



Bayes Esports agrees on partnership with BLAST Premier, now exclusively providing content impacting 80% of official live esports betting turnover

Berlin, January 18, 2023 – BLAST Premier, the world's most entertaining esports event, is partnering with Bayes Esports, the leading source for official esports live data, until 2024.

This deal will make live data from all BLAST Premier events available to the entire partnership network of Bayes Esports, ranging from high-level betting operators such as bet365 and GGBet to innovative odds and service providers such as BETER and Sportsflare.

Additionally, both companies aim to make data more accessible to teams and fans through historic data access, statistics, and visualizations, whilst ensuring the integrity of the competitions.

With BLAST Premier joining Riot Games for LoL Esports and ESL as exclusive partners of Bayes Esports, the Berlin-based company has rounded off its content portfolio and is now offering official live data from the leading trinity of esports organizations. In total, Bayes Esports is exclusively providing content impacting 80% of official live esports betting turnover.

BLAST Premier represents the world's leading Counter-Strike tournament series and the second largest content right-holder in esports. Furthermore, BLAST has recently engaged in a multi-year partnership with game developer Ubisoft for the organization of the Rainbow Six Esports Global Circuit.

The strategic partnership between BLAST Premier and Bayes aims to allow even more stakeholders in the esports data industry to benefit from each other and contribute to the overall development of the esports industry. Besides official live data from all BLAST events now being available to data customers partnering with Bayes, both companies also look to create data driven solutions that contribute to improving the overall fan experience. "Project V", an innovative tool that allows for the automation of content creation, is amongst the solutions most actively being collaborated on.

Amir Mirzaee, CCO & Managing Director of Bayes Esports, stated: "We are so excited to welcome BLAST Premier on board. They have made a name for themselves in the upper echelons of esports by organizing premium esports events that put a great emphasis on an enjoyable fan experience and creating unforgettable moments. With us now being able to chime in and cooperate with them, I believe we can create some truly magical and unforgettable moments for fans, whether through visualizations or innovative content

creation solutions while the matches are still going on. 2023 promises to be an exciting year not just for us, but for the entire esports industry.”

Alexander Lewin, VP of Distribution and Programming at BLAST, said: "BLAST prides itself on delivering next level entertainment, which is centered around unparalleled production quality and taking fans to the very heart of our experiences. Combining our approach with the vision and leading market position of the excellent team at Bayes is set to create outstanding esports entertainment for BLAST's global fanbase. The data analysis, statistics and insight which Bayes is bringing to their global client base will be a tremendous value-add for fans of BLAST and esports worldwide.”

About Bayes Esports

Bayes Esports is the world's leading esports data supplier. We have built an unmatched, diverse ecosystem of 450+ data consumers, covering all relevant use cases from media, service providers, and analytic companies to betting operators and community partners.

With BEDEX, our global, best-in-class data platform, we provide the fastest, most reliable and accurate esports data on the market, powering top tier clients from Google to bet365 with more than 10.000 live matches per year.

Thanks to exclusive partnerships with ESL Gaming, BLAST Premier, and Riot Games for LoL Esports, we offer official live data data from tournaments responsible for more than 80% of turnover generated in the official esports betting market.

Our data portfolio is completed by further partnerships with BTS, OGA, and KRAFTON for PUBG: Battlegrounds, allowing us to offer the most relevant range of official data coverage in the industry.

We believe in an open ecosystem and in healthy competition, that drives innovation in the market. Our mission is to drive prosperity and sustainability for everyone in the esports industry.

About BLAST

We're on a mission to take esports to the next level of global entertainment. We excite and invite billions of fans to join the esports revolution. We create live and digital experiences - from tournaments that pack out major arenas around the world to great content that's guaranteed to blow your socks off.

We work with some of the world's best game publishers and brands to elevate their properties into amazing esports experiences - having delivered tournaments, content and shows in a variety of games, including: CS:GO, Rainbow Six Siege, DOTA 2, VALORANT, Apex Legends, FIFA 2022 and Fortnite.

Over the last year, we've been working with Fortnite to develop industry leading, year-round, calendar of exciting and competitive esports events. Following last year's FNCS All-Star

Showdown and FNCS Grand Royale tournaments, we're now operating the entire FNCS Chapter 3 broadcast schedule during each Fortnite Season for 2022.

BLAST Premier is a worldwide Counter-Strike tournament series where the best teams and biggest superstars fight it out for glory and a multi-million dollar prize pool. Famous for its unparalleled production quality and game-changing fan-first moments. Attracting tens-of-thousands of fans to our crazy-big-adrenaline-pumped live events in big arenas from London and Copenhagen to Miami and Sao Paulo, with millions more watching at home on our broadcast tuning in from more than 150 territories and in 25 different languages.