

Press Release

7 December 2023

Guild Esports PLC

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

Guild Studios generates over \$1.1 million in revenue since launch

Guild Studios secures content creation mandate from Sky Broadband

Guild Esports PLC (LSE: GILD; OTCQB: GULDF), a global gaming-focused media business, is pleased to announce that Guild Studios, the Company's production and creative division, has generated over \$1.1m in revenue since its creation in Q1 2023.

Since its creation, Guild Studios has delivered campaigns and activations for high profile brands including Samsung UK, Coca-Cola, Sky Broadband, Subway and blood cancer charity Anthony Nolan. Guild Studios has organised activations and events including assisting in the launch of the new Samsung Galaxy S23, launching the first ever mixed-gender VALORANT tournament and launching an all-female Rocket League tournament.

The \$1.1 million revenue milestone was achieved after Guild Studios was named the Official Activation Partner of Sky Broadband for its 2024 Gaming Plan. Sky Broadband has granted Guild Studios an exclusive mandate to deliver a suite of activation services in the first half of 2024. These include production and design work, creative work and project management.

Guild Studios' new mandate from Sky Broadband will complement and build on Sky's position as Official Premier Partner of Guild Esports. Guild Studios will take a tournament-led strategy to content creation, delivering high-quality esports and gaming events, with the express purpose of elevating the visibility and recognition of women gamers, an under-represented group in professional gaming.

The success of Guild Studios has been additionally responsible for a significant increase in Guild's social media engagement in 2023. All content distributed on Guild's social media channels is created in-house by Guild Studios. Guild's number of followers across its owned and operated channels has increased by 1.7 million in H2 2023 and remains on an upward trajectory.

Jasmine Skee, CEO of Guild Esports, commented: "Guild Studios is a success story for Guild Esports. Since its creation this year it has already brought in close to a million pounds in revenue and provides us with an opportunity to drive revenue alongside sponsorship. Guild Studios is hugely exciting for us as a brand - we partner with companies on targeted campaigns that clearly demonstrate Guild's ability to connect and understand the notoriously hard-to-reach Gen Z and Gen Alpha demographics. Guild Studios has produced some incredible work so far, and this is a promising growth area.

"Since first signing Sky as our Official Premier Partner in September 2022, our relationship has continued to flourish. Brought together by our shared commitment to women in gaming and esports excellence, we're delighted to be working more closely with Sky in 2024 and beyond."

For further information please contact:

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

About Guild Esports:

Guild Esports PLC is a global gaming-focused media business 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.

About Sky UK:

Sky is one of Europe's leading media and entertainment companies and is part of Comcast Corporation, a global media and technology company that connects people to moments and experiences that matter. At Sky we Believe in Better. It's in our DNA.

We're famous for innovation. We offer streaming services NOW and WOW; the world's smartest TV, Sky Glass; and the best aggregation platform, Sky Q. We provide connectivity you can count on in mobile, and fast, secure, reliable residential and business broadband.

We're Europe's premium content producer. We create award-winning original content, produce the biggest live sporting events, and we provide free access to news and the arts.

We believe that we can have a positive impact on society, by supporting and creating tens of thousands of jobs, addressing digital inequality, being a diverse and inclusive employer, and becoming net zero carbon by 2030.

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 rs@seg.com or visit www.rs.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

MSCUNONROUUURAA