

Press release

1 August 2024

Guild Esports PLC

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

Guild signs partnership deal with Inspecs Ltd.

Guild Esports (LSE: GILD), a global gaming-focused media business, is pleased to announce it has entered into a partnership agreement with Inspecs Ltd. ("Inspec"), a renowned designer and manufacturer of eyewear, which names REGEN™ ("REGEN"), an Inspecs brand, the Official Eyewear Partner of Guild Esports.

The terms of the deal are subject to commercial confidentiality and the total contract value is payable in cash. Under the terms of the agreement, Guild will feature REGEN products in various promotional activities including social media content and behind-the-scenes videos. Guild's professional Apex Legends players will be the first roster to wear REGEN-branded jerseys when they compete at Esports World Cup (EWC), starting later today.

Guild's professional players will test and have the option to wear REGEN's glasses during training sessions and professional competitions. REGEN's glasses will additionally be made available for players using the Guild Simulator Facility at the Sky Guild Gaming Centre.

REGEN glasses have been specifically designed for gaming, with a key focus on health, comfort, and elevating the overall gaming experience. The glasses feature blue-light-blocking lenses intended to allow gamers - both professional and casual - to play for longer by reducing the strain on their eyes. The initial feedback from Guild's professional players of REGEN's products has been highly positive.

Jasmine Skee, CEO of Guild Esports, commented: "Guild's players need the best equipment if they are to compete at the highest levels of esports. Professional gamers spend hours each day training, which can place strain on their eyes. By partnering with REGEN, not only are we bringing money in the door, but its glasses will also allow our players to compete at their best for longer. We'll be cheering on our Apex Legends team at the EWC, with REGEN proudly on their jerseys."

Steve Tulba, Managing Director of Inspecs Ltd, said: "This partnership with Guild Esports marks an exciting chapter for REGEN. Our eyewear is designed to meet the unique needs of gamers, and we are confident that Guild's players and fans will experience the benefits firsthand. We are committed to supporting the esports community and helping players achieve their best performance."

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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). Please visit www.guildesports.com for more information.

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