



Guild Esports appoints MediaCom S&E to support global partnerships strategy

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Guild Esports (Guild), the global esports business headquartered in London, today announces the appointment of MediaCom Sport & Entertainment (MediaCom S&E) as the company's first consultancy delivering Guild's commercial partnerships strategy.

Guild's appointment of the esports division of MediaCom, one of the world's leading media agencies, will support the Company across all aspects of its commercial proposition, development, and global go-to-market strategy for its commercial partners.

Guild Esports, which is co-owned by David Beckham, is bridging the gap between sports and esports with an academy-powered model and a brand that celebrates and harnesses

the diverse and tribal loyalty of esports enthusiasts on a global scale. The Company's ambition is to build a culture of excellence around both its brand and digital presence and to develop a lifestyle cross-over brand suited to the fast-growing esports market. Globally esports is currently valued at US\$1.1bn and is projected to grow by 42% to US\$1.56bn by 2023.

Guild welcomes MediaCom S&E as an accomplished agency with a proven track record and a wealth of partnerships and esports expertise that will enhance and strengthen the appeal of Guild's expanding business. Guild's appointment of MediaCom S&E dovetails with the agency's recent expansion of its gaming business following recent work with Tencent, one of the world's largest investors into esports broadcasting and publishing, alongside Cartier, Piaget and Richemont.

Carleton Curtis, executive chairman at Guild, commented: "We are excited to be working with MediaCom to spearhead Guild's partnerships strategy. Their wealth of experience within the tech sector and their understanding of our core channels makes them a perfect fit in supporting the growth and establishment of Guild as one of the leading players within esports."

Michelle Tierney, Director of Commercial Partnerships at Guild, said: "We are at a pivotal moment with Guild poised for accelerated growth. This is an exciting time to welcome MediaCom S&E who can build on the momentum of our launch, foster partnerships and bring Guild to new audiences across the globe."

Misha Sher, global VP of MediaCom S&E, said: "We are delighted to be partnering with Guild at the beginning of their exciting journey. The popularity and appeal of esports as a cultural phenomenon continues to grow and Guild are perfectly positioned to capitalize on the momentum. Operating at the intersection of media, technology and culture, we know what's required to attract commercial partners in a new, digitally-led world. We thank Guild for their trust and look forward to helping them build one of the industry's leading organisations."

Guild's inaugural teams for EA FIFA Esports and Rocket League debuted earlier this year

and the Company will continue to scale into various esports disciplines over the course of the 2020/21 season. Guild's professional athletes can also expect to compete in the popular title Fortnite.