

The information contained within this announcement is deemed by the Company to constitute inside information stipulated under the Market Abuse Regulation (EU) No. 596/2014, as retained as part of the law of England and Wales. Upon the publication of this announcement via the Regulatory Information Service, this inside information is now considered to be in the public domain.

**Press release**

5 August 2024

**Guild Esports PLC**

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

**Proposed asset acquisition by DCB Sports**

The Directors of Guild Esports, (LSE: GILD), a global gaming-focused media business, inform shareholders that the Company has signed a letter of intent ("LOI") with DCB Sports LLC ("DCB Sports"), pursuant to which DCB Sports will acquire 100% of the assets of Guild Esports as well as assuming all disclosed liabilities of the Company (the "Transaction"). There is no guarantee that the Transaction will complete, and Guild remains in discussions with other parties.

Should the Transaction complete, DCB Sports will assume and run the Guild brand, backstop future working capital requirements for the private business, provide ongoing capital sufficient to allow it to operate on a stable financial platform and further develop its existing partnerships with studios and creatives both domestically and abroad.

The Transaction remains subject to, amongst other things, entering into a definitive legal agreement and the completion of a comprehensive due diligence.

DCB Sports is a California-based investment management company specialising in emerging sports teams and novel leagues led by Managing Partner Gary LaDrido. The purchase of the Guild's assets represents DCB Sports' first investment in esports.

Previously, DCB Sports led a consortium of investors in the purchase of a Los Angeles-based team in Big3, a 3-vs-3 basketball league founded by hip-hop artist 'Ice Cube'. DCB Sports is also invested in The Bay Golf Club, the San Francisco based Team of the TGL, an upcoming indoor golf league, alongside 4-time NBA Champions and NBA legends Steph Curry and Klay Thompson; Venezia FC, an association football team in Serie A; the National Thoroughbred League, a horse racing league; and most recently participated in the Series A of TMRW Sports, a new tech-focused venture bringing innovation to sports, media and entertainment, co-founded by Tiger Woods and Rory McIlroy.

**Jasmine Skee, CEO of Guild Esports, commented:** "The Board is looking to secure the long-term future of Guild Esports, both the PLC and the iconic Guild brand. Our deal with DCB Sports is an important step in that direction, as DCB Sports will allow Guild's management to deliver on its strategic aims of building a world-class gaming-led media brand. Further announcements will be made in due course."

**Gary LaDrido, Managing Partner of DCB Sports, commented:** "Esports is the perfect combination of sports, gaming and entertainment. We've long followed esports and with Guild we have found the perfect opportunity for us to enter the sector for the first time. We look forward to working with Guild's impressive list of clients as well as building new relationships around the world. We are excited about partnering with Jasmine and management to deliver on its strategy of growing Guild into a leading international media brand."

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

**DCB Sports:**

DCB Sports, LLC is a global holding company dedicated to sports ownership. We invest in early and growth stage sport teams, leagues and sports-adjacent companies with strong leadership, clear vision, game changing product differentiation and identifiable competitive advantage. We believe sports, media, entertainment, music, film and fashion are all converging, creating new opportunities for collaboration and experiential innovation for the consumer. The Company is headquartered in La Jolla, California in the USA. Please visit [www.dcbportsllc.com](http://www.dcbportsllc.com) for more information.

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