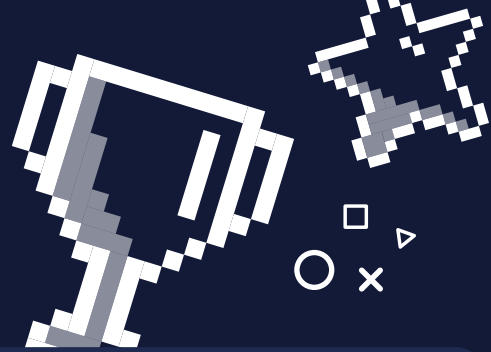


ESPORTS:

great opportunities for brands



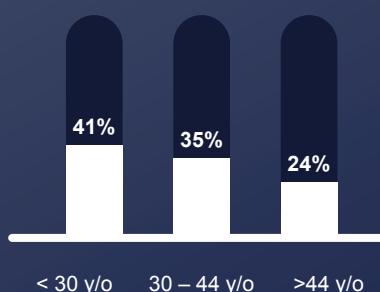
The esports industry is developing rapidly. Our definition of esports is a multi-player videogame played competitively by professional players for spectators. Sponsorships are still a very new element in the esports industry, but we see interesting possibilities for brands to use esports to strengthen their brand among an interesting and growing group of consumers. Esports are a great way to connect with younger generations who are more difficult to reach through traditional channels and content (like live sports on TV). This makes esports a unique opportunity for sponsors in traditional sports as well.

GLOBAL INTEREST IN ESPORTS

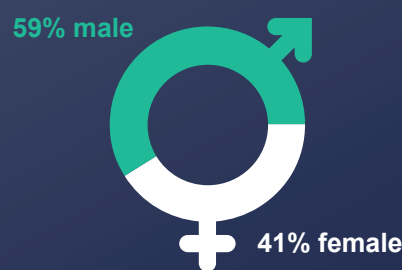


13% of the general public is very interested in esports.

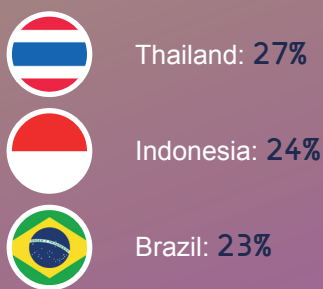
MOST ESPORTS FANS ARE UNDER 30 YEARS OLD



ESPORTS FANS ARE MOSTLY MALE



COUNTRIES WITH THE HIGHEST PERCENTAGE OF ESPORTS FANS:



CONTINENT WITH THE HIGHEST SHARE OF ESPORTS FANS:



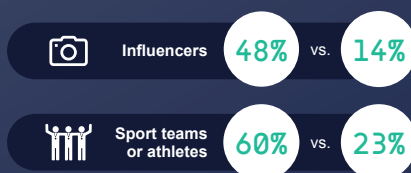
10%

Only 10% of the people younger than 30 years claim that they have never heard of esports

ESPORTS FANS ARE ALSO MORE INTERESTED THAN GENERAL PUBLIC IN:



ESPORTS FANS ARE MORE INTERESTED THAN AVERAGE IN CONTENT FROM...



HALF OF THE ESPORTS FANS ARE INTERESTED IN CONTENT FROM BRANDS/SPONSORS. THIS IS ALMOST THREE TIMES MORE THAN GENERAL PUBLIC.

ESPORTS FANS ARE ALSO MORE RECEPTIVE TO SPORTS SPONSORING IN GENERAL. THEY ARE MORE AWARE OF SPORTS SPONSORSHIPS THAN AVERAGE.

Based on the results of an online survey conducted in December 2019 among n=16.975 respondents in 22 markets (general population). Scope: Netherlands, France, Germany, Spain, UK, Italy, Poland, Russia, USA, Mexico, Brazil, Chile, China, Japan, Indonesia, Thailand, Vietnam, Middle East, South Africa, Nigeria, Argentina, Colombia.