

Press Release

13 May 2024

Guild Esports PLC

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

Guild signs ESL R1 Professional Team Ahead of Esports World Cup

Guild Esports PLC (LSE: GILD; OTCQB: GULDF), a global gaming-focused media business, is pleased to announce that it has signed four professional sim racing drivers to represent the Company in ESL R1, a sim racing championship.

James Baldwin, Bono Huis, Marko Pejic and Matt Emery have signed four-month contracts with Guild and will represent the Company at the upcoming Esports World Cup ("EWC").

James and Bono have been signed on loan from Mercedes-AMG Petronas Esports Team ("Mercedes Esports"), the esports arm of one of the most successful teams in Formula One history. Marko and Matt have been signed on loan from Veloce Esports, a highly regarded esports and sim racing team. The four drivers have a significant and growing online audience, with a combined social media reach of over 220,000.

James Baldwin is a British sim racing professional who last year raced for Mercedes Esports in the inaugural season of ESL R1. He has had a glittering sim racing career, winning races in high-profile events including the Le Mans Virtual Series and the eRace of Champions. He was named the 'World's Fastest Gamer' in 2019 after winning the eponymous championship. James has also raced for both Alfa Romeo F1 Esports and McLaren Shadow in Formula One Esports.

Bono Huis, from the Netherlands, is a five-time Formula Sim Racing champion and the winner of the Formula E Visa Vegas eRace. In 2023 he competed for Mercedes Esports in ESL R1 alongside James Baldwin and achieved victories in the Le Mans Virtual Series and V10-R League. Bono has also raced in traditional motorsports, recently testing for the Dragon Racing Formula E team.

Marko Pejic, from Germany, is a seasoned top-tier sim racer. His achievements include finishing as a finalist in Lamborghini's The Real Race 2020, which attracted more than 2,500 drivers from 109 countries, as well as winning races in the highly competitive DTM Esports Championship and ADAC GT Masters Esports Series. Marko has also raced for Mercedes F1 Esports, where in 2021 he was integral to the team's victory in the Constructors' Championship of the 2021 rFactor 2 Formula Pro Championship.

Matt Emery, from Great Britain, has established himself as one of the top drivers on iRacing, a competitive online simulator frequented by Formula One champion Max Verstappen. His notable victories include the IWC iRacing Esports Fastest Lap Challenge Championship in 2022 and he secured a third-place finish in the Porsche Esports Carrera Cup in 2023.

Jasmine Skee, CEO of Guild Esports, commented: "We are delighted to welcome James, Bono, Marko and Matt to the Guild Family. Their exceptional talent and proven track record in competitive racing make them a perfect fit for Guild as we continue our preparation for the upcoming Esports World Cup. Together, we look forward to pushing boundaries, inspiring fans, and achieving greatness on and off the virtual track."

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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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