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10 January 2019

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

Gfinity to Host EA FUT Champions Cup April

Gfinity, a world-leading esports solutions provider, announces it will host the third EA FUT Champions Cup April as part of the EA SPORTS™ FIFA 19 Global Series. This latest announcement is in addition to the four previously announced events: the Gfinity FUT Champions Cup December, which took place at the end of last year, and three Licensed Qualifying Events which will run each month from January to March. All events will be held at the Gfinity Esports Arena in London.

The tournament, which is the largest of the regular season events and forms part of the journey that players will take on the road to the FIFA eWorld Cup 2019, runs from 5th-7th April and will feature 64 of the world's best FIFA 19 players who have qualified through in-game online competitions. The event will be streamed live via the EA SPORTS FIFA channels to millions of fans around the world.

More than 20 million players across 60 countries participated in the *EA SPORTS FIFA 18* Global Series. For the 2019 season, new pathways are now available making it easier for players to qualify for the *EA SPORTS FIFA 19* Global Series through the introduction of a new *EA SPORTS FIFA 19* Global Series Points system.

The EA FUT Champions Cup April, in addition to the Gfinity FUT Champions Cup December and Licensed Qualifiers, extends Gfinity's strong relationship with competitive FIFA, following its recent appointment as Tournament Operator for the inaugural ePremier League. That tournament will feature esports players from each of the 20 Premier League clubs with the live finals kicking off on 28-29th March 2019. For more information, visit: <https://e.premierleague.com>

Garry Cook, Executive Chairman at Gfinity, said: "We enjoy an incredibly strong relationship with EA SPORTS and are delighted to have extended our partnership with the latest EA FUT Champions Cup tournament. Through the delivery of the Global Series events and the upcoming ePremier League, Gfinity continues to be at the forefront of FIFA competitive gaming tournaments. It's going to be an exciting year for the FIFA 19 competitive gaming community and we are proud to play our part in its continued growth and success."

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About Gfinity

Gfinity (LON: 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 our 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