youth culture, today announced Matt "BK" Augustin has been promoted to Vice President of Brand & Creative Strategy. Augustin, who has been at FaZe Clan for just over two years as Director of Brand & Creative Strategy, will lead a team that will work cross-functionally to optimize FaZe Clan's creative, brand and media strategy. Augustin will report to President and COO, Zach Katz.



"BK is a one-of-a-kind executive and vital asset who not only brings immense value and critical strategy to FaZe Clan, but he also brings steadfast determination and energy that permeates throughout the building everyday," said President and COO Zach Katz. "Lee and I are thrilled to elevate him into a stronger leadership position as we continue to optimize FaZe Clan's creative, brand and media strategy."

As VP of Brand & Creative Strategy, Augustin will oversee a team that's involved in the full life-cycle of business development for FaZe Clan including – helping identify existing opportunities for current and potential partners, developing the creative strategy for new business proposals & brand strategy for current and potential partners and working cross-functionally to help produce award-winning content.

"Having a chance to work in gaming, a space that isn't just growing, but one I'm a legit member and contributor of, has been amazing," said Augustin. "Being able to help build a brand like FaZe through the lens of fans first is an opportunity I refuse to take for granted."

During his time at FaZe Clan, Augustin has been instrumental in cementing and continuing partner relationships and collaborations including McDonald's, Porsche, DraftKings, GHOST Energy, MoonPay, SteelSeries, SCUF, DoorDash and Totino's. In 2021, BK was featured on Ad Age's acclaimed [40 Under 40](#) list recognizing rising stars in marketing, advertising and media.

Prior to joining FaZe, BK worked for multiple reputable advertising agencies including DigitasLBI, FCB Chicago, Fitzco/McCann and 72andSunny where he touched several campaigns with brands including the NFL, Adidas, Under Armour, Activision, and Blizzard Entertainment. In addition to his professional experience, Augustin has dedicated himself to shining a light on the importance of diversity and inclusion by consistently using his presence on LinkedIn to form connections and serve as a mentor for underrepresented professionals. He co-founded the organization [Advertising for Change](#), which focuses on bringing diversity to Atlanta's marketing industry and founded and served as the Global Lead of the McCann World Group Global Diversity Council where he focused on bringing their offices across the world together while pushing for a fair and inclusive environment for all. Bk is also a former [ADCOLOR](#) FUTURES board member and current alumni/mentor for [Marcus Graham Project](#).

### **ABOUT FAZE HOLDINGS INC.**

FaZe Holdings Inc. (Nasdaq: FAZE) ("FaZe Clan"), is a digital-native lifestyle and media platform rooted in gaming and internet culture, reimagining traditional entertainment for the next generation. Founded in 2010 by a group of kids on the internet, FaZe Clan was created for and by gamers and today operates across multiple verticals with transformative content, tier-one brand partnerships, a collective of notable talent, and fashion and

consumer products. Reaching over 500 million followers across social platforms globally, FaZe Clan delivers a wide variety of entertainment spanning video blogs, lifestyle and branded content, gaming highlights and live streams of highly competitive gaming tournaments. FaZe Clan's roster of more than 100 influential personalities consists of engaging content creators, esports professionals, world-class gamers and a mix of talent who go beyond the world of gaming, including NFL star Kyler "FaZe K1" Murray, LeBron "FaZe Bronny" James Jr., Lil Yachty aka "FaZe Boat", Offset aka "FaZe Offset" and Snoop Dogg aka "FaZe Snoop." Its gaming division includes 13 competitive esports teams who have won 37 world championships. The content of any website referenced or hyperlinked in this communication is neither incorporated into, nor part of, this communication. For more information, visit [www.fazeclan.com](http://www.fazeclan.com), [investor.fazeclan.com](http://investor.fazeclan.com) and follow FaZe Clan on [Twitter](#), [Instagram](#), [YouTube](#), [TikTok](#), and [Twitch](#).

**FORWARD LOOKING STATEMENTS:**

The information in this communication includes "forward-looking statements" pursuant to the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. All statements, other than statements of present or historical fact included in this communication, regarding the company's strategy, future operations and financial performance, market opportunity prospects, plans and objectives of management are forward-looking statements. These forward-looking statements generally are identified by the words "budget," "could," "forecast," "future," "might," "outlook," "plan," "possible," "potential," "predict," "project," "seem," "seek," "strive," "would," "should," "may," "believe," "intend," "expects," "will," "projected," "continue," "increase," and/or similar expressions that concern strategy, plans or intentions, but the absence of these words does not mean that a statement is not forward-looking. Such statements are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 and are based on the management's belief or interpretation of information currently available.

These forward-looking statements are based on various assumptions, whether or not identified herein, and on the current expectations of management and are not predictions of actual performance. Because forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions, whether or not identified in this communication, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. Many factors could cause actual results and condition (financial or otherwise) to differ materially from those indicated in the forward-looking statements. These forward-looking statements are provided for illustrative purposes only and are not intended to serve as, and must not be relied on by any investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of the company. Forward-looking statements speak only as of the date they are made. While FaZe Clan may elect to update these forward-looking statements at some point in the future, FaZe Clan specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing FaZe Clan's assessments as of any date subsequent to the date of this communication. Accordingly, undue reliance should not be placed upon the forward-looking statements.

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