



# GFINITY

AUSTRALIA

Dominic Remond  
CEO



Alibaba Cloud

**APP**  
Securities

# WHAT IS ESPORTS?

## A DEFINITION

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



# THE AUSTRALIAN MARKET

## AUSTRALIAN SPORTS FANATICS



**1.5 M**



**1.5 M**



**1.8 M**



**1.8 M**

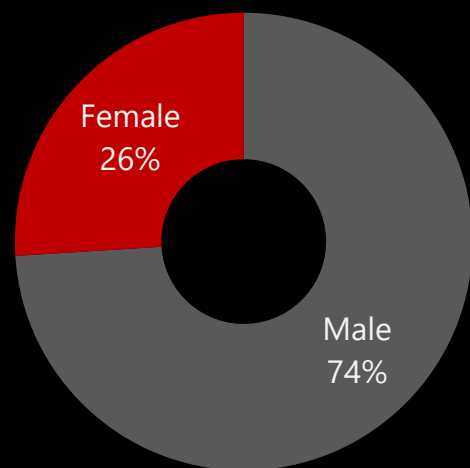


**4.3 M**

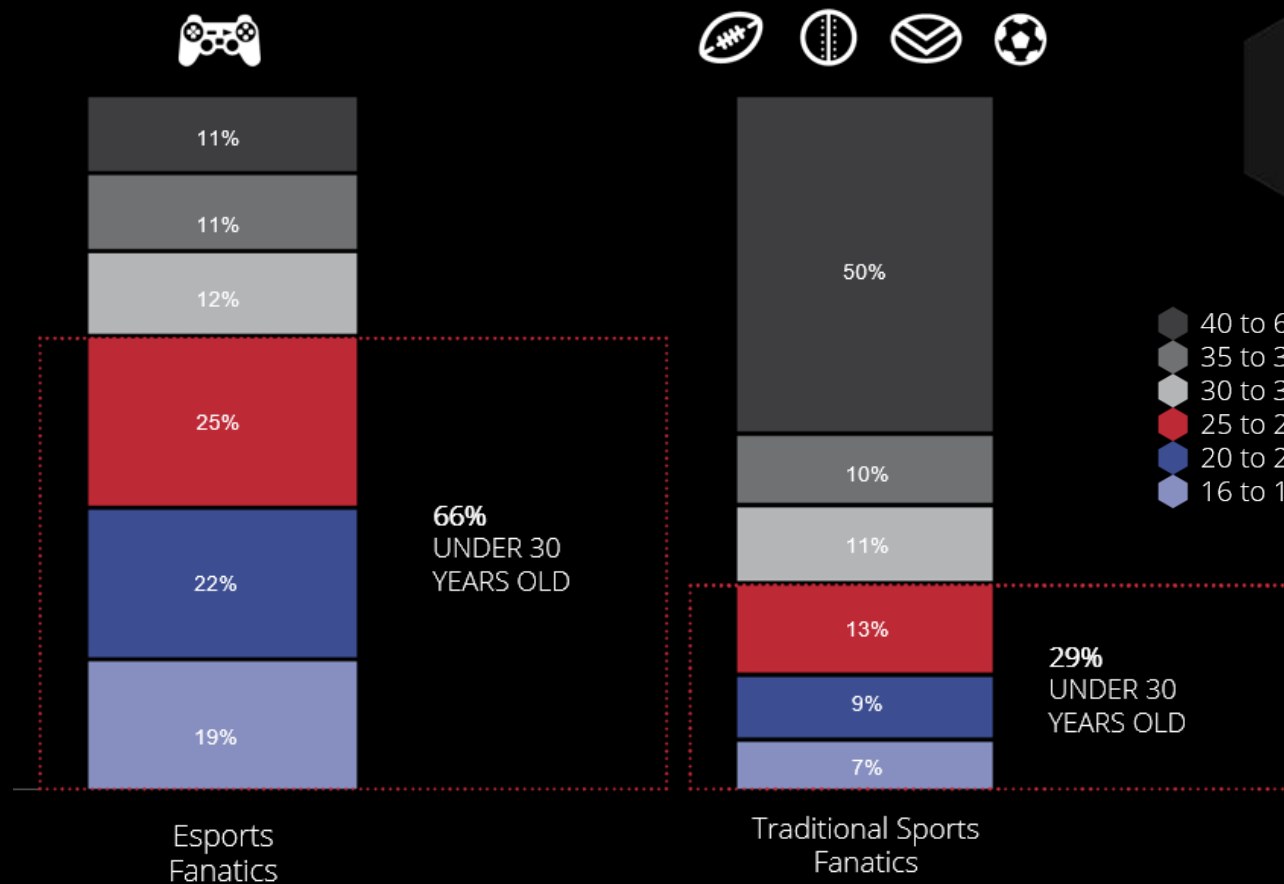
Esports has more fanatics than many leading sports)

# THE AUSTRALIAN MARKET

## AUSTRALIAN ESPORTS AUDIENCE PROFILE



Esports Fanatics







# INTRODUCING GFINITY ESPORTS AUSTRALIA

# GFINITY ESPORTS AUSTRALIA

## A PARTNERSHIP OF THREE UNIQUE ORGANISATIONS

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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

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GFINITY  
**ELITE SERIES**  
PRESENTED BY  
ALIENWARE





# 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

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



**GFINITY**  
AUSTRALIA

# COMMERCIAL PARTNERSHIPS

## TOP LINE OPPORTUNITIES

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**Gfinity  
Elite Series**

**Venue  
Hire**

**Online  
Tournaments**

**Branded  
Leagues**

**Publisher  
Tournaments**

**Sporting Industry  
Body  
Tournaments**



Thank you and questions ?