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Allied Esports Odyssey Tournament Sets Company Viewership Record with 1.6 Million Live Views Over Six-Day Event

Official Riot Games VALORANT Ignition Series Tournament Drives Triple Digit Percent Increases Across Allied Esports Streaming and Social Platforms

IRVINE, Calif.--(BUSINESS WIRE)-- Allied Esports, a global esports entertainment company and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), set a company record for viewership during a multi-day tournament with 1.6 million live views on its Twitch channel during the six-day Allied Esports Odyssey, an official Riot Games VALORANT Ignition Series event that concluded Sunday, August 16.

The tournament, which also logged 1.1 million hours watched and an average of 447,000 unique viewers each day, also garnered triple digit percent growth across the company's streaming and social media platforms, including the addition of 33,448 new Twitch followers (688% increase) and 3,800 new Twitter followers (140% increase).

Six of Europe's top VALORANT teams participated in the event, including **G2** ([@G2esports](#)), **Team Liquid** ([@TeamLiquid](#)), **Ninjas in Pyjamas** ([@NiPGaming](#)) and **Vodafone Giants** ([@GiantsGamingENG](#)), who were invited to the event, and **FunPlus Phoenix** ([@FPX_Esports](#)) and **BBL Esports** ([@BBL_esports](#)), who won the two open qualifier spots. G2 defeated FunPlus Phoenix 2-0 in the best-of-three Grand Final to take home €6,500 of the €15,000 total prize pool and the Allied Esports Odyssey crown.

"Allied Esports Odyssey was a massive success that showcased our ability to organize a Tier 1 event that was highly unique in its design and extremely competitive and appealing to millions of viewers all over the world," said Jud Hannigan, CEO of Allied Esports. "I couldn't be prouder of how our teams across two continents executed this tournament and I look forward to our next opportunity to showcase our outstanding creativity and talent. Congratulations to G2 on a tremendous effort all week long and a well-deserved Odyssey championship."

Allied Esports Odyssey, which was produced from Allied Esports' HyperX Esports Studio in Hamburg, Germany, attracted international attention for its unique format that featured a five-day group round with three marquee matchups each day and guaranteed head-to-head matchups between every team. Each game from the Allied Esports Odyssey tournament can be watched in full at youtube.com/alliedesports.

VALORANT has been a key addition to Allied Esports' online programming in 2020. In Europe, Allied Esports' VALORANT Legend Series tournaments have totaled a €7,500 payout across five events for the DACH market (Germany, Austria and Switzerland). In North America, VALORANT was added to the company's online offering earlier this summer

and the month-long VALORANT Strafe Series continues throughout August, with qualifiers before a final event with a \$2,500 prize pool on September 1.

Allied Esports will continue its production of professional European-based tournaments with the VIE.gg CS:GO Legend Series, featuring 12 teams playing for €50,000 in total prize money, starting August 31 and streaming live daily on [twitch.tv/AlliedEsports](https://www.twitch.tv/AlliedEsports) through September 13.

About Allied Esports

Named one of the World's Most Innovative Companies by Fast Company, Allied Esports International, Inc. is at the forefront of esports entertainment with a global network of properties designed to serve as competition battlegrounds, community experience hubs and content production centers.

Through direct operation or membership in the Allied Esports Property Network, the world's first esports affiliate program, Allied Esports' facilities span North America, Europe, China and Australia, and include the world-renowned HyperX Esports Arena Las Vegas, a fleet of mobile arenas, the HyperX Esports Trucks, and the HyperX Esports Studio in Hamburg, Germany.

Allied Esports' properties serve as the home to a number of online and offline proprietary productions and events, including Friday Frags and Saturday Night Speedway, as well as original partner programs like the Simon Cup.

For more information about Allied Esports, visit [AlliedEsports.gg](https://www.AlliedEsports.gg) and follow [@AlliedEsports](https://twitter.com/AlliedEsports). Allied Esports International, Inc. is a subsidiary of Allied Esports Entertainment, Inc.

About Allied Esports Entertainment

Allied Esports Entertainment, Inc. (NASDAQ: AESE) is a global leader in esports entertainment, providing innovative infrastructure, transformative live experiences, multiplatform content and interactive services to audiences worldwide through its strategic fusion of two powerful brands: Allied Esports and the World Poker Tour (WPT). For more information, visit [AlliedEsportsEnt.com](https://www.AlliedEsportsEnt.com).

Forward Looking Statements

This press release includes "forward looking statements" within the meaning of the "safe harbor" provisions of the United States Private Securities Litigation Reform Act of 1995. When used in this press release, the words "estimates," "projected," "expects," "anticipates," "forecasts," "plans," "intends," "believes," "seeks," "may," "will," "should," "future," "propose" and variations of these words or similar expressions (or the negative versions of such words or expressions) are intended to identify forward-looking statements. These forward-looking statements are not guarantees of future performance, conditions or results, and involve a number of known and unknown risks, uncertainties, assumptions and other important factors, many of which are outside the control of us, that could cause actual results or outcomes to differ materially from those discussed in the forward-looking statements. Important factors, among others, that may affect actual results or outcomes include: our ability to execute on our business plan; our ability to retain key personnel; general economic

and market conditions impacting demand for our products and services; adequacy of our funds for future operations; our future expenses, revenue and profitability; our ability to develop new products; our dependence on key suppliers, manufacturers and strategic partners; and industry trends and the competitive environment in which we operate. These and other risk factors are discussed in our reports filed with the Securities and Exchange Commission. We do not undertake any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law.

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