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Press Release

8 January 2024

Guild Esports PLC

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

Appointment of new Chief Financial Officer

Guild Esports PLC (LSE: GILD; OTCQB: GULDF), a global gaming-focused media business, is pleased to announce that Paul Kingsley has been appointed Chief Financial Officer and Company Secretary with immediate effect.

Mr Kingsley is a seasoned CFO with over 25 years' experience working across the media, technology, retail, and sports sectors. Over the last four years he gained highly relevant experience as the CFO of UNiDAYS, the world's largest student affinity network, which supports over 29 million Gen-Z members across 115 markets with learning and retail experiences. Mr. Kingsley played a key leadership role as UNiDAYS navigated through a growth stage, implemented new systems, and developed core capabilities to enhance the efficiency of the business and deliver financial performance.

Mr Kingsley brings valuable experience from his prior roles as CFO at Edge.network, a firm providing a decentralised version of the Cloud using Blockchain technology and Finance Director at Found Associates, an award-winning and international portfolio of luxury residences, workplaces and innovative retail environments in London and New York. Over his career, Mr Kingsley has worked at FMCG brands Coca-Cola, Schweppes, and Diageo PLC and is currently on the Advisory Board of the British Beauty Council. Mr Kingsley is an Associate of the Chartered Institute of Management Accountants (CIMA).

Mr Kingsley replaces Clare Jarvis. The Board would like to thank Ms Jarvis for her valuable contribution to the Company's development and supporting Guild's ongoing focus on financial prudence.

Jasmine Skee, CEO of Guild Esports, commented: "On behalf of the Board, I am delighted to welcome Paul to Guild. Paul brings extensive knowledge of the media, technology and sport sectors garnered over his lengthy career. Paul's 25 years of strategic financial and C-Suite experience position him as a key asset in enhancing the Guild brand and future growth. His keen understanding of the Gen-Z demographic from his recent role at UNiDAYS is highly relevant to Guild as an esports-and-gaming-focused media business, making him a valuable addition to our senior leadership team."

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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.

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