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

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

***Gfinity and Domino's Enter Multi-Year Strategic Partnership***

Gfinity plc (AIM: GFIN), a world leading esports solutions provider, today announces a multi-season agreement with Domino's to become Presenting Partner of the Gfinity Challenger and Elite Series UK. The significant investment into the Gfinity Challenger and Elite Series UK enables Domino's to connect and engage within one of the fastest-growing entertainment sectors and target the young adult demographic that consumes gaming and esports content daily via digital platforms.

The partnership, which runs until December 2020, represents the biggest commercial deal in the Company's history and is further evidence of the world's leading brands being attracted to both esports and Gfinity, with previous partners including Unilever (Lynx), HP Omen and Turtle Beach.

The agreement secures Domino's exclusivity within the quick service restaurant sector and an in-show presence throughout the 80 hours of live *FIFA*, *Rocket League* and *Street Fighter V* broadcasts. In addition, Domino's will receive bespoke content, broadcast and digital assets, player shirt sleeve branding, social media activations, customer relationship management, ticketing and hospitality. Domino's will also use its extensive channels to promote both the Gfinity Challenger and Elite Series UK plus the player stories that emerge and share them with its loyal consumer base.

Since its launch in 2017, the Gfinity Elite Series has become a go-to tournament for competitive gamers and brands based on the quality of the events and the huge fanbase that follows them. Esports is one of the fastest-growing entertainment sectors, with a global audience expected to reach almost 500 million by 2020. This forms part of a global c.2.2 billion community who play video games and a fundamental shift in the way younger people spend their leisure time.

**Garry Cook, Executive Chairman of Gfinity, said:** "We are delighted to have entered into a multi-year strategic partnership with Domino's. It is a testament to the continued growth of esports and the quality of the Gfinity Elite Series.

"Esports has become *the* entertainment of choice for brands looking to connect with young adult consumers. It is exciting, it is growing and it is full of opportunity. We look forward to working with Domino's to create new and innovative ways to bring even more excitement and interest in the Elite Series."

**Enquiries:**

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Garry Cook, Executive Chairman

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### **About Gfinity**

Founded in 2012, Gfinity has established itself as one of the world's leading esports solutions providers. 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](http://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.

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