



## Press release

### **DHL doubles down on esports with extended ESL FACEIT Group partnership**

- DHL extends its six-year tenure as Official Logistics Partner
- Successful employer branding and recruitment campaigns will be continued

**Bonn/Cologne/New York, August 16, 2024:** DHL Group, the world's leading logistics company, and ESL FACEIT Group (EFG), the leading esports and video game entertainment company, today announced a multi-year extension of their long-standing partnership to build visibility and relevance of the DHL brand amongst the esports and gaming community.

DHL and EFG have collaborated very successfully for the past six years creating unforgettable fan experiences at Counter-Strike 2 and Dota 2 tournaments through joint campaigns and event logistics. That partnership will continue for years to come for these esteemed esports events as well as additional EFG products. As the Official Logistics Partner, DHL will expand its involvement with the Snapdragon Pro Series, the world's largest multi-title mobile esports league. Additionally, DHL will support multiple DreamHack gaming festivals globally, which feature everything gaming under one roof in a three-day gaming lifestyle experience.

#### **Successful recruitment campaigns by DHL in the gaming and esports community**

At all of these EFG events, DHL will continue to bring its unique logistics expertise to bear, including managing the transport of the necessary stage and broadcast technology, assisting with video installations and facilitating the distribution of monitors and gaming chairs. In addition, DHL will continue its marketing campaigns alongside the world's most prestigious tournaments, including its Most Valuable Player award program. The partnership also enables DHL to align with its target audience for extensive employer branding and recruitment campaigns among the tech-savvy gaming and esports community. These campaigns have resulted in more than 10,000 job applications at DHL Group since 2022.

“DHL has established itself as a defining brand in the esports sector. Thanks to our partnership with EFG, we have built a close bond with gaming and esports fans – and thus with a young audience with a great affinity for technology and e-commerce, especially in Generations Z and Alpha,” said Arjan Sissing, Head of Group Brand Marketing at DHL Group. “In this target group, DHL not only enriches the fan experience with its commitment, but also positions itself as a progressive company and an



attractive employer. The great positive feedback shows that we communicate in a language that resonates with them.”

## **Number of esports fans worldwide is growing**

The global esports fanbase is expected to hit more than 640 million people in the coming year, and EFG events offer the chance to reach fans across the breadth of gaming culture who are not engaged with traditional marketing channels. Counter-Strike 2 and Dota 2 events have become some of the most-watched tournaments in esports, with both games remaining among the most-played titles daily on PC. The mobile gaming sector is also witnessing a surge, exemplified by the Snapdragon Pro Series, which has expanded its player base to more than 4.3 million competitors since its April 2022 launch. In addition, the number of visitors coming to the DreamHack festivals has since its launch continued to rise at a rapid pace, with DreamHack Dallas reaching a record-breaking 55,000 attendees in June 2024.

## **Engagement with enthusiastic target group**

“Through its partnership with EFG, DHL has become a brand that inspires gaming fans like none other,” said Rodrigo Samwell, Chief Commercial Officer, ESL FACEIT Group. “We see thousands of fans chanting ‘DHL’ at our live events, and the love the esports community shows to DHL is nothing short of extraordinary. That support is a testament to the fact that EFG’s and DHL’s joint long-term strategy resonates with the most important people: our fans.”

DHL is also building engagement with this enthusiastic target group through mobile gaming, including with its own products such as the EffiBOT Game, which is being relaunched this year and can be downloaded from the most important app stores. In this jump-and-run game, players collect packages in DHL environments, for example in a warehouse or at an airport. In the previous year, DHL achieved a milestone of 100,000 downloads and 2 million game plays.

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- You can find the press release for download as well as further information on [group.dhl.com/pressreleases](https://group.dhl.com/pressreleases).
- The best moments of the partnership between DHL and EFG are shown [in this trailer](#) and [here](#).
- For more information on the new recruitment and brand marketing campaigns from DHL Group, click [here](#) and [here](#).



- For more information about ESL FACEIT Group, check out [eslfaceitgroup.com](https://eslfaceitgroup.com) and follow EFG on [LinkedIn](#).

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## DHL – The logistics company for the world

**DHL** is the leading global brand in the logistics industry. Our DHL divisions offer an unrivalled portfolio of logistics services ranging from national and international parcel delivery, e-commerce shipping and fulfillment solutions, international express, road, air and ocean transport to industrial supply chain management. With about 395,000 employees in more than 220 countries and territories worldwide, DHL connects people and businesses securely and reliably, enabling global sustainable trade flows. With specialized solutions for growth markets and industries including technology, life sciences and healthcare, engineering, manufacturing & energy, auto-mobility and retail, DHL is decisively positioned as “The logistics company for the world”.

DHL is part of DHL Group. The Group generated revenues of more than 81.8 billion euros in 2023. With sustainable business practices and a commitment to society and the environment, the Group makes a positive contribution to the world. DHL Group aims to achieve net-zero emissions logistics by 2050.

## ESL FACEIT Group

ESL FACEIT Group (EFG) is the leading esports and video game entertainment company dedicated to creating worlds beyond gameplay where players and fans become community. EFG is built on a legacy of world-renowned brands including ESL, FACEIT, DreamHack and DreamHack Sports Games, providing innovative ecosystems for global communities of players, fans and creators around the games they love. Working alongside leading partners, brands and global IPs, EFG operates an

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unmatched portfolio of live events, digital platforms and developer tools that reach and engage millions of gamers worldwide. For more information visit [www.eslfaceitgroup.com](http://www.eslfaceitgroup.com)