

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014, as retained as part of the law of England and Wales. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

Press release

23 June 2023

Guild Esports PLC

("Guild Esports", "Guild", or "the Company")

Partnership deal signed with Secretlab

Guild Esports PLC (LSE: GILD; OTCQB: GULDF), a global teams organisation and lifestyle brand, is pleased to announce that it has signed a one-year partnership deal with Secretlab, under which the global chair specialist company becomes the Official Gaming Chair Partner of the Sky Guild Gaming Centre.

The terms of the deal are subject to commercial confidentiality. Secretlab will provide the Sky Guild Gaming Centre with its top-of-the-range gaming chairs for use by Guild's professional players as they compete in the world's most competitive esports competitions.

Previously, Guild was partnered with Razer under a two-year cash and value-in-kind sponsorship deal, which ran for 15 months and was terminated early with no material effect on Guild's revenues.

Headquartered in Singapore, Secretlab is a global chair specialist that was co-founded in 2014 by former esports professionals Ian Ang and Alaric Choo. Today, Secretlab operates in more than 50 countries and has over two million users worldwide.

Jasmine Skee, CEO of Guild Esports, commented: "We are excited about our partnership with Secretlab. The Sky Guild Gaming Centre is rapidly becoming a hub for high-level esports performance. Our professional teams and players are among the best and Secretlab's ergonomic chairs will ensure our athletes will have the best equipment to achieve peak performance."

For further information please contact:

Guild Esports	
Jasmine Skee Chief Executive Neil Thapar Investor Relations	via Tancredi +44 207 887 7633 +44 7876 455 323
Tennyson Securities	
Corporate Broker Peter Krens	+44 207 186 9030
Tancredi Intelligent Communication Media Relations	
Helen Humphrey Charlie Hobbs Jasmine Gadhavi guild@tancredigroup.com	+44 7449 226 720 +44 7897 557 112 +44 7931 435 236

About Guild Esports:

Guild Esports PLC is a global fan-focused team organisation and lifestyle brand that fields professional players in gaming competitions under the Guild banner. Our in-house training academy aims to attract and nurture the best esports talent, and our goal is to provide the ultimate entertainment experience alongside a distinctive lifestyle brand authentic to the esports community worldwide. Guild is led by an experienced management team of entertainment sector and esports veterans and co-owned by David Beckham. The Company is headquartered in the UK and its shares are listed on the Main Market of the London Stock Exchange (ticker: GILD) and on the OTCQB Venture Market in the United States (ticker: GULDF). Please visit www.guildesports.com for more information.

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