

V10 R-League Season 3 live finals to be held in Abu Dhabi

Mercedes joins V10 R-League team roster

Gfinity plc (AIM: GFIN), a world leading esports and gaming solutions provider, and Abu Dhabi Motorsport Management (ADMM) are pleased to announce this year's V10 R-League will culminate in a two day live final event at Yas Mall, Abu Dhabi. The event is being held in partnership with new commercial partners Miral Group and Etihad Airways, and with Abu Dhabi Gaming. The live finals will deliver a dramatic conclusion to Abu Dhabi Gaming Month.

Season 3 sees Mercedes, the current F1 Esports driver and constructor champions, join the V10 R League roster alongside Aston Martin, Red Bull, Ford (Team Fordzilla), Suzuki Jean Alesi, Team Redline, R8G Grosjean, BMW Motorsport, Williams Esports and the Abu Dhabi based Yas Heat Team.

Extensive coverage of every race will be aired on BT Sport's TV and free digital channels, which is in year two of its commercial deal for exclusive broadcast rights in the UK. It is estimated that BT Sport will broadcast 120 hours of racing of Season 3 on its TV channel. Fans around the world can follow via livestream on YouTube and Facebook and various team and driver Twitch channels.

The semi-finals, bronze medal match and final of the unique racing league will be played in the iconic Yas Mall on the 22nd and 23rd July 2022. The races are expected to generate a live audience of more than 2,000 gaming fans each day.

V10 R-League Season 3 began on 3rd June 2022. Teams and drivers will be competing over a five-week period to be one of the four teams to take part in the live finals. The teams are competing for a £100,000 prize pool.

The V10 R-League is the first championship in the Global Racing Series partnership between Gfinity and ADMM. The Global Racing Series is a long term, multi-championship initiative designed to create competitions that redefine racing through unique formats that are only possible in the virtual world.

Gfinity is a world leader in the design and delivery of virtual racing programmes. In addition to its five-year partnership with ADMM, signed on 4th June 2020, the Company recently announced a contract extension with Formula 1 to deliver the 2022 F1 Esports Pro Series. It has been working alongside Formula 1 since 2017. Gfinity also owns one of the world's most visited dedicated virtual motorsport websites www.racinggames.gg. Gfinity's proprietary technology, Race Control, is used and trusted by all the major teams taking part in F1 esports and V10 R-League for all adjudication matters. Gfinity Engage, the company's proprietary tournament and gamer engagement platform is also built for virtual racing.

John Clarke, CEO of Gfinity said,

"The V10 R-League is going from strength to strength. The competition format, combined with the fastest virtual car on the track, has captured the imagination of teams, drivers, and fans. The live finals in Abu Dhabi means every V10 R-League race and match have an added edge. It will be a battle of nerves and driving skills played out in front of a growing worldwide audience. With the support of Abu Dhabi gaming the momentum that the V10 R-League now has built will continue to grow. Let the racing begin with all roads leading to Abu Dhabi. This is another example of Gfinity's ability to innovate and broaden the audience for virtual racing".

Saif Al Noaimi, CEO of ADMM said,

"We are delighted to announce the first live finals event of the V10 R League will take place this summer at Yas Mall, with an impressive roster of motorsports teams set to compete in this year's final round in Abu Dhabi.

"We've seen tremendous success and growth of new driving talent in recent years coming through the V10 R League and out onto the tracks across the world including at Yas Marina Circuit. We look forward to seeing the next generation of racers competing this summer at the live finals."

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About Gfinity

Gfinity (AIM: GFIN) is a market-leading digital media publisher and technology company in the rapidly growing esports and competitive gaming sector. Created by gamers for the world's three billion gamers, Gfinity has a unique understanding of this fast-growing global community. It uses this expertise both to provide advisory services and to design, develop and deliver unparalleled experiences and winning strategies for game publishers, sports rights holders, commercial partners, and media companies.

Gfinity connects its partners with the esports community in authentic and innovative ways. This consists of on-and-off-line competitions and industry-leading content production. Relationships include Activision Blizzard, EA SPORTS, F1 Esports Series Red Bull, Abu Dhabi Motorsport Management and Coca Cola.

Gfinity connects directly with tens of millions of gamers each month through its digital media group, Gfinity Digital Media. Gfinity Digital Media includes websites such as: Gfinityesports, RealSport101, Epicstream, Stock Informer, StealthOptional, RacingGames.gg, MTGRocks.com and their respective social channels.

All Gfinity services are underpinned by the Company's proprietary technology platform, delivering a level playing field for all competitors and supporting scalable multi-format leagues, ladders, and knockout competitions.

About ADMM

Abu Dhabi Motorsports Management (ADMM), with its head office at Yas Marina Circuit, Yas Island, has created unique, world class experiences across Abu Dhabi since 2009.

ADMM have promoted and delivered globally significant events, the Formula 1 Etihad Airways Grand Prix, alongside over 400 events a year across motorsports, health and fitness, entertainment, and major corporate conferences. The company also delivers a significant programme of motorsport retail experiences for business and consumer audiences at Yas Marina Circuit across the year. This combined experience means that ADMM has a region-leading team with expertise in event marketing, communications, promotions, and project management.

Such talent firmly positions ADMM as a leader in sports management. The company is now seeking to diversify into activities and strategic ventures beyond Yas Marina Circuit to build towards a broader long-term vision aligned with its partners and stakeholders in Abu Dhabi.

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