

**Press Release**

15 January 2024

**Guild Esports PLC**

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

**Guild Strengthens Partnership Sales Team**

Guild Esports PLC (LSE: GILD; OTCQB: GULDF), a global gaming-focused media business, is pleased to announce the appointment of Glynn Jones as Director of Agency Partnerships for Guild Studios, the Company's in-house production and creative division, with effect from 29 January 2024.

Mr Jones is a seasoned media professional with over 13 years of experience working both agency and client-side across the digital industry. Most recently, Mr Jones served as Agency Partnerships Lead for the UK at Snap, Inc. ("Snap"), the social media company which developed and operates social media platform Snapchat. At Snap, he managed commercial partnerships with major agency holding companies and identified new revenue opportunities by onboarding new brands as well as scaling existing advertisers. Snapchat is used by 90% of 13-24-year-olds in the UK, providing him with valuable exposure to Guild's Gen Z target audience (*source: Snap, Inc., 2023*).

Mr Jones has additional advertising and client management experience from his previous roles as Social Advertising Director at communications agency Manning Gottlieb OMD and as Social Media Manager at media network group Starcom, where he led award-winning digital campaigns for clients including PlayStation, Sony Music, Starbucks, Samsung International and P&G.

**Jasmine Skee, CEO of Guild Esports, said:** "I'd like to extend a warm welcome to Glynn as he joins the Guild family. Glynn joins us at a time of great momentum for Guild Studios, as we look to build on the success of reaching our \$1.1 million revenue milestone last year. His experience in digital marketing and media sales garnered over his 13-year career across advertising, marketing and social media will make him a great asset to Guild Studios as we identify new ways to engage Gen Z authentically."

For further information please contact:

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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](http://www.guildesports.com) for more information.

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