**12 March 2018**

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

**Gfinity plc**
("Gfinity" or the "Company")

**Exclusive Digital Broadcast Agreement with Facebook, Inc.**

***Gfinity Elite Series to stream exclusively on Facebook until end of 2018***

Gfinity plc (AIM: GFIN), a leading international esports entertainment group, announces a major agreement with Facebook for the exclusive global online streaming rights for the Gfinity Elite Series, excluding Australia, until the end of 2018.

The exclusive digital broadcast agreement commences with immediate effect with the Gfinity Elite Series Season Three in the UK. The agreement also extends to new territories which are part of Gfinity's global expansion plans. The agreement provides a major new customer for Gfinity and significant revenue stream.

Facebook will have the exclusive digital rights to stream Gfinity's content through its platform. This will be a mix of live broadcast tournament action covering every minute of the Gfinity Elite Series Season Three including regular season games and play-offs, behind the scenes programming with teams and players, weekly match highlights and special guest appearances from outside the esports world.

The Gfinity Elite Series Season Three is the first UK tournament to stream on Facebook with EA SPORTS FIFA 18 every Friday at 6pm GMT/ 1pm EST / 10am PST. Rocket League and Street Fighter airs every Saturday culminating with the Final on 28 April 2018.

**Neville Upton, Chief Executive of Gfinity, said:** "Facebook is a leading global brand with over two billion people on the platform and this partnership brings to life their commitment to drive innovation and engagement in esports with their huge gaming community. This pioneering deal will enable us to accelerate our plans for growth to reach our Gfinity World Series goal."

**Patrick Chapman, manager of esports partnerships at Facebook, said:** "The Gfinity Elite Series has quickly established itself as one of the leading productions and innovative leagues in esports globally.

"We are excited to welcome the Gfinity team and support them in their international expansion to build one of the most dynamic and exciting esports leagues in the world."

**Enquiries:**
**Gfinity plc** — www.gfinityplc.com
Neville Upton, Chief Executive Officer — *Via Walbrook PR*

**Allenby Capital Limited – AIM Nominated Adviser and Joint Broker** — **Tel: +44 20 3328 5656**
Jeremy Porter / John Depasquale

**Shore Capital – Joint Broker** — **Tel: +44 (0) 20 7408 4090**
Patrick Castle

**Walbrook PR (Media & Investor Relations)** **Tel: +44 (0)20 7933 8780**
Paul Cornelius / Sam Allen or gfinity@walbrookpr.com

**About Gfinity**

Founded in 2012, Gfinity has established itself as one of the world's leading esports companies. The London-based business enjoys strong relationships with game publishers, players and the wider esports community and has built a solid reputation for delivering high quality competitions, both on-line at www.gfinityesports.com and off-line, in addition to producing industry leading esports broadcasts.

The Gfinity Esports Arena at Fulham Broadway, London is the home of UK esports showcasing regular tournaments across the full range of competitive games. Beyond its own tournaments Gfinity provides a full turnkey solution for brands wanting to create their own esports tournaments and has staged premium esports events around the globe for leading publishers and brands including Formula 1, Microsoft, Activision, EA, Xbox, Gillette and HP.

Gfinity is an accredited official EA SPORTS™ FIFA 18 Global Series qualifier as EA brings competitive FIFA to millions of fans around the world through the EA SPORTS FIFA 18 Global Series on The Road to the FIFA eWorld Cup 2018 in August 2018.

For more details on the entire EA SPORTS FIFA 18 Global Series, please visit www.FUTChampions.com

For more information about the Challenger season, which is free and open to everyone, please visit https://challenger.gfinityesports.com/