

FOR IMMEDIATE RELEASE

June 22, 2020

## **Dentsu and the Global Esports Federation Establish Strategic Partnership**

Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Igarashi; Capital:10,000 million yen) announced today that it has entered a strategic partnership with the Global Esports Federation (hereinafter: GEF) to promote the global development of the growing esports business.

Chris Chan, President, Global Esports Federation said, "We are certain that this strategic partnership will strengthen the future prospects of the GEF, expanding the vital work that the team has already established. We look to Dentsu for their expertise to bring together the best of esports and sport, further fulfilling our mission to elevate esports and the world's esports ecosystem."

The GEF was launched in December 2019, in Singapore, to establish the voice and authority for the worldwide esports movement. The federation brings together diverse leaders from esports, as well as more traditional sporting organizations and athletes, with the vision to create a sustainable ecosystem for esports. Tencent is the Founding Global Partner of the GEF, and from Japan, the Japan esports Union (JeSU) is a member of the federation.

The strategic partnership will focus on joint efforts to develop new marketing programs and esports events. In collaboration with JeSU, Dentsu will lend its expertise and experience to collaborate with various game publishers\*, commercial partners and various International Organizations to further elevate the credibility, legitimacy and prestige for esports.

\*Game publishers: companies that develop the game title, handle distribution, advertising, promotion, sales, and the public release of games.

The URL of this release will be changed to the following on Wednesday, June 24.

<https://www.dentsu.co.jp/en/news/release/2020/0622-010071.html>

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