



## POSITION DESCRIPTION OF THE CHIEF EXECUTIVE OFFICER

The Chief Executive Officer (the “**CEO**”) of Playmaker Capital Inc. (the “**Issuer**”) is accountable to the board of directors of the Issuer (the “**Board**”) for the effective overall management of the Issuer, and for conformity with policies agreed upon by the Board.

Working with the Board and the senior executives of the Issuer, the CEO shall provide the vision, leadership and direction to maximize long term shareholder value. The CEO will be responsible for the day-to-day management of the business and affairs of the Issuer.

The primary duties and responsibilities of the CEO are:

- fostering a corporate culture that promotes ethical practices and encourages individual integrity;
- maintaining a positive and ethical work climate that is conducive to attracting, retaining and motivating top-quality employees at all levels;
- developing a long-term strategy and vision for the Issuer that enhances securityholder value;
- developing an annual operating plan and financial budget that support the Issuer’s long-term strategy;
- strategy and implementation for major mergers, acquisitions and divestitures;
- ensuring that the day-to-day business affairs of the Issuer are appropriately managed by developing and implementing processes that will ensure the achievement of the Issuer’s financial and operating goals and objectives;
- designing or supervising the design and implementation of effective disclosure and internal controls;
- formulating and overseeing the implementation of major corporate policies;
- establishing a strong working relationship with the Board;
- keeping the Board aware of the Issuer’s performance and events affecting its business, including opportunities in the marketplace and adverse or positive developments;
- serving as the chief spokesperson for the company and establishing the Issuer’s communications framework and strategy;
- ensuring, in cooperation with the Board, that there is an effective succession plan in place for the CEO position;

- ensuring that the Issuer has an effective management team below the level of the CEO, and has an active plan for its development and succession
- ensuring that there is clarity of objectives and focus for all employees and ensuring that there are clear and appropriate standards and measures of performance;
- communicating with shareholders and regulators, as necessary; and
- carrying out such other duties and responsibilities as the Board may request from time to time.