



LCO Welcomes DoorDash As Inaugural Naming Rights Sponsor

On demand delivery company DoorDash partners with Australia & New Zealand's largest esports league, the League of Legends Circuit Oceania

Sydney, Australia, June 11th — League of Legends Circuit Oceania today announced a partnership with leading on-demand delivery platform DoorDash, which will see the company become naming rights partner of the DoorDash League of Legends Circuit Oceania ('DoorDash LCO') for the remainder of 2021. The partnership marks a first for the league, which was watched by over 750,000 viewers for its first season in 2021.

The partnership will enable DoorDash to connect with the hard-to-reach audience of young, tech-savvy gamers & esports fans. A high potential, but still fairly untapped market by brands in Australia and New Zealand.

Strategy for the partnership is to integrate DoorDash as authentically as possible. Giving players and fans alike a reason to like and engage with DoorDash, and most importantly try DoorDash, if they haven't already.

As part of the deal, DoorDash will be featured across the DoorDash LCO broadcast in new segments, including the DoorDash #sendit Replays, and the Players That Delivered, activating during key moments of the twice-weekly broadcast. DoorDash will also integrate into the LCO's social media channels, which reached an audience of over 2 million users over the course of its inaugural season.

"We are elated to be partnering with DoorDash. They've been greatly supportive of our vision for the league and I'm excited to see what we can do together in both the short and long term." said Graeme Du Toit, Head of Commercial for the DoorDash LCO. "Convenience is critically important for our audience, and we're looking forward to leveraging DoorDash to improve the LCO experience for our fans. Hopefully that spills over into DoorDash making their lives more convenient outside of match days too."

Given the nature of DoorDash's high-level convenience offering, the partnership between DoorDash and LCO is a no-brainer. Michael McCash, Senior Manager Consumer Marketing - Australia said:

"We're really excited about sponsoring the League of Legends Circuit Oceania. Gaming and on-demand delivery go perfectly together. DoorDash prides itself on its high level convenience offering for food, groceries and alcohol - perfect for players and spectators that are often engrossed in long gaming sessions."

"DoorDash is also excited to have recently expanded to add DashPass, Australia's most valuable food delivery membership. At just \$12.99 a month, members are able to access unlimited \$0 delivery fees - perfect for those regular gamers who are chasing a quick refuel."

The LCO is owned and operated by a joint venture between ESL Gaming Australia and Guinevere Capital.

ABOUT ESL GAMING

ESL Gaming is the world's largest esports and gaming lifestyle company. Since 1994, the company has been shaping the industry and leading esports and gaming innovation on a global scale across the most popular video games with numerous online and offline esports competitions, and through premier gaming lifestyle festivals. The company operates high-profile, branded international leagues and tournaments under the ESL Pro Tour, including ESL One, Intel® Extreme Masters, DreamHack Masters, ESL Pro League, and other preeminent, stadium-size tournaments. ESL Gaming also produces and hosts DreamHack Open tournaments, ESL National Championships, grassroots amateur cups, matchmaking systems, and DreamHack's gaming lifestyle festivals — which feature everything gaming under one roof. ESL Gaming is part of MTG, the leading international digital entertainment group. More information is available at <https://about.eslgaming.com/esl-australia/>

ABOUT GUINEVERE CAPITAL

Founded in 2016, Guinevere Capital is an advisory and investment firm focused on high growth segments of the sports and esports industry, bringing together performance, commercialisation, media and management to create leading global organisations. For esports, Guinevere aims to develop competitive ecosystems in emerging markets and have focused their efforts on Australia, New Zealand and the United Kingdom. Guinevere was responsible for the launch of the Esports High Performance Centre at Sydney Cricket Ground, one of the most iconic sports grounds in Australia and the first esports facility to launch in the country and has since followed up with a sister facility in New Zealand's Eden Park Stadium.

ABOUT DOORDASH

DoorDash is a technology company that connects consumers with their favorite local and national businesses in more than 4,000 cities and all 50

states across the United States, Canada, and Australia. Founded in 2013, DoorDash enables local businesses to address consumers' expectations of ease and immediacy and thrive in today's convenience economy. By building the last-mile logistics infrastructure for local commerce, DoorDash is bringing communities closer, one doorstep at a time. Read more on the DoorDash blog or at www.doordash.com

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