

*The information contained within this announcement was deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulations (EU) No. 596/2014 ("MAR") and with the publication of this announcement, this information is now considered to be in the public domain.*

2 May 2019

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

### **Gfinity selected as strategic partner for inaugural esports world cup**

Gfinity plc (AIM: GFIN), a world-leading esports solutions provider, is pleased to announce that it has entered into a partnership with TRUXTUN Capital, to be the primary consulting and programme management partner for the inaugural Esports Wega World Cup. The esports world cup will include a number of popular games and will culminate alongside the 2022 FIFA World Cup finals.

Gfinity's selection for this event further endorses its evolved strategy and status as a global partner of choice to provide multi-faceted, integrated end-to-end esports solutions.

The tournament will be presented by Wega, the official Acoustic Contactless Secured Payment Card of Manchester City FC and New York City FC, and a leading global SCA (Strong Customer Authentication biometric base) payment solution provider. Wega was developed by TRUXTUN Capital, a Swiss financial technology provider.

Under the terms of the contract, Gfinity will be responsible for the planning and design of both the online and offline formats, utilising its proprietary technology platform, managing the commercial and media rights, advising on the marketing and content strategy and engaging any necessary third parties.

Gfinity's initial mandate is to design and develop a global online and offline tournament format which is targeted to kick off in early 2020. In addition, Gfinity will plan and deliver a launch event to be held before the end of this year, alongside planning an annual esports festival.

Gfinity will be engaging with leading publishers across a wide range of game genres over the coming months with the goal of finding exclusive partners to build out this exciting new global programme. At this stage, no specific games have been selected for the inaugural Esports Wega World Cup.

#### **Garry Cook, Executive Chairman, Gfinity plc, said:**

"To have been chosen as the global strategic partner and a consultant to help deliver this bold and ambitious project is another big step forward for Gfinity. Increasingly, we are being sought out for our advisory capabilities, combined with strengths in the design, development and delivery of outstanding competitive gaming solutions. We will leverage our technology, expert knowledge of esports management and unparalleled insight into the gaming community to deliver this landmark programme. As the project progresses, we are well placed to expand our mandate to provide additional services in the lead up to 2022".

#### **Patrick Moynier, President of Truxtun Capital, said:**

"We are delighted to be partnering with Gfinity to deliver this exciting project. Gfinity presents the perfect partner for us due to its proven track record in delivering esports solutions for its partners. The esports industry is booming and we look forward to working with Gfinity to deliver this ambitious and exciting project to coincide with the lead-up to the FIFA World Cup in 2022."

**-ENDS-**

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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](http://www.gfinityplc.com)

## About TRUXTUN Capital

TRUXTUN Capital is a financial technology company which has developed a state-of-the-art financial payment solution and platform, providing one of the most robust and secure payment methods on the market. Through the City Wega app, TRUXTUN Capital offers a FIDO-certified Mastercard with patented Acoustic Technology, and advanced security features which include biometric verifications making it virtually impossible for anyone to access your account other than you.