



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

Agreement with the Premier League

Gfinity appointed Tournament Operator of inaugural ePremier League Tournament

Gfinity plc (AIM: GFIN), a world-leading esports solutions provider, announces that it has entered into an agreement with the Premier League to become Tournament Operator of the inaugural ePremier League ("ePL") tournament.

Gfinity will develop and execute the Online Qualification for the Tournament via its proprietary tournament management platform. It will also develop and execute 20 competitions for the Club Knockout Rounds and host the final round, to be played at the Gfinity Arena, London, in March 2019 and will be broadcast live on Sky Sports and Premier League social media channels.

The ePL commences in January 2019 with every Premier League club represented enabling UK-based players the chance to compete for and represent their favourite Premier League club for the first time ever in competitive gaming. Players will compete for three months across three rounds: online qualification, live club playoffs and the eventual live ePL Final. All 20 Premier League clubs will have a live playoff round allowing two *EA SPORTS FIFA 19* competitors, one per PlayStation 4 and Xbox One, a final shot to advance to the Final. Registrations for the tournament will open in December 2018.

Garry Cook, Executive Chairman, Gfinity said: "Gfinity is pleased to be appointed Tournament Operator bringing its knowledge of esports management and the gaming community to make this competition an unparalleled success. Combining fans' passion for Esports, *EA SPORTS FIFA 19* and the Premier League is hugely exciting."

For more information on the new EPL visit www.premierleague.com/epl

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About Gfinity

Gfinity (AIM: GFIN) is a world-leading esports solutions provider. Its business to business platform, "Powered by Gfinity", delivers managed services to game publishers, sports rights holders, commercial partners and media companies. Gfinity creates bespoke solutions, including competitions and industry leading content production, connecting its partners with the esports community in authentic and innovative ways. Partnerships include *EA SPORTS*, *F1 Esports Series*, *Halo World Championship* and the *Forza Racing Championship*.

Gfinity connects directly with competitive gaming consumers through its owned competition platform, the “Gfinity Elite Series”. The Series enables competitive gamers to be part of the Gfinity community, testing themselves and developing new skills, while providing a pathway for those who aspire to a career in esports to join a leading professional team. “Gfinity Elite Series” content is distributed through linear and digital channels and is enjoyed by tens of millions of esports fans around the world.

All Gfinity managed service solutions and owned competitions are underpinned by its proprietary technology platform delivering a level playing field for all competitors and supporting scalable multi-format leagues, ladders and knock out competitions.

More information about Gfinity is available at www.gfinityplc.com