



A perfect match in esports: DHL extends successful partnership with ESL Gaming

- DHL has been ESL's Official Logistics Partner since 2018 and is responsible for all transport logistics
- In 2021 DHL will deliver 20+ tournaments addressing a truly global audience, including additional Dota 2 tournaments and the newly added ESL CS:GO Pro Tour
- DHL has also signed a deal regarding "ESL Mobile", the next big focus on esports allowing players of all skill levels to play in global leading titles

Bonn, May 4, 2021: DHL and ESL Gaming, the world's largest esports company, have announced a multiyear extension of their successful partnership. DHL has been the Official Logistics Partner to ESL since 2018 and is responsible for the transport logistics, moving stage equipment, monitors and gaming chairs, among other elements.

With the extension, DHL continues its extensive involvement in esports. Building on an established footprint and successful activation campaigns around the ESL One tournament series in previous years, the new agreement will expand to include the full ESL CS:GO Pro Tour, all of ESL's global Dota 2 properties, and ESL Mobile, an all-new mobile esports ecosystem. Launched in 2019, ESL's mobile initiative has attracted millions worldwide and provided a unique platform for players and viewers alike. In 2021, fans in Europe will be able to compete and engage in some of the most popular mobile titles including Asphalt 9: Legends, Brawl Stars, Clash of Clans, Clash Royale, and Legends of Runeterra for a share of the almost EUR 200,000 prize pool. DHL will provide crucial support to the European operation of the ESL Mobile program and give players across the continent an opportunity to realize their mobile esports dreams. Consequently, DHL will significantly expand its scope from 6 tournaments in 2020 to deliver over 20 tournaments, addressing a truly global audience in 2021 and beyond.

The expansion follows a joint success story in challenging times. When faced with the pandemic last year, DHL and ESL quickly adapted to the new situation of hosting tournaments fully online. DHL kept focus on "uniting gamers", transforming their activations into innovative signature segments, quizzes, and games directly engaging with fans in a digital way via Twitch – the biggest streaming platform for games and esports.

"Gaming is the fastest-growing form of entertainment globally. I am delighted that we as a logistics provider are part of the esports world and that our partnership has been extended covering a broader spectrum via 'ESL Mobile'. DHL is celebrated and beloved by the ESL fan base which is the greatest

compliment for a sponsor”, said Arjan Sissing, Head of Brand Marketing at Deutsche Post DHL Group. “A great success was that we were able to unite gamers even despite online only tournaments and I am looking forward to many more events to come. For us, making this emotional connection with esports fans across the globe is the perfect way to engage with a huge community of digital natives with an affinity for e-commerce.”

“We are very happy to extend our partnership with DHL in what is an exciting time for our company and the esports community at large”, said Ralf Reichert, CEO at ESL Gaming, “With the addition of ‘ESL Mobile’, we will be able to provide entertainment to fans across the globe and it’s great to continue on this journey with DHL providing an essential business solution as our Official Logistics Partner.”

DHL joins ESL as the leader in growing esports titles to enter the mainstream on one of gaming’s most exciting future opportunities, mobile. With its rapid expansion, mobile gaming is lowering the barriers of entry into esports and stretches across multiple game titles. 2019 saw the first season launch with great success and over 500,000 participants in total. In 2020 the competition expanded to include the MENA region as well as Europe. “ESL Mobile” will reach a global audience and continue its roll-out in 2021. More details around the Mobile partnership with DHL will be announced soon.

Before Covid-19, DHL as the Official Logistics Partner transported nearly 700 tonnes of staging elements, 900 gaming chairs and over 3,500m² of screens each season to venues all over the world. In addition, DHL always strives to find creative ways to enhance the fan experience along the way. On top of fun demonstrations of cutting-edge logistics technologies such as EffiBOT, DHL has created innovative games like the virtual reality “DHL Box Stacker Pro” and mobile game “EffiBOT Dash”. DHL creates entertainment tailored to the needs of the audience, at live events, from home, via mobile app or social media, ESL fans can compete for prizes while interacting with the DHL brand and logistics solutions.

In addition to the partnership with ESL, DHL has a number of other top-class partners in the areas of sports, lifestyle and culture. These include Formula 1 and Formula E, soccer clubs such as Manchester United, several fashion weeks and Leipzig's Gewandhausorchester. DHL has also been official partner of the F1 Esports Series since 2018 and recently became Founding Partner of Formula E: Accelerate esports.

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DHL is part of Deutsche Post DHL Group. The Group generated revenues of more than 66 billion euros in 2020. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. Deutsche Post DHL Group aims to achieve zero-emissions logistics by 2050.

About ESL Gaming

ESL Gaming is the world’s largest esports and gaming lifestyle company. Since 1994, the company has been shaping the industry and leading esports and gaming innovation on a global scale across the most popular video games with numerous online and offline esports competitions, and through premier gaming lifestyle festivals. The company operates high-profile, branded international leagues and tournaments under the ESL Pro Tour, including ESL One, Intel® Extreme Masters, DreamHack Masters, ESL Pro League, and other preeminent, stadium-size tournaments. ESL Gaming also produces and hosts DreamHack Open tournaments, ESL National Championships, grassroots amateur cups, matchmaking systems, and DreamHack’s gaming lifestyle festivals — which feature everything gaming under one roof. ESL Gaming is part of MTG, the leading international digital entertainment group. More information is available at about.eslgaming.com.