



Euronics Group Signs Third Esports Sponsorship with ESL to Engage with Growing Digital Audience

21 July 2020, Amsterdam: EURONICS International, leading electrical goods and home appliances retail group is delighted to announce its extended partnership with ESL, the world's largest esports company.

Partnering with ESL's Pro League Season 12, the four-week long tournament will take place from 2nd September to 4th October 2020 and marks the third consecutive partnership between both parties.

This new partnership will provide exceptional opportunities for all 26 Euronics members as the official Electronics Retail Partner in their respective market, as well as promoting the group membership. The partnership provides activation opportunities both online and in-store, showcasing a diverse and relevant product portfolio to customers.

With the extension, Euronics and ESL show a solid commitment in uncertain times to continue to harness the Euronics ethos of creating a 'Human Touch in a Digital World'.

As the longest-running professional league in Counter-Strike: Global Offensive (CS:GO), ESL's Pro League is one-of-a-kind in its combination. The tournament finals bring top teams around the world together to compete for the coveted Championship title and the chance to win points towards the iconic Masters Championship finals, held annually in Katowice and Cologne.

As a result of Covid-19, Pro League Season 12 Final will not take place in Odense, Denmark as it has done historically. The format is yet to be determined.

"We're delighted to extend our partnership with ESL to a third tournament" said John Olsen, MD of Euronics International. "The impact of Covid-19 has meant that an already fast-growing sport has exploded as people look for recreational activity at home. An extension with ESL therefore makes perfect sense for all our members as we look to engage with this growing digital consumer audience. We are proud to serve the community online and as lockdowns ease

within many of our member markets we will use this partnership to showcase to our consumers that our stores are safe places to shop, adhering to national government guidelines.”

“ESL and Euronics have a strong history of working together. Not only does this partnership agreement further our relationship with Euronics, but it also moves us forward in our mission to grow esports at a global and local level. The ESL Pro League presents an exciting opportunity to engage players and fans around the world and Euronics are the perfect fit to be an official partner of ESL Pro League Season 12,” said Stephan Schroeder, SVP Global Brand Partnerships EMEA at ESL.

Note to Editors:

High res images of ESL Pro League 2019 are available here: photos.eslgaming.com

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The Euronics Group is the leading consumer electronics retail group in EMEA and CIS, representing independent retailers in 35 countries with more than 8,500 outlets. The Group brings innovative electrical products to consumers via a universal omni-channel approach. Euronics has reported consistent year-on-year growth in turnover and revenue since it was founded in 1990, irrespective of periods of economic instability, demonstrating that the Group’s focus on service and innovative solutions is unparalleled in its market.

www.euronics.com

About ESL Pro League

The ESL Pro League is the longest running professional league in CS:GO. Combining 24 of the best CS:GO teams in the world, teams are split into four groups of six and seeded based on ESL’s world rankings. Each group is run in a ‘best of three’ round robin format, meaning every team gets to play their group opponents once. The top six teams of the respective season fight for their majority share of \$750,000 in the finals held in week four, as well as the Pro League Championship title and points towards the Masters Championships held in Katowice and Cologne respectively. Season 11, played in March 2020, recorded the highest ever online viewership. pro.eslgaming.com/csgo/proleague/