

2 May 2023

**Blue Star Capital plc**

("Blue Star" or the "Company")

**Dynasty launches JV Partnership with Lets Play Live, Australia's largest esports tournament organiser**

Blue Star Capital plc (AIM: BLU), the investing company with a focus on esports, payments, technology and its applications within media and gaming, notes the recent press article in the Australian Financial Review regarding Dynasty Gaming & Media Pte. Ltd's ("Dynasty") recent launch of a 50/50 JV partnership with Lets Play Live ("LPL").

LPL is Australia's largest esports tournament organiser and one of the world's largest gaming related content creators. Esports has shown continued growth in Australia with video game revenue set to reach approximately A\$6.5 billion in 2023 and forecast to exceed A\$9 billion by 2027, according to data from Statista. Average revenue per user is also high in Australia with average revenue per user around A\$730, compared with a global average of approximately A\$211.

The new LPL platform launched in April and with more than 400,000 registered users, is Australia's largest esports and gaming platform. The number of users is expected to increase significantly during 2023 in line with the growing number of brands and partnerships signing with the new JV.

Blue Star holds a 13 per cent. stake in Dynasty.

Tony Fabrizi, Executive Chairman of Blue Star Capital said that: "The JV partnership with LPL is expected to be a significant step with Dynasty transitioning from service provider to media owner. We expect this change in focus will be repeated in future contracts. Dynasty's development of its highly sought after esports and gaming platform puts it in an excellent position to partner with existing media owners to exploit this growing market."

For more information please contact:

**Blue Star Capital plc** **+44 (0) 777 178 2434**  
Tony Fabrizi, Executive Chairman

Cairn Financial Advisers LLP, (Nomad) **+44 20 7213 0880**  
Jo Turner / Liam Murray

**About Blue Star**

Blue Star is an investing company with a focus on new technologies. Blue Star's investments include SatoshiPay Limited, an incubator and service provider to de-fi businesses using blockchain technology; 4 early-stage to mid-level esports companies, including Guild eSports plc, a global esports business headquartered in London and Dynasty Gaming & Media Pte. Ltd., whose B2B white label platform is a full-stack gaming ecosystem; and Sthaler Limited, an identity and payments technology business which enables a consumer to identify themselves and pay using just their finger.

**About Dynasty**

Dynasty's proprietary custom built platforms feature a tournament engine for immersive gameplay, a community building interactive social wall, an extensive content library and live broadcasting functionality and a platform wallet that instantly converts fiat currency into a virtual platform currency allowing users to seamlessly participate in prize pools, wagering and rewards. Dynasty has existing platforms live in Southeast Asia, North America, India and Australia.

**Forward looking statement disclaimer**

Certain statements made in this announcement are forward-looking statements. These forward-looking statements are not historical facts but rather are based on the Company's current expectations, estimates, and projections about its industry; its beliefs; and assumptions. Words such as 'anticipates,' 'expects,' 'intends,' 'plans,' 'believes,' 'seeks,' 'estimates,' and similar expressions are intended to identify forward-looking statements. These statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties, and other factors, some of which are beyond the Company's control, are difficult to predict, and could cause actual results to differ materially from those expressed or forecasted in the forward-looking statements. The Company cautions shareholders and prospective shareholder holders not to place undue reliance on these forward-looking statements, which reflect the view of the Company only as of the date of this announcement. The forward-looking statements made in this announcement relate only to events as of the date on which the statements are made. The Company will not undertake any obligation to release publicly any revisions or updates to these forward-looking statements to reflect events, circumstances, or unanticipated events occurring after the date of this announcement except as required by law or by any appropriate regulatory authority.

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this

communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

MSCLFLLBXELBBBD