

# Gfinity PLC

10:54 20 May 2020

## Gfinity levels up as it inks multi-year deal for F1 Esports series

Gfinity PLC (LON:GFIN) announced that it has signed an agreement with Formula 1 motorsports Grand Prix group F1 to deliver the main elements of the F1 Esports Series in 2020, 2021 and 2022.

The AIM-listed firm said it will deliver the Pro Draft Reveal show and the Pro series in 2020, the Challenger Series qualifying events, Pro Draft live show and Pro Series in 2021 and qualifying events in 2022.

**READ: Gfinity jumps as it inks deal with BT Sport for new competitive gaming series**

Under the terms of the contract, Gfinity will deliver a dedicated account management team to deliver all elements of the programme, provide a full league operations team to write all rules and govern drivers participating in the tournament and provide the use of its proprietary 'Race Control' in-race adjudication system. The company will also use its arena in London as the main venue for live broadcasts.

Gfinity also announced that the F1 Esports Virtual Grand Prix, designed to replace each live F1 Grand Prix race postponed due to coronavirus, has been extended until June. The series has already held five Grand Prix races since March 22 as well as three F1 Esports Challenge Driver events.

The new deal marks an extension of Gfinity's relationship with F1 and Codemasters Group Holdings PLC (LON:CDM), which produces the F1 video game series. Gfinity has collaborated with the two groups to create the F1 Esports Series since 2017.

"The F1 Esports Series is one of the most exciting esports tournaments in the world and we are delighted to be working with F1 for a further two years", Gfinity chief executive John Clarke said in a statement.

"Signing a multi-year agreement highlights our ability to leverage our unique position at the centre of the esports ecosystem to design and develop esports solutions for our clients.

"The Virtual Grand Prix Series has also caught the imagination of race fans as, shown by the amazing viewing numbers, and we are excited that a new, younger global audience is experiencing the F1 brand in a totally different way", he added.

Gfinity shares jumped 14.7% to 1.7p in late-morning trading on Wednesday.

--Adds share price--

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private

**Price:** 1.675

**Market Cap:** £12.05 m

### 1 Year Share Price Graph



### Share Information

**Code:** GFIN

**Listing:** AIM

**52 week High Low**  
6.7 0.3

**Sector:** Hardware & electrical equipment

**Website:** [www.gfinity.net](http://www.gfinity.net)

### Company Synopsis:

*Gfinity (AIM: GFIN) is a leading global esports business. Created by gamers for gamers, it uses its unique understanding of*

[action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 [action@proactiveinvestors.com](mailto:action@proactiveinvestors.com)

### No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Gfinity PLC named herein, including the promotion by the Company of Gfinity PLC in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).