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Allied Esports Introduces NFT Collection EPICBEAST

Unique Utility, Including Access to Allied Esports-Backed Events and Future Metaverse Experiences, to Offer Holders Significant Long-Term Value

Mint Dates Set with Presale Starting March 25 and Public Sale on March 27

Global NFT Sales Totaled \$24.9 Billion in 2021

LAS VEGAS--(BUSINESS WIRE)-- [Allied Esports](#), a global esports entertainment company and a subsidiary of Allied Esports Entertainment, Inc. (NASDAQ: AESE), has announced that it will join the burgeoning NFT market this week with the sale of its first collection, [EPICBEAST](#). With a unique roadmap featuring access to Allied Esports-backed events and future metaverse experiences, royalties on collectible sales, customizable merchandise and monthly community live streams, EPICBEAST will deliver utility and value to holders from day one.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20220322005456/en/>

Inspired by gaming characters past and present, EPICBEAST will feature 8,591 unique tokens that will be minted on the Ethereum Blockchain during a two-day presale starting on Friday, March 25. Any remaining EPICBEAST NFTs will be made available in a public sale on Sunday, March 27.

NFTs (non-fungible tokens) have shown rapid growth and popularity over the past year. According to a DappRadar industry report, NFT sales volumes totaled approximately \$24.9 billion in 2021 compared to around \$94.9 million in 2020. To start 2022, OpenSea, the world's first and largest NFT marketplace, topped \$5 billion in trading volume for the month of January, the highest sales figure of all time.

The increase in popularity has been driven by significant trends in the market, including celebrity endorsements, collectibles, play-to-earn games and VIP events, all centered around building communities and offering value to token holders.

“At the core of our success has been our ability to grow and reward the gaming communities that we continue to serve every day,” said Jud Hannigan, CEO of Allied Esports. “EPICBEAST is a natural extension of what we’ve been doing for the past seven years and allows us to leverage the benefits of digital ownership and the next generation of the web in a way that creates immense pride in community membership. We have incredible confidence in not only delivering on our roadmap but integrating EPICBEAST holders into our future plans and success.”

EPICBEAST’s Stage 1 roadmap is highlighted by the June launch of a line of collectible



EPICBEAST is a collection of 8,591 NFTs on the Ethereum blockchain from Allied Esports that are inspired by popular gaming characters. (Graphic: Business Wire)

figurines based on select NFTs from the collection. Holders of EPICBEAST NFTs that share traits with the collectible figurines will receive royalties from each sale that takes place worldwide as 100% of profits are delivered back to the community.

In addition, EPICBEAST holders will receive customizable merch, including an initial drop at no cost; access to a VIP welcome party at HyperX Arena Las Vegas and other IRL events; and a monthly Twitch show, produced by Allied Esports, dedicated to the EPICBEAST community.

To participate in the presale, interested buyers will need to join the “BEASTLIST” through the EPICBEAST discord server. Official links, price structure and additional information can be found at EPICBEAST.io.

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 global properties, live events and production services that elevate creators, competition and content.

Allied Esports owns and operates HyperX Arena Las Vegas, the world’s most recognized esports facility and the company’s global flagship venue, as well as the Allied Esports Trucks, the first 18-wheel mobile gaming arenas. Members of the Allied Esports Property Network, the world’s first esports venue affiliate program, span North America, Europe, China and Australia, including the internationally celebrated Fortress Melbourne.

Allied Esports produces competitive community and professional esports and gaming events, including popular proprietary tournament brands *Fragz*, *Knockdown*, *Saturday Night Speedway* and the Legend Series; original co-branded programs like the Simon Cup; and

custom tournaments such as Trovo Titans.

AE Studios, Allied Esports' original content development and production services division, is a leader in storytelling beyond competition through live streamed productions across a variety of industries. With studios in Las Vegas and Hamburg, Germany, AE Studios has created and executed original and white label productions for top brands in sports, entertainment, tech, pop culture and gaming.

For more information about Allied Esports, visit 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 (NASDAQ: AESE) is a global esports entertainment venture dedicated to providing transformative live experiences, multiplatform content and interactive services to audiences worldwide. For more information, visit alliedesports.gg.

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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Brian Fisher
Allied Esports
brian@alliedesports.com

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