

*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<sup>nd</sup> July 2019

**Gfinity plc**

(“Gfinity” or “The Company”)

**Gfinity selected by Amazon to deliver The Twitch Prime Crown Cup**

Gfinity plc (AIM: GFIN), a world-leading esports solutions provider, announces it is providing services to Amazon in connection with designing, developing, and delivering The Twitch Prime Crown Cup, a global celebrity gaming exhibition on 13 July 2019, created to celebrate Amazon Prime Day.

Under the terms of the agreement, Gfinity will be responsible for the end-to-end delivery of the event, from the production and broadcasting, to the event management, to the graphic design and the provision of the Gfinity Arena in London, the UK’s first and only dedicated esports facility.

The tournament will feature sixteen world-class celebrities from across the world of sport and entertainment. The celebrities will compete against each other to win The Twitch Prime Crown Cup.

**-ENDS-**

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**About Gfinity**

Gfinity (LON: GFIN) is a leading international esports business. Created by gamers for the world's 2.2bn gamers, Gfinity has a unique understanding of this fast-growing global community. It uses this expertise to provide both advisory services and to design, develop and deliver unparalleled experiences and winning strategies for game publishers, sports rights holders, commercial partners and media companies.

Gfinity connects its partners with the esports community in authentic and innovative ways. This consists of on and off-line competitions and industry leading content production. Partnerships include EA SPORTS, Premier League, F1 Esports Series, Activision Blizzard and the Forza Racing Championship.

Gfinity connects directly with competitive gaming consumers through its owned competition platform, the “Gfinity Elite Series”. The Series enables esport teams and professionals to compete across a

number of different game titles, using innovative formats. The series is broadcast through linear and digital channels and enjoyed by tens of millions of esports fans around the world.

All Gfinity services are underpinned by the company's proprietary technology platform delivering a level playing field for all competitors and supporting scalable multi-format leagues, ladders and knock out competitions.