

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.

29 January 2025

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

Change of Name and Accounting Reference Date

The Company (LSE: GILD) is pleased to announce that, further to the announcement made on 16 October 2024, the Company has now formally changed its name from Guild Esports Plc to Cassell Capital Plc at Companies House and a Certificate of Incorporation on the change of name has been issued.

The change of name and the change of Tradable Instrument Display Mnemonic ("TIDM") from GILD to CASS will take effect on the Main Market of the London Stock Exchange from 8.00 a.m. on 31 January 2025.

The Company's website has also changed to: <https://cassellplc.com>.

Additionally, the directors have resolved to change its Accounting Reference Date from 30 September to 31 January with immediate effect.

Accordingly, the Company's updated financial calendar will now be as follows:

- Audited accounts for 1 October 2023 to 31 January 2025 are scheduled to be published by 31 May 2025.
- Unaudited Interim Accounts for 1 February to 31 July 2025 will be published by 31 October 2025.

Thereafter, Interim and Annual Accounts will be published each year for the three months to 31 October and four months to 31 May in accordance with the Disclosure and Transparency Rules.

The Directors of the Company take responsibility for this announcement.

For further information, please contact:

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