



29 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")

### **Gfinity announces Lynx partnership for Gfinity Elite Series UK Season Three**

#### **#YouGold campaign to be activated across Gfinity Elite Series live shows and ancillary content**

Gfinity plc (AIM: GFIN), a leading international esports group, announces that it has signed Lynx, a leading fragrance and personal care product brand, as an Official Partner of the Gfinity Elite Series UK for Season Three. The partnership starts with immediate effect offering a number of rights throughout the season including exposure during the Gfinity Elite Series live shows, advertising across Gfinity's owned channels, and integration into ancillary content including GAME-ON FIFA 18 – a magazine style show hosted by Adebayo 'The Beast' Akinfenwa that airs across Facebook and Gfinity's owned channels.

The partnership will enable Lynx to promote its range of products across Gfinity's platforms until 14 May 2018. Under the 'You Gold' campaign for Lynx's Gold Bodyspray, Lynx will receive on-screen presence during the remainder of the Gfinity Elite Series regular season games and play-offs with additional marketing supporting across Twitter and Facebook and gfinityesports.com, enabling the brand to engage with Gfinity's growing esports community.

Lynx will also be the lead partner of the GAME-ON FIFA 18 show, hosted by professional footballer and the strongest man in FIFA, Adebayo Akinfenwa. Each week, 'Bayo' and a FIFA 18 professional player from one of the 10 teams competing in the Elite Series, will compete in a 'You Gold Challenge' aimed to see how they perform under the toughest of pressures. The challenge content will also be promoted across both Gfinity's and Lynx's social channels.

#### **Mark Brittain, Chief Commercial Officer at Gfinity said:**

"We believe the Gfinity Elite Series offers an incredible opportunity for brands to engage with male gamers and we look forward to integrating Lynx into the remainder of our Season Three content. The inclusion of the 'You Gold Challenge' in GAME-ON will enable Lynx to create content that goes beyond traditional advertising."

#### **Jamie Brooks, Brand Manager, at Lynx said:**

"We see Gfinity as a perfect partner to help us to communicate authentically with a gaming passion point that is so key for our target audience. The partnership enables us to integrate our #YouGold campaign into Gfinity content."

## **About Gfinty**

Founded in 2012, Gfinty 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.gfintyesports.com](http://www.gfintyesports.com) and off-line, in addition to producing industry leading esports broadcasts.

The Gfinty 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 Gfinty 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.

Gfinty 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](http://www.FUTChampions.com)

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