

## Millions will be watching esports competition from Stockholm

This weekend it's time for the Grand Final of GLL Season II in one of the world's largest games: PlayerUnknown's Battlegrounds. The Grand Final of the league which will be held at Nobelberget in Stockholm, August 10th-12th, will feature the top 16 teams from the Western world that have qualified through the regular season that has been online. Millions of viewers are expected to follow the final where the players will compete for a prize pool of \$100,000 USD.

After the success of the spring league of Season 1 where the final was in Bucharest, it is now time for Stockholm, home of GLL.

"With this league, we've made it possible for anyone, anywhere to compete and win money in their favourite game, PlayerUnknown's Battlegrounds. Our first final in Bucharest had 1,5 million unique viewers. We're expecting more viewers this time, mostly through Twitch. The finalist will be competing for \$100,000 – double the amount of the first season" says Patrik Nybladh, CEO at G-Loot.

GLL is one of the most premiere leagues in the Western World within the gigantic success PlayerUnknown's Battlegrounds which was launch at the end of last year. The game is a worldwide phenomena with over 400 million players.

"GLL has in short become one of the most premiere leagues in the world for the game PlayerUnknown's Battlegrounds where tens of thousands of players play on our platform each month, players that dream of becoming as big as the sixteen teams that participate in the Grand Finals in Stockholm", says Simon Sundén, Head of Esports & GLL at G-Loot

"The teams that are participating are at the absolute top in the world, one of those is the Russian team Na'VI which was the winner of the last season that ended in Bucharest. The interest globally is gigantic and we're expecting a lot of viewers from Russia and China. We're extremely proud to offer viewers and fans across the world a top class competition and entertainment" says Simon Sundén

Esports is a global phenomena with a mass audience. According to Newzoo, the total viewership for esports will be 380 million in 2018. Three years later, in 2021, it's expected to have grown to 557 million.

In this market, Newzoo expect to have a revenue of 8 billion SEK in 2018, G-Loot has established themselves as a leading company in the world of esports online. Since the start four years ago the company has raised €20m EUR from established investors such as Inbox Capital and Swedbank Robur.

"We've been following the company for a long time and it's fantastic to see that the most scalable global business model we've encountered within gaming now has such a big impact", says Martin Wattin, CEO at Inbox Capital

"Swedish companies are at the forefront of global esports and those that have been able to create leagues and strong platforms will be valuable in the worldwide esports scene in the coming years. PUBG is here to stay and it's impressive to see what G-Loot has been able to do with GLL in such a short time" says Carl Armfelt, Portfolio Manager at Swedbank Robur.

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\* <https://variety.com/2018/gaming/news/pubg-hits-400-million-players-1202851285/>