

Latest News

Team Endpoint named as sixth team for upcoming Gfinity Elite Series

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Dissemination of a Regulatory Announcement that contains inside information according to REGULATION (EU) No 596/2014 (MAR)

Gfinity, a leading eSports promoter, announces that Endpoint, a leading UK eSports team, will be competing in the inaugural Gfinity Elite Series, a dynamic new eSports league format which is to take place this summer at London's Gfinity Arena ("Elite Series").

Endpoint, which was founded in 2016, is the sixth of eight teams to be announced as competing in the Elite Series and further strengthens the line-up of high quality teams in the forthcoming competition.

This follows the announcements of 29 and 30 March 2017, when the first five teams were signed up to participate at the Elite Series, including Team EnVyUs, exceL eSports, Reason Gaming, Prophecy and Team Infused. The final two teams to take part in this season's tournament will be announced in due course.

For more information on the Elite Series click on the following hyperlink: www.gfinityesports.com.

Neville Upton, CEO, Gfinity plc, said: "The addition of Endpoint to the Gfinity Elite Series is hugely significant as it supports our quest to back UK talent and will make the competition even more exciting for everyone involved. Their expertise and standing, even as a relatively young team in eSports, shows that we are serious about our intention to take eSports in the UK to the next level. We are passionate about investing in home-grown players and teams and the Gfinity Elite Series is a fast-paced and thrilling way for us to do this."

Adam 'Adz' Jessop, CEO Endpoint Esports Ltd said: "It's an honour to be invited to compete within the Gfinity Elite Series. Since returning to the UK eSports scene and founding Endpoint, the progression and opportunities within the UK have been rapidly evolving and I believe that the Gfinity Elite Series marks the next big step in that evolution. We have been working hard to position ourselves at the top of the UK scene whilst also embracing the community wherever possible, and we are proud to be able to continue that work as one of the eight Elite Series franchises. Competing within such a prestigious competition will help us continue our rapid growth, whilst enabling us and our partners to reach a wider audience."

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About Gfinity

Founded in 2012, Gfinity has quickly established itself as one of the world's leading eSports business. The London-based company enjoys strong relationships with game publishers, players and the wider eSports community and has built a reputation for delivering top quality eSport competitions, both on-line and off-line, and producing industry leading eSports broadcasts.

Gfinity has over 700,000 registered users eligible to compete in its online eSport competitions. Gfinity stages world leading off-line events in which the world's top eSport players travel to the Gfinity Arena in London to take part in competitions broadcast on-line to millions of viewers worldwide. Gfinity stages live eSports events featuring top video gaming titles, across PCs, consoles and mobile devices.

Gfinity monetises the strong position that it has created through a combination of sponsorship, advertising, broadcast income relating to Gfinity's own events and through fees received for creating and delivering bespoke events for sponsors and game publishers seeking to engage with the eSports community.

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