

Corporate Communications

Press Release
April 19, 2021**“BMW Esports Boost 2021”: a new event for the esports sector live from BMW Welt.**

- “BMW Esports Boost” brings together an international who's who of the esports world.
- The premiere of this globally unique format live from BMW Welt is on June 28, 2021.
- BMW is in partnership with Seven.One Sports.
- Gain fresh inspiration and exclusive insights from top industry experts such as Jens Hilgers, Ralf Reichert, Christopher Hana, Brandon Snow and Tobias Knoke.
- Exciting panel discussions and best practices are aimed at anyone who wants to invest in this market and help shape the future of esports.
- Tickets are available now at bmwesportsboost.com.

Munich. Esports has long since developed from a niche sport into a global trend and an important economic factor. Through its commitment to esports, BMW is one of the driving forces in this fast-growing segment and wants to set new standards in storytelling and innovation. As the sports arm of the Seven.One Entertainment Group, Seven.One Sports has been actively promoting the broadcasting and reporting of all aspects of esports in German-speaking countries for many years and went international in 2021 with the digital gaming and esports platform esports.com. BMW and Seven.One Sports have now created a new event format for the various stakeholders in the sector. It goes by the name of “BMW Esports Boost”. On June 28, 2021, an international who's who of the esports industry, including opinion leaders, team members and industry experts, will gather for the event to be broadcast live from BMW Welt in Munich.

The event is aimed at anyone who wants to take the next step in esports, help shape the future of the segment or invest in this dynamic market. Numerous top international speakers will be giving exciting presentations and taking part in panel discussions to provide fresh impetus and exclusive insights into the world of esports. Their topics range from such issues as “Esports and big arenas – is this still a match?” to challenges for marketers. The various sessions aim to put the esports hype in context, discuss the development of the industry and share innovative ideas and inspirational success stories. World premieres and announcements will reveal upcoming trends that will shape the future of esports.

Among others, the event will be attended by Christopher Hana (CEO The Esports Observer), Brandon Snow (SVP, CRO Brand Partnerships and Esports Activision Blizzard), Ralf Reichert (Co-Founder and Co-CEO ESL Gaming), Jens Hilgers (Founding General Partner BITKRAFT), Tobias Knoke (Head of Gaming EMEA Partnerships Solutions at Google) and Jonas Gundersen (COO Ninjas in Pyjamas). The CEOs and founders of the G2 Esports and FNATIC teams – Carlos “ocelote” Rodriguez and Sam Mathews – will also be guests. BMW Esports Boost will be hosted by the multi-award-winning and internationally recognized esports presenter Eefje “sjokz” Depoortere.

“With BMW Esports Boost we want to take our involvement to a new level in this rapidly growing and innovative market and develop a unique platform for collaboration, development and networking in the entire industry,” said Stefan Ponikva, Vice President Brand Experience BMW Group.

Stefan Zant, Managing Director Seven.One Sports and esports.com added: “Thanks to our international network, our know-how as a market leader in the medialization of esports on

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free TV and in digital delivery on esports.com, we are ideally placed to establish BMW Esports Boost as an international brand together with BMW."

The premiere of "BMW Esports Boost" will be broadcast live from BMW Welt on June 28, 2021 from 10.00 to 18.00 MEZ and will be the prelude to an annual series of events. Early bird tickets are available now for 69 euros from bmwesportsboost.com.

About BMW Esports.

Since 2020, BMW has been cooperating with five of the world's best teams in the classic "League of Legends" game. Cloud 9, FNATIC, FunPlus Phoenix, G2 Esports and T1 fly the flag for BMW at the biggest events in the sector. The highlight of the first season in 2020 was the Worlds, in which G2 Esports and FNATIC managed to reach the knockout stage of the finals in competition with the best teams in the world. G2 Esports made it all the way to the semi-finals. Involvement in esports offers BMW completely new touch points with a dynamic and fast-growing community. Esports is therefore an important field for BMW marketing activities going forward. BMW also has a prominent presence in sim racing and has integrated BMW SIM Racing in its racing program as an independent entity. The BMW SIM Cups attract the world's best sim racers, who battle for checkered flags, titles and attractive prize money in virtual BMW racing cars. 2021 marks the first year that BMW SIM Racing teams will be on the grid. BS+COMPETITION, G2 Esports, Team GB and Team Redline represent BMW on various sim platforms.

About Seven.One Sports

Seven.One Sports is the sports arm of the Seven.One Entertainment Group, which as a 100% subsidiary of ProSiebenSat.1 Media SE unites all the broadcasting brands as well as the content, digital and marketing business under one roof. Seven.One Sports has been involved in establishing and boosting the social recognition of esports for many years and has become the market leader in the medialization of esports on free TV and digital media in German-speaking countries. It offers the weekly TV magazine program esports.com TV on ProSieben MAXX, holds broadcasting rights for major national and international tournaments and leagues such as the ESL, DFB ePokal and Virtual Bundesliga and runs the global digital gaming & esports platform esports.com.

Seven.One Sports is one of the most successful partners for sports-minded advertisers, cooperation partners and co-investors in the German-speaking world. It focuses primarily on cross-media integration of TV, digital and social media for exclusive sports productions and live sports broadcasts, and on the development of digital sports platforms and high-class sports events.

Information at a glance:

Date: June 28, 2021

Registration: Open now at bmwesportsboost.com

Access: Via e-ticket on successful registration

Cost: Early bird tickets from 69 euros

If you have any questions please contact:

LoeschHundLiepold Kommunikation GmbH

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BMW Welt. The heart of all the BMW Group brands.

BMW World welcomes over 3 million visitors each year. With its iconic architecture, BMW Welt is the heart of all the brands in the BMW Group – BMW, the sub-brands BMW M and BMW i, MINI, Rolls-Royce Motor Cars and BMW Motorrad, which are impressively presented in their own worlds of experience. But it is not only the exhibitions and the collection of new vehicles that are highlights for car lovers from all over the world. Visitors can enjoy a year-round program of varied events covering culture, art and entertainment as well as popular event locations for over 400 external events per year. The various restaurants at BMW Welt offer a variety of culinary delights right up to Michelin star cuisine. In the Junior Campus, children and even the whole family can explore the city of the future and mobility of the future either independently or in exciting workshops.

The BMW Group

The BMW Group with its BMW, MINI, Rolls-Royce and BMW Motorrad brands 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 2019 the BMW Group sold over 2.5 million passenger vehicles and more than 175,000 motorcycles worldwide. Profit before tax in the 2019 financial year was €7.118 billion on revenue of €104.210 billion. As of Tuesday, December 31, 2019, the company employed 126,016 people worldwide.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company has therefore established ecological and social sustainability throughout the value chain, comprehensive product responsibility and a clear commitment to conserving resources as an integral part of its strategy.

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