



GFINITY

AUSTRALIA

Dominic Remond
CEO



Alibaba Cloud



WHAT IS ESPORTS?

A DEFINITION

Multi player video games played competitively for spectators, typically by professional gamers in an organised format



THE AUSTRALIAN MARKET

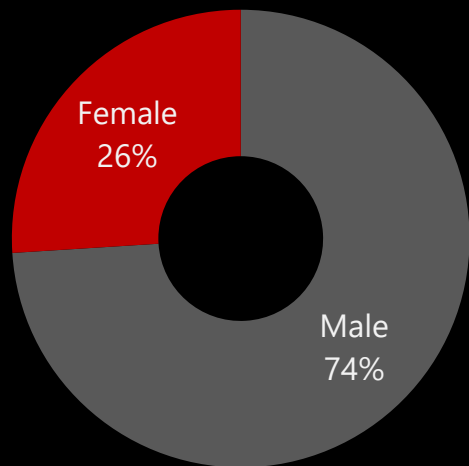
AUSTRALIAN SPORTS FANATICS



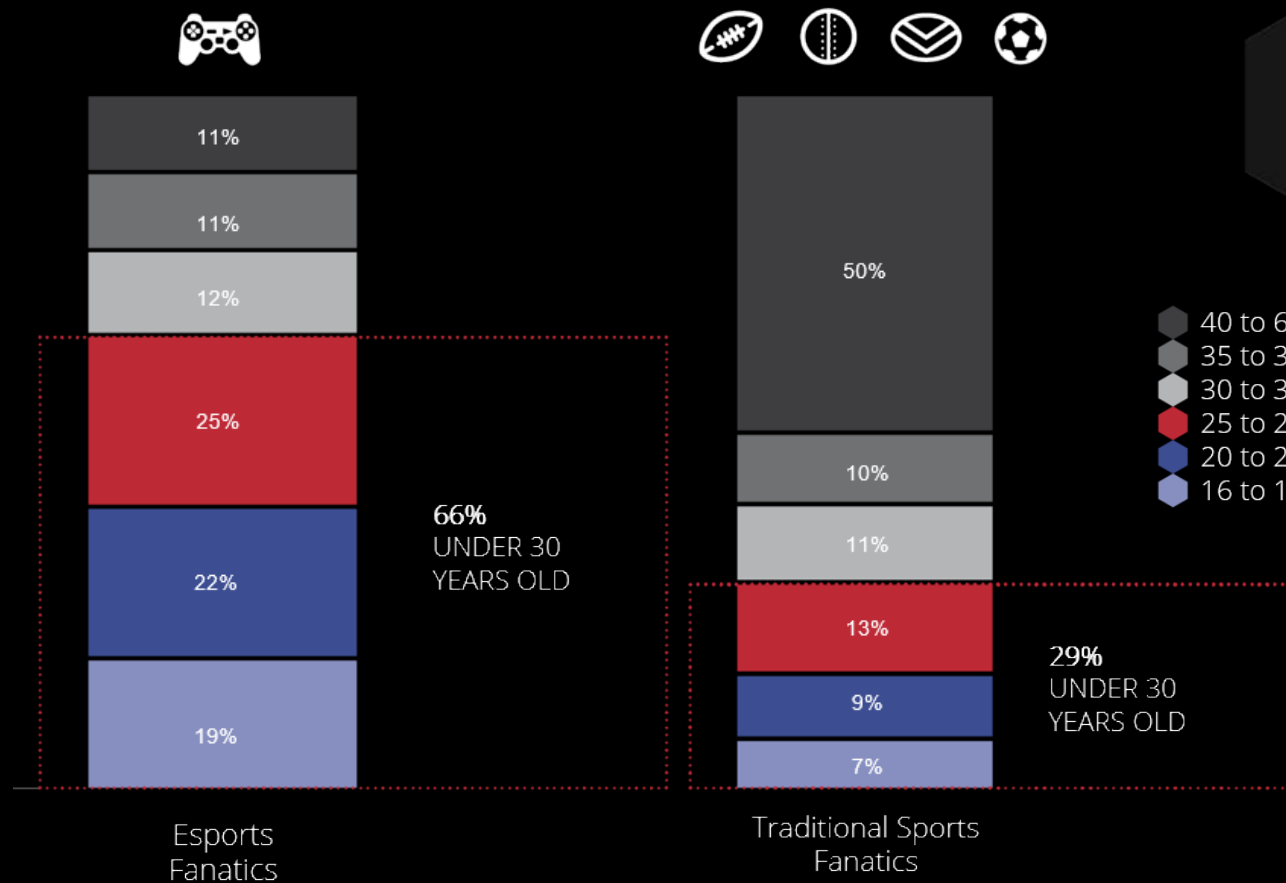
Esports has more fanatics than many leading sports)

THE AUSTRALIAN MARKET

AUSTRALIAN ESPORTS AUDIENCE PROFILE



Esports Fanatics





INTRODUCING GFINITY ESPORTS AUSTRALIA



GFINITY ESPORTS AUSTRALIA

A PARTNERSHIP OF THREE UNIQUE ORGANISATIONS



Media and entertainment business listed on the ASX, with a portfolio of leading, metropolitan media assets across radio, outdoor and digital.



IKON is a full service media, entertainment and sports agency that works with partners to create unmatched experiences in sports, music and media.



Formed in the UK in 2013, Gfinity is a global facilitator and producer of esports events & tournaments for some of the largest game publishers, sporting codes and brands.

GFINITY ELITE SERIES

SIX PROFESSIONAL CLUBS



SYDNEY
CHIEFS



MELBOURNE
AVANT GAMING



BRISBANE
DECEPTORS



ORDER
MELBOURNE





GFINITY ELITE SERIES

THREE GAME TITLES



GFINITY ELITE SERIES

COMPETITION FRAMEWORK

An opportunity for Australia's best professional Esports teams to compete on the global stage

6 professional franchise teams compete across 3 leading game titles over two 6 week competition seasons – broadcast live from the Gfinity Arena

Top 60 from Gfinity Challenger Series earn a place in the Elite Draft. Each professional team must take at least 2 players from the draft.

The online battleground for amateur players. Daily online leagues, ladders and cups across multiple titles with the chance to win cash prizes





GFINITY ELITE SERIES

SEASON ONE HIGHLIGHTS



6 clubs
3 games
21 events
7 weeks

77 hours
of live
broadcast
content

2.5M
Unique
Viewers
on Twitch

1.7M
Australians
reached

14 Million
Minutes
watched on
Twitch

1.15 Million
Social video
views

70,000+
Twitch chat
posts

2.96%
Engagement
on socials

Gfinity Esports Australia

Vision Statement

Australia's Most Trusted Provider of
Integrated Esports and Entertainment
Based Video Gaming Solutions



COMMERCIAL PARTNERSHIPS

TOP LINE OPPORTUNITIES





Thank you and questions ?