



The BMW Brand will be a sponsor of the Infinity Esports Club in Mexico and Latin America, which drives the Esports discipline in the region.

- With this strategic alliance, the BMW brand has the purpose to reach to a younger public in Latin America, who have a more technological view; therefore, the Bavarian brand is in line with a Group strategy at a worldwide level.
- The Infinity Esports Club is a leader in the region due to its results and is made up of players from different Latin American countries, who in turn make up the various teams that participate in the tournaments.
- The League of Legends (LoL) team of the Infinity Esport Club will represent the region in the Mid Season Invitational (MSI), which will be disputed in May in Iceland.

Mexico City, April 27th, 2021. The BMW brand has been flying the innovation and the technology flag along the years, with which it has positioned the driving pleasure as a unique experience for all its customers around the world. This year the BMW brand seeks to continue innovating in Mexico and in Importer Latin America Markets, lined to a Group strategy at a worldwide level, and will engage in the Esports industry with the sponsorship to the Esports Infinity Club; and so offering new experiences to the followers of the Bavarian brand.

Since the decade of 1990, Esports became a mass phenomenon at a global level, which has created a solid industry of strategic alliances; BMW brand has identified Esports as a community in the trend framework, which sums up on a robust basis as from 2020 sponsoring teams in Europe, the United States, China and South Korea. Therefore, Latin America is not the exception and the BMW brand seeks, with this new sponsorship, to expand its positioning in the electronic sports area in the region.

While BMW is a brand positioned in the first places in the luxury automotive segment, it also seeks to reach a younger market, by means of a technologic, dynamic approach, and with a future vision through the sponsorship to the Infinity Esports Club as from April 26th, 2021 during one year. With this alliance, the German brand seeks to: transfer its team work spirit and healthy competence; maintain its tradition of being pioneer when exploring completely new territories; and have a renowned Club representing the Latin America region in international competences, who, even at a medium term, may perform an exchange of ideas with the other teams sponsored by the BMW brand in other markets.

“We feel very enthusiastic of implementing a sponsorship in the Esports industry in Latin America through a gifted Club with such a promising future as Infinity Esports. This sponsorship is aligned to the strategy of our BMW brand at a worldwide level, and goes hand in hand with our essence, which have characterized us for our technological developments, as well as for the innovation and dynamism of our vehicles. Upon joining to this discipline, we seek to promote the teamwork and the healthy competition, which are also part of our day-to-day”, said Hernando Carvajal, BMW Marketing Director for Latin America Group.



“For Infinity, our proud is that a Premium brand such as BMW has chosen us for its landing in Esports in Latin America. Sealing this alliance and see the BMW logo stamped in our shirt drive us to continue as state-of-the-art in electronic sports in the region, at the same time as strengthening our commitment with innovation. With the support of the brand BMW we will continue its revolution in the Latin America scene with excellence in the game and with the impact of our environment of contents, which allow us to communicate with the most dynamic and demanding audiences of the time”, said Diego Foresi, CEO of Infinity Esports.

About the Infinity Esports Club.

Infinity Esports shall be the Club that will have the backup of the brand BMW in Mexico and Latin America. This team, founded in Costa Rica in 2009, is integrated by more than 70 players and sport staff from Mexico, Guatemala, Costa Rica, Colombia, Peru, Ecuador, Chile, Argentina and Uruguay; who in turn will form the different teams participating in the tournaments. In turn, the Club has a solid infrastructure with 30 individuals (directors, persons in charge of the marketing and commercial areas, and staff) who design the strategy and coordinate the development and participation of players.

Within the Electronic Sports discipline, the Infinity Esports Club team is one of the strongest and better positioned clubs in the region, due to its results. Having players from different countries provides it with the opportunity to have a great talent, which has taken them to be creditors of important international titles such as the following:

- League of Legends (LoL): current champions of the Opening 2021 of the Latin American League (LLN).
- CSGO: PRO Trust League Champions Opening.
- VALORANT: Elite League Champions.
- FreeFire: LAN 2019 Champions and 5th in the Río de Janeiro World Championship 2019.
- Gran Turismo: 2019 GT World Tour New York Champion.
- Rainbow Six Siege: Tri-champion of Mexico and Latin America.
- FIFA 2020: Participation in the Club World Cup London 2019.

“We are sure that with the Infinity Esports Club we will achieve excellent results and will show how, through this discipline, we may enrich the life of the new generations by leveraging its self-determination. This sponsorship has a great value for us, since, due to the fact that Infinity Esports is the official Club of the BMW brand within the discipline of Electronic Sports in Latin America: we will proudly have Latin American players representing our region at an international level. And we hope to foster, at a medium term, the exchange of best practices with teams sponsored by the BMW brand in other countries. We invite BMW fans in the region to join us in this new project we have started”, said Arturo Orenday, Director of the BMW Brand for the Latin American region in BMW Group Latin America.

Activities of the Infinity Esports Club.

During the sponsorship year, the Infinity Esports Club, through its different teams, will participate in regional or international tournaments (some of them will grant a pass to participate in regional or world finals in case of resulting champions or being among finalists):

- Latin American League of Legends (LLA).
- Free Fire Latin American League.
- PUBG Latin American League.



- Counter Strike North League.
- Valorant North League.
- FIFA CUP.
- Latin American and international tournaments of SIM RACING.
- DOTA2 Latin American League, among others.

Highlighting that past April 10th the LoL team of the Infinity Esports Club was deemed devoted as a champion of the League of Legends Latin American League is essential. With this achievement, they will represent the region in the Mid Season Invitational (MSI) to be disputed on May 6th to 23th in Iceland; which represents a historic load, for the young squad of Latin America.

Finally, the BMW brand in Mexico and in the Latin American Importer Markets, where it has presence, will implement activities directed in order that the Bavarian brand followers may closer know the Esports discipline. During 2021, activities together with the Infinity Esports Club shall be carried out and shall be communicated through the official social networks. The Gaming Houses, where the members of the Infinity Esports Club reside, will play an essential role in the development of such activities, which will be soon revealed.

Know the alliance between the Infinity Esports Club and the BMW brand closer in the following video:

<https://youtu.be/nwNJlrj0Xf4>

Social networks of the BMW brand in Mexico:

Facebook: BMW México

Twitter: @BMWMex

Instagram: @bmwdemexico

Social networks of the BMW brand and its Esports strategy at a worldwide level:

Twitter: @BMWEsports

Instagram: @BMWesports

About Infinity Esports

Infinity Esports is one of the main electronic sports clubs in Latin America. It was built on the success of its sports results in League of Legends (LoL) and then expanded to various games on the continent. Among his main achievements in LoL are the 2018 Clausura championship of the North Latin American League (LLN), a triumph that led him to participate in the Korea World Cup where he made history by obtaining the best participation so far of a Latin American team. In addition, in 2018 he won the grand final in Santiago de Chile over the champion of the South Latin American Cup (CLS) and has just been crowned champion of the 2021 Apertura of the Latin American League (LLA). As part of its regional expansion, it is competing in the following Esports: FIFA eWorld Cup, PUBG, Counter-Strike, Gran Turismo, Dota2, Valorant, Free Fire and Free Fire FEM. In addition, in 2019 a training and entertainment center opened in San José, Costa Rica under the name of Infinity Gaming & Training Center, becoming the first Esports club in Latin America to have a space of this type.

Website, social networks and platforms:

www.infinityesportslatam.com

TikTok: <https://vm.tiktok.com/JdfEeCV/>

BOOYAH!: <https://booyah.live/studio/8986170>

Twitter: https://twitter.com/Infinity_sport



Twitter Mobile: <https://twitter.com/InfinityEMobile>

Instagram: https://www.instagram.com/infinity_sports/

Facebook: <https://www.facebook.com/InfinityEsportsLatam/>

YouTube: <https://www.youtube.com/channel/UCNwEvtAAfGbJeqYUmczAuBQ>

LinkedIn: <https://www.linkedin.com/company/infinity-esports-latam/mycompany/>

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About BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises 31 production and assembly facilities in 15 countries; the company has a global sales network in more than 140 countries.

In 2020, the BMW Group sold over 2.3 million passenger vehicles and more than 169,000 motorcycles worldwide. The profit before tax in the financial year 2020 was € 5.222 billion on revenues amounting to € 98.990 billion. As of 31 December 2020, the BMW Group had a workforce of 120,726 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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About BMW Group Latin America

The BMW Group in Latin American has presence in the region with the three brands BMW, MINI and BMW Motorrad; as well as in some countries the sub-brand BMW i is also included. BMW Group Mexico began its activities at the end of 1994 and therefore celebrated in 2019 the 25th anniversary of its presence in this country. In Latin American region, the first importer was located in Ecuador in 1958, which has been active for more than 50 years.

The BMW Group has two plants in Brazil, one located in Araquari, Santa Catarina, focused on the production of cars. The other plant is located in Manaus, Amazonas, which is the first facility to manufacture two-wheelers for the brand outside of Germany. In July 2014, the investment of one billion dollars was announced for the construction and operation of a production plant in San Luis Potosí, Mexico; which began operations in 2019 with the new generation of the BMW 3 Series.

In addition, it has a service and after-sales organization, which offers customer service.

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