



8 May 2019

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

HP Omen appoints Gfinity as production partner for The Esports Report Season 2

Gfinity plc (AIM: GFIN), a world-leading esports solutions provider, is pleased to announce that it has been selected by HP's gaming brand 'HP Omen' as the production partner for esports show The Esports Report – Season 2. This series will comprise six episodes, covering the latest news from across the world of esports and gaming, broadcast live from the Gfinity Arena.

The contract runs until the end of November 2019 and Gfinity will be responsible for the content production, sourcing of talent including guests and presenters, securing games and gaming footage, scripting the shows and co-ordinating the filming from the Gfinity Arena in London.

Each episode will be distributed directly via nominated HP Omen channels including Twitch, Twitter and Facebook. The episodes will also be distributed through Game Sport, a premium digital magazine for esports.

Garry Cook, Executive Chairman, Gfinity plc, said:

"Gfinity is increasingly being chosen by leading global brands to design develop and deliver their esports solutions. The gaming world continues to evolve and grow at pace and Gfinity sits at the epicentre. Creating entertaining content formats helping companies to unlock value in the esports sector is a fast-growing segment of our business. We are delighted to have the opportunity to work alongside HP Omen again, having partnered together on the Gfinity owned Elite Series, and look forward to working with them to deliver this exciting project".

-ENDS-

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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 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